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WHITE

10th September 2024

INTRODUCTION TO WHITE

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OVERVIEW OF SERVICES

Market Research & Feasibility & Financial	Concept & Branding	Design & Technical
<ul style="list-style-type: none"> • Competitive & Market Analysis. • Initial Financial Viability Studies. • Initial Concept Recommendations. • Initial Area Programme Study. • Initial Draft Manning Brief. • Partner/ Specialist Equipment Recommendation. • Business Modeling. • Budget preparation. 	<ul style="list-style-type: none"> • Complete turnkey development of the brand. • Strategy and Positioning. • Service Programming. • Unique Touch Points. • Concept Area Programming. • Design & CI Co-ordination. • Partnership Co-ordination. 	<p>Schematic Design Phase</p> <ul style="list-style-type: none"> • Finalize BOH & FOH bubble layout. <p>Specialist MEP Services</p> <p>Detailed Design Development</p> <ul style="list-style-type: none"> • Finalise detailed design requirements • Manning Guide • Deviation Report • Detailed CAPEX and OSE Budget Compilation • Review FFE Specification <p>Construction Handover</p> <ul style="list-style-type: none"> • Design, Build and Quality Inspections • FFE & OSE Delivery & Installation • Defect & Snagging Report • Monitor Defect Rectification.

WHITE to provide advisory / consultation support to the owner-appointed interior designer; as and when required through to project completion.

OVERVIEW OF SERVICES

Pre-Opening Services	Management & Operations
<ul style="list-style-type: none">• Critical Path Planning & Execution.• Financial Services Preparation.• Staff Training - Management & Operational (inc Therapy) <p>• Assimilation Solution</p> <p>In partnership with Xin Performance - QTX.</p> <ul style="list-style-type: none">• Operational Policy Development.• Programme Development.• Software Management Solution.• HR & Recruitment Support.• Taskforce Support.	<ul style="list-style-type: none">• Full Operational Management or Consultancy.• Performance Auditing, Analysis and Recommendation.• Sales, Marketing and Promotional Development.• E-Business Solutions.• Mystery Shopper <p>SPA - TX</p> <ul style="list-style-type: none">• Business Intelligence and Reservation System <p>THIA Wellness</p> <ul style="list-style-type: none">• Branded operator./ Service Provider

WHITE to provide advisory / consultation support to the owner-appointed interior designer; as and when required through to project completion.



ABOUT OUR COMPANY

WHITE is a dynamic, innovative and creative company passionate about developing commercial, authentic, visionary projects and products with a sense of place and value for guests and stakeholders alike.

WHITE is inspired by the notion that all projects and businesses are unique and require a tailored, bespoke solution to ensure the most successful outcome. WHITE is about creating solutions from different angles.

A hand holding a crystal ball that reflects a cityscape. A sign in the reflection reads 'The Loop'.

OUR VISION

To be recognised as a leading innovative visionary wellness and hospitality business solutions company. Continually building stakeholder loyalty and value.

OUR VALUES

- Be Different
- Effective Communication
- High Integrity
- Be Passionate
- Be Inclusive
- Better Every Day





Created SHINGETSU for Staywell Hotels & Resorts

(A subsidiary of Prince Hotels and Resorts)

Overview

- Commence June 2020 › May 2023
- Japanese Wellness traditions and rituals inspired global spa and wellness brand. To be launched late 2023.

Key Deliverables

- Concept Creation and Development.
- Brand Development.
- Corporate Identity Development.
- Technical & Design Control Manual.
- Brand Signatures and Programs.
- Brand Partnerships.
- Project Consultant for Bangkok and Guangzhou.



THE PRINCE AKATOKI HOTELS

Appointed as PROJECT CONSULTANT

- Bangkok
- Guangzhou



GALAXY ENTERTAINMENT GROUP

Macau

Appointed Brand and Operations Consultant.

Duration: 2019 - 2020



THE HONG KONG GOLF & TENNIS ACADEMY

Appointed Operations Consultant.

Duration: 2020 - 2021



EDSA SHANGRI-LA MANILA

Appointed as Management Consultant.

Full management consultancy providing hands-on day-to-day management guidance of the iconic Chi Spa.

- Operational
- Financial
- Marketing & Events

Project Period: 2017



THE MURRAY, HONG KONG

Appointed as Pre-Opening Project, Technical & Operations Consultant for the wellness facilities.

Inc. Spa, Fitness Studio and Swimming Pool.

Project Period: 2017 - 2018



NICCOLO, CHANGSHA

Appointed as Pre-Opening Project, Technical & Operations Consultant for the wellness facilities.

Inc. Spa, Fitness Studio, and Swimming Pool.

Project Period: 2019



THE LANGHAM, SAN FRANCISCO

Appointed as Project, and Technical Consultant for the wellness facilities.

Inc. Spa, Fitness Studio and Swimming Pool.



AL MESSILA LADIES ONLY DAY SPA & RESORT, DOHA

*Concept Design and Planning (during tenure
with Langham)*

OUR TEAM



Barry White

Specialist Areas: Brand, Concept, Financial, Operations

Gold Winner of the 'Wellness Entrepreneur of the Year' at the Wellness and Lifestyle Awards 2023 by Liv Media, Barry White is a spa and wellness expert with over 30 years of international leadership experience in luxury lifestyle brands. As the Executive Director & Founder of WHITE Consultancy, he offers a comprehensive consultancy solution for the spa and wellness industry, focusing on creating new lifestyles and well-being for guests and stakeholders.

Barry is renowned for establishing the award-winning Chuan Spa, Langham Hospitality Group's exclusive spa and wellness brand. He serves as the Global Wellness Day Ambassador for Hong Kong, and is a former Board Member of the non-profit APSWC. Known for his expertise, he frequently speaks and judges at prominent conferences and awards within the spa and wellness field.



Sean O'Conner

Specialist Areas: Project Planning and Design, Technical, Procurement

Sean has accumulated nearly 30 years of experience in the spa and wellness industry. His previous roles include director at International Leisure Consultants, and over 15 years as Group Spa Manager for design and development at Mandarin Oriental Hotel Group.

Throughout his 35-year career, O'Connor has been involved in the planning, design, and opening of close to 100 hospitality establishments, which includes 35 spas, wellness centers, and resort destinations.

*****Project Specific Consultant*****

CONTACT

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