



mushROOM

MORE THAN VISUAL



mushROOM is your ultimate guide to your hotel projects. We strive to set a new benchmark in the hotel industry. With the presence of mushROOM, we make a difference in the market by creating outstanding hotels.

mushROOMTM
BRANDING

This sector of mushROOM shapes your brand and let it be heard by the world. We provide various services that lead your brand to a whole new level by enhancing both Visual and Internal values.



**HOSPITALITY CONSULTATION
& MANAGEMENT**

CONSULTATION

Hotel Consultation

Apart-Hotel Consultation

mushROOM offers consultancy on conceptualization and development of the project for independent hotel owners and developers. Our involvement for your project starts from the early stages to guide the whole set-up process of the hotel or apart-hotel.

In addition to consultation on commercial short-stay development (apart-hotel), the involvement of mushROOM in the development plan is most ideal as it will benefit guests in terms of facilities and also the future operation flow of the apart-hotel.

Our consultation services includes concept to capital expenditure planning.

MANAGEMENT

Hotel Management

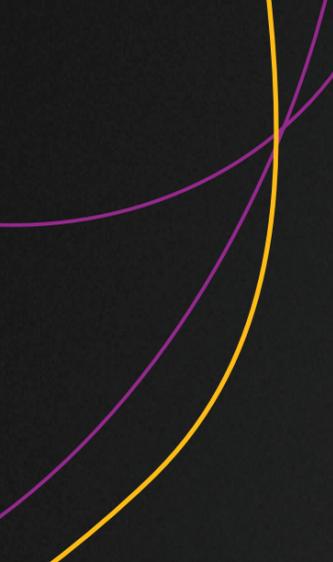
mushROOM provides personalized hotel management services, tailored to the individual requirements of each single property. Guest reviews scores is a direct result of the service standards at the hotel. Our management team implement quality standards of operations and procedures aimed at achieving high satisfaction levels. Our services includes daily operation management to revenue management.

SOMC

As for commercial short-stay development, mushROOM also acts as your short-stay operator management corporate (SOMC) to regulate short-stay operators. Operations standards from pricing benchmark to daily operation rules & regulations are implemented to all the operations run by the individual operators of the building in order to optimise the flow.

The image features a dark, almost black background. Overlaid on this background are several thin, flowing lines in two colors: a vibrant yellow and a deep purple. These lines are abstract and organic, resembling brushstrokes or fluid motion paths. They curve and loop across the frame, with some lines crossing each other. The overall effect is modern and artistic.

SERVICES INCLUDE



Hotel

- Feasibility study
- Concept development
- Design & Architecture
- SOP design
- Pre-opening planning
- Finance & Asset Management
- Revenue Management & Yield Strategies
- Sales & Marketing
- Operational Management

Short-Stay Development

- Building & Layout consultation
- Short Stay operation consultation
- Short stay management consultation
- Operational flow
- Operational Management
- Interior Design & Build
- Security system – Property management platform
- Marketing
- Short stay operator management



mushROOMTM **BRANDING**

We specialize in creating **Visual** and **Service Branding** strategies to evoke customers sensation, feeling, thoughts and actions about a particular brand.

Our Service

Our Service

When a brand's story is being interpreted accross **internally** and **externally**, it creates a great **Brand experience**. Hence,

$$1 + 1 = 3$$

Our Service

mushROOM



MORE THAN VISUAL

“ An exquisite branding design is to create a whole new experience that is beyond visual.”



VISUAL BRANDING

As a creative Storyteller, we tend to utilize certain aesthetical elements to create the best visual identity that works for brands. In order to produce a design that truly function, our work involved in multiple sectors including Website, Interior Design and etc. comprehensively.

"Two divisions with one vision"

SERVICE BRANDING

We provide a beyond expected Hospitality Service strategies that incorporate ones brand's spirit into it and keep the audience connected to the brand at all time.

What we serve

Our Service

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Creative Strategies

to connect brands
and customers

How we accomplish
to designing a unique
Brand Experience
through storytelling

Featured Project
MOOD CAFE
ROBUSTA SUITES



PROJECT SCOPE

- Complete brand design
- Project naming
- Logo design
- Brand tone
- Brands direction
- Brands story developing
- Brand identity system
- Collaterals design
- Environmental design

PROJECT OVERVIEW

Mood cafe is a place where people connect through stories sharing. Its core value is to encourage and assist people to relieve their expressions and be themselves.

The brand's concept is designed based on the art movement "Expressionisms". An integration of modern and classic art style enhances overall sensation to its visual identity.

Featured Project

Our Service

mushROOM



robusta suites
By mushROOM

PROJECT SCOPE

Complete brand design
Project naming
Logo design
Brand tone
Brands direction
Brands story developing
Brand identity system
Collaterals design
Environmental design

PROJECT OVERVIEW

A boutique hotel inspired by Tenom Coffee located at the Sovo Exchange at Aeropod, Tanjung Aru, Kota Kinabalu, Sabah.

Robusta's aim is to allow its audience to experience the local culture and have a better understanding about Sabah through the well known coffee from Tenom. What makes it more distinctive is its little touch of the 'Coffee Footscrub Service'.

Featured Project

Our Service

mushROOM



PROJECT SCOPE

- Commercial short-stay consultation
- Building plan consultation
- Operation Consultation
- Branding
- Marketing consultation
- Presentation consultation
- Short-stay management

PROJECT OVERVIEW

Baysuite is a commercial suite development with 590 units. Unlike residential projects, commercial projects require a different approach in planning and management to create greater values for developers and investors.

We focus on optimizing real estate development by combining our knowledge in hospitality management and positioning strategies to develop the optimal development asset.

Featured Project

Our Service

mushROOM



Some of our other clients

HOTEL HUMI
LIV HOTEL
HOTEL The TERRA
CABANA RETREAT
D'ATAS EXPLORERS BAR



WE ARE THE HOSPITALITY EXPERTS

We believe that human to human connection is the key to create powerful and successful branding. We are passionate about providing this service alongside hotels and F&B businesses to create a greater extent of Hospitality Consultancy.





When mushROOM started to grow

Coming from a background in Hospitality from Swiss, and over a decade of experience in the industry, they decided to contribute their knowledge and experience with great passion into the field of their home land with an ambition of leading the local hospitality standard to a whole new level.





T H A N K Y O U

088 278 766

support@mushroomcorp.com
www.mushroomcorp.com

  @mushroomhospitality