NEW SUN
HOSPITALITY

COMPANY PROFILE

Consulting and Implementation throughout the Project Lifecycle
Building the Foundation for Successful Destinations

OPEN LETTER
FROM THE FOUNDER



MS. HƯƠNG NGUYỄN

Founder & Chief Executive Officer
NewSun Hospitality

Dear Valued Investors and Strategic Partners,

Every hotel or resort project begins with an investment idea. However, to become an efficiently operating asset, the project requires integrated guidance across strategy, product, functionality, operational systems, and commercial capabilities.

At **NewSun Hospitality**, we view **hospitality not merely as a beautiful building or a service brand, but as a business asset that must be marketable, operational, controllable, and capable of generating sustainable value.**

Therefore, NewSun accompanies investors from the very first decisions: market research and business model development; product definition; functional brief creation; design review; pre-opening preparation; operational organisation; revenue development and digital transformation.

Our distinctive strength lies in our ability to connect three often-separated perspectives: the investor's objectives, practical operational requirements, and market acceptance. We don't just deliver reports. NewSun and our project teams transform strategy into actionable plans, tools, standards, data systems, and implementation capabilities that continue to operate long after our consulting engagement concludes.

Leveraging our practical experience and diverse ecosystem of experts, NewSun is committed to helping investors make better decisions, ensure more robust implementation, and reduce the costs of rectifying errors throughout the project lifecycle. **We value the opportunity to partner with you in creating distinctive destinations that deliver strong business performance and long-term asset value.**

Sincerely,
MS. HƯƠNG NGUYỄN
FOUNDER & CHIEF EXECUTIVE OFFICER

NEWSUN HOSPITALITY

ABOUT NEWSUN HOSPITALITY



CONTEXT & CHALLENGES FOR INVESTORS

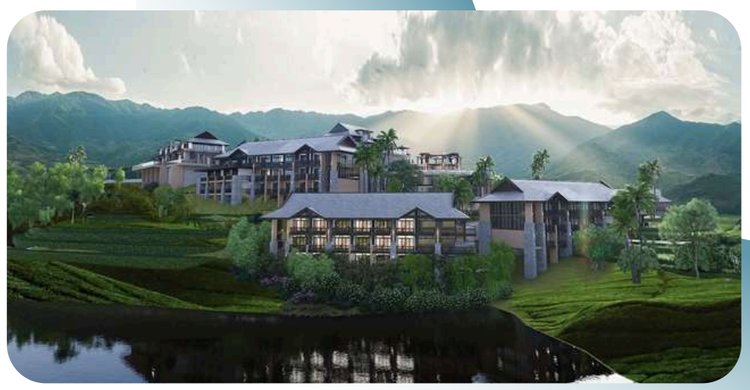
The hotel and resort market is shifting from a focus on expansion to a new phase where asset performance, guest experience, and professional management capabilities are becoming increasingly important.

In practice, many projects are still developed based on separate decisions: unvalidated business models; products that do not meet market needs; designs lacking an operational brief; pre-opening activities starting too late; and insufficient data and management systems that are not ready.









An Unresolved Challenge ...

The gap between investment concept and operational performance is rarely caused by a single mistake. Instead, it often results from a lack of alignment among strategy, products, design, people, commercial activities, and technology.



FROM INVESTMENT CONCEPT TO HIGH-PERFORMING OPERATIONAL ASSET

NewSun Hospitality is a specialised hospitality consulting and project implementation partner serving hotels, resorts, serviced apartments, and cruise operations. We help investors transform their visions into viable business models, market-aligned hospitality products, and operationally sustainable systems.

We integrate investment objectives, market intelligence, product positioning, functional planning, operational capabilities, commercial strategies, and digital solutions into one cohesive framework. **Our goal goes beyond bringing a project to its opening day. We strive to develop marketable assets that can be operated efficiently, effectively managed and controlled, and continuously optimised.**

CONSULTING AND IMPLEMENTATION PARTNER THROUGHOUT THE PROJECT LIFECYCLE

NewSun can engage through individual specialist modules or provide end-to-end support, from market research and business modelling through Product Definition, Functional Brief, Design Review and Pre-opening to commercial operations and digital transformation.

Every recommendation is linked to specific deliverables, acceptance criteria and the implementation capacity of the project team, helping to minimise costly rework, reduce conflicts between disciplines and improve the quality of owner decision-making.

Led by professionals with hands-on experience at major hotel management, real estate and service organisations, **NewSun combines strategic thinking with practical implementation, coaching and systems handover.**



VISION

To be the trusted consulting and implementation partner for investors in developing distinctive, competitive, and sustainably valuable hospitality assets.

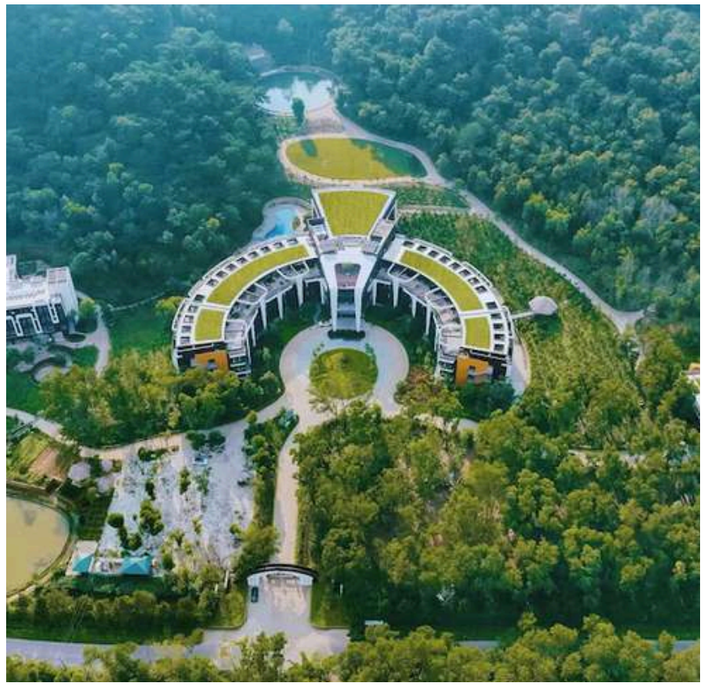
NewSun aims to build an integrated ecosystem of capabilities, where strategy, product, operational design, commercialisation, data, and technology are connected within a single value chain.

MISSION

We help investors and operators make better decisions, implement more effectively, and master their systems through practical solutions, reliable data, and real-world implementation experience.

Each project is approached according to its specific context, resources, and investment goals, and then transformed into measurable plans, deliverables, management tools, and execution capabilities.





NEWSUN HOSPITALITY

Vietnamese Name:

CÔNG TY CỔ PHẦN QUẢN LÝ KHÁCH SẠN VÀ DỊCH VỤ MẶT TRỜI MỚI

English Name:

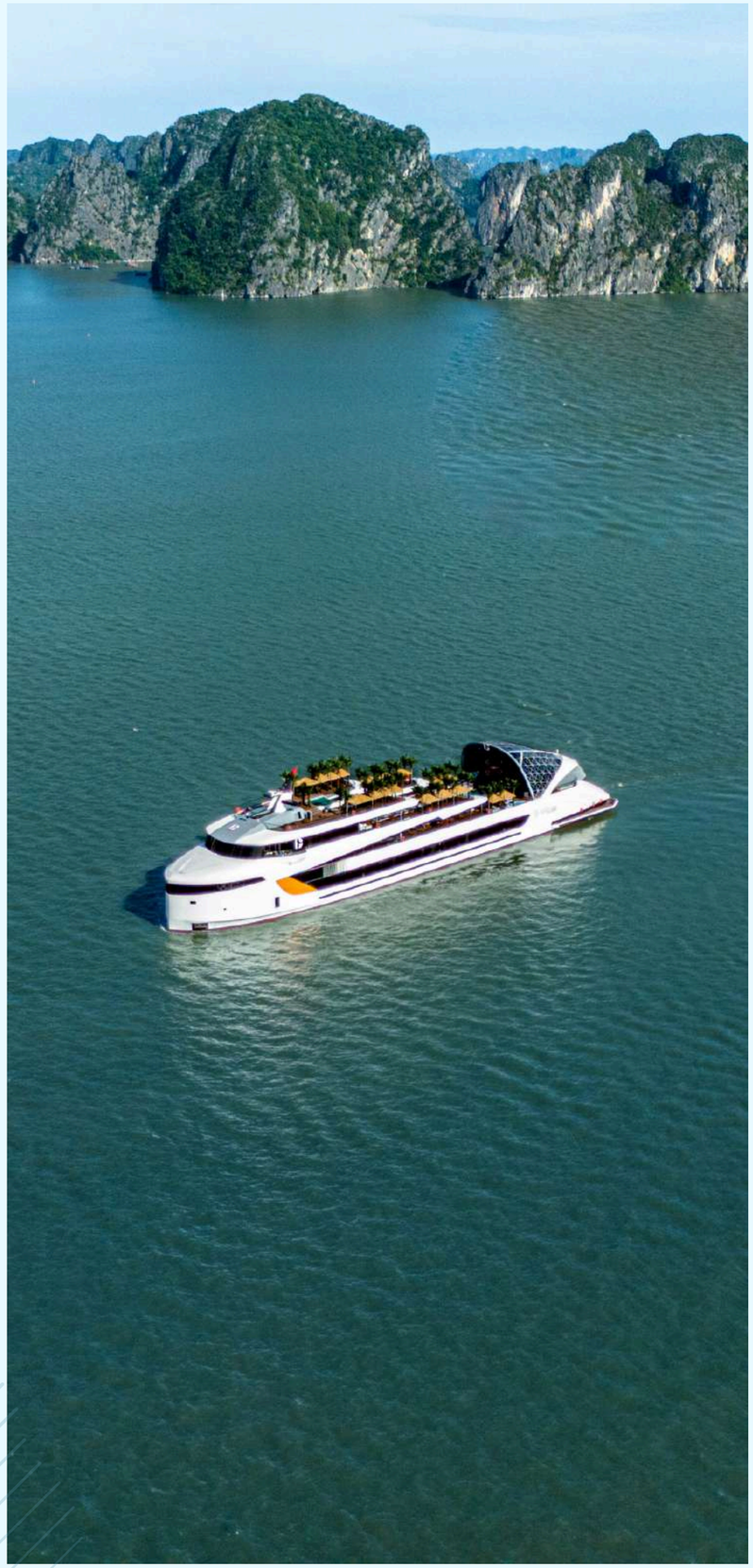
NEWSUN HOTEL MANAGEMENT AND SERVICE JOINT STOCK COMPANY

Trading Name:

NEWSUN HOSPITALITY

Tax Identification Number:

0110471185



REGISTERED ADDRESS

Room 704, 7th Floor, Millennium Building, No. 4 Quang Trung Street, Yet Kieu Ward, Ha Dong District, Hanoi, Vietnam

WEBSITE

www.nshm.com.vn

HOTLINE

+84 768 68 2913



BUSINESS AREAS

PROJECT DEVELOPMENT CONSULTING

PRE-OPENING SET-UP

COMMERCIAL OPERATIONS

DIGITAL TRANSFORMATION





NewSun Hospitality has developed four interconnected core capabilities to help investors make and manage key decisions throughout the project lifecycle, from initial development to asset operation and optimisation:

- Make informed investment decisions based on market data and appropriate financial and business models.
- Translate strategies into market positioning, product portfolios, and functional requirements that support practical design and operations.
- Prepare the people, processes, standards, budgets, and systems needed to ensure the project is ready for opening.
- Build a strong commercial framework covering Sales, Marketing, Revenue Management, and distribution networks.
- Digitalise operational workflows, data, and management tools to reduce reliance on manual processes and improve operational control.

Each service package can be delivered independently while remaining aligned with the entire project lifecycle. This approach helps avoid isolated improvemnets and ensuring that decisions support the overall investment objectives.

NewSun Hospitality works with hotels, resorts, serviced apartments, cruise businesses and integrated hospitality developments. **Our services cover new investments, pre-opening projects, assets requiring repositioning** and **operators seeking stronger commercial performance** or **digital transformation.**

TARGET CLIENTS

- **Investors in hotel, resort and hospitality real estate projects** requiring advice on business model direction from the outset.
- **Owners of tourism and leisure assets** seeking to enhance operational efficiency or reposition their projects.
- **Businesses & Investment Funds** owning a system of accommodation projects
- **Hotel, resort and cruise Operators.**

PROJECT SEGMENTS

- Four- and five-star hotels and luxury resorts.
- Integrated Resorts.
- Leisure and tourism cruises
- Mixed-use accommodation and commercial developments.
- Renovation, upgrading and repositioning projects involving tourism and hospitality assets.

CAPABILITY MODEL

NEWSUN HOSPITALITY

The L.E.A.D.E.R model defines the principles that guide NewSun's advisory and implementation approach: long-term value, practical experience, aligned objectives, data-driven decisions, execution commitment and trusted partnerships.

L
LONG-TERM VALUE

All solutions are evaluated against their impact on investment returns, operating capability and long-term asset value.

E
EXPERIENCE

Recommendations are grounded in data, industry standards and lessons learned from hands-on implementation across hospitality projects.

A
ALIGNMENT

Investor objectives are aligned with product, design, operations, commercial functions and technology within one consistent framework.

D
DATA-DRIVEN

Criteria, performance indicators and reporting systems are established to improve decision-making and management oversight.

E
EXECUTION

Recommendations are properly turned into implementable plans, deliverables, tools and coaching activities.

R
RELIABILITY

Our workflow is based on defining scope, responsibilities, timelines and results, enabling clients to take ownership of their systems.





OUR CORE CAPABILITIES

NewSun Hospitality's capabilities are organised around 04 pillars. The first three establish the foundations for developing and commercially operating an asset. Digital transformation is an emerging capability that connects data, automates processes and enables management to scale.

PROJECT DEVELOPMENT CONSULTING

Market assessment, business model development, project positioning, product portfolio, and investment-operation principles to guide design, finance, and implementation. Typical deliverables include market research reports, business models, product definition, and recommendations on scale and development roadmap.

PRE-OPENING SETUP

Establish organisational structure, budget, standards, SOPs, management systems, recruitment and training plans, Sales & Marketing Plan, and Pre-opening Master plan. NewSun can participate as a consultant, PMO, or in a "do it with you" model, enabling the Owner's team to implement and master the system simultaneously.

COMMERCIAL OPERATIONS

Connecting Sales, Marketing, Revenue Management, distribution, and business data within a unified operational framework. The scope may include establishing an outsourced sales department, building pricing systems, forecasting, KPIs, revenue reporting, developing travel agents, and coaching the commercial team.

DIGITAL TRANSFORMATION & HOSPITALITY TECHNOLOGY SOLUTIONS

NewSun goes beyond advising on software selection. We review business processes, design solution architectures and work directly on developing digital tools tailored to the operating model, particularly for B2B platforms, cruise businesses, independent hotels and multi-property portfolios with specialised workflows.

Our digital capabilities are delivered across three layers: (1) assessing digital readiness and standardising processes; (2) designing data, systems and integration architecture; and (3) developing, implementing and handing over solutions.

Solution components may include B2B agent and affiliate portals, booking engines, PMS administration cores, room/cabin inventory and allotment management, vouchers, automated confirmations and emails, management dashboards, API integrations and decision-support tools.

Combining hospitality specialists with technology professionals ensures that solutions meet actual operational requirements, reduce manual workloads and can scale across products, individual properties and asset portfolios.

NewSun's distinctive strength lies in connecting the four pillars into one end-to-end solution framework: strategy informs the product; the product defines functional requirements and systems; and the resulting systems are operated through people, data and technology.



NEW SUN HOSPITALITY

SOLUTIONS GROUPS & CONSULTING PACKAGES



SOLUTIONS THROUGHOUT THE HOTEL AND RESORT PROJECT LIFECYCLE

Each stage in a project's lifecycle involves decisions that directly impact CAPEX, OPEX, guest experience, and revenue generation.

NewSun's solutions are structured according to the asset development lifecycle, providing investors with clarity on necessary actions, desired outcomes, and the interrelation of various disciplines.

The objective is to reduce rectification costs, ensure operational capability, shorten the time to opening readiness, and establish a foundation for continuous control and optimisation of the asset after it commences operations.

HOSPITALITY SOLUTIONS THROUGHOUT THE PROJECT LIFECYCLE



01

Market Research & Business Model

A comprehensive assessment of market potential, competitive dynamics and investment opportunities to develop a business model aligned with the project's characteristics, development direction and travel trends. This stage enables investors to base decisions on robust data and in-depth analysis, mitigate risk, optimise resources and establish a strong foundation for the entire development process.



02

Product Portfolio Definition

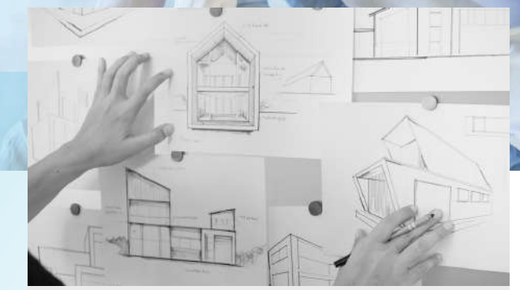
Develop a product and service ecosystem aligned with brand positioning, target market needs, and the project's operational capabilities. Correctly defining the product portfolio from the outset optimises revenue streams, enhances customer experience, creates a competitive advantage, and increases the long-term commercial value of the asset.



03

Functional Brief Development

Translate business strategy into specific functional and operational requirements, providing a basis for the design team to develop appropriate architectural plans. The goal is to ensure all spaces are scientifically planned, simultaneously meeting customer experience needs, operational efficiency, and business exploitation capabilities, thereby minimising adjustments during implementation.



04

Design Review & Optimsation

Evaluate and optimise design plans across three key aspects: customer experience, operational efficiency, and investment returns. Through an independent review from the perspective of a hotel operator, NewSun Hospitality ensures that the design not only meets aesthetic requirements but also aligns with operational realities, optimises investment costs, and enhances long-term value.

HOSPITALITY SOLUTIONS THROUGHOUT THE PROJECT LIFECYCLE



05

Pre-opening Set-up

Establish a complete operational foundation before the hotel officially opens, through organisational structure development, operational process design, management system implementation, and recruitment and training of personnel. This phase ensures the project is ready for a timely launch, operates smoothly from day one, and delivers a consistent service experience aligned with its defined positioning.



06

Hotel Management & Operations

Optimise hotel operational efficiency by standardising processes, enhancing service quality, controlling costs, and improving operational productivity. The goal is not only to ensure stable operations but also to continuously increase financial performance, elevate guest satisfaction, and sustainably grow asset value.



07

Sales & Marketing

Develop integrated sales and marketing strategies to maximise revenue, expand market reach and enhance hotel competitiveness. By combining sales strategy, revenue management, brand communication and multi-channel distribution, we ensure projects target the right customer segments, optimise operational efficiency and achieve sustainable growth throughout each business lifecycle stage.



08

Digital Transformation & Technology Solutions

Review operational and commercial workflows, standardises data, selects or develops appropriate tools, designs integration mechanisms, and transfers knowledge to the user team. Deliverables may include a digitisation roadmap, business requirements, solution architecture, B2B portal, PMS/Booking Engine, dashboards, and automation workflows.

NEWSUN HOSPITALITY
IMPLEMENTATION METHODOLOGY

Our methodology consists of seven continuous stages, from identifying the right problem through systems handover and post-implementation optimisation. Each stage has defined deliverables, accountable owners and clear acceptance criteria.

Three principles apply throughout: **diagnose before recommending; design solutions that match execution capabilities; and validate completion against tangible deliverables and verifiable outcomes.**

"Understand the problem.
Design the right solution.
Deliver to results.
Hand over so the clients owns the system."

01. SURVEY
Gather information, understand the project's context and needs.

02. DIAGNOSIS
In-depth analysis, current state assessment, core problem identification, and opportunity mapping.

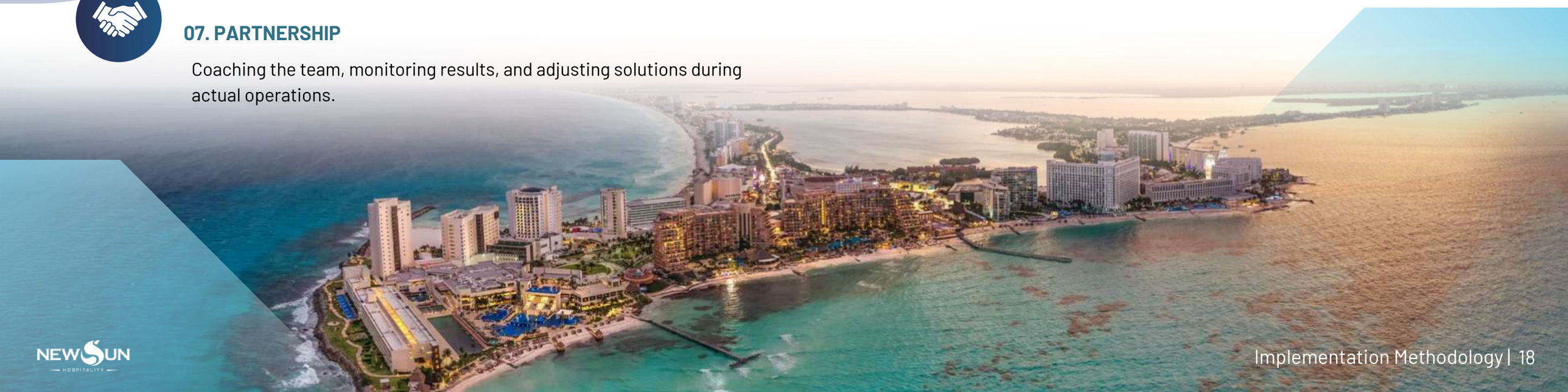
03. SOLUTION DESIGN
Developing solutions tailored to investment goals, resources, timelines, and organisational readiness.

04. IMPLEMENTATION
Organise implementation according to plan, RACI matrix, control milestones; coordinate directly with the investor, design consultant, contractor and operations team

05. ACCEPTANCE
Evaluate against scope, Definition of Done, KPIs, and completion evidence; clarify achieved, unachieved, and corrective actions.

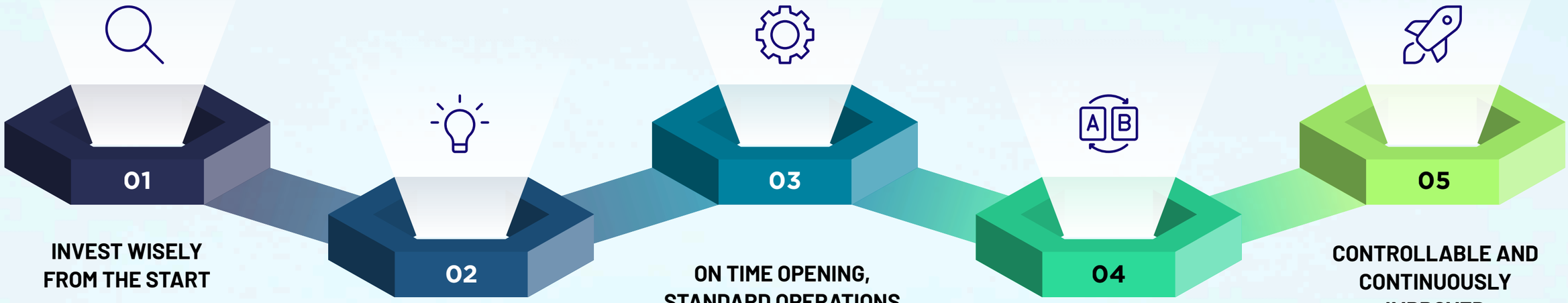
06. HANDOVER
Handover of documents, data, tools, user guides, and governance mechanisms to enable the client's team to continue operations

07. PARTNERSHIP
Coaching the team, monitoring results, and adjusting solutions during actual operations.



VALUES DELIVERED TO CLIENTS

NewSun's values are created and measured by our abilities to help investors make better decisions, reduce implementation risk and improve actual asset performance.



01 INVEST WISELY FROM THE START

Validate the business model, project scale and product mix against data, financial objectives and operating potential.

02 DESIGNED FOR OPERATIONS

Review functional layouts and guest, staff, logistics and back-of-house (BOH) flows before the cost of design changes escalates.

03 ON TIME OPENING, STANDARD OPERATIONS

Ensure that people, processes, standards, budgets and systems are ready for go-live.

04 SALES & REVENUE OPTIMISATION

Align Sales, Marketing, Revenue Management and distribution around shared objectives and data.

05 CONTROLLABLE AND CONTINUOUSLY IMPROVED

Assess delivery against the agreed scope, Definition of Done, KPIs and supporting evidence; identify completed and outstanding items and define corrective actions.



KEY SERVICE GROUPS & CONSULTING PACKAGES

Drawing on our experience supporting hotel, resort and service-sector projects across Vietnam, NewSun Hospitality offers a comprehensive ecosystem of advisory solutions designed to adapt to each stage of project development.

Every service package is tailored to the investor's actual needs, with a focus on optimising operating efficiency, strengthening management capabilities and creating sustainable business value.







MARKET RESEARCH & FEASIBILITY STUDY PACKAGE

Objective

Help investors determine whether to proceed with an investment, which business model to pursue and which commercial assumptions require validation.

Key Scope

- Market research and trend analysis.
- Supply and demand analysis.
- Competitor analysis.
- Project positioning.
- Proposed business model.
- Recommended investment scale.
- Product direction.
- **Typical Deliverables:** Market research report; competitive analysis; business model proposal; preliminary positioning; recommendations on project size, product mix, average daily rate (ADR) and occupancy assumptions; and a profit and loss (P&L) model or pre-feasibility assessment proportionate to the agreed scope.

PRODUCT DEFINITION & FUNCTIONAL BRIEF PACKAGE

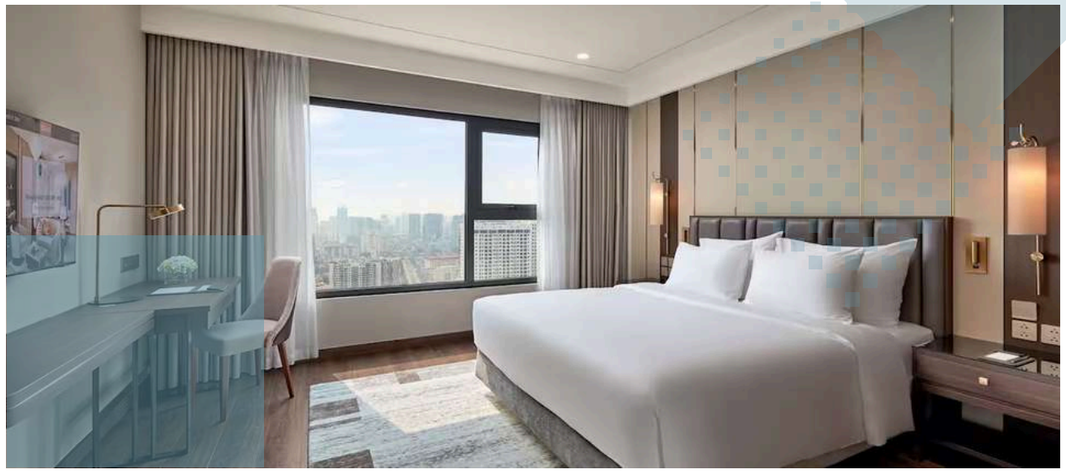
Objective

Translate the business model into a product portfolio and detailed functional requirements for the design team to develop its proposals.

Key Scope

- Define the product portfolio.
- Establish the room mix and facilities programme.
- Develop detailed functional briefs for Front of House, Back of House, operational flows and connectivity between areas.
- Review functional floor plans against the Product Definition and Functional Brief.
- Review concepts and design decisions affecting the guest experience, CAPEX and operations.
- Recommend optimisation of space utilisation, capacity, operational flows and revenue-generating potential.
- Define the guest journey and principal service touchpoints.
- **Typical Deliverables:** Product Definition Report; product mix and area schedule; Functional Brief; FOH/BOH requirements; guest journey; design review report; and a schedule of optimisation recommendations.





PRE-OPENING PACKAGE

Objective

Coordinate all pre-opening activities under a master plan to ensure that the property, people, systems and commercial functions are ready before go-live.

Key Scope

- Develop standard operating procedures (SOPs), templates and service standards.
- Define the organisational structure, staffing plan, job descriptions and payroll budget.
- Support recruitment, onboarding and assessment of key personnel.
- Deliver training, coaching and operational simulations.
- Establish KPIs, reporting protocols and opening-readiness controls.
- Set up PMS/POS and other operating systems within the project scope.
- Develop Sales, Marketing and Revenue Plans and the opening sales plan.
- Prepare the pre-opening master plan, soft-opening programme and go-live plan.
- **Typical Deliverables:** Pre-opening Master Plan; organisational chart and budgets; SOPs; recruitment and training plans; Sales & Marketing Plan; readiness checklist; soft-opening plan; and operational handover documentation.

OPERATIONS & COMMERCIAL PERFORMANCE PACKAGE

Objective

Review and redesign operating and management arrangements to improve revenue, cost control, service quality and team capabilities.

Key Scope

- Operational and commercial audit.
- Redesign workflows, delegated authorities and cross-functional coordination mechanisms.
- Revenue Management, forecasting, pricing and channel mix.
- Sales & Marketing Strategy, key accounts and distribution channels.
- Establish KPIs, dashboards and management meeting schedules.
- Control costs, productivity and service quality.
- Coach the executive team and Heads of Department.
- Provide targeted advanced training to address performance improvement needs.
- **Typical Deliverables:** Audit report; 90/180-day action plans; KPIs and dashboards; rate structures and forecasts; commercial plan; revised SOPs and workflows; and coaching and performance-monitoring reports.

DIGITAL TRANSFORMATION & TECHNOLOGY SOLUTIONS DEVELOPMENT PACKAGE

Objective

Translate business workflows into scalable, measurable digital systems that users can operate, reducing dependence on manual processing and creating a centralised data foundation for management.

Key Scope

- Commercial components: B2B agent and affiliate portals, booking engines, rate and inventory management, allotments, transactions and payment integration.
- Operational components: PMS Admin Core, guest profiles, room/cabin inventory, vouchers/codes, confirmations, emails, alerts and approval workflows.
- Data and management: standardised master data, dashboards, KPIs, production tracking by channel/agency and decision-support tools.
- Integration and automation: APIs, email, accounting/reconciliation, CRM/POS and other relevant systems according to project scope.
- **Typical Deliverables:** Digital Readiness Report; Business Requirements Document; Solution Architecture; prototype/MVP or implemented system; user acceptance testing (UAT); administrator and user documentation; training; and scalability roadmap.

Implementation Process

STEP 01

Digital Readines

Assess processes, data, existing systems, bottlenecks and organisational readiness.

STEP 02

Solution Architecture

Design the roadmap, business requirements, data architecture, access permissions, integrations and investment priorities.

STEP 03

Build & Implementation

Select, configure or jointly develop the appropriate solution; test, implement and hand it over.

Newsun's Differentiator

We combine in-depth **hospitality operating knowledge with in-house technology capabilities.** Solutions are therefore designed around real-world workflows rather than forcing operations to conform to off-the-shelf software.

Hospitality domain expertise + In-house technology capabilities. in-house

NEW SUN HOSPITALITY

PROJECT EXPERIENCE & DELIVERY CAPABILITIES



PROJECT PORTFOLIO:
BUSINESS MODEL, PRODUCT DEVELOPMENT & PRE-OPENING









ANAMYR
NINH BINH
HOTEL & RESIDENCE

ANAMYR Ninh Binh Hotel & Residence (Ninh Binh)

Investor: Vinh Phat Construction Investment Co., Ltd. | Development area: approximately 14,000 m^2.

Scope: Market research and business modelling; positioning; Product Definition; Functional Brief; design review; advisory on management structures and the pre-opening plan.

Objective: Align investment, product, design and operational decisions ahead of the planned opening on 31 December 2026.

www.kjbuildcorp.com

PROJECT PORTFOLIO:
BUSINESS MODEL, PRODUCT DEVELOPMENT & PRE-OPENING

GREEN i-PARK

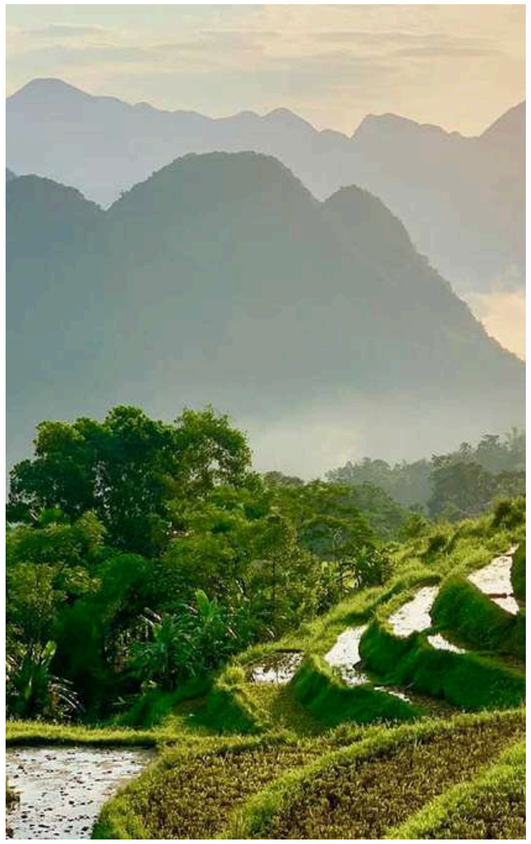
Sanctuary Sam Tang Retreat (Mai Chau, Hoa Binh)

Investor: Green i-Park Joint Stock Company | Land area: 118 hectares.

Scope: Market research; retreat business model; Product Definition; Functional Brief; P&L/feasibility study (FS); operational brief and pre-opening preparation.

Development direction: A wellness, agriculture and culture proposition, delivered in phases and aligned with realistic operational and commercial potential.

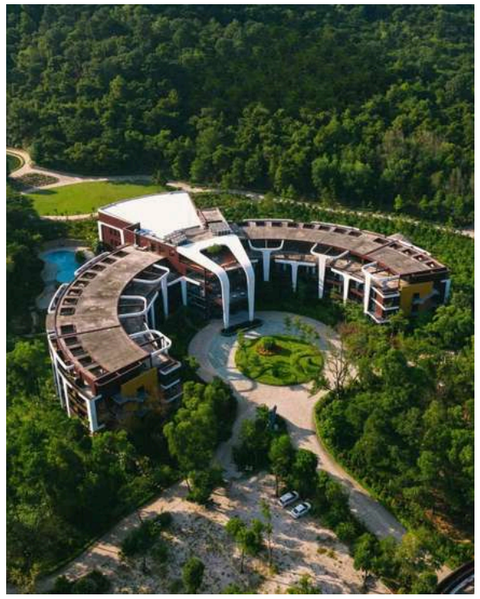


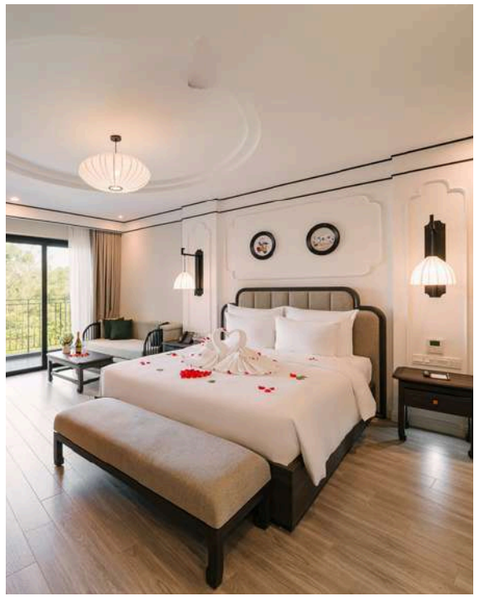




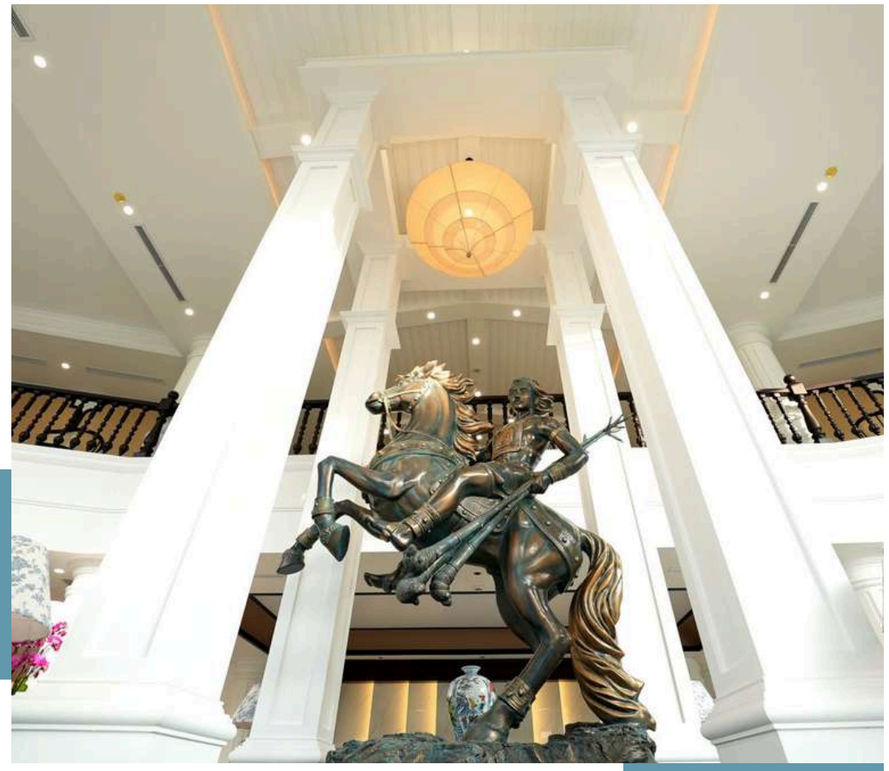


PROJECT PORTFOLIO:
BUSINESS MODEL, PRODUCT DEVELOPMENT & PRE-OPENING









Investor: Ngoc Ha Construction and Trading Co., Ltd. | Proposed positioning: 4-star standard, 180 rooms.

Scope: Feasibility assessment and pre-opening setup advisory.

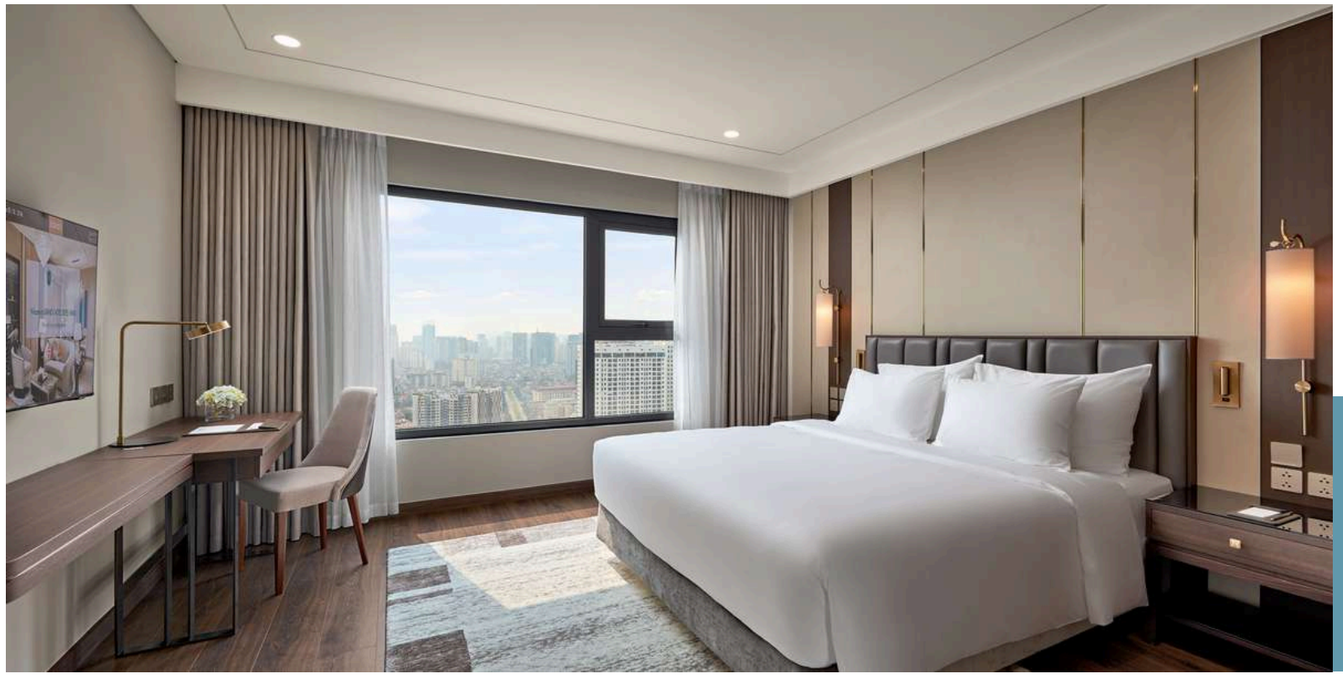
Opening milestone: October 2025.

SocVillage
We are born of love

Soc Village Wellness Retreat (Soc Son, Ha Noi)

PROJECT PORTFOLIO:
BUSINESS MODEL, PRODUCT DEVELOPMENT & PRE-OPENING

Grand K Hanoi Suites Hotel Ha Noi





Investor: Tay Do Investment, Construction and Import-Export Co., Ltd. | 5-star hotel, 262 Rooms

Scope: Pre-opening setup advisory and implementation; coordination of the operating foundations ahead of commencement of operations.

Opening milestone: December 2022.

PROJECT PORTFOLIO:
COMMERCIAL OPERATIONS, SALES & REVENUE

Iris Cruise Ha Long

Investor: Legacy Vietnam Voyages | Product: Day and Dinner cruise, with a capacity of approximately 99 guests.

Scope: Advisory on business model setup and support for developing commercial capabilities.

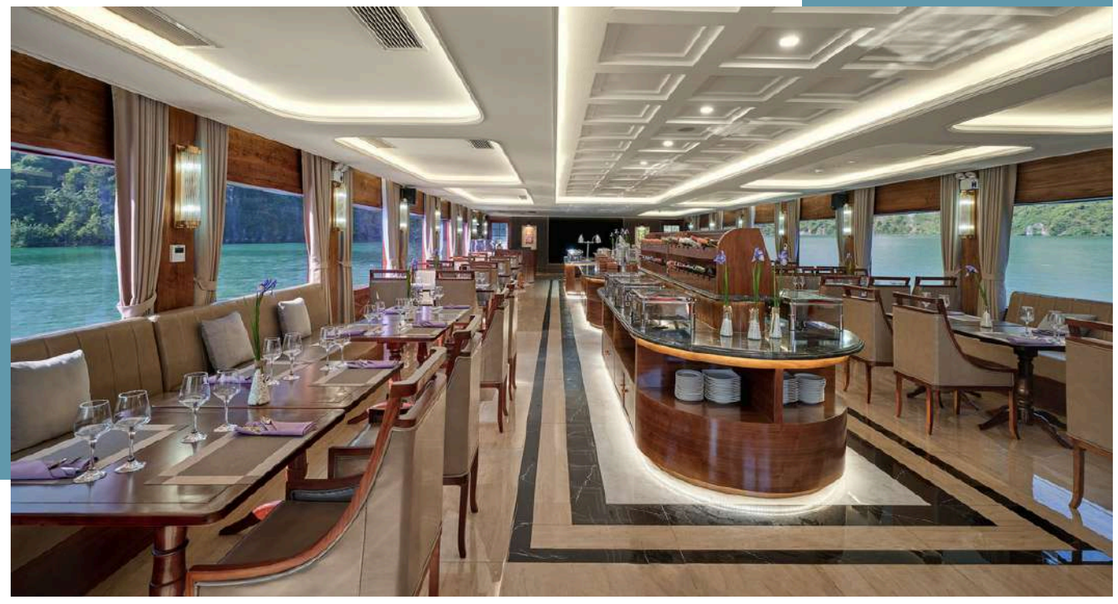
IRIS
Charming Voyages
Vibrant Experiences

5-star (99 guests)

Ha Long







PROJECT PORTFOLIO:
COMMERCIAL OPERATIONS, SALES & REVENUE

Dolphin Halong Cruise – Ha Long

Investor: Legacy Vietnam Voyages | Product: Day and Dinner cruise, with a capacity of approximately 600 guests.

Scope: Positioning advisory; three-year commercial strategy; agency network development; commercial operations; and optimisation of B2B sales processes.

DOLPHIN
HALONG CRUISE

5-star (600 guests)

Ha Long









PROJECT PORTFOLIO:
COMMERCIAL OPERATIONS, SALES & REVENUE

The Reed Hotel Ninh Binh

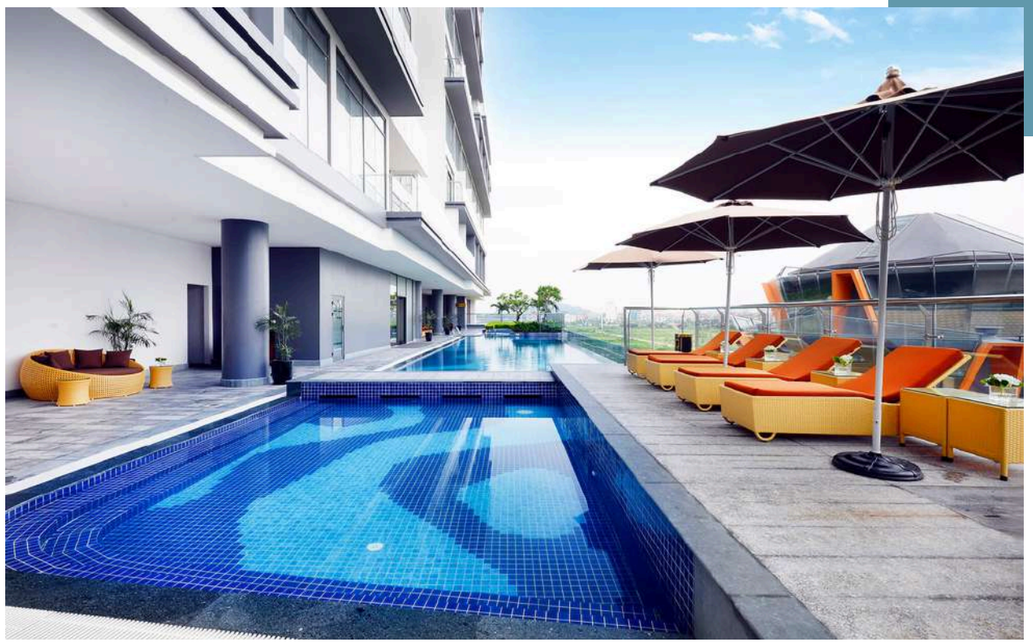
Investor: Nam Ninh Trading Investment Co., Ltd. | Property: four-star hotel, 153 rooms.

Scope: Sales advisory and implementation during 2021–2024.

THE REED HOTEL

4-star (153 suites)
Ninh Binh







PROJECT PORTFOLIO:
COMMERCIAL OPERATIONS, SALES & REVENUE





Altara Suites Da Nang

ALTARA SUITES

5-star (155 apartments)
Da Nang

Investor: Altara Vietnam Asset Management Co., Ltd. | Property: 155 premium serviced apartments.

Scope: Outsourced Sales Department and Sales channel development and commercial performance management.



PROJECT PORTFOLIO:
COMMERCIAL OPERATIONS, SALES & REVENUE

Altara Serviced Residence Quy Nhon

Investor: Altara Vietnam Asset Management Co., Ltd. | Property: 479 premium serviced apartments.

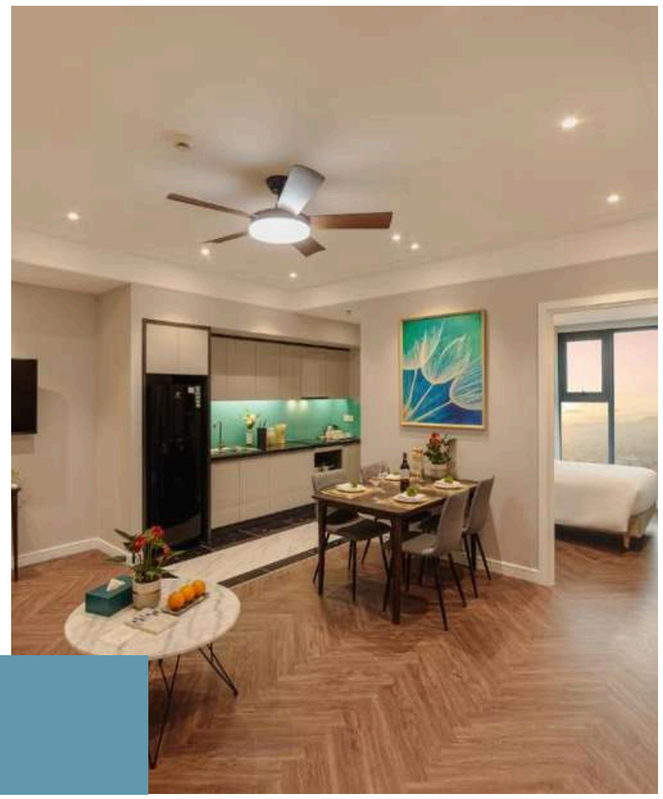
Scope: Outsourced Sales Department and Revenue and Distribution System Development.

ALTARA RESIDENCES QUY NHON

479 apartments

Quy Nhon







PROJECT PORTFOLIO:
DIGITAL TRANSFORMATION & HOSPITALITY TECHNOLOGY

LEGACY VOYAGES DIGITAL PLATFORM

- A digital solution for the booking and operating workflows of the Legacy cruise ecosystem in Ha Long.
- NewSun's role: Business process discovery, solution architecture design, development of a B2B portal and PMS Admin Core, testing, implementation and handover.

DOLPHIN HALONG CRUISE – DAY/DINNER CRUISE

- An agent and affiliate portal enabling users to log in, check B2B availability and rates, make direct bookings, receive confirmations, track payments and transactions, and submit guest information.
- Automated code/voucher issuance, confirmation emails and task reminders; allotment and availability management; production reporting by agency; and overbooking alerts.

JASMINE HALONG CRUISE – OVERNIGHT CRUISE

- Development and expansion of a core PMS tailored to overnight cruise operations, including booking management, daily cabin inventory, guest profiles, transaction statuses and operational coordination.
- Development of a data and process foundation capable of connecting to B2B sales channels, dashboards and other relevant systems.

RESULTS & SCALABILITY

Built an integrated ecosystem with B2C/B2B portals, management systems, and automated workflows for online voucher control.

Automated repetitive booking tasks, significantly reducing manual workloads and data discrepancies.

Centralised data to streamline management, reconciliation, daily agency monitoring, and decision-making.

Designed a **scalable architecture** supporting **multiple vessels**, products, pricing policies, and distribution models for the Legacy portfolio.

BOARD OF DIRECTORS
& TEAM OF EXPERTS



BÀ NGUYỄN LAN HƯƠNG
Founder & CEO

Extensive experience in the hotel and resort sector with Swiss-Belhotel International, Accor, Vinpearl and FLC. Responsible for strategic direction, project development, business models, pre-opening, commercial operations;...

BÀ TRẦN PHƯƠNG THUỶ
Pre-opening & Operation Director

Over 30 years of experience in hotel and resort management and commercial real estate operations at FLC, TNG, Vinhomes and Savills & international-standard environments such as Hilton and Daewoo. Responsible for pre-opening, SOPs, training,...





BÀ NGUYỄN TUYẾT NHUNG
Business Development Director

Nearly 20 years of experience in hotel management, business development and real estate at Swiss-Belhotel International and Gamuda Land Vietnam. Responsible for business development and optimisation of operating models.

ÔNG NGUYỄN QUANG
General Manager

Over 20 years of management experience with Flamingo Group and leading international hotels including Sheraton Hanoi, Sofitel Plaza Hanoi and Horison Hanoi. A recognised specialist in hotel training, setup and operations, with significant contributions to projects associated with the Vietnam National Administration of Tourism.





ÔNG NGUYỄN HOÀNG LONG
Project Design Director

Over 30 years of experience in design and project management across domestic and international organisations. Responsible for Product Definition, functional planning, design reviews and the alignment of architectural requirements.

BAN LÃNH ĐẠO
& ĐỘI NGŨ CHUYÊN GIA



BÀ NGUYỄN KIM TY

Head of Technology

Over 15 years of hands-on experience in hospitality, travel and tourism across major groups and luxury resorts. Combines leadership with expertise in developing technology ecosystems, focusing on digital solutions that improve operating efficiency, guest experience and sustainable enterprise value.

ÔNG NGUYỄN PHÚC DIỆM

Technology Project Manager

Specialist in digital marketing and AI-enabled technology product development for hospitality and tourism. Has directly developed a B2B cruise booking platform for Ha Long and an email marketing system supporting more than 16,000 leads. Particularly skilled at combining commercial, marketing and technology for operations and distribution.





ÔNG NGÔ DOÃN THÀNH

Project Design Architect

Nearly 15 years of experience in architecture, design and construction delivery for hotel and resort, industrial and residential projects. Expertise covers advisory, design, refurbishment and site supervision, with project experience in Ha Long, Moc Chau, Cat Ba, Ba Vi and Co To & work involving international groups such as Nestlé, Carlsberg and Jinko Solar.

OPERATING PHILOSOPHY & VALUE COMMITMENT



From Vision to Value.
From Strategy to Sustainable Success.

NewSun believes that a **hospitality asset is truly successful only when strategy can be translated into a product**, the product can be operated effectively, operations create meaningful experiences, and those experiences generate revenue, profit and brand equity.

Our philosophy is to approach every decision from the investor's perspective, test its validity against operational realities and measure performance through data.

NewSun therefore looks beyond a successful opening day, focusing instead on operational resilience and the capacity for sustainable improvement in the years that follow.



CORE VALUES

Invertor Mindset

Consider investment returns, cash flow, risk and asset value in all recommendations.

Practical Experience

Solutions must be implementable, operational and transferable, not merely consultancy documents.

Synchronise

Connecting strategy, product, design, people, commerce data, and technology.

Data Transparency

Scope, criteris, KPIs, and results are clearly defined for verification and decision-making.

Partnering for Results

Coaching and knowlegde transfer to empower client teams to master the system and drive continous.

NewSun Hospitality is committed to working alongside investors to create assets that are invested in wisely, designed for efficient operations, ready for opening, commercially successful, effectively controlled and sustainably developed.

NEW SUN
HOSPITALITY

Building the Foundation for Successful Destinations

Website	**https://nshm.com.vn/**
Email	**ceo@nshm.com.vn**
Hotline	**+84 768 68 2913**
Business Office House	**No. 01, Street 3.1, Gamuda Gardens Urban Area, Hoang Mai Ward, Hanoi, Vietnam**

