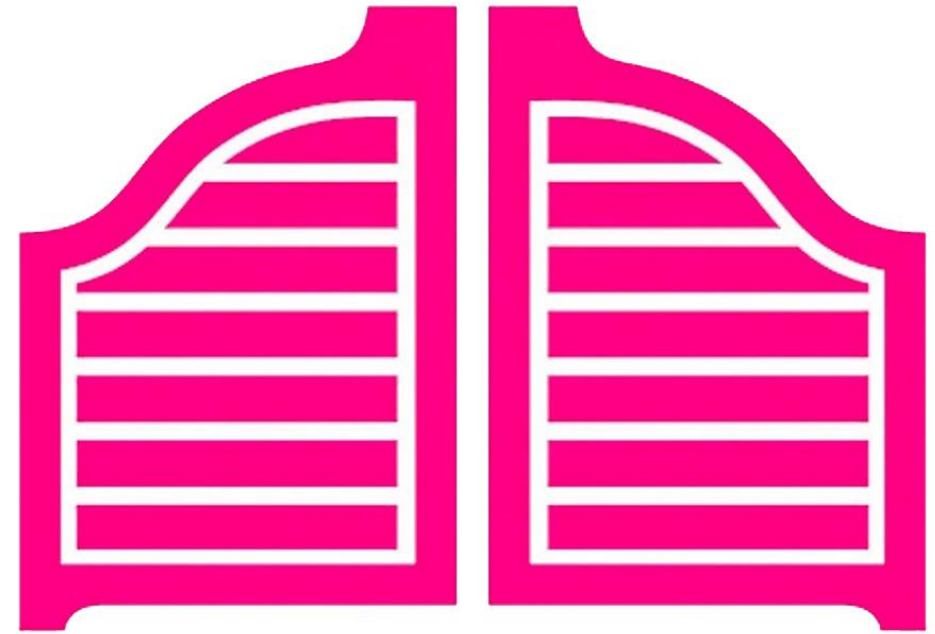


## Highs & Lows of Opening a Business in Pattaya



**KOBB & CO.**

# Sept 2014

I was 44 yrs old been made redundant 3 times - 2010, 2011 & 2013

I was bored at work one day ... so I sent 2 emails over seas looking for a job

I had a reply in 10 mins – someone asked me if I was serious

I was on a plane in 1 week for an interview in BKK

It was 3 questions and then 5 hours in Soi Cowboy

Within 6 weeks I was living in Thailand working in paradise !

I said to the family – “I’ll be back in 3 years”



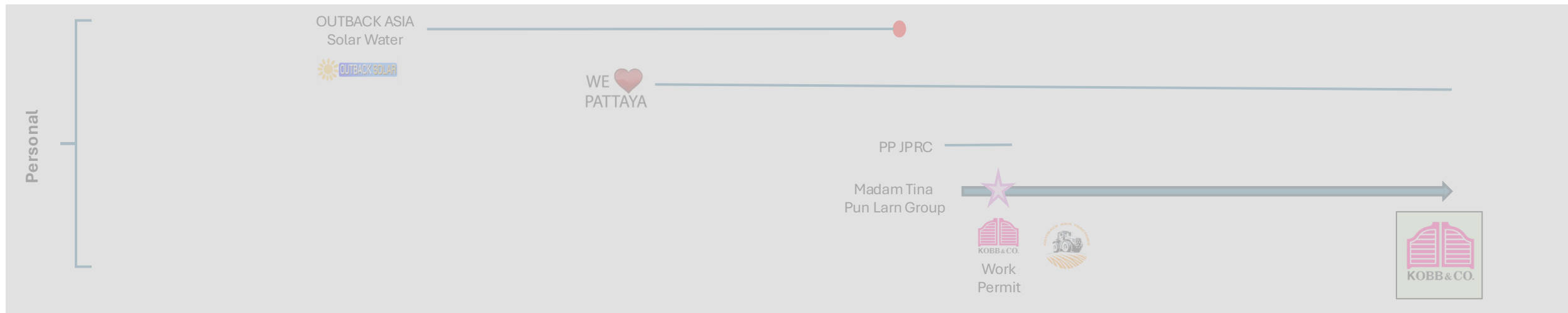
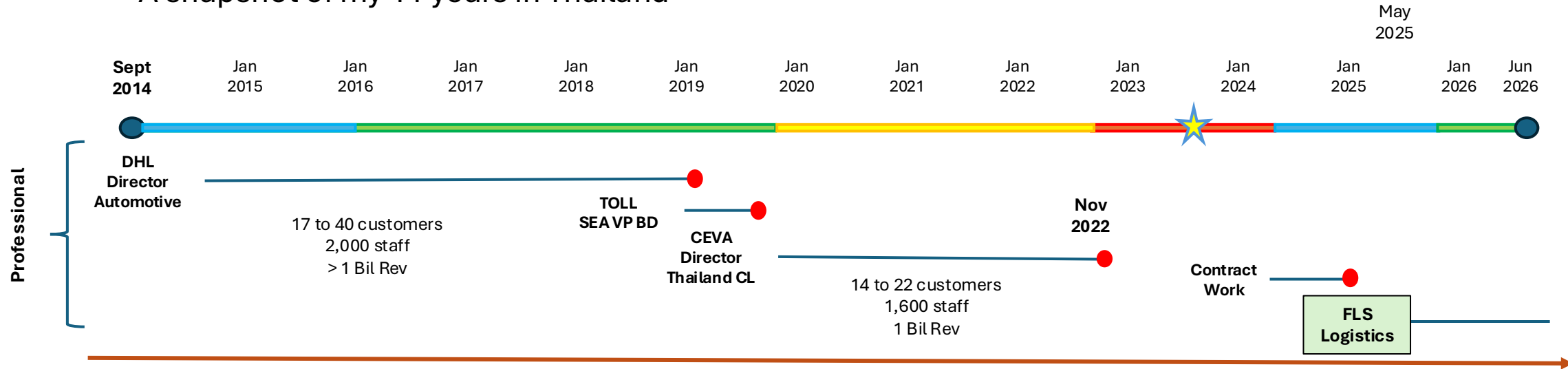
# Why I moved to Thailand

I actually moved to Thailand to work and LIVE the EASY simple life I heard so much about from my friends



# Sept 2014

A snapshot of my 11 years in Thailand

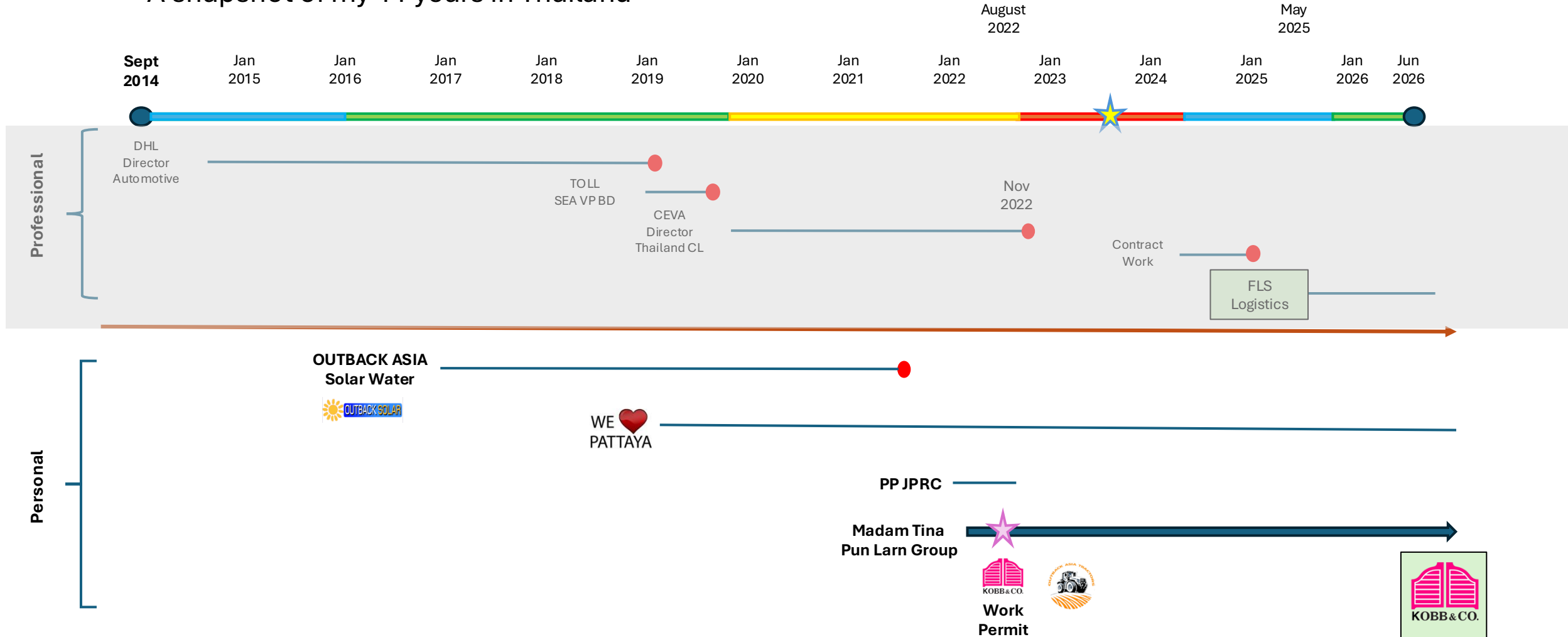


# This is my usual 9 to 5 at work



# Sept 2014

A snapshot of my 11 years in Thailand



# This is my usual day 6:30am to 11:59pm at my hobby



# The First Business Idea

Outback Solar – DC Solar Pool Pumps

A Thai work colleague said why don't we start something together

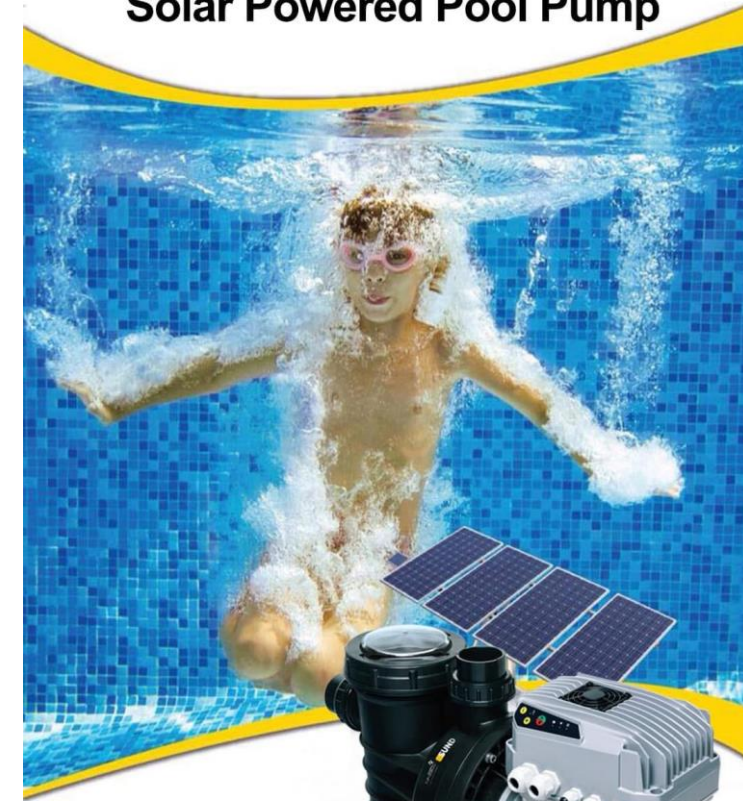
I was very familiar with the industry in Aust - last 5 years

We involved another couple and we sold a few systems

Ultimately it was not the right mix of business partners



Reduce your Power Bills with a Solar Powered Pool Pump



Email: [sales@outbackasiasolar.com](mailto:sales@outbackasiasolar.com)  
or send a message for more information  
Facebook or Line ID careyoutback

# The Beginings of 'KOB&CO' Business

- The idea to open a small business was to;
  - Have some small business interactions – all focused on a bit of fun
  - Have a space outside my home I could go to and call mine
  - Be able to design something how I wanted it
  - Be creative with different ideas
  - Hang my photos



# I only wanted a small coffee shop



I always wanted a small fun coffee shop to put my photos in

I stopped at this shop for coffee a few times on my long bike rides over the years

And then it become available – so I took it



# The Project begins

It was a bigger project than I every expected



# A quick story

You best be not digging !



# More People come ... but complain

Theres not enough room inside again





# The Honeymoon Period

We started with 1 cook 1 serve and a couple adhoc staff

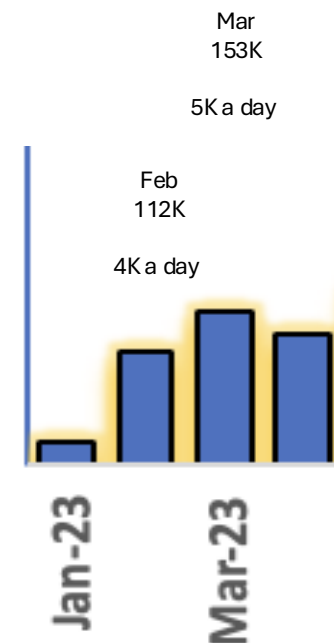
We started selling some small breakfast in a small garden setting on Jan 16<sup>th</sup>

The weather was wonderful in the morning – we opened at 7am closed at 3:30pm

In March - people started complaining we had only 2 seats in the AC room, the garden was to hot

We started with and still have now many good friends that come often

\* In April we realized that it wasn't going to last on breakfast only and only 2 seats in the AC



Many days we only sold 1 coffee for the day ... to me

# The First Yr



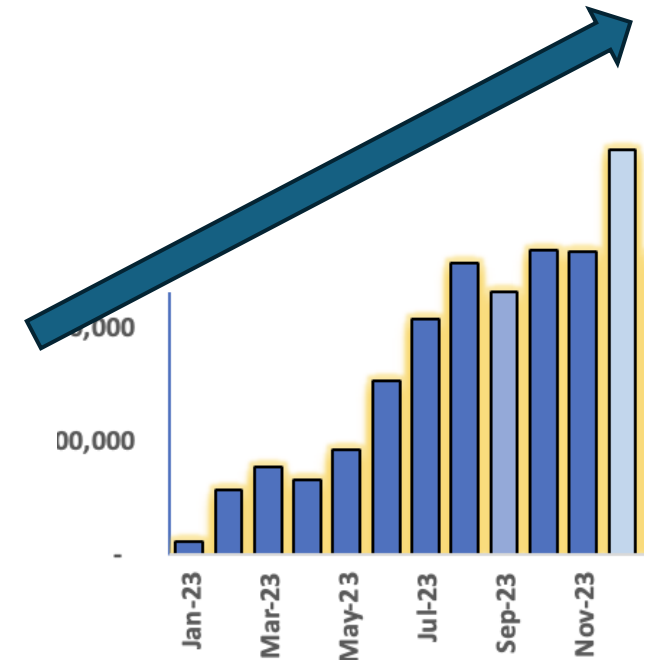
So, we found a Chef and started evening meals in June

We made a bigger AC room with 3 tables and 12 chairs in July

We started to get ready for the XMAS 2023 rush – it was amazing

We had about 5 staff end of year

Everything was exciting !!



# People keep coming ... but complaining

After Feb ... Its getting too hot



# Yr 2 – 2024 its all painful learning



Year 2 was painful learning – the honeymoon was well and truly over

We had a revolving door with staff – Over 100 so far

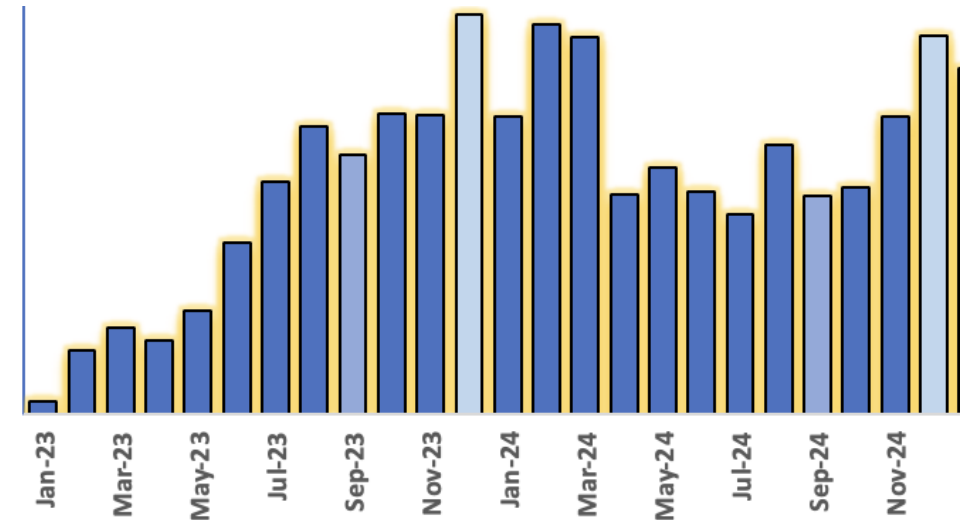
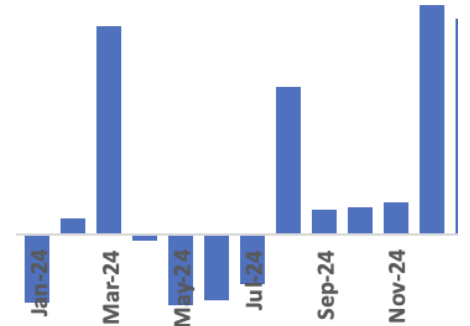
We lost our chef half our team and thought restaurant life was over

We made do with ‘mediocre’ while we thought about what we wanted to be

The reality was ... if I was not ‘hands on’ it was a waste of time

We had about 7 staff end of year

\*We almost gave it away in Sept / Oct and then decided to become a Steakhouse = Make or Break !!



# Yr 3 – 2025 still not where I want to be



Year 3 after XMAS 2024 we found some rhythm

Some customers come back after a long absence

**We needed and hired an expensive Chef from Phuket ...**

Then we gave up on that idea

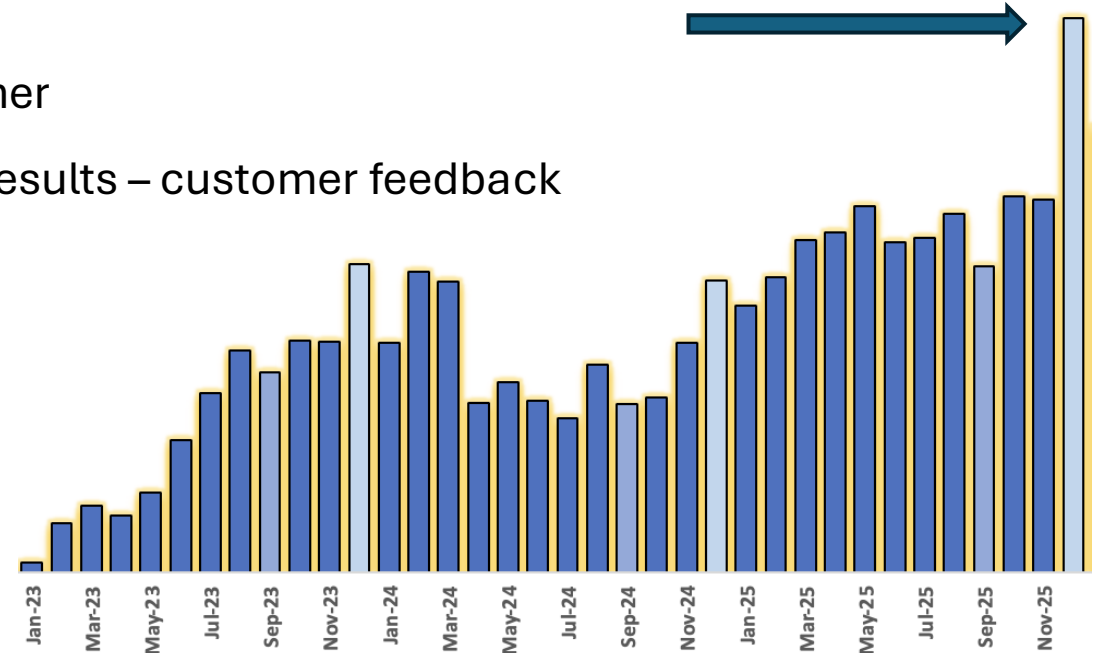
Our menu changed a few times to suit us not the customer

Our marketing started to improve we started to see the results – customer feedback

XMAS was almost 80 people at 2K per person

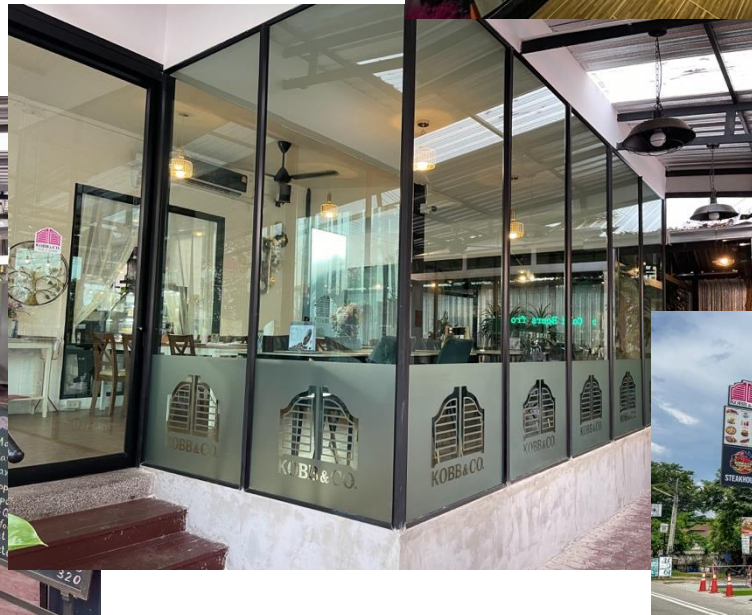
We had about 15 staff end of year

Investment was not out of pocket



# & More People come, so we expand more

Now we make do with what we have



# Our Beef .... well its worth a try

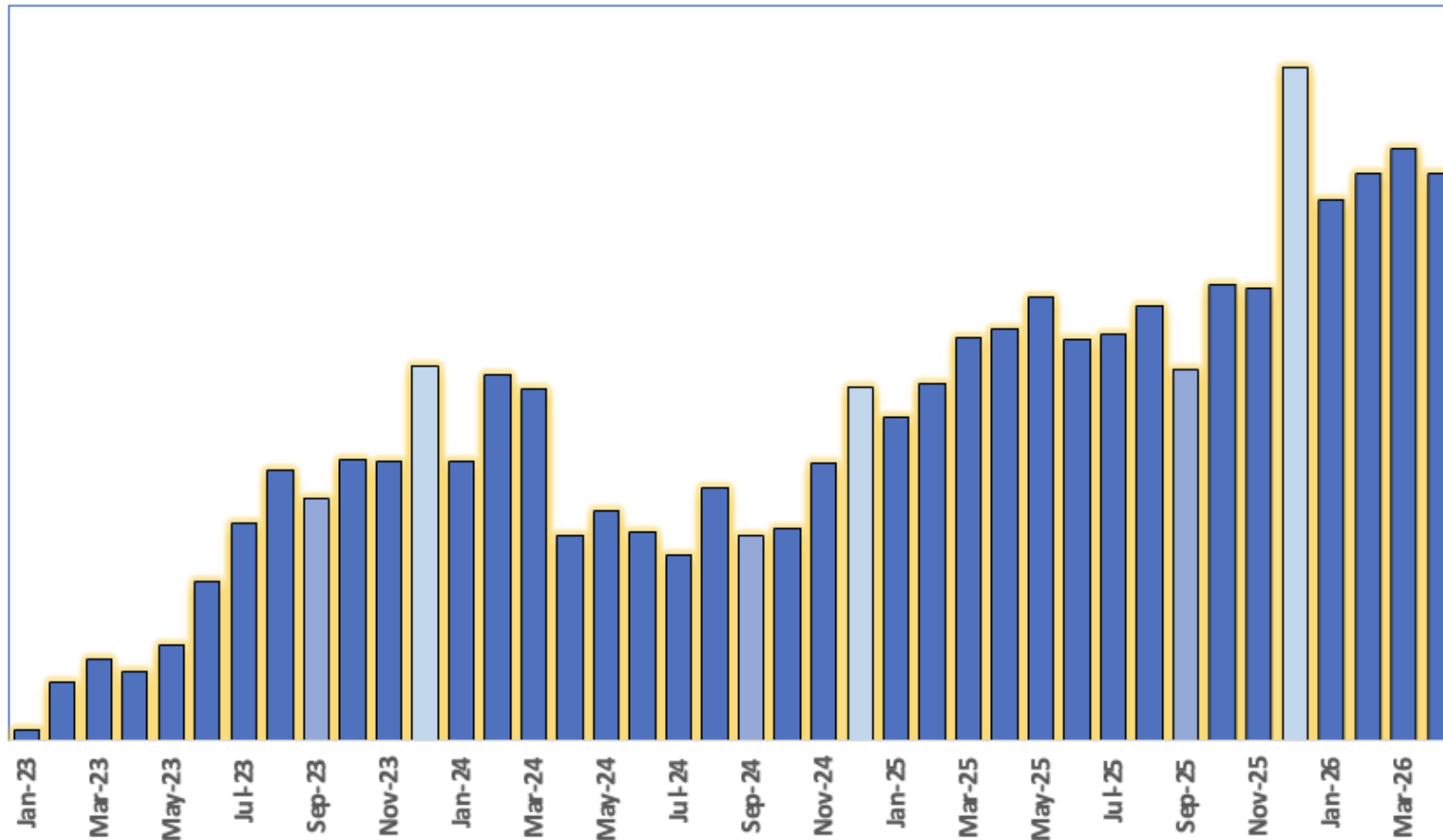
We sell a lot of it



# Yr 4 – 2026 – Lets see how we go



KOBB & CO Monthly Actual & Estimated Revenue



# GRAB – Importance for our business



Its another form of marketing

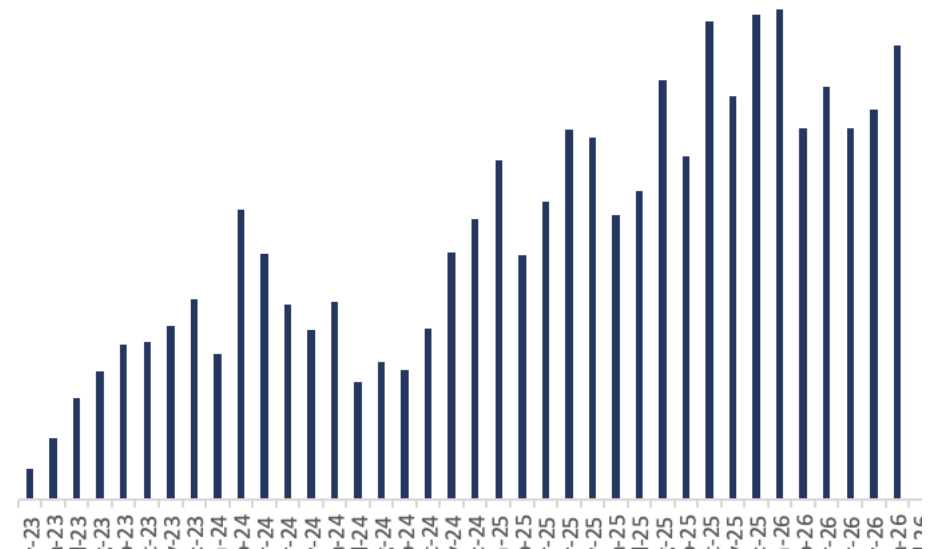
I always think “Grab catches the introvert” the person that prefers to stay home

You need to negotiate with Grab to reduce the 30% fee

You must market with them, or you will suffer and be down the list of everyone

Very Important: You need to set Grab ‘Food Selection menu’ correctly to entice maximize “impulse buying”

The more we experiment with Grab marketing the better we do



# What Changed over the Yrs



Changing the menu to become a Steakhouse

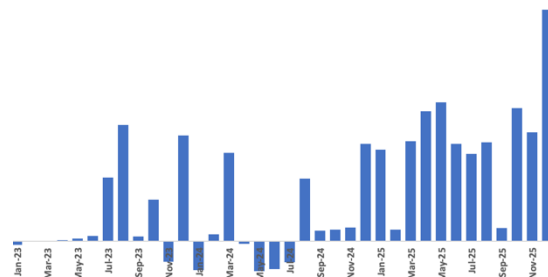
We stop worrying about price of things focused on the quality

Cheap does not bring 1 more customer !!

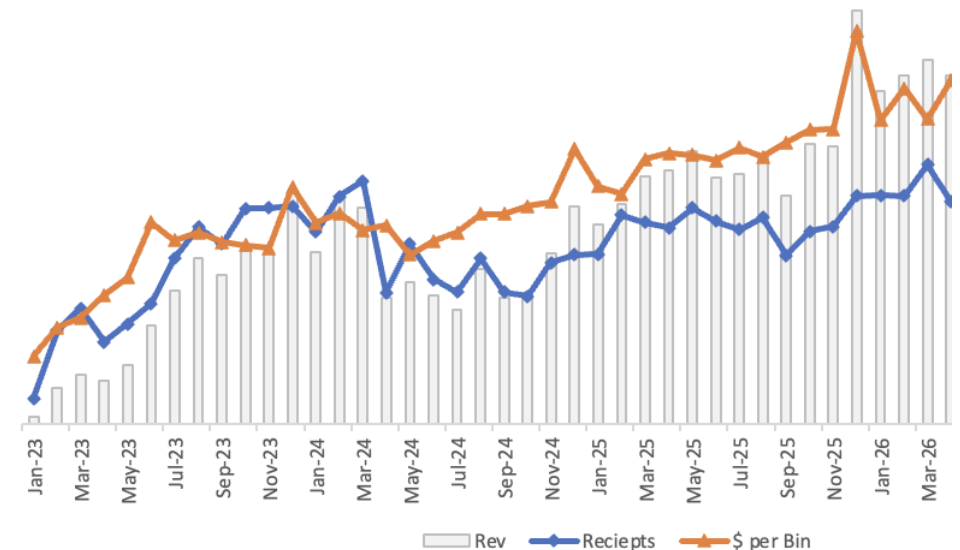
The more we increased the costs the more people come & the more they spend

There is a group that complain about everything and every price

But they don't come now and business is better for it



Reciepts & Spend per Customer



# Staff Issues



Turn over - over 100 in first 2.5 years = 1 a week some weeks many at once

Staff walk in walk out there is no commitment

Gambling

Tips

Fighting – customers breaking them up

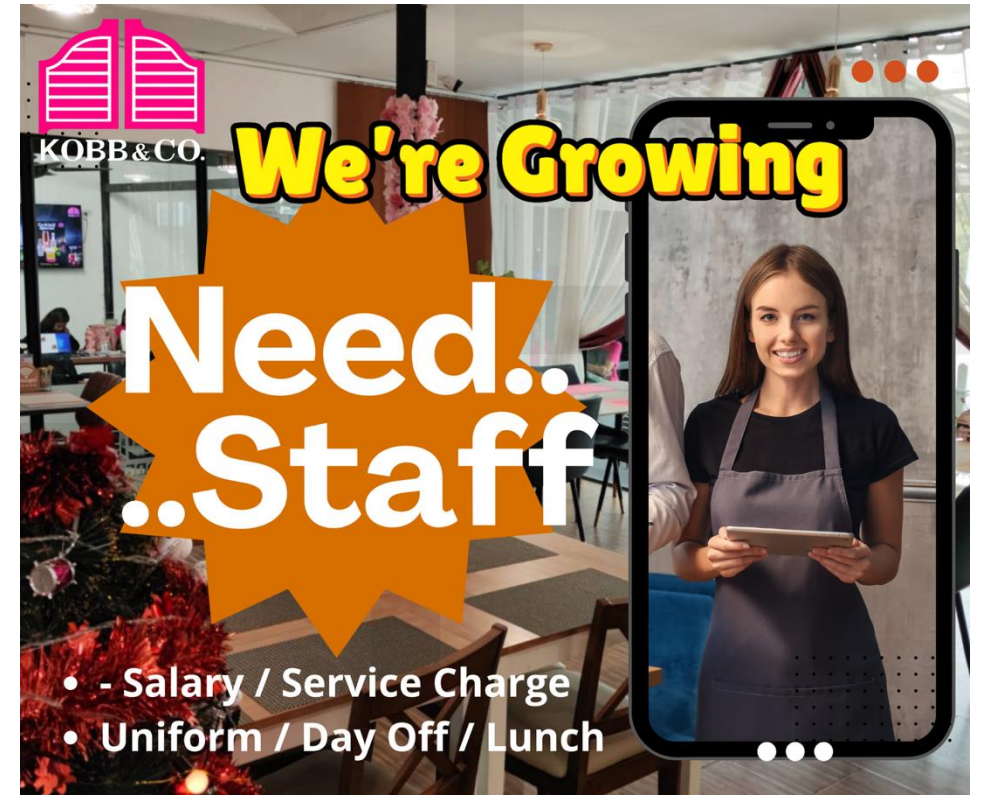
Theft – WOW !! CCTV is absolutely required

Scanning – who's getting the money ?

Advanced Pay – what you have to have before pay day

Holiday – who's coming back ?

Am I the only one that can see or hear that ?

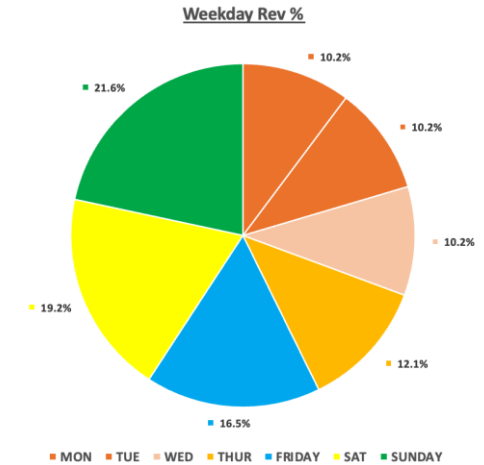
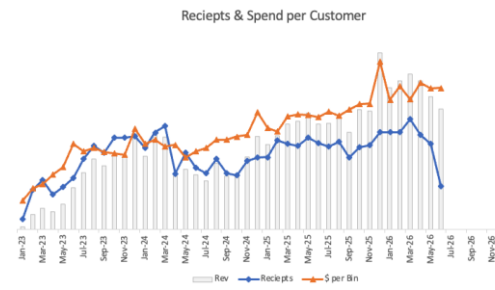
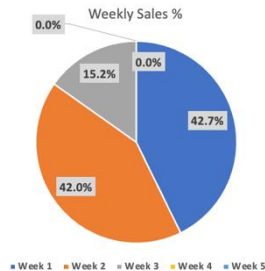
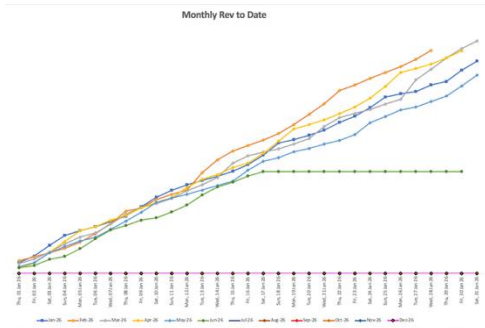
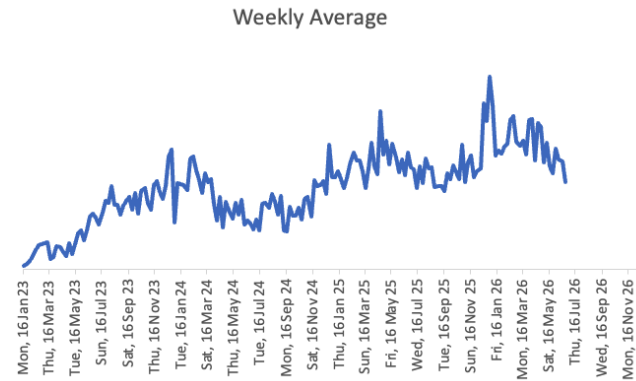
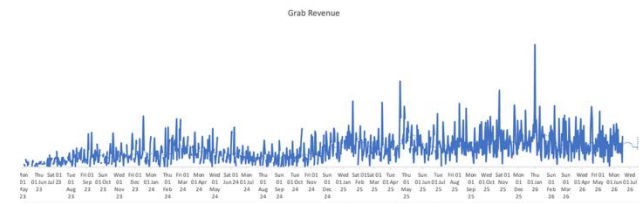


# You need to measure everything



I measure absolutely everything possible

Something irregular changes I start asking the questions quickly



	2025 Actual Drinks Drinks %	Actual Food %	Actual All %
<b>Total</b>	<b>10.1%</b>	<b>39.0%</b>	<b>49.07%</b>
<b>Jan-25</b>	11.5%	38.6%	50.1%
<b>Feb-25</b>	12.2%	37.0%	49.2%
<b>Mar-25</b>	10.8%	37.0%	47.8%
<b>Apr-25</b>	8.2%	43.9%	52.1%
<b>May-25</b>	7.9%	39.8%	47.7%

# VIP & Rewards Programs



Try to make people feel special

Give something back



  
**KOBBS & CO**  
**VIP MEMBERSHIPS**  
**NOW AVAILABLE**  
 Monthly Number Draws  
 Specials & Extra Discounts  
 REGISTER NOW  
 GET YOUR LUCKY NUMBER  


KOBBS & CO VIP Members List							
First Name	Last Name	DOB	Month	Join Date	Phone Number	Email	
Jonathan	Sheaffe	26-Apr-1979	April	01-Jan-2023	0923651928	ionsheaffe@gmail.com	
Ann	Sheaffe	30-Jul-1985	July	01-Jan-2023	0615646328		
Patrick	Van Den Berghe	04-Dec-1961	December	29-Mar-2026	0816872410	patrickrestopattava@gmail.com	
Rose	Rochester	24-Feb-1964	February	30-Mar-2026	0929249064	rozroch@hotmail.com.uk	
Steve	Rochester	05-Dec-1964	December	30-Mar-2026	0624094293	steverochester270@gmail.com	
David	Pollock						
Duncan	Maclean	30-Jun-1969	June	31-Mar-2026	0806305590		
Monete	Bautista	15-Sep-1981	September	31-Mar-2026			
Jacky	De Kort	30-Jul-1968	July	17-Apr-2026	0815823018	jacky1968@gmail.com	
Gary	Williamson	12-Mar-1965	March	26-Mar-2026	0993408981	gpw999@bt.com	
For	Hai	04-Feb-1990	February	26-Mar-2026	0660818005	gpw999@bt.com	
Rosemarie	Gamito	30-Aug-1975	August	15-Mar-2026	0948641520	rosemarie.gamito@gmail.com	
Viguel	Gamito	08-Jan-1972	January	15-Mar-2026			
Herman	Rowland JR	16-Mar-2026	March	48/4/26	0808941280	hrowlandJR1@gmail.com	
Chris	Hope	12-Apr-1956	April	04-Apr-2026	0843606064	chrishopebk@gmail.com	
Ruangurai	Saenbuakam			04-Apr-2026			
Malcolm	Adamson	24-Oct-1948	October	23-Mar-2026	0610071442	mdaoutlook@gmail.com	
Pat	Adamson	02-Mar-1953	March	23-Mar-2026	0646948263	patadamson2003@gmail.com	
12							
13	Daniel	Ashley-Clayton	13-Apr-1950	April	26-Mar-2026	0967690896	danielashley13@icloud.com
	Samaran	Duanghen	11-Sep-1987	September	26-Mar-2026	0967690890	samarn2530.boyt@hotmail.com
14	Simon	Robson	14-Dec-1955	December	12-Apr-2026	0824743238	esimonrobson@adl.com
	Sangwian	Inthong	11-Mar-1961	March	12-Apr-2026	0945130555	esimonrobson@adl.com

# Social Media Marketing #1



**Without Marketing you  
need either a great  
location or good luck !!**

# Social Media Marketing #1



Marketing is extremely important for us – it has brought so many new customers from a long way  
 Every week someone says I seen you on Facebook or other platforms  
 Content has to be interesting has to have a ‘Catch’  
 Facebook is very intelligent now – it knows SPAM ... it knows how to push the right video

**Kobb & Co**  
 2.6K followers · 49 following  
 · 8.5K posts

KOB& CO a Steakhouse with Premium Aussie Steaks a speciality, a full menu incl... See more

Beer garden · [https://www.instagram.com/kobb\\_and\\_co?igsh=dGVvNTcybGppZTM&utm\\_source=qr](https://www.instagram.com/kobb_and_co?igsh=dGVvNTcybGppZTM&utm_source=qr)  
 +66 92 262 5652

Professional dashboard Advertise

+ Add to story

All Photos Reels Events More

Personal details English · Thai language

Details 100% recommend (11 reviews)  
 Open now  
 108/8 หมู่9 ต.โม่ง อ.บางละมุง, 20150  
 Bang Lamung, Chon Buri, Thailand

Professional dashboard

Analytics Content Community Monet

**Kobb & Co**

Analytics >

28 days 7 days Today

Views	684,339	↑ 40%	Approximate earnings	↑ 88%
Engagement	16,734	↑ 72%	Net followers	96 ↑ 109%



Professional dashboard Invite people

Invite friends to connect

Invite friends Switch  
 Switch into your main profile to invite friends to follow your Page

Share your profile Share  
 Connect with others by linking people directly to your profile

Invite people who reacted

Send a connection invitation to people who reacted to your posts, but who don't currently like or follow you.

- KOB&CO made 80 small burgers for a lovely person... 3 d · 4 people to invite [Invited]
- The Share plate discount has to be the best value Steak o... 2 d · 3 people to invite [Invited]
- 2.1k Tomahawk Friday night Steaks it's Premium Australi... 1 d · 2 people to invite [Invited]

Content

Library Collaborations Inspiration hub

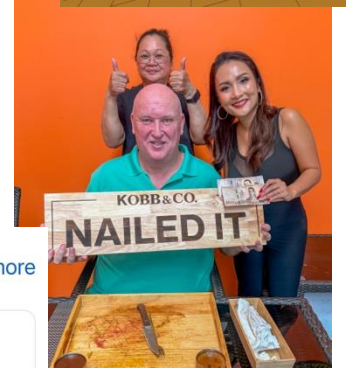
Most viewed Last 28 days  
 Top earnings Last 28 days  
 Most engaged Last 28 days  
 Most fol Last 28 days

All time Filters Views

Grid of content items with view counts: 22, 42, 994, 1,262, 299, 0, 0, 447.

# Social Media Marketing #1

Some business activities are not for profit only marketing



## Reels distribution

[Learn more](#)

Last 60 days

**Low**

Like rate

**Low**

View completion rate

Focus on improving your like rate and view completion rate to help your content reach a wider audience.

## Top content by views



Kob says Monday Beef Wellingtons...  
630,839

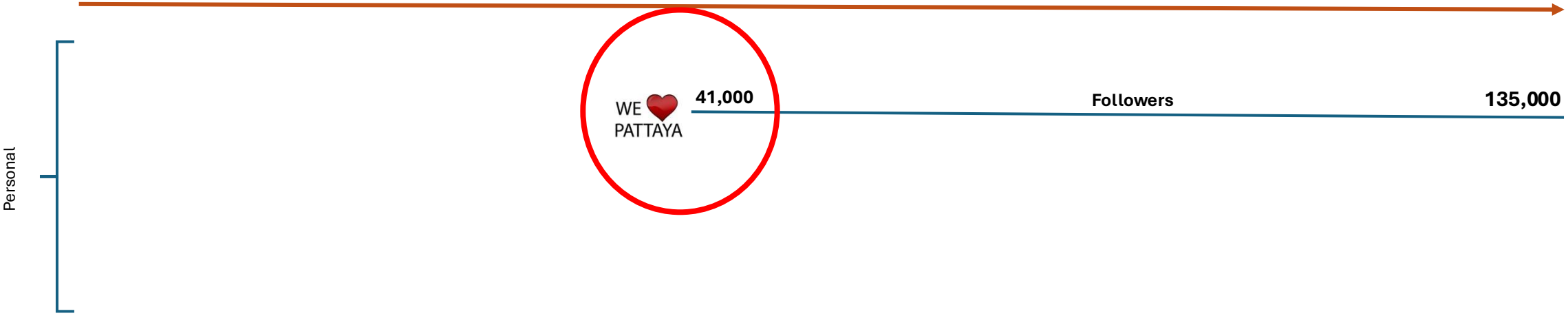
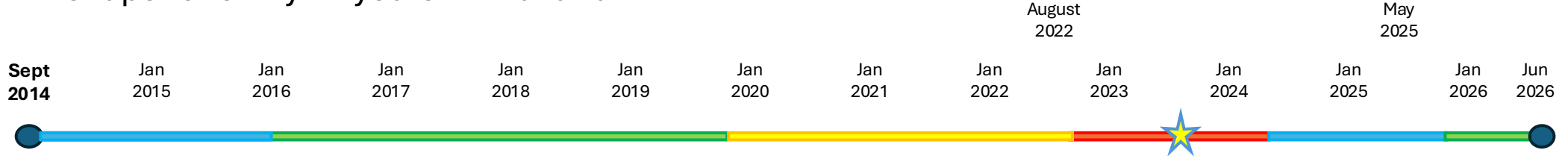


Unfortunately Mitch failed the 2...  
78,424



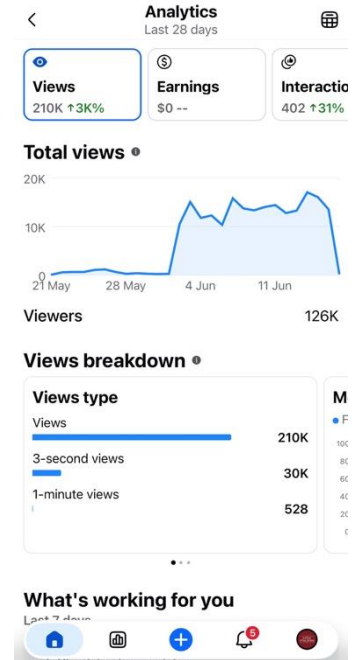
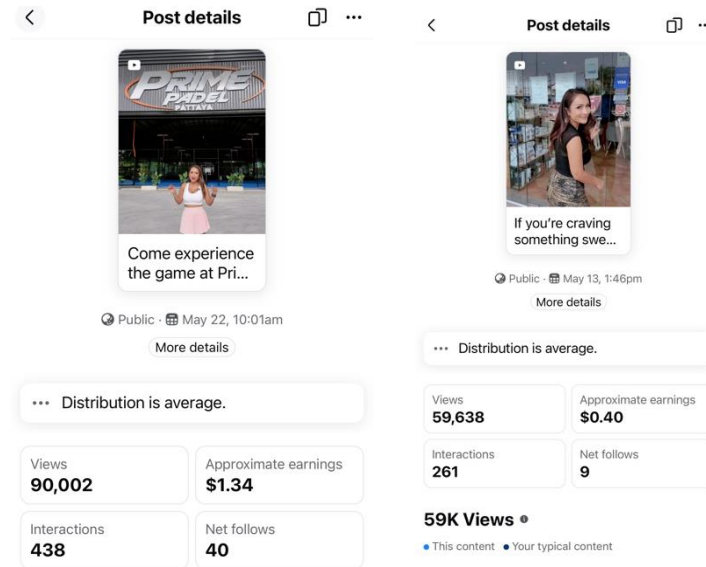
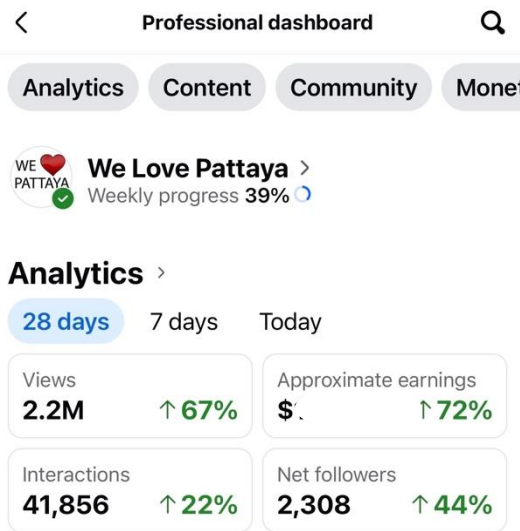
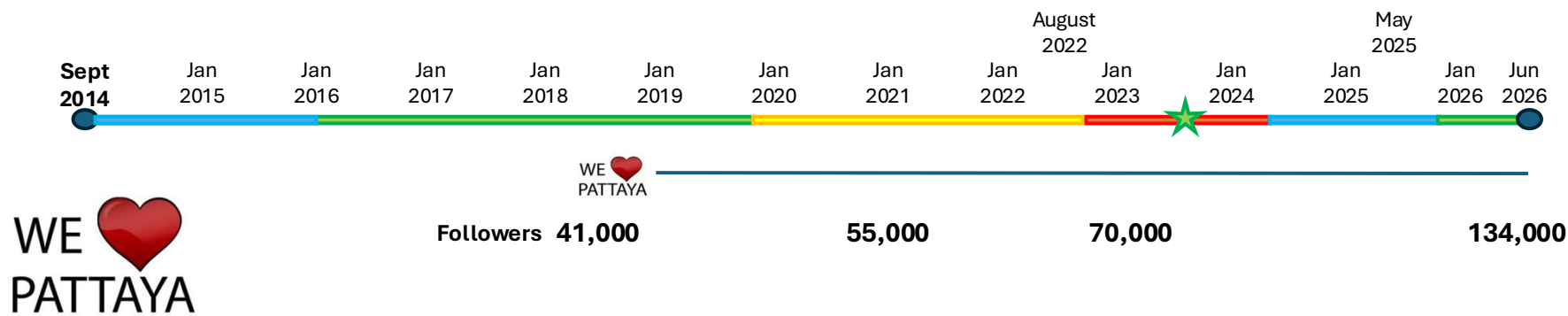
# Sept 2014

A snapshot of my 11 years in Thailand



# Social Media – We Love Pattaya

A snapshot of my 11 years in Thailand



# The Future



We are looking at expanding our brand

Not sure what the future holds for KOB& CO as of now

I've had 2 people interested over time – lets see how long we can do it for

