



CASA JULIA GROUP

Hospitality Turnaround | Growth | Launch

"Hospitality. Done Properly."

OUR MISSION

We **fix** underperforming hospitality assets.

We **optimize** profitable ones.

We **launch** new concepts with discipline.

Clear strategy. Simple words. Commercial execution. No fluff.

No theory. Just results that show up on the P&L.

THE PROBLEM

Most Hospitality Venues Are Bleeding Money. They Just Don't Know Where.

01

Margins Disappearing

No cost control. No menu engineering. No accountability. Revenue comes in — profit doesn't.

03

Digital Presence Invisible

No SEO. No GEO. No conversion strategy. Guests can't find you — or don't trust what they see.

02

Teams Underperforming

No SOPs. No training systems. No leadership structure. Staff turnover kills consistency.

04

Design Disconnected

Beautiful spaces that don't function operationally. Architects who've never run a service.

THE MARKET GAP

Fragmented Solutions Create Fragmented Results.

WHAT THEY HIRE

A consultant

A web designer

An architect

A social media manager

A branding agency

WHAT THEY GET

→ A report that collects dust

→ A pretty site with zero leads

→ A beautiful space that can't turn tables

→ Vanity metrics with no revenue impact

→ A logo and guidelines nobody follows

You don't need five vendors. You need one operator who connects all five.

THE SOLUTION

One Ecosystem. Three Companies. Every Layer Covered.

CASA JULIA GROUP

Operations

Fix, optimize, and launch venues

- Turnaround & stabilization
- Revenue optimization
- Team building & training
- Menu engineering & cost control
- Management OS & SOPs

CASA JULIA STUDIOS

Digital

Build, position, and grow online

- Website design & development
- SEO & GEO optimization
- Brand & content production
- Social media & lead generation
- AI-search optimization

CASA JULIA DESIGN

Environment

Design spaces that perform

- Architecture & interior design
- Lighting design & manufacturing
- Sound system engineering
- Music programming & BPM curation
- Operator-led design oversight

Hire separately or together. Every engagement is operator-led.

LEADERSHIP



Randy Davila

Founder & Head of Chaos

CASA JULIA GROUP

"The operator who makes it all happen."

- 20+ Years in Nightlife, Daylife & F&B
- Hakkasan Group • MGM Grand • Drai's
- CJG Founded 2023



Dan Segall

Co-Founder & Culinary Architect

CASA JULIA GROUP

"The one who builds the kitchen and the fire."

- ZUMA Hong Kong • KU DE TA Singapore
- ICE Hall of Achievement 2010
- 20 Countries Across 5 Continents

LEADERSHIP



Dave Kendall

Co-Founder & Story Architect

CASA JULIA STUDIOS

"The one who tells the world about it."

- MTV • Discovery • Bangkok Post
- Producer • Editor • Writer • Director
- 35 Years in Media Production



Nia Lestari

Co-Founder & Head of Order

CASA JULIA GROUP

"The one who keeps the chaos in order."

- 12+ Years Corporate Operations
- Oil & Gas • Wellness • Hospitality
- Day 1 CJG

Three Paths. One Standard. Choose Your Entry Point.

Turnaround

Stabilize distressed venues

- Full P&L audit & cost control
- Staff restructuring & SOPs
- Menu engineering
- Leadership installation
- Revenue recovery plan

60–90 DAY RESET

Growth

Optimize profitable venues

- Revenue optimization
- Guest experience redesign
- Management OS build
- Brand positioning
- KPI & accountability systems

90–180 DAY ENGAGEMENT

Launch

Build new concepts right

- Concept development
- Operational blueprint
- Hiring & training systems
- Pre-opening management
- Opening night execution

6–12 MONTH BUILD

METHODOLOGY

Five Proprietary Frameworks. Built From 20+ Years of Execution.

- 01 Reaction Engineering™**
Guest experience mapped to emotional triggers. Every touchpoint designed to drive spend and return visits.
- 02 The 95/5 Rule™**
95% systems, 5% magic. Build the machine first — then let the team bring the soul.
- 03 People-First Profitability™**
Happy teams build profitable venues. Invest in people, watch the P&L respond.
- 04 Precision Costing™**
Every ingredient, every pour, every plate tracked. Margins protected at the line-item level.
- 05 Momentum Mapping™**
Revenue velocity through operational rhythm. Build compounding growth, not one-off spikes.

CASA JULIA STUDIOS

Digital Execution That Drives Revenue. Not Vanity Metrics.

Website & Development

Custom WordPress builds. Mobile-first. Conversion-optimized. Lead capture integrated from day one.

Social & Lead Generation

Instagram strategy. Content calendars. Paid campaigns. Funnels that convert followers to paying guests.

SEO & GEO

Commercial keywords. Location pages. Schema markup. Optimized for Google, ChatGPT, Perplexity, and Claude.

AI-Search Optimization

Structured for AI discovery. FAQ sections. Answer-style copy. Clear service and location definitions.

Brand & Content

Photography. Video. Copywriting. Visual identity systems built for hospitality — not generic templates.

Growth Management

Monthly retainer. Performance tracking. Content production. Continuous optimization and reporting.

CASA JULIA GROUP — INVESTMENT

Aligned Incentives. Shared Upside.

We earn when you earn. Every engagement is structured for accountability.

Discovery Sprint

IDR 20,000,000

ONE-TIME FEE

Full operational diagnostic, P&L audit, and action plan

Growth Acceleration

IDR 50,000,000

ONE-TIME FEE

Revenue optimization, systems build, team restructuring

Full Turnaround

IDR 100,000,000

ONE-TIME FEE

Complete operational overhaul, embedded leadership, 90-day reset

Monthly Retainer

IDR 20,000,000/mo

RECURRING MONTHLY

Ongoing advisory, accountability, and performance management

+ 8–12% Net Profit — Performance fee aligned to growth we deliver. We only win when you win.



CASA JULIA STUDIOS — INVESTMENT

Digital Execution. Priced for Results.

Every engagement is scoped to deliver measurable commercial outcomes.

Digital Growth Audit

IDR 9,500,000

ONE-TIME

Full digital diagnostic, SEO/GEO audit, conversion analysis, action roadmap

Website Build

IDR 25M–50M

ONE-TIME

Custom WordPress, mobile-first, SEO-optimized, lead capture integrated

Premium Website

IDR 75,000,000

ONE-TIME

Full brand experience, advanced functionality, multi-language, booking systems

Brand + Content Sprint

IDR 30,000,000

ONE-TIME

Brand identity, photography, video, social assets, content library

Maintenance Retainer

IDR 12,000,000/mo

RECURRING MONTHLY

Website updates, content management, performance monitoring, SEO maintenance

Growth Retainer

IDR 30,000,000/mo

RECURRING MONTHLY

Full digital management, content creation, social strategy, lead generation



THE CLIENT JOURNEY

Start Small. Scale with Proof.

Every engagement is designed to build trust through results before expanding scope.

Phase 1

Diagnose

CJG LEADS

- Operational audit
- P&L diagnostic
- Digital growth audit
- Priority action plan
- Quick wins identified

Phase 2

Build

CJG + CJS COMBINED

- Systems implementation
- Website & brand build
- Team restructuring
- Content production
- Revenue optimization

Phase 3

Scale

CJS LEADS + CJG OVERSIGHT

- Growth retainer active
- Lead generation live
- SEO/GEO compounding
- Performance management
- Multi-unit expansion

CJG Deal Structure: Upfront Fee + Monthly Retainer + 8–12% Net Profit Share. We only win when you win.



CASA JULIA DESIGN

Every Space. Every Light. Every Sound. Designed to Perform.

Operator-led design that starts with the P&L, not the Pinterest board.

AAb Studio

Architecture & Interior

Full architectural drawings • Interior design & materiality • 3D renders • FF&E sourcing • Construction documentation

deLighting™

Lighting Design

Custom fixture design & manufacturing • Architectural & decorative lighting • Technical planning • Bali-based since 1996

V Group

Sound System Design

Audio-visual-lighting installation • Speaker placement & acoustic engineering • System specification • Bali • Hong Kong • Vietnam

Playback Prodigy

Music Programming

BPM-driven daypart curation • Mood & tempo scheduling • Custom venue soundtracks • Music licensing included • Las Vegas HQ

"Music controls the room. Tempo is programmed to match service phases — from arrival energy to peak spend to graceful close."

Design fees quoted based on project scope, scale, and square meterage. Operator oversight included at no additional cost.



CASE STUDY

Beach Boy — Canggu, Bali

Soft Opening Q4 2026 • Restaurant • Bar • Speakeasy

CASA JULIA GROUP

- Operational systems & SOPs
- Staff hiring & training frameworks
- Menu engineering & cost control
- Revenue strategy & KPI dashboards

CASA JULIA STUDIOS

- Brand photography & content
- Website design & development
- Social media strategy & launch
- SEO/GEO positioning

CASA JULIA DESIGN

- Restaurant & bar redesign
- New speakeasy concept design
- Lighting & sound system design
- Music programming & BPM curation



CASA JULIA GROUP

We Don't Consult. We Execute.

Ready to transform your hospitality asset?

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casajuliagroup.com

"Hospitality. Done Properly."