



**Issa** CASE STUDY

# Breakfast Story

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SERVICES

Global Talent Program  
Automated Compliance

ROLES

Front of House Associate • F&B Attendant

## The Challenge

Breakfast Story is a rising star in Bangkok's culinary scene, with a bold vision to open 10 locations in two years. Offering a delicious and diverse menu of breakfast dishes, it has captured the hearts and palates of the city's foodies. But behind its ambitious brand, Breakfast Story faced a daunting human resources challenge: how to find, train, and retain the best staff for its growing business. They looked for a comprehensive approach for sourcing, training and compliance.

## The Talent Strategy

That's where Issa came in. Issa is a talent program that connects and trains the finest hospitality professionals in Thailand. With a pool of tens of thousands of curated candidates, Issa was able to match Breakfast Story with the perfect staff for its needs. Issa also took care of all the details, from onboarding and training to contracts and compliance. When a staff member had to leave unexpectedly, Issa quickly replaced them with another qualified candidate, ensuring no disruption to the service. The result was a partnership made in heaven.

**"We are very happy with Issa. Their hiring and HR support saved us so much time in building out our new team, allowing us to focus our efforts to expanding Bangkok's leading breakfast brand."**

SAENGDAL THONGSOOK — OWNER AND GENERAL MANAGER

## The Talent Impact

Breakfast Story was able to focus on its brand and expansion, while Issa handled the staffing and management. Breakfast Story's reputation soared with reviews from customers and media outlets across all its locations. The staff, who were well-trained and supported by Issa, delivered a consistent and professional service to the guests. And the guests, who were delighted by the quality and variety of the food, became loyal fans and advocates of Breakfast Story. Thanks to Issa, Breakfast Story was able to achieve its dream of becoming a leading breakfast destination in Bangkok, while also providing a rewarding opportunity for talented staff in Thailand.

