



Issa CASE STUDY

Homeland Cafe

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SERVICES

Global Talent Program
Automated Compliance

ROLES

Barista • F&B Attendant
Garde Manger • Kitchen Assistant

The Challenge

Homeland is a farm-to-table platform that brings fresh and organic produce from its farms to its customers. With its flagship store in Bangkok, it offers a unique and delicious cuisine that showcases the quality and variety of its ingredients. Homeland is moreover passionate about promoting diversity and sustainability in its business, from its farming practices to its hiring policies. However, the team faced two major challenges after launching their store: training staff to deliver a flawless customer experience, and retaining staff in a competitive market.

The Talent Strategy

Issa stepped in to help Homeland overcome these hurdles, by providing a comprehensive onboarding and training program, as well as a pool of talented and committed staff from different backgrounds and cultures. Issa also handled all the legal and administrative aspects of hiring and managing the staff, using its automated compliance software. The result was a fruitful partnership that benefited both parties, bringing Homeland into the community and the diverse community into Homeland.

“Let’s build our community together! We are proud to work with Issa. As first-time restaurant owners, we are especially thankful for their industry expertise and critical help in organizing our operations.”

NAT SALIRATHAVIBHAGA — OWNER AND GENERAL MANAGER

The Talent Impact

Since partnering with Issa, Homeland has seen remarkable growth in their business and mission. They fully embraced Issa's community program and updated their store branding to emphasize diversity and inclusion. As more and more original staff members leave, Issa efficiently filled the gaps with new hires, and now most of Homeland's team comprises Issa's placements. The collaboration has helped Homeland flourish in Bangkok's competitive culinary scene.

