SE Ocean Company Profile / Credentials

When the problem is unclear, or previous fixes have not helped

SE Ocean connects business, marketing, people and systems to understand what is holding work back, choose a response that fits the context and help put it into practice.



Led by Parit Ritchai

Parit personally frames, develops and reviews the work. Specialist collaborators are assessed against each project’s scope.

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What the company helps develop

Strategy the team can act on

Choose a direction with a clear rationale and understand what the business needs to develop.

Develop something new together

Turn a service, product or initiative into something you can test and learn from.

People and work that support the direction

Connect roles, decisions and handovers across the people doing the work.

Websites, tools and systems

Design and build around the users, available information and work the system needs to support.

Start from an opportunity, idea, recurring difficulty or a plan ready to build. A diagnostic purchase is not compulsory.

Explore services and deliverables

Strategy and new work

Strategy the team can act on

A decision owner, objectives, intended customers, accessible business evidence and constraints on time, team and budget.

• A brief separating evidence, assumptions and open questions

• An agreed business or marketing plan, including SEO/Search and content when relevant

• Priorities, owners and measures supported by available data

Frame the objective → examine evidence and options → choose a direction → define priorities and review measures.

Acceptance concerns the agreed options, rationale and usable plan. Sales, search rankings and ROI are not guaranteed. Media buying and tool fees require separate scope.

Develop something new together

An idea or opportunity, intended users, a decision owner and a team able to run a bounded pilot.

• A service or product concept with explicit assumptions

• An agreed website structure, user experience or working prototype

• A pilot plan, learning criteria and next-stage recommendations

Define value and users → design the service or experience → build a prototype → test and decide what to develop next.

Acceptance uses agreed prototype and pilot scenarios. A prototype is not automatically a market-ready product. Certification, sector-specific legal advice and scaled production are separate.

Ways of working, websites and systems

People and work that support the direction

Real work examples, participating colleagues, the decision owner and time for review and trials.

• Workflow, role, decision and handover maps

• Exception handling and human decision points

• An agreed playbook or workshop, trial notes and unresolved questions

Trace the work → examine roles and exceptions → co-design → trial with the team → hand over and review.

Acceptance follows agreed work scenarios and shared understanding. Prior evidence supports cross-team work and teaching, not a claim of large-scale organisational transformation outcomes. Team performance is not guaranteed.

Websites, tools and systems

Users and a system owner, suitable sample data, necessary access and an agreed maintenance boundary.

• A working website or tool within scope, with technical SEO where relevant

• Data connections or bounded AI support with human review points

• Test results, operating guidance, account/cost inventory and maintenance boundaries

Define tasks and data → design → build → test normal and exception scenarios → hand over with operating guidance.

Acceptance uses agreed scenarios and environments. Hosting/API/licence costs and ongoing support are separately agreed. AI outputs are not guaranteed and not every system type is offered.

Company and founder evidence

SEOcean · SEO for a home-building business

SEOcean work under Parit's leadership, July–August 2024, connecting service and location needs, on-page work and the contact journey.

Evidence covers the first month, not current performance. No revenue or ROI claim is added and the client is not identified beyond the published account.

Read the original role and context

OLIVER APAC / Unilever Thailand

SEO Specialist through OLIVER APAC, responsible for Unilever's Thai-market SEO, June 2023–May 2024.

Founder experience through another organisation; neither endorsement nor a SE Ocean client claim.

Read the original role and context

Chewathai website optimisation

Freelance website speed and performance work, including UX and images.

Independent experience; role only, with no additional outcome figures.

Read the original role and context

Teaching / workshops

Experience teaching MBA students and helping business owners apply AI to their work.

Check individual teaching records before agreeing a course; no unevaluated learning-outcome claims.

Read the original role and context

AI, content and SEO workshop — founder experience

Projects that illustrate thinking and making

Farm Fun Village Organic

Founder project experience connecting business constraints, products, verification and brand.

Founder account; reported commercial outcomes have not been independently audited.

Read the original role and context

Figsense

Plant research, product prototyping and concept presentation around opportunities for Thai growers.

Project and prototype evidence, not a ready-to-sell food service or product certification claim.

Read the original role and context

Yaru Creator / AgenSea

Exploratory project and prototypes for applying AI to work.

Not evidence of a market-ready product or a client production deployment.

Read the original role and context

These projects are not a SE Ocean client list and do not guarantee outcomes for new work.

Choose a way of working that fits

Clarify the situation and find a way forward

For a problem that is difficult to explain or involves several connected issues. Leave with a clearer picture, options and what to examine or do next.

Design a response ready for action

For a problem you can describe but do not yet know how to address. Develop an approach, an artifact or prototype, and requirements the team can act on.

Develop and apply the solution together

For work you are ready to undertake with a partner. Build or improve it with agreed acceptance checks, handover and learning from use.

Paid advisory

Approximately 75 minutes online, with a 1–2-page note to use afterwards. Fees are confirmed before booking.

One main situation, with known facts, hypotheses, options and what to examine or do next. Use the note independently; no further purchase is required. An organisation-wide audit and implementation are outside this scope.

Agree information access, deliverables, acceptance, responsibilities, fees and boundaries before confirming work. Establishing every cause in one session is not guaranteed.

Start where you are

Share the objective or situation, what already exists and when you hope to move. Send only necessary information. You do not need a service name or a finished plan.

From understanding to action

- Separate observed symptoms from assumptions about causes
- Consider goals, customers, information, people, processes and tools together
- Choose what to address first, with options, reasoning, consequences and limitations
- Turn the chosen approach into work to test, implement or hand over

Parit reviews the context and fit before agreeing scope, ways of working and a proposal. Contacting us is not a commitment to buy.

เริ่มร่วมงาน / Start a conversation

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Paritsea — founder experience

Paritsea holds the founder’s identity, thinking and experience. SE Ocean explains commissioned company work and deliverables. Experience and project contexts remain distinct; named organisations do not imply endorsement.