SE Ocean

Clear thinking.
Practical progress.

Business consulting and project development

Shape direction, develop the work and put ideas into practice with your team.

Founded by Parit Ritchai

seocean.co.th



What would you like to improve?

01

Business direction

Clarify the question, compare options and set priorities before committing.

Business / marketing plans · Priorities

02

New products & services

Turn an idea into a service, product or prototype that can be tested and developed.

Service concepts · Prototypes · Trial plans

03

People & ways of working

Review roles, decisions and handoffs so work can move between people and teams.

Workflow maps · Roles · Working agreements

04

Tools & systems

Design websites, tools and connected information around the work they need to support.

Websites · Tools · Testing and handover

Make the next move clear, then build it

01

Understand together

Start with goals, context and constraints. Separate what is known from assumptions to examine.

A clearer question and options

02

Make the approach tangible

Develop a plan, working approach or prototype that supports the next decision.

A plan, process or prototype

03

Develop and hand over

Build within the agreed scope, review real use and hand over work the team can maintain.

Usable work and a way to maintain it

Scope, deliverables, responsibilities and fees are agreed together before work begins.



Founder experience and documents

Parit Ritchai

Founder of SE Ocean

Connecting business, marketing and technology through hands-on experience.

13 years of experience since 2013: from marketing and websites to OLIVER APAC work for Unilever Thailand, then connecting strategy, organisational structure and people.

Parit personally frames, develops and reviews the work, with specialist collaborators considered for each project’s scope.

Different settings, connected thinking

International teams & markets

OLIVER / Fastwork / Prudential

Unilever Thailand SEO through OLIVER APAC, plus Fastwork Thailand–Indonesia and Prudential work through prior organisations.

Read context and evidence

Strategy & organisations

Amhealth / TenSRC / BrandThink

Organisational development at Amhealth, early-stage work with Swedish startup TenSRC, and digital marketing at BrandThink.

Read context and evidence

Founder projects

Farm Fun / AgenSea

Both started in 2025: Farm Fun covers chili products and Figsense; AgenSea is a prototype based on ASLS-01. Development is paused, with future possibilities open.

Read context and evidence

Prior organisational roles and founder projects are distinct from SE Ocean client engagements.

Learning connected to your team’s work



From invited MBA teaching at Mae Fah Luang University

Training

Build shared understanding that people can apply in their work.

Workshops

Work with participants’ situations through exercises and discussion.

Talks & discussions

Explore business, work and technology through experience.

Discuss the audience, topic and format

Start in a way that fits your situation

A consultation with Parit

For one situation you would like to think through before choosing a next step.

- Around 75 minutes online
- A 1–2 page summary of the discussion and options
- Fit and fees discussed before confirming

Develop a project together

For work that needs both design and implementation: a plan, service, working process or tool.

- Begin with goals and constraints
- Agree scope, deliverables and review points
- Define collaborators and a suitable handover

An enquiry is not an engagement commitment. You do not need a finished brief to start.

SE Ocean

What would you like to move forward?

Tell us where things stand, what you hope to change and what you have tried.
Parit will review your context to consider a suitable starting point.

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