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SUREERAT KITCHAROENWANITCHAKUL: PROBLEM AND UNDERSTANDING OF THAI ARCHITECTS IN PROFESSIONAL PRACTICE: PRE DESIGN STAGE.

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The pre design stage is the first stage of architectural practice. Recently, the pre design stage is a factor which clients or developers consider when investing in a project. The pre design service as planning project in order to control time, cost and quality operates when the design service is the next step.

The objective of this study was to study the related theories, investigate the state, the scope and fee of pre design service in architectural firms in Thailand. Moreover, the objective of this study was to clarify the pre design service for architectural firms. The scope of pre design service depends on two factors for the different services; project scale and project type. The study was carried out using local and international papers and research studies. Other data was collected from interviews with purposefully selected subjects. The subjects can be divided into three groups: 1) small offices with fewer than 15 people, 2) medium offices with 15-30 people, and 3) large offices with more than 30 people. After analyzing the two sources of data, to be the scope of pre design service.

The findings revealed that there were three types of pre design service in architectural design service. The first was the pre design service in which clients decided not to precede the project with a design stage and also the service fee wasn't clear. The second was the pre design service in which clients decided to precede the project and the service fee was included in the architectural fee. The third was especially pre design service documents with a separate the service fee.

Furthermore, the findings showed that pre design consists of project programming, a feasibility study and the conceptual stage. In terms of architectural service fee, most of the architectural firms wanted to separate the pre design service fee because of the use of architecture knowledge and they can't exactly estimate the construction cost. For the pre design service fee should be referred to the man hour system or lump sum due to the easy breakdown and reference of costs and expenses to the client.

The findings suggest that a professional organization should improve the architect's handbooks describing pre design service and also set up a standard of architect's salary in order to create a professional standard for architects to follow.