

**BUSINESS PLAN
PPL INTERIOR CO., LTD.**



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CHAPTER 1

EXECUTIVE SUMMARY

PPL INTERIOR aim to be the leader of Interior and Architecture design company in Thailand, and to expand all services to other countries in Asia and Global. Mission is to provide the delicate and innovative of interior design and architecture design work in every project, which focus on the aesthetic of design, worth of money, time of construction, safety of structure and material on each work to fulfill and archive every project for client and public. PPL INTERIOR Co.,Ltd. demerger from the PPL ENGINEERS Co.,Ltd., which was established since 1995, PPL ENGINEERS Co.,Ltd. focus on structural engineering design, construction supervision, and quality surveyor. The company aims to service and produce the best space design for customers. The procedure depends on the scope of work that customers want to hire which can separate into three types of group such as New project design, Renovate project design, and Combinative project design for Architecture design, Interior design, and Lighting design on various types of work such as residential, museum, office, commercial, exhibits, and education. The company also provides the Interior Service Online for serving the Condominium and Apartment Market. The general customers are Private Organization, Government Organization, Individual, and Community in Thailand and also other countries in the future. PPL INTERIOR will focus and track all projects that PPL ENGINEERS acquiring, contact direct with owner of every company in alliances or friends, also need to invest in online market to attend Events or Conferences. The summary keys to success for the company are Design quality, Technology, Alliances & Network, Financial management; Digital Marketing, and Management. PPL INTERIOR Co., Ltd is located in the heart of Bangkok City opposite of the Lumpini Park on Witthayu Road. The company is settled at two stories building with 200 square meter usage area. For the expected outcomes, the company aim to generate 5 million revenues in 2 years, and maintain net profit margin at 10%. As a family business the

Owner also wants to expand other 3 affiliated companies all over Thailand with in the year 2025 and maintain the company for another generation. And PPL INTERIOR also aims to recruit the good and talent designers of Interior, Architecture, and Lighting to provide the best work for every project.



CHAPTER 2

VISION/MISSION STATEMENT AND GOALS

2.1 Vision Statement

“ PPL INTERIOR vision is to be the leader of interior and architecture design company in Thailand, and to expand all design services for residential and commercial clients to other countries in Asia and worldwide, we focus on making the futuristic, sustainable, and renewable design to serve the best environment for society and customers.”

2.2 Mission Statement

To provide the delicate and innovative of both interiors and architecture design work in the hospitality, corporate, residential and retail markets, which focus on aesthetic of design, worth of money, time of construction, and safety of structure and material on each work to fulfill and complete every project for clients' expectations and public conservation. Also provide the best customer service such as being an advisor for client about material selection, check BOQ for construction, and consultant during the construction process. To keep improving the standard of our company and gather the collection of projects for better reputation of company with care, honesty and integrity.

2.3 Goals and

Objectives

2.3.1 Our Goals

Our goals is to be recognized as the leader in one stop service design company in the world, and produce an improvement in a Client's facility and building asset as the following criteria:

- Strong concept design

- Maximum efficient planning
- Consideration to details with quality material selection
- Implement of sustainable design discipline
- Long-term investment value

2.3.2 Objectives

- To generate profits from this business and maintain the company for another generation.
- To generate 5 million revenue in 2 years.
- Maintain net profit margin at 10%.
- To gather good and talent designers to serve clients.
- To have 3 affiliated companies all over Thailand with in the year 2025.

2.4 Keys to success

- **Design quality:** all of interior design and architecture design by our company must have significant aesthetics, function and safety to reflect the best need of customers' expectation for good reputation and gaining the trust of customers.
- **Technology:** the technology usage is very important in the design field to present the most realistic visual photorealistic rendering and interpret design to the same direction between client and company also shorten an operation time by supporting design to work with alternative software and hardware such as Laser cut machine, 3d printer, 3dmax program, AutoCad, and Revit.
- **Alliance and Connection:** the "PPL INT" will need a good business networking with other alliances such as PPL ENGINEERS Co.,Ltd, PLAN ARCHITECT, PLAN ASSOCIATE, PLAN CONSTRUCTION, SINO-THAI, and others even Department of Government to operate as exchanges of business information, ideas, and support with other alliances in order to increase business revenue as well as rise the opportunity to get more customers.

- **Financial management:** all of income and expense must be managed effectively with a prudently forecasting and planning, other than that the company will bring some profit to reinvest in infrastructure and operation, in company employees and marketing and public relations also alternative investment such as Bonds, Stocks, and Funds to increase a company's profit margin.

- **Digital Marketing:** the company will focus on building Digital Marketing in various toolsets such as YouTube, Facebook, Instagram, Website, and LINE to expand the customer base, including boosting the new generation of customers, and advertise an alternative way to take a design service in the digital revolution.

- **Management:** the management of company plays an important role, to plan the schedule for each project, calculate the budget, assign work tasks to suitable employees including determining a necessary sources to keep the project on track.

CHAPTER 3

COMPANY SUMMARY



Figure 3.1 PPL INTERIOR Company's logo

3.1 Company Background

PPL INTERIOR Co.,Ltd or called “PPL INT” is established by Mr.Peera Tratichotipan to provide full design services which is interior, architecture, and branding design. The company plans to work on various types of work such as residential, museum, office, commercial, exhibits, and education. The company service covers all procedures related in design works for interior and architectural service such as concept design, Space planning, material selection, 3d generate, Consultancy, Art work dealing, Furniture dealing.



Figure 3.2 PPL ENGINEER's Company logo

PPL INTERIOR Co.,Ltd. is demerger from the PPL ENGINEERS Co.,Ltd., which is established in 1995, PPL ENGINEERS Co.,Ltd. focus on structural

engineering design, construction supervision, and quality surveyor. PPL ENGINEERS Co., Ltd. has a strong reputation, company have previously worked around 200 projects with private organization and Government the sample of the famous work such as Chinese cultural center of Bangkok, Rbac University, Samutprakarn Knowledge Center, Vana Nava water park, Etc. The target of PPLINT plan is to coordinate with PPL ENGINEERS Co., Ltd. to share projects, facilities, knowledge, and connection with other alliances.



Figure 3.3 PPL ENGINEERS works

Although, the company focus on working on professional project, but the main target is not particularly in any types of the building nevertheless the company aim at accessing various types of customers not only the real estate venders but also an individual inhabitants who looking for renovating their own apartment to become the well-known interior design company in the world.

3.2 Resources, Facilities and Equipment

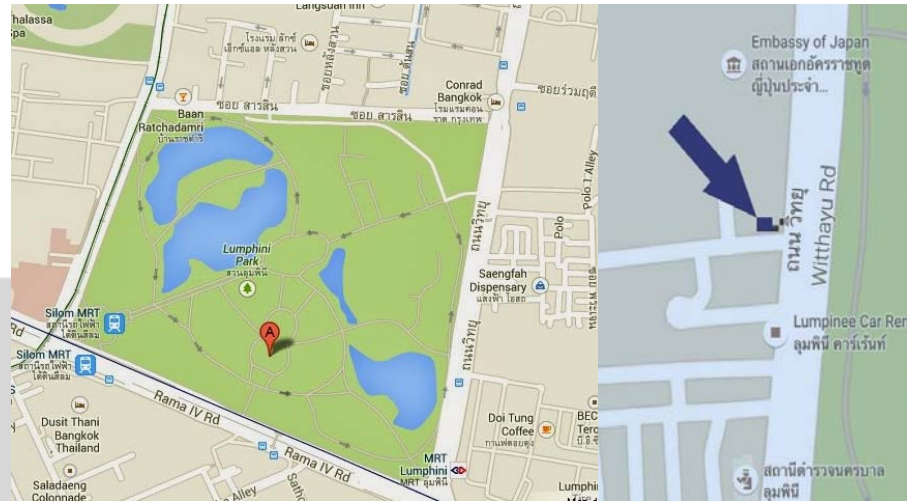


Figure 3.4 Company's Location

| | |
|----------------------|---|
| Company Name: | PPL INTERIOR Co., Ltd |
| Location: | 2/4 Prajane Lumpini Patumwan Wittayu road Bangkok 10330 |
| Area: | 200 square meters. |

PPL INTERIOR Co., Ltd is located in the heart of Bangkok City opposite of the Lumpini Park on Witthayu Road. The company is settled at two stories building with 200 square meter usage area. The building is owned by Peera Tratichotipan the founder of PPL INTERIOR which is a legacy from his grandmother. The office provided necessary functions for meeting client and workspace for employees.

The building is convenient for accessing by footpath, bus, subway, Skytrain and private automobile. The facility is good to condition with fairly easy approach by bus traffic and client/staff vehicles.

- Private Car; There is only one main street to access to the company with 450 meters from Wittayu Intersection
- MRT Subway; The easiest way to transport to the company is MRT by getting off from Lumpini Station and walking toward Lumpini Park about 400 meters.

- BTS Skytrain; There are about 2-3 BTS stations that can access to the site. The closest stations are Saladaeng Station and Ploenchit Station takes 20 minutes walk to the company. Other stations are Rachadumri Station and Shidlom Station takes 25 minutes walk to the company.
- Bus; there are many buses pass through the company which are bus number 4, 13, 45, 46,47, 50, 74, 17, 115, 116, 22, and 109

The company site is located in a prime location near business community such as Sathorn road, Silom road, Plearnjit road, and Rama4 road. Neighborhoods are mixed with commercial building, hospitality and government building such as Lumpini Park, Embassy of Japan, Embassy of United State, Sofitel hotel, Q house Lumpini, and Etc.

3.3 Marketing Methods

The company market segmentation is focused on various sizes of space and diverse types of building design which can be divided into types as follows:

- Residential buildings; Apartment block, Flat, Condominium, Dormitory, Duplex, House, Townhouse, Unit, Villa.
- Commercial buildings; Hospital, Convention center, Hotel, Market, Skyscraper, Shop, Shopping mall, Super Market, Warehouse, Restaurant, and Theater.
- Educational buildings; College, School, Library, Museum, and Art gallery.
- Industrial buildings; Factory, Power plant, and Power station. Fifth, Transport buildings such as Airport terminal, Bus station, Train station, Metro Station, Taxi station, and Parking garage.
- Other types of building such as Religious buildings, Government buildings, Military buildings, and Agricultural buildings.

The company target market segmentation is aim at private organization, government organization, individual, and the community. At the beginning of the first stage, the company will target only in Thailand. After that, the company will expand target to Asean such as Singapore, Myanmar, Laos, Cambodia, Vietnam, and Indonesia.

Next, the company will emphasize to enlarge globally to other countries such as China, India, and Dubai. However, if there is a chance to work on project oversea before previous plan, the company will be willing to immediately design with motivated and talented for customers anyway.

3.4 Management and Organization

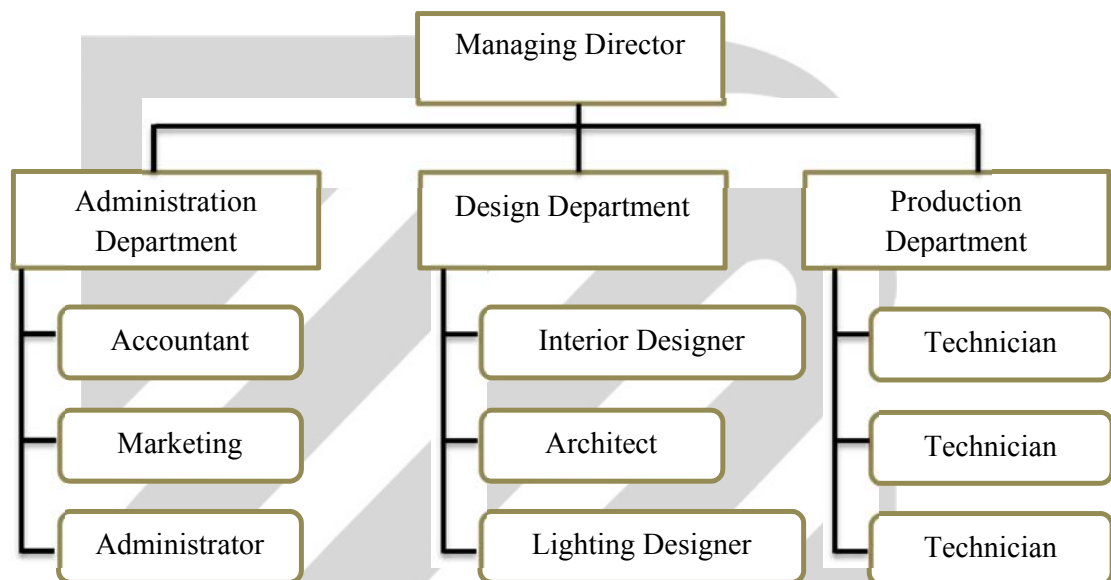


Figure 3.5 Organization Chart

The organization chart shows three departments work under Managing Director, which are Administrative Department, Design Department, and Computer Production Department.

- The Administration Department consists of Accountant, Marketing, and Administrator, which is the department to provide an assistant and support to the director such as data processing, file maintenance, communications and clerical.
- The Designer Department is divided into three different design expert divisions, which are an interior designer, architect, and lighting designer. This department takes the essential responsibility to plan, organize, and design the projects.

- The Computer Production Department is combined an Information Technology, AutoCAD technician, 3dmax technician, and other related programs such as Autodesk Revit, Sketch Up, Photoshop, and ETC.

The operation of the company can be illustrated into three stages, First and foremost, all departments of Administration will work under and directly to the Managing Director except the marketing team that concentrate to operate on some project with the design department. Secondly, Design Department will directly cooperate with Computer Production team. For example, one of Interior designers will work collaboratively with only one program technician to generate a 3D rendering, design drawing package, and graphic presentation and one of Architect work with another one of Programs technicians. Only Lighting Designer who will not have a permanent Programs technician to operate with.

Table 3.1 Position and Educational background of Team members

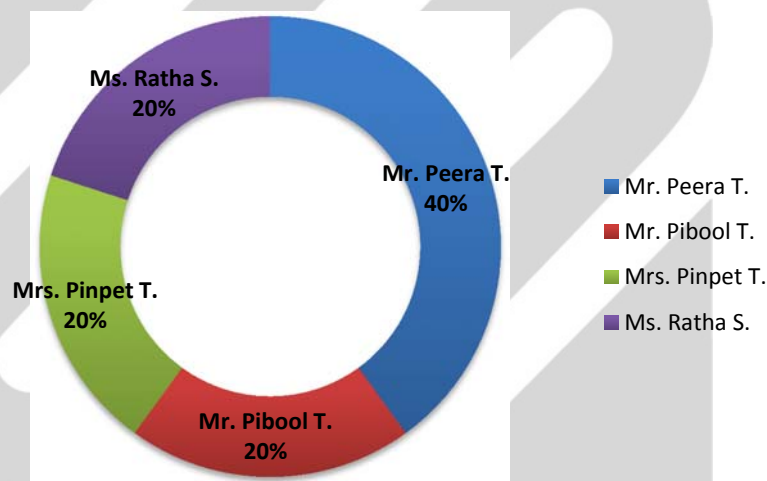
| Position | Name | Education |
|--------------------------|--------------------------------|--|
| Managing Director | Mr. Peera Tratichotipan | Bachelor degree: Interior Architecture, Assumption University Master degree: International Business Management, Stamford University |
| Accounting (Director) | Miss. Parinda Tratichotipan | Bachelor degree: Accounting and Finance, Oxford Brookes University |
| Marketing | Miss. Patsita Tanaakkaraest | Bachelor degree: Marketing, Bangkok University |
| Administrative | Miss. Jidapa Thampasatho | Bachelor degree: Business Administrative, Thammasat University |

| Position | Name | Education |
|---------------------|----------------------------------|--|
| Interior Director | Miss. Ratha Sangworrawuttikri | Bachelor degree: Interior Architecture, Assumption University Master degree: Interior Architecture, Pratt Institute |
| Interior designer | Mr. Jadsada Wuthivigaigan | Bachelor degree: Interior Architecture, Assumption University |
| Architect | Mr. Thanabodi Kongtanakerg | Bachelor degree: Architecture, Assumption University |
| Lighting Designer | Miss. Oil Triamkedsub | Bachelor degree: Interior Architecture, Assumption University Master degree: Lighting design, School of Art Chicago |
| Production Director | Mr. Nutdanai Rhusuwankul | Bachelor degree: Computer Graphic, Assumption University |
| Technician | Mr. Hirun Khunasangiamporn | Bachelor degree: Computer Engineering, Kasetsart University |
| Technician | Mr. Pichayoot Tratichotipan | Bachelor degree: Computer Engineering, Assumption University |

3.5 Ownership Structure

The PPL INTERIOR will be registered as Company Limited, the kind of company, which is formed by a capital divided into equal shares, the liability of the shareholders being limited to the amount unpaid on the shares respectively held by them. To establish the company limited, must have at least 3 persons signing together in order to prepare Memorandum and then register. Upon receiving the amount of shares, the director must register as the company within 3 months from the date of company's meeting to establish the company (Commerce, 2016).

Table 3.2 Company Ownership



| Name | Owner Percentage |
|-------------------------------|------------------|
| Mr. Peera Tratichotipan | 40% |
| Mr. Pibool Tratichotipan | 20% |
| Mrs. Pinpet Tratichotipan | 20% |
| Ms. Ratha Sangworrawutthikrai | 20% |

PPL INTERIOR is plan to have 4 of shareholders for the company, from 1,000,000 shares Mr Peera Tratichotipan holds 40%, and the other which are Mr. Pibool

Tratichotipan (PPL ENGINEERS'S Owner), Mrs. Pinpet Tratichotipan, Miss. Ratha Sangworrawutthikrai a holding 20% for each person.

3.6 Internal Analysis

Table 3.3 SWOT Analyses

| Strengths | Weakness |
|---|---|
| <ul style="list-style-type: none"> • Have PPL ENGINEERS as a supporter to expand business networking, share project, facilities and knowledge as well as access to national and worldwide markets. • The company performs by experienced staff. • The company uses the new and alternative advance technology such as computer, VR glass, programs, and cutting machine to serve the customers. • Number of employees is not too large so the price for a client can be charged on standard or below. | <ul style="list-style-type: none"> • The company not has reputation yet. • The less number of staff cannot handle huge project or overlapping projects. |

| Opportunity | Threat |
|---|--|
| <ul style="list-style-type: none"> • The current trend and fashion make people interest more about interior space. • The high cost of constructing new building caused renovated and reconstructed building is a popular choice, which reflected to the increasing of customers. • The AEC will expand more work to the Interior market. • The location for establishing company is close to many of alliance companies, which is not Interior firm, but all are Architecture companies, and Engineers companies. | <ul style="list-style-type: none"> • Have many famous Interior firms in the market. • Many interior designers want to establish their own company, or work as a freelance. |

Strengths

1. The PPL ENGINEERS is a reliable supporter for PPL INTERIOR, which is established since 1995 and has gained almost 22 years' experience in building construction filed. PPL ENGINEERS has many of alliances and connection to share with "PPLINT". Moreover, most of project PPL ENGINEERS will start with the beginning of planning and construction. Therefore, it is a high opportunity that PPL ENGINEER will pass the project to PPL INTERIOR for the next stage, which is architectural design and interior because PPL ENGINEER and PPL INTERIOR can cooperate effectively in term of time, data processing and project development.

2. The company performs by experienced staff. Due to the background of employee members, it shows that every staff has a direct degree and practical experiences related to their work scope.

3. The company uses the new and alternative advance technology. Today in modern world, various technologies are invented to help user to illustrate an imagine of the designer to the realistic visualization, which can save a lot of time and also improve a high quality of work such as laser cutting machine, 3D printer, and VR glasses.

4. The fee can be negotiable to standard or below due to the small business. This benefit will attract the customers to use our service.

Weakness

1. The company not has a reputation yet, because the “PPLINT” is a newly company with a few previous works in portfolio. Without PPL ENGINEERS, customers or organization may not trust the company.

2. The limited number of employee effects to the capability to handle huge project or overlapping projects, while operation some projects may be a large scale and may need a larger number of staffs to work on. If the new project is coming the number of staffs and equipment will be not sufficient to offer another project.

Opportunity

1. The current trend and fashion make people interest more about interior space. Nowadays, there is a diverse media that presenting the images and information of architecture and interior design such as Instragram (social network), Pinterest (social network), Art4d (Magazine), Ban Lae Suan (Magazine), and Satapanik (Event). This factor has inspired people to be interested in design aesthetic.

2. The renovation of interior will make a lots of market, the new building are less than the old building, and the consumer are higher so the Interior work will follows.

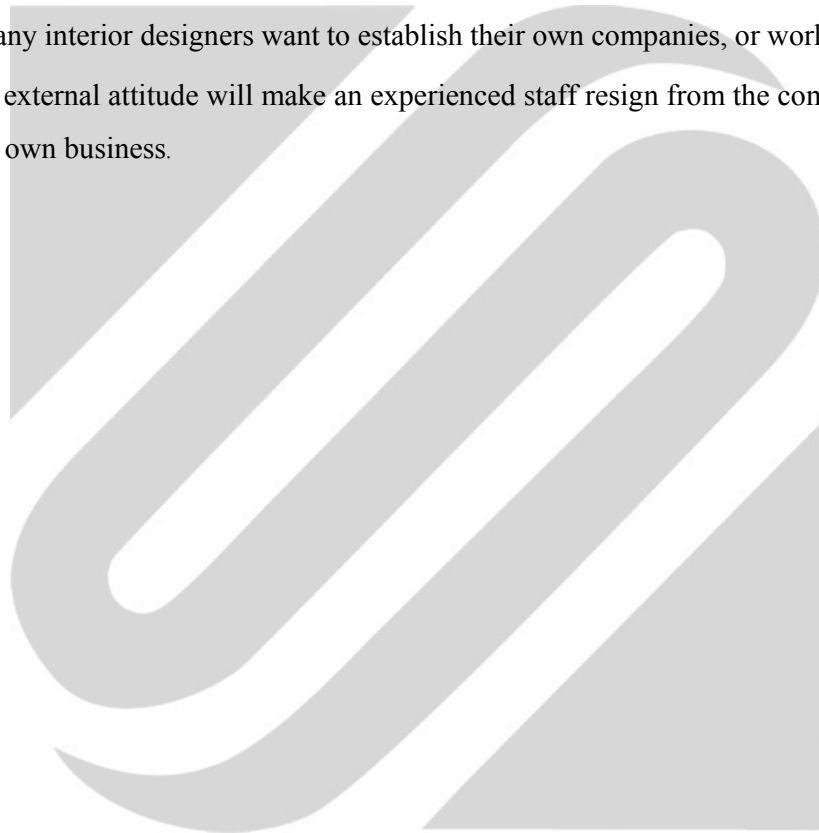
3. The AEC will expand more work to the Interior market, such as the PPL ENGINEERS get the project from Myanmar, and Cambodia.

4. The location for establishing the company is close to many of alliance companies, such as the PPL ENGINEERS located at Sathorn road, Plan Architect located at Satorn

road, Plan Associate located at Sathorn, Plan Studio located at Sathorn road, and Proud Real Estate located at Plearnjit road. Those are not a competitor but all are Architecture company, and Engineers company.

Threat

1. There are many famous Interior Design firms in the market such as PIA, SODA, Concept I Design, CONTOUR, P49, and HBA.
2. Many interior designers want to establish their own companies, or work as freelance. This external attitude will make an experienced staff resign from the company to have their own business.



CHAPTER 4

PRODUCTS AND/OR SERVICES

4.1 Products and Services description

The services of PPL INTERIORS can divide into 3 majors, which are Architecture design, Interior design, and Lighting design. The Architectural services include urban design, landscape design, façade design, exterior environment, energy consumption and sustainable design. The Interior design services focus on space planning, furniture selections, interior circulation, material specification, and security equipment. The Lighting design works cooperate with interior and architecture to design mood and tone as well as lighting calculation on exterior lighting, and interior lighting to calculate the best lighting for building.



Figure 4.1 Architecture design



Figure 4.2 Interior design



Figure 4.3 Lighting design

Architecture, Interior design, and Lighting design contain many of procedures to complete the project. Moreover, PPL INTERIOR aims to service and produce the best design space for clients. The procedures depend on the scope of work from the customer's agreement that can be separated into three types, which are new construction

design project, renovation or reconstruction design project, and combination design project.

- **New construction design project:** The project that creates the new design spaces from empty land to meet initial proposal with clients. This type of project has to consider working on predesign services such as feasibility and environmental impact studies, site selection, cost analyses, and design requirements.

- **Renovation or reconstruction design project:** This type of project work on designing from existing buildings or existing interior spaces, which may show design outcomes as a new look with the same or different purpose. The building analysis is a priority concern for this type of project to identify the risk and possibility of the existing site.

- **Combination design project:** the project that work on temporary site or location such as gallery, museum, convention, or event.

All design projects that mentioned above also work with all types of building such as Residential buildings, Commercial buildings, Educational buildings, Industrial buildings, Transport buildings, Religious buildings, Government buildings, Military buildings, and Agricultural buildings.

Table 4.1 List of building types

| | |
|------------------------|--|
| Agricultural buildings | Barn Farmhouse Greenhouse Root cellar Stable Storm cellar |
| Commercial buildings | Car wash Convention center Forum Gas station |

Table 4.1 List of building types (Cont.)

| | |
|-----------------------|---|
| | Shop Shopping mall Supermarket Warehouse Restaurant |
| Residential buildings | Apartment block Asylum Condominium Dormitory Duplex House Townhouse Villa Bungalow |
| Educational buildings | Archive College Classroom building Gymnasium Students' union School Library Museum Art gallery Theater (building) Amphitheater Concert hall Cinema Opera house Boarding schools |

Table 4.1 List of building types (Cont.)

| | |
|----------------------|---|
| Government buildings | City hall Consulate Courthouse Embassy Fire station Meeting house Palace Parliament Police station Post office Prison |
| Industrial buildings | Brewery Factory Power plant Mill |
| Military buildings | Barracks Bunker Blockhouse Castle Citadel |
| Transport buildings | Airport terminal station Taxi station station Bus station Metro station Railway station |

4.2 Main operating process

The operating process begins after clients signed a contract agreement with PPL INTERIOR or prepare for bidding of each project. However, before the signing contact agreement, the company provides an initial service, which is an initial meeting for clients to get a professional advice. The scope of work in this process covering initial research, site meeting, recording brief, discussion of budget, property values, construction cost assessment, design ideas and feedbacks and retainer agreement. PPL INTERIOR works with a sequence of 7 clearly defined work stages called Site measure, Feasibility planning, Concept design, Design development, Approval submission, Design detailing, and Contract admin. These stages can apply to 3 types of services include Architecture design, Interior design, and Lighting design.

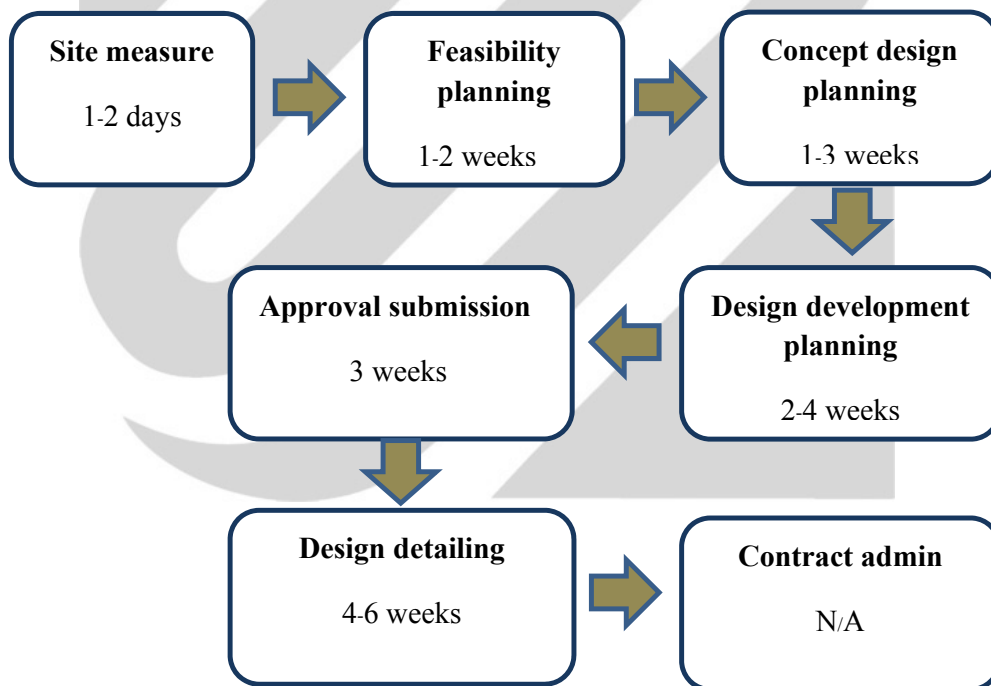


Figure 4.4 Operating process

4.2.1 Site measure

To visit the site, gather site information, and make an analysis of the existing property and surround environment. The measurement should be covered surveying indoor and outdoors, climate effects on site, cool breeze, solar access, views, land form or space, and M&E. The company will provide site photos, site measure, drawings and 3D models.

4.2.2 Feasibility planning

The stage of initial design planning from the site measure, sketches the draft plan for the scope of work, and estimate the cost summary for customers. The outcomes of this stage will show CAD drawing sketch plan 1:100, draft model of property and surround by Sketchup, and cost summary for budgeting purposes.

4.2.3 Concept design

Concept design is the process to create the design that combine between customer's expectation, inspiration by Designer and the rough possibility of structure and budget (conceptual design can be more than 1 option depend on contact agreement). The company will provide concept presentation, CAD concept design plan 1:100, 3D images by 3dmax, rough 3D walk-through model by 3dmax, rough model cutting.

4.2.4 Design development

This stage starts after the concept design has been chosen. The designer will resolve and improve and develop the concept sketches in order to plan for reality construction, which include layout plans, elevations, sections, and detail drawing of each area. The company will provide CAD preliminary design plan 1:100(include elevation, section, and details drawing), revised 3D visuals by 3dmax, updated 3D walk-through model by 3dmax, model cutting by laser.

4.2.5 Approval submission

The Approval submission stage is involved with the important permit that need such as EIA permit, 39Tavi, Building construction permit, Building modification permit, BOI permit, Public sewer access permit, Etc. All of this permit must approve by various departments of Government before construction. Our company will provide full set of CAD preliminary design plan 1:100 (include elevation, section, and details), update 3D images by 3dmax, License and signature of designer as well as other additional requirement to gain council approval.

4.2.6 Tender Document

This stage is to provide detailed construction documents for tendering to builder, construction documents and any information that the contractor may need to prevent the incorrect work. Our company will provide full set of CAD construction design plan 1:100(include elevation, section, and details), specification (design, material, and furniture), final 3D images by 3dmax, and cost summary.

4.2.7 Contract admin

The stage to ensure the project is properly built as our design, and also to be the consult for project, our staff must solve problem for additional site work, and inspection during construction.



Figure 4.5 example of Plan by CAD **Figure 4.6** example of 3D images by 3dmax

4.3 Operating process of Online Interior service

This is the new service for Thai market, the company aim to serve Interior design on online marketing. The advantage is designers and customers no need to meet each other face by face even need to visit the site or place. This service is suitable for the project that is not over than 200 Sq.m. such as a condominium or an apartment and the furniture that have been specified in the project must be loose furniture which easy to move in the space by client themselves follow design providing from the designer. There are 6 steps to operate an online interior service.

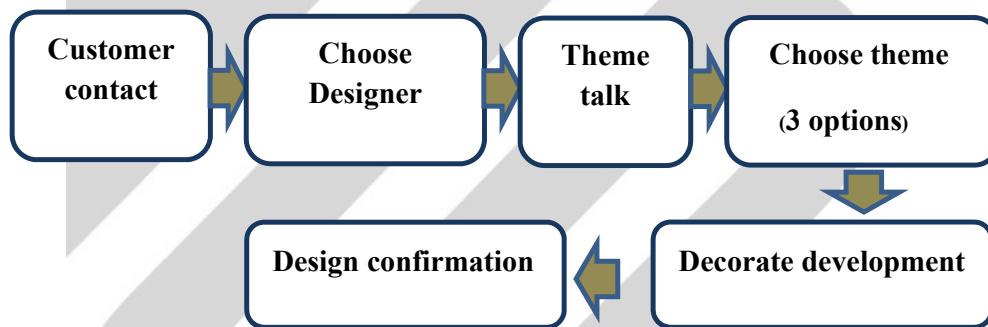


Figure 4.7 online Interior service process

4.3.1 Customer contact

The operations start by the customer contact to the company on the website or social network. The clients must prepare the plan, present picture of room and estimate budget send to the company.

4.3.2 Choose designer

The customers have to select the package of services and choose the designer from the online portfolios.

4.3.3 Theme talk

After selected the designer, the company will make an appointment for online interview to discuss about style, colors, and special requirement for space or furniture.

4.3.4 Choose theme

This stage the designer will prepare 3 options of theme for clients to choose and each option will be consist of theme board for decorating and a sketch design of each room.

4.3.5 Decorate development

The decorate development is the process before completing projects; the customers can discuss with designer once before the final stage. The company will prepare a rough of 3D visualization by 3dmax, and CAD concept design plan 1:100.

4.3.6 Design confirmation

The last stage of contract, our designer will provide CAD drawing of decorating plan 1:100(include elevations), specification of furniture (shopping list includes details of furniture and shop of furniture) and final 3D images by 3dmax.

CHAPTER 5

MARKET ASSESSMENT

5.1 Examining the General Market

To examine the General Market we study from the key Economic Indicators of Real Estates of Thailand, the statistics show since 2015-2017 (Supada, 2016).

| | R | | 2559 | | | 2560 | | ยอดสะสมตั้งแต่ |
|---|----------------|------------------|---------------|---------------|----------------|---------------|------|------------------------|
| | 2558 | 2559 | 2016 | | | 2017 | | ม.ค. |
| | 2015 | 2016 | ต.ค. | พ.ย. | ธ.ค. | ม.ค. | ก.พ. | Cumulative from Jan |
| | | | Oct | Nov | Dec | Jan | Feb | |
| Land and building transaction nationwide ^{4/} | 961,149 | 1,059,202 | 78,040 | 88,651 | 109,395 | 58,607 | | 58,607 |
| | (-0.8) | (10.2) | (30.9) | (-14.3) | (-20.7) | (-13.3) | | (-13.3) |
| Central | n.a. | n.a. | 51,362 | 59,318 | 72,036 | 35,155 | | 35,155 |
| | n.a. | n.a. | n.a. | n.a. | n.a. | n.a. | | n.a. |
| Eastern | n.a. | n.a. | 8,239 | 9,699 | 13,637 | 6,990 | | 6,990 |
| | n.a. | n.a. | n.a. | n.a. | n.a. | n.a. | | n.a. |
| Northeastern | n.a. | n.a. | 7,166 | 6,755 | 8,065 | 6,463 | | 6,463 |
| | n.a. | n.a. | n.a. | n.a. | n.a. | n.a. | | n.a. |
| Northern | n.a. | n.a. | 6,332 | 6,698 | 8,346 | 5,936 | | 5,936 |
| | n.a. | n.a. | n.a. | n.a. | n.a. | n.a. | | n.a. |
| Southern | n.a. | n.a. | 4,943 | 6,181 | 7,312 | 4,063 | | 4,063 |
| | n.a. | n.a. | n.a. | n.a. | n.a. | n.a. | | n.a. |
| Land Development Licences Nationwide ^{5/} (units) | 94,052 | 87,570 | 6,300 | 7,868 | 8,267 | 7,066 | | 7,066 |
| Bangkok Metropolis and Vicinity | 20,875 | 14,796 | 647 | 426 | 2,518 | 2,087 | | 2,087 |
| | (27.4) | (-29.1) | (0.6) | (-80.9) | (-17.0) | (186.3) | | (186.3) |
| Other Provinces | 73,177 | 72,774 | 5,653 | 7,442 | 5,749 | 4,979 | | 4,979 |
| | (-19.8) | (-0.6) | (-22.5) | (2.7) | (-27.0) | (11.8) | | (11.8) |
| Condominium Registration Nationwide (units) | 117,600 | 113,395 | 9,709 | 11,877 | 9,474 | 4,268 | | 4,268 |
| | (8.7) | (-3.6) | (59.0) | (-6.3) | (-28.9) | (-64.7) | | (-64.7) |
| Bangkok Metropolis | 41,186 | 41,859 | 6,150 | 6,654 | 4,220 | 1,582 | | 1,582 |
| | (-6.8) | (1.6) | (204.6) | (92.3) | (-47.6) | (-14.3) | | (-14.3) |
| Other Provinces | 76,414 | 71,536 | 3,559 | 5,223 | 5,254 | 2,686 | | 2,686 |
| | (19.5) | (-6.4) | (-12.9) | (-43.3) | (-0.4) | (-73.8) | | (-73.8) |

Figure 5.1 Thailand's statistic of Real Estate

The statistics show the amount of transactions in the construction market in Thailand from 2015 to January 2017. The data given in million Baht, can be divided into three groups, namely the land and building transaction nationwide, the land development licenses nationwide and condominium registration nationwide. Overall, it can be clearly seen that the amount of transactions of land and building transaction nationwide in 2016 slightly exceeded that of 2015, with approximately 100,000 million Baht and can be expected to grow gradually in 2017, while the trends of the land

development licenses nationwide and the condominium registration nationwide showed a similar trend to decrease minimally from 2015 to 2016.

To begin with the land and building transaction nationwide, the statistics combine all provinces of Thailand, which the cumulative of January 2017 show Central at 35,155 million Baht, Eastern at 6,990 million Baht, Northeastern at 6,463 million Baht, Northern at 5,936 million Baht, and Southern at 4,063 million Baht. Moving on to the trend of Land Development Licenses Nationwide, the information illustrated that the others provinces are higher unit than Bangkok Metropolis. With regards to the proportion of the Condominium Registration Nationwide, the trends showed the numbers of unit are drop from October 2016 at 6,150 units to 1,582 units in January 2017, this information mean the new building are decrease and old building are increase, which mean the renovation of building was climbed up. Lastly, the New Housing Registration of Bangkok Metropolis also important numbers to focus the table display the Housing project, Apartment, Condominiums, and Self-Built Housing, the first rank is Housing project at 1,654 units in January 2017, but compare with other years Housing project was decreased dramatically from 3,193 units in October 2016, 3,482 units in November 2016, and 2,798 units in December 2016, the second rank is Self-Built Housing at 1,575 units in January 2017, comparing to previous years the numbers was remain steady, the last rank is Apartments and Condominiums at 607 units in January 2017 the number was also decreased dramatically from previous years, 3,973 units in October 2016, 3,827 units in November 2016, and 1,334 units in December 2016.

5.1.1 PESTEL Analysis

Table 5.1 PESTEL Analysis

| | |
|-------------------------|---|
| <p>POLITICAL</p> | <ul style="list-style-type: none"> Thailand has faced the medium political risk, if there are any problems about politic, the construction industries will be stuck and that will effect to PPL INTERIOR. In short term, the operation of each project may not effect too much, but in long term the customers may hold or postpone the investment in design projects and that will affect to work decreasing at that moment. |
| <p>ECONOMIC</p> | <ul style="list-style-type: none"> From the statistics of Real estate Business of Thailand, It shows the value of trading land and buildings of all over countries since 2014-2016 the value was slightly increased from 969,083 million baht in 2014 to 1,059,201 million baht in 2016. Which show the opportunity for Architecture industry to grow up with the market (Supada, 2016). The static of Condominium registrar all over Thailand since 2012-2016 shows that the amount rose dramatically from 2012 to 2015 at 81,665 to 117,600, then in 2016 dropped to 113,395, which show the huge market of this industry, even housing estate, and flat all numbers decreased from 2012-2016 but all types still remain a high consumers (Supada, 2016). The static of Real estate credit of Bank was slightly increased from 1,795,475 million baht in 2012 to 2,568,871 million baht in 2016, especially credit of Personal housing was rose since 20012 to 2016 at 1,338,127 million baht to 1,974,020 million baht, which show a large scale of consumers in Architecture and |

| | |
|--------------------|---|
| | Construction industry and the target that our company should focus (Supada, 2016). |
| SOCIAL | <ul style="list-style-type: none"> • For Social factors channel to achieve the trend of design are important such as Internet, Computer, Television, Magazine, Etc. • Education and Capacity of wealth also effect with the taste of customers, rich people will be the most customers who hire the interior service. • The Internet will be the main channel to connect with customers, to advertise, and to communicate. The top three applications in 2016 were Youtube 97.3%, Facebook 94.8%, and Line 94.6% (Washington, 2016). |
| TECHNOLOGY | <p>Various technologies that involved in design industry such as,</p> <ul style="list-style-type: none"> • The laser cut machine and 3D printer. Those can cut and form every shape of 3D model by ordering from a computer. • 3Dmax program plus with VR glasses, it will illustrate the simulate views for the user to feel like they walk and see through the real perspective. |
| LEGAL | <ul style="list-style-type: none"> • Many of legal that we have to concern for design interior or exterior space in buildings like legal for circulation of fire exits, material for the fire exit. There are many types of building and each has a different legal and regulation to follow and observe before design every project. |
| ENVIRONMENT | <ul style="list-style-type: none"> • The Environmental factor will be concerned in every project. To illustrate, the project needs to design with the |

idea of sustainable design, which focus on Energy consumption in buildings, Material with environmental friendly, and pollution caused. Moreover, all of this operation will increase the cost of construction that will make customers not satisfy.

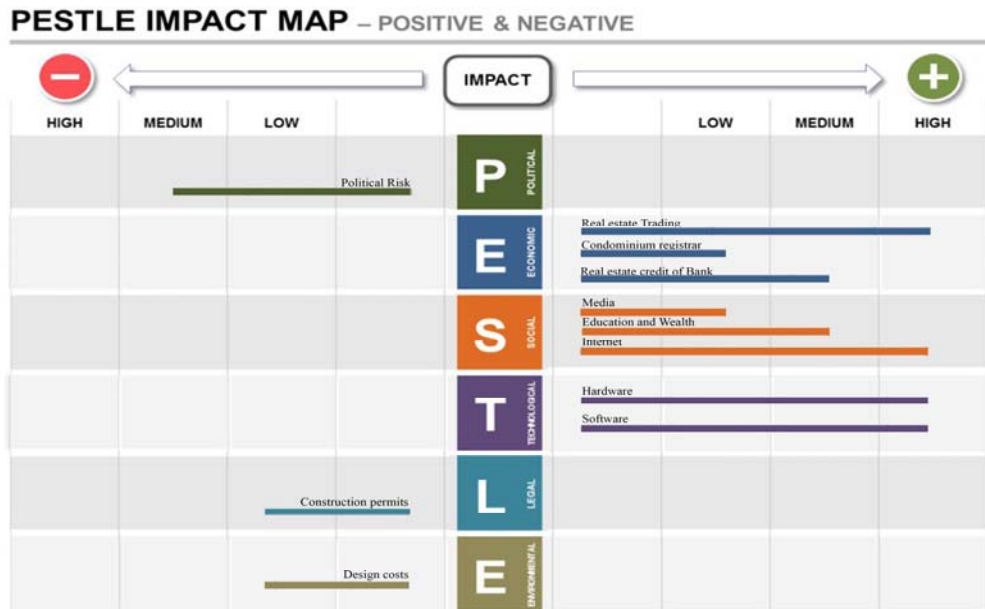


Figure 5.2 PESTLE Impact Map

The PESTLE Impact Map shows the positive and negative side from PESTLE analyses with the company.

5.2 Customer Analysis




The general customers are Private Organization, Government Organization, Individual, and Community in Thailand and also other countries in the future. As mentioned in the building types before, the private organization will be involved with Commercial buildings, Residential buildings, Educational buildings, and Industrial buildings. The government organization will be included with Educational buildings, Government buildings, Military buildings, and Transport buildings. The Individual will be Commercial buildings, and Residential buildings. Lastly, the community will include

with Residential buildings, and Educational buildings. The major customer that uses design service is an individual with Residential building because the large scale in the market.

5.2.1 Alliances and Network

Alliances also the important role to bring customers for our company, they can give us the customer of Private Organization, and Government Organization. There are some alliances that ready to support our company such as,

Table 5.2 Alliances Lists

| | |
|--------------------------------|--|
| Civil and Structural Engineers |  |
| Architecture |  |
| Real Estate developer |  |
| Real Estate developer |  |

| | |
|-----------------------|--|
| Real Estate developer |  |
| Museum Designer |  |

5.3 Industry Analysis

Porter's Five Forces Analysis

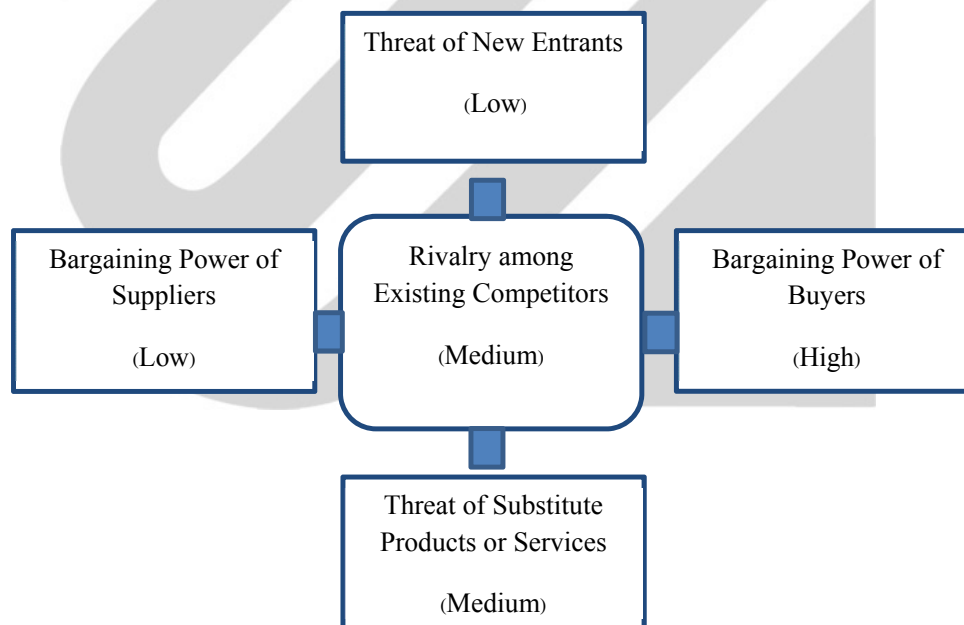


Figure 5.3 Porter's Five Forces Analysis

5.3.1 Threat of New Entrants

The threat of new entrance for this business is low, because to enter into this business it requires many factors such as fund, experience, connection, and reputation. The new entrance will have to take time for each factor and that is the reason for low threat to the company.

5.3.2 Bargaining Power of Suppliers

For the operation and process, PPL INTERIOR does not need any direct suppliers to fulfill our business. So the answer for bargaining power of suppliers is low.

5.3.3 Bargaining Power of Buyers

The bargaining power of buyers is high because many of design firms such as PIA, CONTURE, P49, and HBA are exist and also others relate field such as Index, SB furniture, Ikea, Koncept, and Chic Republic also add a new design service for customers to sell their furniture, all of these competitors will gain a bargaining power of buyers.

5.3.4 Threat of Substitute Products or Services

As mentioned before, the others relate field enter to have design service such as furniture malls, contractors, and freelance. All of it is a threat, the target market are different, so the threat of substitute products or services is Medium.

5.3.5 Rivalry among Existing Competitors

There are many design firms in the market such as PIA, SODA, Concept I Design, CONTOUR, P49, and HBA. However, the market also has lots of shares to operate, so the rivalry among the existing competitors is Medium.

CHAPTER 6

STRATEGIC IMPLEMENTATION

6.1 Production

First and foremost, our Main products are services of Architecture design, Interior design, and Lighting design. All services produce the documents for customers such as CAD preliminary design plan, elevation, section, and detail drawings, 3D visuals by 3dmax, 3D walk-through model by 3dmax, model cutting by laser, and Cost estimate for construction. To estimate a time frame for this service spend about 3-4 months, it may take longer time depend on the size, customer's requirement and scope of work.

Second, the company also plans to set Online Interior service, to gain the project that not bigger than 200 Sq.m. such as a condominium or an apartment and also area which is not take too much time to operate. To estimate a timeframe for this service will take around 1 months, it may take longer time depend on the size customer's requirement and scope of work.

PPL INTERIOR has to hire the professional employee, who ready for working on the project follows the company's operation before the company is started. All Designers need to have design skills, sketch skill, legal of design knowledge, area requirement, computer skill such as, Autocad, Photoshop, Basic 3dmax, sketchup, Lumion, and Revit. The computer technicians also need to advance on all computer skill such as, Autocad, Photoshop, 3dmax, sketchup, Lumion, and Revit.

6.2 Marketing Strategy

- For the first beginning of the company, PPL INTERIOR will focus and track all projects that PPL ENGINEERS acquiring or operating to take the project

from a private organization or Government organization because they often have projects that need interior services.

- Secondly, PPL INTERIOR will contact directly to the owner of every company in alliance or friends of owner for advertising, promoting, and acquiring the projects. The lists of related fields are included Architecture company, Engineers company, Contractor company, Real Estate Development company, Owner of Apartment, Owner of Office building, Bank (department of Real Estate), Owner of Hotel, Owner of Department Store, and Owner of University. The reason is the company needs to deal with the person who can make the decision.
- Third is the Online market, PPL INTERIOR also needs to invest in digital marketing because of several reasons. The important reason is the company have service about Interior online service the website and application of PPL INTERIOR must advance and be stable on standard to support this service. Another point is that the payments for online service also need to focus such as Paysbuy, Alipay, PayPal, Siampay, or Thaiepay. Third the Internet also effective for advertising PPL INTERIOR works or services such as YouTube, Pinterest, Instagram, Websites, Facebook, and Line.
- Fourth, the Events, Conferences, or Seminars that related to PPL INTERIOR work's field also useful to attend to gain customers, reputation, network, and trust. The important event that PPL INTERIOR must attend such as Architect Expo(every year), Thailand Friendly Design Expo, Thailand International Furniture Fair, and BaanLaeSuan Fair.

6.2.1 Price and Service fee

6.2.1.1 Main services: PPL INTERIOR divides the main service fee for Architecture, Interior, and Lighting design fee as follows,

Table 6.1 Residential Service fee

| | |
|------------------|---------------------------------------|
| Residential type | Less than 100 sqm = 60,000 THB |
| | More than 100 sqm = 1,100 THB per sqm |

Table 6.2 Commercial and others Service fee

| | |
|---------------------------------|---------------------------------------|
| Commercial type and others type | Less than 100 sqm = 80,000 THB |
| | More than 100 sqm = 1,300 THB per sqm |

The total service fee must divided into 5 progress payments to pay after each process was finished, the first payment for 10 percent of total service fee must pay after the “Feasibility planning” had finished, Second the 20 percent of total service fee must pay after the finished of “Concept design”, Third the 30 percent of total service fee must pay after the finished of “Design development”, the Fourth payment 30 percent of total service fee must pay after the finished of “Approval submission”, and Last 10 percent of total service fee must pay after “Design detailing” finished.

Table 6.3 Payment deal

| Stage of design | Payment |
|-------------------------|------------|
| 1. Site measure | - |
| 2. Feasibility planning | 10 percent |
| 3. Concept design | 20 percent |
| 4. Design development | 30 percent |

| | |
|------------------------|------------|
| 5. Approval submission | 30 percent |
| 6. Design detailing | 10 percent |
| Contract admin | - |

6.2.1.2 Online Interior service: The payments of online Interior service are as follows,

Table 6.4 Online Interior Service fee

| | |
|-------------------------|-------------------------------------|
| Online Interior service | Less than 100 sqm = 15000 THB |
| | More than 100 sqm = 300 THB per sqm |

The total service fee is divided into 4 progress payment, the first payments 10 percent of total service fee must pay after “Choose designer”, Second the 20 percent of total service fee must pay after the finished of “Theme talk”, Third the 50 percent of total service fee must pay after the finished of “Choose theme”, and Last 20 percent of total service fee must pay after “Decorate development” finished.

Table 6.5 Payment deal

| Stage of design | Payment |
|------------------------|------------|
| 1.Customer contact | - |
| 2. Choose designer | 10 percent |
| 3. Theme talk | 20 percent |
| 4. Choose theme | 50 percent |
| 5.Decorate development | 20 percent |
| 6. Design confirmation | - |

6.2.2 Contracting

The contract agreement is one of the most important things to prevent risk, a contract can either make or break a project (Knackstedt, 2002), there are some example

of Thai contract (Appendix A) and English contract (Appendix B). The contracts must represent the name of owner, company's name, and address of Owner side in the contract, and the name of the owner, company's name, and address of Designer side in the contract. The topic in contracts has many Clause to focus such as, Designer's Service, Scope of Designer's Basic Service, Additional Services, Owner's Responsibilities, Cost of the Work, Use of Designer's Drawings, Specifications and Other Documents, Arbitration, Termination, Suspension or Abandonment, Miscellaneous Provisions, Payments to the Designer, Basis of Compensation, and Other Conditions or Services. And the last page of the contracts the Owner, Designer, and two of Witness must sign his or her name to complete the contracts.

6.2.3 Evaluation and Control Plan

The Control plan for PPL INTERIOR will use PDCA, it stands for PLAN-DO-CHECK-ACT, first "Plan" is the process to investigate the present situation, try to understand all of the problem, plan the schedule, and set the goal to achieve. It is a continuous improvement strategy, which was developed by W Edward Deming in 1950 as Problem Solving Cycle, he uses PDCA with continuous improvement to rebuild Japanese industries in 1950. Second "Do" the process to implement the plan, and operate all tasks follow the plan, and continuous the plan. Third "Check" the process to monitor the result of the current plan, to collect the data, measure the data, and analyses the result to find the lack of the plan, and find solutions to improve the future. Last "Act" the process to start PDCA again or summarize the effective result of the plan.

The continuous improvement of PDCA can upgrade or level up the standard of firm, product, or service.

Technique to use with PDCA:

Plan

- Brain Storming

- Cause & Effect

- Check Sheets

- Pareto Analysis
- Concentration Diagrams
- Process Flow Charts
- Performance Measuring
- 5 Why's @ 5W 1H
- Paired Comparisons
- Impact Diagrams

Do

- Brain Storming
- Paired Comparisons
- Impact Diagrams
- Force Field Analysis - Solution Effect Diagram
- Schedule or Project Plan
- Failure Prevention Analysis

Check

- Brain Storming
- Check Sheets
- Pareto Analysis
- Concentration Diagrams
- Performance Measuring

Act

- Brain Storming
- Cause & Effect
- Check Sheets
- Pareto Analysis
- Concentration Diagrams
- Performance Measuring

CHAPTER 7

FINANCIAL PLAN

7.1 Source of Fund

The sources of funding come from my family reserved money, which will transfer to the Owner's equity at 5,000,000 THB. For the first year of start-up the company will not take the fund that loan from Bank, but we also have the backup plan of using the land of the office to collateralize with Bank, which can loan at 20,000,000 THB.

Table 7.1 Source of Fund

| Financing | Value |
|------------------------|---------------|
| Equity Contributions | |
| Owner's Investment | 5,000,000 THB |
| Total Equity Financing | 5,000,000 THB |

(Backup fund 20,000,000 THB)

7.2 Start-up plan

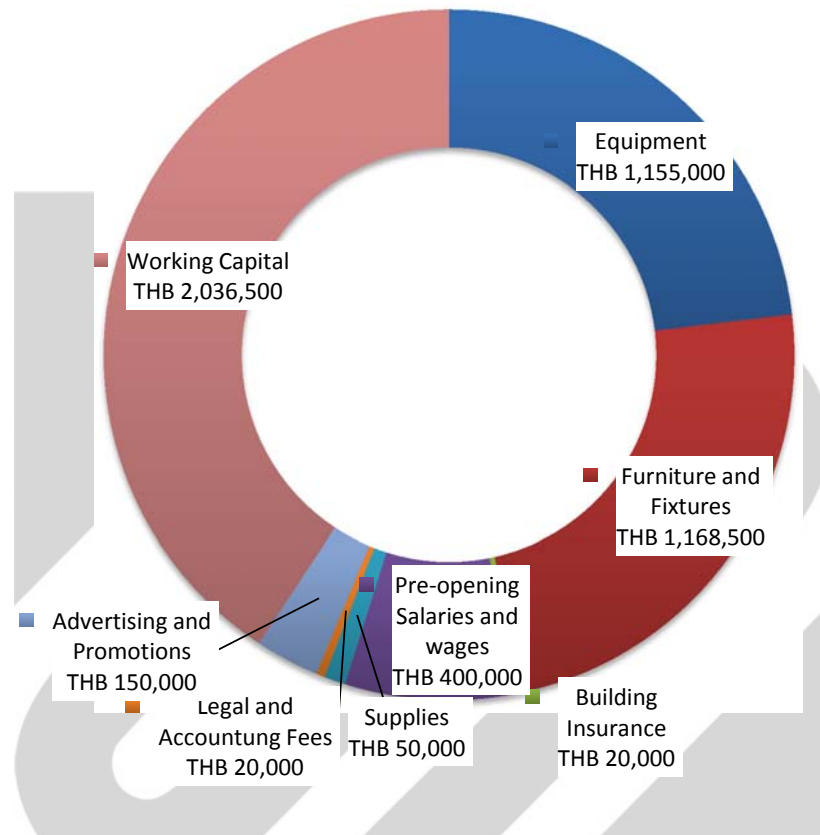


Figure 7.1 Pie chart of Required Start-up Funds 2017

Table 7.2 Required Start-up Funds 2017

| Projected startup Costs | Value |
|--------------------------------|---------------|
| Equipment | 1,155,000 THB |
| Furniture and Fixtures | 1,168,500THB |
| Building Insurance | 20,000 THB |
| Pre-Opening Salaries and Wages | 400,000 THB |
| Supplies | 50,000 THB |
| Legal and Accounting Fees | 20,000 THB |
| Advertising and Promotions | 150,000 THB |
| Working Capital | 2,036,500 THB |

| | |
|---------------------|---------------|
| Total Startup Costs | 5,000,000 THB |
|---------------------|---------------|

For the start-up cost, the fixed assets of PPL INTERIOR need to pay on Equipment, Furniture, and office construction. The others cost such as Land, Building, and Lease no need to pay because the owner owned the Land and Building.

7.3 Salaries and Wages

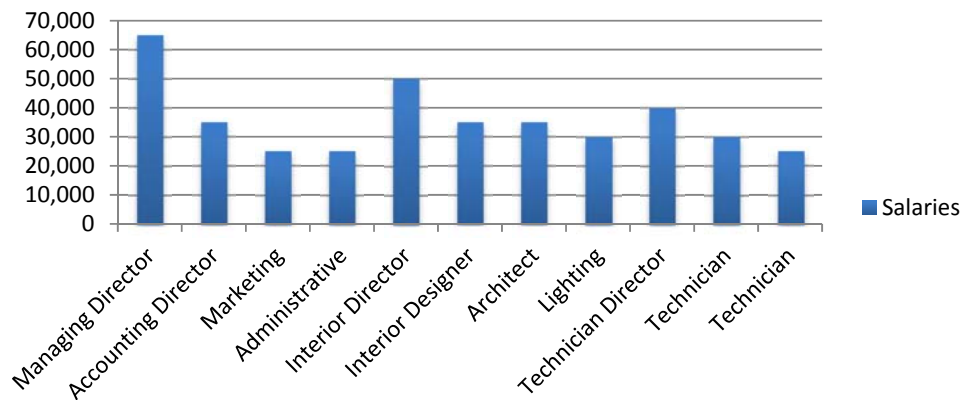


Figure 7.2 Bar chart of personnel hiring plan

Table 7.3 Personnel hiring plan

| Position | Salaries |
|-----------------------|------------|
| Managing Director | 65,000 THB |
| Accounting (Director) | 35,000 THB |
| Marketing | 25,000 THB |
| Administrative | 25,000 THB |
| Interior (Director) | 50,000 THB |
| Interior Designer | 35,000 THB |
| Architect | 35,000 THB |
| Lighting | 30,000 THB |
| Technician(Director) | 40,000 THB |
| Technician | 30,000 THB |
| Technician | 25,000 THB |

The total salary for 10 persons in PPL INTERIOR is 395,000 THB for each Month, and for each year is at 5,088,000 THB.

7.4 Fixed Operating Expenses

There are some of the cost that has to pay for operating the company on each month such as the advertising, office expenses, supplies, and utilities.

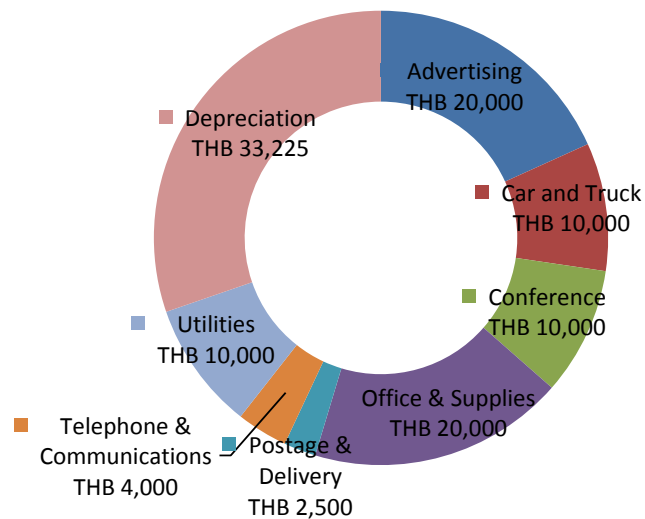


Figure 7.3 Pie chart of fixed Operating Expenses

Table 7.4 Fixed Operating Expenses

| Expenses | Amount |
|--|---------------|
| Advertising | 20,000 THB |
| Car and Truck Expenses | 10,000 THB |
| Conferences & Seminars | 10,000 THB |
| Office Expenses & Supplies | 20,000 THB |
| Postage and Delivery | 2,500 THB |
| Telephone and Communications | 4,000 THB |
| Utilities | 10,000 THB |
| Depreciation | 33,225 THB |
| Total Fixed Operating Expenses per Month | 109,725 THB |
| Total Fixed Operating Expenses per Year | 1,316,700 THB |

7.5 Project Sales Forecast

The products and services are divided into 4 groups to for making an assumption and forecasting the sales.

7.5.1 Project less than 100 sq.m.

Table 7.5 Product type 1

| | |
|---------------------------|-------------|
| Project less than 100 sqm | Assumptions |
| Price per Unit | 70,000 THB |
| Variable Cost per Unit | -3,500 THB |
| Gross Margin per Unit | 66,500 THB |

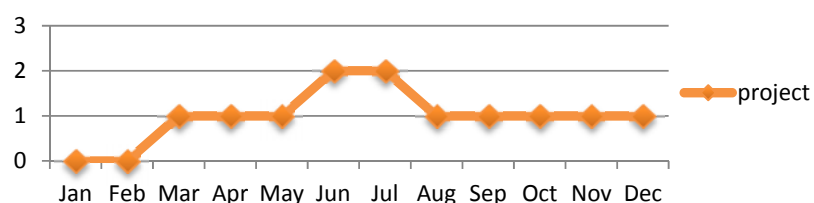


Figure 7.3 Line chart of project sales estimate for projected less than 100 sq.m.

Table 7.6 Number of Project sales estimated for projected less than 100 sq.m.

| Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Totals |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|--------|
| - | - | 1 | 1 | 1 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 12 |

Table 7.7 Breakeven analyses

| | |
|------------------------|----------------|
| Project Revenue | 840,000 THB |
| Variable Costs | -42,000 THB |
| Gross Margin | 798,000 THB |
| Overhead Expenses | -619,890 THB |
| Profit | = 178,110 THB |
| | = 21.20% |
| Breakeven Sale Revenue | 652,515.79 THB |
| Breakeven Sale Units | 9 |

7.5.2 Project around 400 sqm

Table 7.8 Product type 2

| | |
|------------------------|-------------|
| Project around 400 sqm | Assumptions |
| Price per Unit | 440,000 THB |
| Variable Cost per Unit | -22,000 THB |
| Gross Margin per Unit | 418,000 THB |

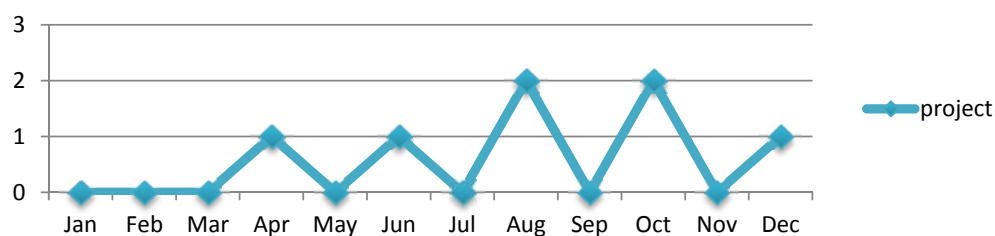


Figure 7.4 Line chart of Project sales estimate for projected around 400 sq.m.

Table 7.9 Number of Project sales estimate for projected around 400 sq.m.

| Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Totals |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|--------|
| - | - | - | 1 | - | 1 | - | 2 | - | 2 | - | 1 | 7 |

Table 7.10 Breakeven analyses for projected around 400 sq.m.

| | |
|------------------------|------------------|
| Project Revenue | 3,080,000 THB |
| Variable Costs | -154,000 THB |
| Gross Margin | 2,926,000 THB |
| Overhead Expenses | -2,479,560 THB |
| Profit | = 446,440 THB |
| | = 14.49% |
| Breakeven Sale Revenue | 2,610,063.10 THB |
| Breakeven Sale Units | 6 |

7.5.3 Project around 1,000 sqm

Table 7.11 Product type 3

| | |
|--------------------------|---------------|
| Project around 1,000 sqm | Assumptions |
| Price per Unit | 1,300,000 THB |
| Variable Cost per Unit | -65,000 THB |
| Gross Margin per Unit | 1,235,000 THB |

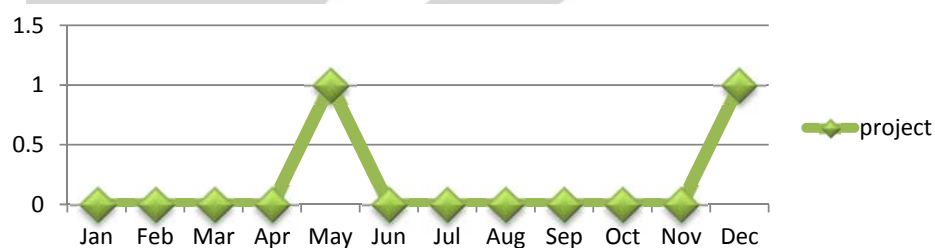


Figure 7.5 Line chart of project sales estimate for projected around 1,000 sq.m

Table 7.12 Number of Project sales estimate for projected around 1,000 sq.m.

| Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Totals |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|--------|
| - | - | - | - | - | 1 | - | - | - | - | - | 1 | 2 |

Table 7.13 Breakeven analyses for projected around 1,000 sq.m

| | |
|------------------------|------------------|
| Project Revenue | 2,600,000 THB |
| Variable Costs | -130,000 THB |
| Gross Margin | 2,470,000 THB |
| Overhead Expenses | -2,479,560 THB |
| Profit | = -9560 THB |
| | = -0.37% |
| Breakeven Sale Revenue | 2,610,063.16 THB |
| Breakeven Sale Units | 2 |

7.5.4 Interior Online Service

Table 7.14 Product type 4

| | |
|-------------------------|-------------|
| Interior Online Service | Assumptions |
| Price per Unit | 20,000 THB |
| Variable Cost per Unit | -1,000 THB |
| Gross Margin per Unit | 19,000 THB |

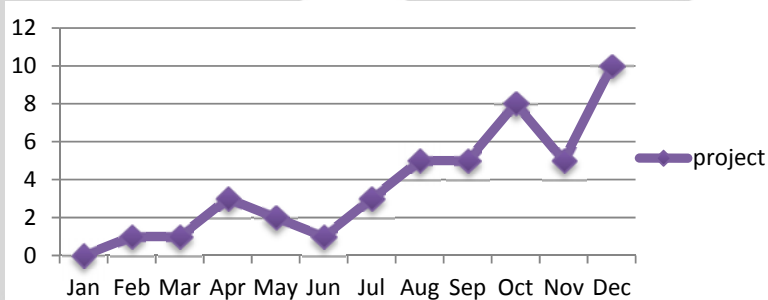


Figure 7.6 Line chart of project sales estimate for interior online service

Table 7.15 Number of Project sales estimate for interior online service

| Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Totals |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|--------|
| - | 1 | 1 | 3 | 2 | 1 | 3 | 5 | 5 | 8 | 5 | 10 | 44 |

Table 7.16 Breakeven analyses for projected around 400 sq.m.

| | |
|------------------------|----------------|
| Project Revenue | 880,000 THB |
| Variable Costs | -44,000 THB |
| Gross Margin | 836,000 THB |
| Overhead Expenses | -619,890 THB |
| Profit | = 216,110 THB |
| | = -24.56% |
| Breakeven Sale Revenue | 652,515.79 THB |
| Breakeven Sale Units | 33 |

Table 7.19 Balance Sheet Year One

| | <u>Base Period</u> | <u>End of Year One</u> |
|---|-------------------------|-------------------------|
| Assets | | |
| Current Assets | | |
| Cash | 2,036,500 | 1,860,080 |
| Accounts Receivable | - | 1,240,000 |
| Inventory | - | - |
| Prepaid Expenses | 640,000 | 426,667 |
| Other Current | - | - |
| Total Current Assets | <u>2,676,500</u> | <u>3,526,747</u> |
| Fixed Assets | | |
| Real Estate-Land | - | - |
| Buildings | - | - |
| Leasehold Improvements | - | - |
| Equipment | 1,155,000 | 1,155,000 |
| Furniture and Fixtures | 1,168,500 | 1,168,500 |
| Vehicles | - | - |
| Other Fixed Assets | - | - |
| Total Fixed Assets | <u>2,323,500</u> | <u>2,323,500</u> |
| Less: Accumulated Depreciation | - | 398,700 |
| Total Assets | <u><u>5,000,000</u></u> | <u><u>5,451,546</u></u> |
| Liabilities and Owner's Equity | | |
| Liabilities | | |
| Accounts Payable | - | - |
| Loan Payable | - | - |
| Mortgage Payable | - | - |
| Credit Card Debt | - | - |
| Vehicle Loans | - | - |
| Other Bank Debt | - | - |
| Line of Credit Balance | - | - |
| Total Liabilities | <u>-</u> | <u>-</u> |
| Owner's Equity | | |
| Common Stock | 5,000,000 | 5,000,000 |
| Retained Earnings | - | 451,547 |
| Dividends Dispersed | - | - |
| Total Owner's Equity | <u>5,000,000</u> | <u>5,451,547</u> |
| Total Liabilities and Owner's Equity | <u><u>5,000,000</u></u> | <u><u>5,451,546</u></u> |
| | Statement Balances | Statement Balances |

Table 7.22 Balance Sheet Year Two

| | <u>End of Year One</u> | <u>End of Year Two</u> |
|---|-------------------------|-------------------------|
| Assets | | |
| Current Assets | | |
| Cash | 1,860,080 | 5,315,252 |
| Accounts Receivable | 1,240,000 | 1,626,000 |
| Inventory | - | - |
| Prepaid Expenses | 426,667 | 213,333 |
| Other Current | - | - |
| Total Current Assets | <u>3,526,747</u> | <u>7,154,585</u> |
| Fixed Assets | | |
| Real Estate-Land | - | - |
| Buildings | - | - |
| Leasehold Improvements | - | - |
| Equipment | 1,155,000 | 1,155,000 |
| Furniture and Fixtures | 1,168,500 | 1,168,500 |
| Vehicles | - | - |
| Other Fixed Assets | - | - |
| Total Fixed Assets | <u>2,323,500</u> | <u>2,323,500</u> |
| Less: Accumulated Depreciation | 398,700 | 797,400 |
| Total Assets | <u><u>5,451,546</u></u> | <u><u>8,680,685</u></u> |
| Liabilities and Owner's Equity | | |
| Liabilities | | |
| Accounts Payable | - | - |
| Notes Payable | - | - |
| Mortgage Payable | - | - |
| Credit Card Debt | - | - |
| Vehicle Loans | - | - |
| Other Bank Debt | - | - |
| Line of Credit Balance | - | - |
| Total Liabilities | <u>-</u> | <u>-</u> |
| Owner's Equity | | |
| Common Stock | 5,000,000 | 5,000,000 |
| Retained Earnings | 451,547 | 3,680,685 |
| Dividends Dispersed | - | - |
| Total Owner's Equity | <u>5,451,547</u> | <u>8,680,685</u> |
| Total Liabilities and Owner's Equity | <u><u>5,451,546</u></u> | <u><u>8,680,685</u></u> |
| | Statement Balances | Statement Balances |

Table 7.25 Balance Sheet Year Three

| | <u>End of Year Two</u> | <u>End of Year Three</u> |
|---|-------------------------|--------------------------|
| Assets | | |
| Current Assets | | |
| Cash | 5,315,252 | 13,920,816 |
| Accounts Receivable | 1,626,000 | 1,140,000 |
| Inventory | - | - |
| Prepaid Expenses | 213,333 | (0) |
| Other Current | - | - |
| Total Current Assets | <u>7,154,585</u> | <u>15,060,816</u> |
| Fixed Assets | | |
| Real Estate-Land | - | - |
| Buildings | - | - |
| Leasehold Improvements | - | - |
| Equipment | 1,155,000 | 1,155,000 |
| Furniture and Fixtures | 1,168,500 | 1,168,500 |
| Vehicles | - | - |
| Other Fixed Assets | - | - |
| Total Fixed Assets | <u>2,323,500</u> | <u>2,323,500</u> |
| Less: Accumulated Depreciation | 797,400 | 1,196,100 |
| Total Assets | <u><u>8,680,685</u></u> | <u><u>16,188,215</u></u> |
| Liabilities and Owner's Equity | | |
| Liabilities | | |
| Accounts Payable | - | - |
| Notes Payable | - | - |
| Mortgage Payable | - | - |
| Credit Card Debt | - | - |
| Vehicle Loans | - | - |
| Other Bank Debt | - | - |
| Line of Credit Balance | - | - |
| Total Liabilities | <u>-</u> | <u>-</u> |
| Owner's Equity | | |
| Common Stock | 5,000,000 | 5,000,000 |
| Retained Earnings | 3,680,685 | 11,188,216 |
| Dividends Dispersed | - | - |
| Total Owner's Equity | <u>8,680,685</u> | <u>16,188,216</u> |
| Total Liabilities and Owner's Equity | <u><u>8,680,685</u></u> | <u><u>16,188,215</u></u> |
| | Statement Balances | Statement Balances |

7.7 Year End Summary

The following bar chart shows the total year end summery of PPL INTERIOR since year one to year three. Overall, it can be clearly seen that net income experienced an upward trend from 451,547 Baht in year one to 7,507,530 Baht in year three, rising about 20% of each year. From the following chart can be concluded that this business can be success to increase the profit continuously in the future.

Table 7.26 Year End Summary

| | <u>Year One</u> | % | <u>Year Two</u> | % | <u>Year Three</u> | % |
|--|------------------|---------|-------------------|---------|-------------------|---------|
| Income | | | | | | |
| Project Less than 100 sqm | 840,000 | | 1,260,000 | | 1,890,000 | |
| Project around 400 sqm | 3,080,000 | | 4,620,000 | | 6,930,000 | |
| Project around 1000 sqm | 2,600,000 | | 4,160,000 | | 5,850,000 | |
| Interior Online service | 880,000 | | 1,320,000 | | 2,640,000 | |
| Total Income | <u>7,400,000</u> | 100.00% | <u>11,360,000</u> | 100.00% | <u>17,310,000</u> | 100.00% |
| Cost of Sales | | | | | | |
| Project Less than 100 sqm | 42,000 | | 63,000 | | 94,500 | |
| Project around 400 sqm | 154,000 | | 231,000 | | 346,500 | |
| Project around 1000 sqm | 130,000 | | 208,000 | | 292,500 | |
| Interior Online service | 44,000 | | 66,000 | | 132,000 | |
| Total Cost of Sales | <u>370,000</u> | 5.00% | <u>568,000</u> | 5.00% | <u>865,500</u> | 5.00% |
| Gross Margin | <u>7,030,000</u> | 95.00% | <u>10,792,000</u> | 95.00% | <u>16,444,500</u> | 95.00% |
| Total Salary and Wages | 4,882,200 | 65.98% | 5,126,310 | 45.13% | 5,382,626 | 31.10% |
| Fixed Business Expenses | | | | | | |
| Advertising | 240,000 | | 252,000 | | 264,600 | |
| Car and Truck Expenses | 120,000 | | 126,000 | | 132,300 | |
| Bank & Merchant Fees | - | | - | | - | |
| Contract Labor | - | | - | | - | |
| Conferences & Seminars | 120,000 | | 126,000 | | 132,300 | |
| Customer Discounts and Refunds | - | | - | | - | |
| Dues and Subscriptions | - | | - | | - | |
| Miscellaneous | - | | - | | - | |
| Insurance (Liability and Property) | - | | - | | - | |
| Licenses/Fees/Permits | - | | - | | - | |
| Legal and Professional Fees | - | | - | | - | |
| Office Expenses & Supplies | 240,000 | | 252,000 | | 264,600 | |
| Postage and Delivery | 30,000 | | 31,500 | | 33,075 | |
| Rent (on business property) | - | | - | | - | |
| Rent of Vehicles and Equipment | - | | - | | - | |
| Sales & Marketing | - | | - | | - | |
| Taxes-Other | - | | - | | - | |
| Telephone and Communications | 48,000 | | 50,400 | | 52,920 | |
| Travel | - | | - | | - | |
| Utilities | 120,000 | | 126,000 | | 132,300 | |
| Total Fixed Business Expenses | <u>918,000</u> | 12.41% | <u>963,900</u> | 8.49% | <u>1,012,095</u> | 5.85% |
| Operating Income (before Other Expenses) [EBITDA] | 1,229,800 | 16.62% | 4,701,790 | 41.39% | 10,049,780 | 58.06% |
| Other Expenses | | | | | | |
| Amortized Start-up Expenses | 213,333 | | 213,333 | | 213,333 | |
| Depreciation | 398,700 | | 398,700 | | 398,700 | |
| Interest | | | | | | |
| Commercial Loan | - | | - | | - | |
| Commercial Mortgage | - | | - | | - | |
| Line of Credit | - | | - | | - | |
| Credit Card Debt | - | | - | | - | |
| Vehicle Loans | - | | - | | - | |
| Other Bank Debt | - | | - | | - | |
| Taxes | 166,220 | | 860,618 | | 1,930,216 | |
| Total Other Expenses | <u>778,253</u> | 10.52% | <u>1,472,651</u> | 12.96% | <u>2,542,249</u> | 14.69% |
| Net Income | <u>451,547</u> | 6.10% | <u>3,229,139</u> | 28.43% | <u>7,507,530</u> | 43.37% |

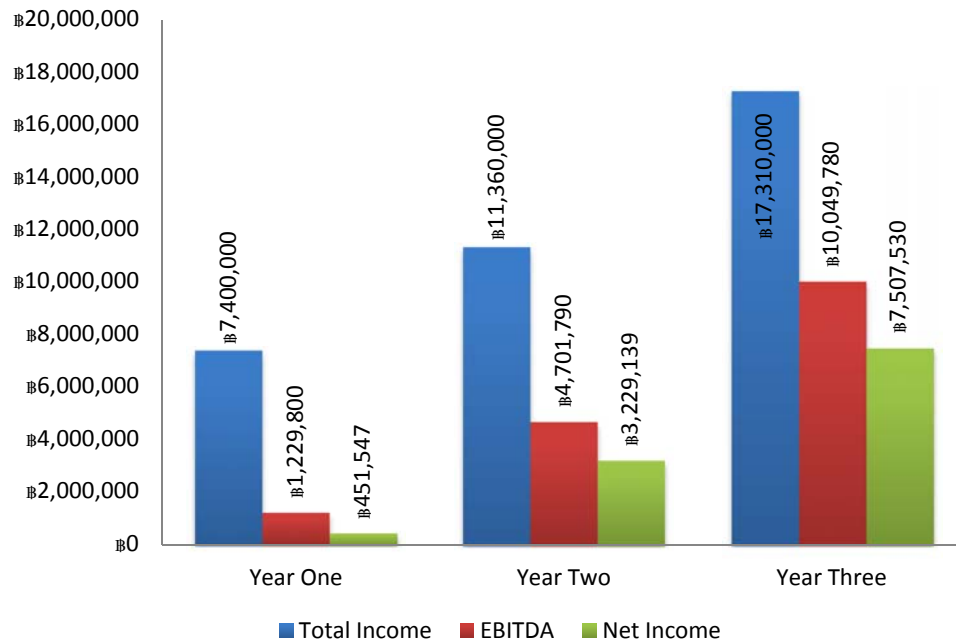


Figure 7.7 bar graph of year end summary

Table 7.27 Financial Ratio

| Ratio | Year One | Year Two | Year Three |
|-------------------------------|----------|----------|------------|
| Liquidity | | | |
| Current Ratio | 0.0 | 0.0 | 0.0 |
| Quick Ratio | 0.0 | 0.0 | 0.0 |
| Safety | | | |
| Debt to Equity Ratio | 0.0 | 0.0 | 0.0 |
| Debt to Coverage Ratio | 0.0 | 0.0 | 0.0 |
| Profitability | | | |
| Sales Growth | 0.0% | 53.5% | 52.4% |
| COGS to Sales | 5.0% | 5.0% | 5.0% |
| Gross Profit Margin | 95.0% | 95.0% | 95.0% |
| SG&A to Sales | 78.4% | 53.6% | 36.9% |
| Net Profit Margin | 6.1% | 28.4% | 43.4% |
| Return on Equity | 8.3% | 37.2% | 46.4% |
| Return on Assets | 8.3% | 37.2% | 46.4% |
| Owner's Compensation to Sales | 10.5% | 7.2% | 5.0% |
| Efficiency | | | |
| Days in Receivables | 60.3 | 51.5 | 23.7 |
| Accounts Receivable Turnover | 6.0 | 7.0 | 15.2 |
| Days in Inventory | 0.0 | 0.0 | 0.0 |
| Inventory Turnover | 0.0 | 0.0 | 0.0 |
| Sales to Total Assets | 1.4 | 1.3 | 1.1 |

7.8 Breakeven Analysis

The following table shows the Breakeven Analysis of PPL INTERIOR, which combine salaries and fixed operating expenses as tools for compute a breakeven point. According to the table, PPL INTERIOR should gain annual sales over 6,525,158 Baht. to meet the breakeven point.

Table 7.28 Breakeven Analysis

| Breakeven Analysis | | THB | THB | Percent |
|--------------------------------------|-----|-------------------------|-----|---------------|
| Annual Sales Revenue | THB | 7,400,000 | | 100.00% |
| Cost of Sales | | 370,000 | | 5.00% |
| Gross Margin | | <u>7,030,000</u> | | <u>95.00%</u> |
| Salaries and Wages | | 4,882,200 | | |
| Fixed Operating Expenses | | <u>1,316,700</u> | | |
| Total Fixed Business Expenses | | <u>6,198,900</u> | | |
| Breakeven Sales Calculation | | <u>6,198,900</u> | | |
| | | 95.00% | | |
| Breakeven Sales in Dollars | THB | <u><u>6,525,158</u></u> | | |

CHAPTER 8

REFLECTIVE STATEMENT

This business plan of PPL INTERIOR Co., Ltd is planned and created for Independence study, which cover of Operation plan, Marketing strategies, Financial plan, and also other feasibilities that need to start and maintain the business.

This business plan may not perfect or covers enough on the academic requirement but I believe that in realistic the company will make a good performance to acquire the profit by the backup of PPL ENGINEERS and other alliances. I trust that the PPL ENGINEERS and PPL INTERIOR will cooperate and complete the task on each other.

All of my time that spent with Architecture life and my dad's business about the Structure engineers I saw that most of talent designer know how to make a good work, and spent time on it for perfect work but all of it just the operation, it just one minor thing in the business. After I had studied at Stamford University, I have learned that to success on running the company it require more than operation, the marketing and financial also important to focus.

Lastly, after I have finished this Business plan even in a short time of research, but I am really confidence to start my own business by using this study as a guideline and plan for my own success in the future.

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APPENDIX A

สัญญาว่าจ้างออกแบบ
งานสถาปัตยกรรม และ งานออกแบบภายใน
โครงการ.....

หนังสือสัญญาว่าจ้างออกแบบสถาปัตยกรรมและ งานออกแบบภายใน ฉบับนี้ทำขึ้น เมื่อ
วันที่.....

ณ.....ระหว่าง.....ที่
อยู่.....

.....โทร.....
.....ซึ่งต่อไปในสัญญานี้จะเรียกว่า “ผู้ว่าจ้าง” ฝ่ายหนึ่ง
กับ.....ที่อยู่.....

.....โทร.....

ซึ่งต่อไปในสัญญานี้ จะเรียกว่า “ผู้รับจ้าง” อีกฝ่ายหนึ่ง

คู่สัญญาทั้งสองตกลงทำสัญญาโดยมีข้อความต่อไปนี้

ข้อ 1. ผู้ว่าจ้างตกลงว่าจ้าง และ ผู้รับจ้างตกลงรับจ้างวิชาชีพจัดทำกรวางผัง ออกแบบ
สถาปัตยกรรม และ งานออกแบบภายใน ในโครงการ.....ซึ่ง
จะทำการก่อสร้าง ณ.....

ปรากฏตามรูปแผนที่ของที่ดินแนบ ท้ายสัญญา ซึ่งถือเป็นส่วนหนึ่งของสัญญานี้ (เอกสาร
แนบท้ายสัญญาหมายเลข 1)

ข้อ 2. ผู้รับจ้างตกลงทำงานสถาปัตยกรรมสำหรับงานก่อสร้างตามสัญญาดังกล่าว ในข้อ
1 ข้างต้น โดยมีกำหนดการดำเนินการแต่ละขั้นตอนตามแผนงานการดำเนินการดังนี้

2.1 การวางเค้าโครงการตามข้อมูลที่เจ้าของงานมอบให้ และข้อมูลเกี่ยวกับบทบัญญัติ
แห่งกฎหมายที่เกี่ยวข้องกับ โครงการฯ และการจัดการวางเค้าโครงการออกแบบร่างขั้นต้น
เพื่อเสนอแก่ผู้ว่าจ้าง เอกสารที่ผู้รับจ้างจะเสนอ ให้เจ้าของงานพิจารณาอนุมัติตามขั้น
ตอนนีประกอบด้วย

2.1.1 แบบร่างผังบริเวณ

2.1.2 แบบร่างตัวอาคารประกอบด้วย ผัง รูปด้าน รูปตัด

2.2 การออกแบบร่างขั้นสุดท้าย

ผู้รับจ้างจะใช้ข้อมูลที่ได้รับอนุมัติจากการออกแบบร่างขั้นต้นตามข้อ 2.1 เพื่อออกแบบ
ร่างขั้นสุดท้ายเสนอแก่ผู้ว่าจ้าง เอกสารที่ผู้รับจ้างเสนอ ให้ผู้ว่าจ้างเห็นชอบและอนุมัติ
ตามขั้นตอนประกอบด้วย

2.2.1 ผังบริเวณ

2.2.2 แบบร่างตัวอาคารแสดงผัง รูปด้าน รูปตัด ที่ได้รับการพัฒนาแล้ว

2.2.3 รายละเอียดวัสดุและอุปกรณ์ที่จะใช้ใน โครงการฯ โดยสังเขป

2.3 การทำรายละเอียดก่อสร้าง

หลังจากแบบร่างขั้นสุดท้ายได้รับอนุมัติจากผู้ว่าจ้างแล้ว ผู้รับจ้างจะจัดทำรายละเอียดการก่อสร้าง เพื่อใช้เป็นเอกสารสัญญาและเอกสารขออนุญาต เอกสารที่ผู้รับจ้างจะส่งมอบให้ผู้ว่าจ้าง ในขั้นตอนนี้ ประกอบด้วย

- 2.3.1 แบบแสดงผัง ถนนและระบบสาธารณูปโภคนอกอาคาร
- 2.3.2 แบบผังทุกชั้น
- 2.3.3 แบบแสดงรูปด้าน 4 ด้าน
- 2.3.4 แบบแสดงรูปตัดอย่างน้อย 2 รูป
- 2.3.5 รายละเอียดประกอบแบบ
- 2.3.6 แบบวิศวกรรม โครงสร้าง
- 2.3.7 แบบวิศวกรรมระบบ ประกอบด้วยวิศวกรรมไฟฟ้า วิศวกรรมระบบปรับอากาศ และระบบอากาศ วิศวกรรมระบบสุขาภิบาล

2.4 การก่อสร้าง

ผู้รับจ้างจะให้ความร่วมมือในระหว่างการก่อสร้าง เพื่อให้การก่อสร้างดำเนินไปตามความประสงค์ในการออกแบบและเอกสารสัญญาดังต่อไปนี้

- 2.4.1 ตรวจสอบการปฏิบัติงานของผู้รับจ้างก่อสร้างเป็นครั้งคราว และในกรณีที่น่าจะเป็นเพื่อให้เป็นไปตามแบบก่อสร้าง
- 2.4.2 ให้คำแนะนำแก่ผู้รับจ้างก่อสร้าง เพื่อให้งานก่อสร้างดำเนินไปด้วยความเรียบร้อย
- 2.4.3 ให้รายละเอียดเพิ่มเติมตามความจำเป็น

2.5 การส่งมอบเอกสาร

ผู้รับจ้างจะส่งมอบงานเอกสารตามข้อ 2.3 โดยมอบแบบพิมพ์ 1 ชุด และเอกสารประกอบแบบจำนวน 1 ชุด แก่ผู้ว่าจ้าง ในกรณีที่ผู้ว่าจ้างต้องการเอกสารมากกว่าที่ระบุไว้ ผู้รับจ้างจะเบิกค่าใช้จ่ายในการจัดพิมพ์เอกสารตามความเป็นจริง

2.6 รายการที่ไม่ครอบคลุมในค่าบริการ

- 2.6.1 การเจาะสำรวจคุณภาพดิน ในการรับน้ำหนัก
- 2.6.2 การรังวัดตรวจสอบที่ดิน หรือหาข้อมูลต่างๆ เกี่ยวกับที่ดินหรือทรัพย์สินอื่นๆ ในที่ดินนั้น
- 2.6.3 การขออนุญาตต่างๆ ต่อทางราชการ โดยผู้รับจ้างจะเตรียมเอกสารให้ผู้ว่าจ้าง แต่ค่าใช้จ่ายจะเป็นของผู้ว่าจ้าง
- 2.6.4 การบริหารงานก่อสร้าง
- 2.6.5 การควบคุมงานก่อสร้าง
- 2.6.6 การออกแบบตกแต่งภายใน
- 2.6.7 การทำหุ่นจำลอง

2.7 หากแบบก่อสร้างได้รับการทักท้วง หรือเร่งให้แก้ไขจากหน่วยราชการ ผู้รับจ้างมีหน้าที่แก้ไขให้ถูกต้องสมบูรณ์ จนกว่าแบบก่อสร้างจะได้รับอนุมัติ

ข้อ 3 เพื่อเป็นการตอบแทนการบริการออกแบบตามรายละเอียดข้างต้น ผู้ว่าจ้างตกลงจะ
จ่ายค่าจ้างแก่ผู้รับจ้างเป็นจำนวนเงิน.....บาท
(.....)

โดยแบ่งจ่ายเป็นงวดๆ ดังต่อไปนี้
งวดที่ 1 10% ในวันทำสัญญานี้เป็นเงิน.....บาท
(.....)

งวดที่ 2 20% เมื่อแบบร่างลงตัวและผู้ว่าจ้างอนุมัติให้เขียนแบบก่อสร้างได้เป็น
เงิน.....บาท
(.....)

งวดที่ 3 30% เมื่อเขียนแบบก่อสร้างเสร็จเรียบร้อย และยื่นขออนุญาตต่อทางราชการ
แล้วเป็นเงิน.....
.....บาท
(.....)

งวดที่ 4 30% เมื่อได้รับอนุญาตให้ทำการก่อสร้างจากทางราชการ เป็น
เงิน.....บาท
(.....)

งวดที่ 5 10% เมื่อได้รับอนุญาตให้ทำการก่อสร้างจากทางราชการ เป็น
เงิน.....บาท
(.....)

ข้อ 4 ในกรณีที่ผู้ว่าจ้างได้อนุมัติให้ผู้รับจ้างเขียนแบบก่อสร้างแล้ว หากผู้ว่าจ้างประสงค์
จะแก้ไขไปจากเดิม ในส่วนที่เป็นสาระสำคัญ หรือแก้ไขผิดแผกไปจากแบบร่างเดิมมาก ผู้
ว่าจ้างตกลงจะจ่ายเงินค่าจ้างเพิ่ม ให้แก่ผู้รับจ้าง ตามส่วนของงานที่ผู้รับจ้างได้ แก้ไข
เพิ่มเติม นั้น

ข้อ 5 แบบและรายละเอียดของแบบเป็นกรรมสิทธิ์ร่วมของผู้ว่าจ้าง ซึ่งจะใช้ได้เฉพาะกับ
โครงการนี้เท่านั้น ทั้งผู้ว่าจ้างและผู้รับจ้างไม่มีสิทธิ์ในการนำแบบที่ผู้รับจ้างมอบ ให้ไป
ใช้กับ โครงการอื่น นอกจากจะได้รับคำยินยอมจากทั้งสองฝ่าย

ข้อ 6 ในกรณีที่ผู้ว่าจ้างต้องการใช้ชื่อผู้รับจ้างเพื่อ โฆษณา การดำเนินการจะต้องไม่ขัด
ต่อข้อบังคับของทางราชการที่เกี่ยวข้อง และจะต้องให้ผู้รับจ้างเห็นชอบ ในข้อความ
โฆษณาก่อน รวมทั้งผู้ว่าจ้างจะต้องไม่นำแบบที่ออกแบบ โดยผู้รับจ้างอื่นเข้ามา โฆษณา
ใน โครงการนี้ด้วย หากจะใช้ชื่อผู้รับจ้าง ในการโฆษณา

ข้อ 7 ในกรณีที่ผู้ว่าจ้างประสงค์จะบอกเลิกสัญญานี้ ผู้ว่าจ้างต้องแจ้ง ให้ผู้รับจ้างทราบ
เป็นลายลักษณ์อักษร และตกลงจะจ่ายค่าจ้าง ให้แก่ผู้รับจ้างตามสัดส่วนของผลงานที่
ผู้รับจ้างได้ทำไปแล้ว

ข้อ 8 ในกรณีที่ผู้ว่าจ้างผิดสัญญาไม่ชำระเงินค่าจ้าง ให้แก่ผู้รับจ้างตามกำหนด ในสัญญา
นี้ ผู้รับจ้างมีสิทธิบอกเลิกสัญญานี้ทั้งหมด และผู้ว่าจ้างต้องจ่ายค่าจ้าง ให้ผู้รับจ้างตาม
สัดส่วนของผลงานที่ผู้รับจ้างได้จัดทำแล้ว

ข้อ 9 กำหนดการทำงาน

9.1 ผู้รับจ้างจะต้องดำเนินการให้แบบสถาปัตยกรรม และ งานออกแบบภายใน แขนงต่างๆ เท่าที่จำเป็นจะต้องยื่นขออนุญาตปลูกสร้างต่อหน่วยงานราชการที่เกี่ยวข้องแล้วเสร็จภายใน.....วัน นับแต่ผู้ว่าจ้างอนุมัติให้เขียนแบบได้

9.2 ผู้รับจ้างจะต้องดำเนินการเขียนแบบสมบูรณ์ เรียบร้อยทุกประการ พร้อมทั้งจะประมูลก่อสร้างได้ภายใน.....วัน นับแต่ผู้ว่าจ้างอนุมัติให้เขียนแบบได้ (.....วันนับแต่ 9.1)

ข้อ 10 ในกรณีแบบงานบกพร่อง หรือไม่เหมาะสมตามความประสงค์ของผู้ว่าจ้างอันเนื่องมาจากผู้รับจ้างมิได้ดำเนินการให้ถูกต้องตามหลักวิชาการสถาปัตยกรรม และ/หรือวิศวกรรม ผู้รับจ้างต้องรีบทำการแก้ไขให้เป็นที่เรียบร้อย โดยไม่คิดค่าบริการจากผู้ว่าจ้างอีก ถ้าผู้รับจ้างหลีกเลี่ยงหรือบิดพลิ้ว ไม่รีบจัดการแก้ไขให้เป็นที่เรียบร้อยภายในกำหนดเวลาอันสมควร ผู้ว่าจ้างมีสิทธิ์จ้างให้ผู้บริการรายอื่นทำการแทน โดยผู้รับจ้างต้องรับผิดชอบจ่ายเงินค่าจ้างตามจำนวนที่ผู้ว่าจ้างต้องเสียไป โดยสิ้นเชิง

ข้อ 11 ถ้าความเสียหายเกิดขึ้นแก่งานก่อสร้างฯ ซึ่งผู้ว่าจ้างนำสืบได้ว่าความเสียหายนั้นเกิดขึ้นเนื่องจากผู้รับจ้างทำงานไม่ถูกต้องตามหลักวิชาด้านสถาปัตยกรรมศาสตร์ และ/หรือ วิศวกรรมศาสตร์ ผู้ว่าจ้างมีสิทธิ์ที่จะให้ผู้รับจ้างทำการแก้ไขความเสียหายดังกล่าว ถ้าผู้รับจ้างไม่สามารถแก้ไขได้ให้ผู้ว่าจ้างเรียกร้องค่าเสียหายทั้งหมดหรือบางส่วนที่เกิดขึ้นจากความเสียหายนี้ การเรียกร้องชด ไซ้ค่าเสียหายดังกล่าว ให้หมายความรวมถึงความเสียหายที่เกิดขึ้น โดยตรง และ โดยส่วนที่เกี่ยวข้องกับความเสียหายที่เกิดขึ้นจากงานบริการนี้ด้วย ในวงเงินไม่เกินค่าจ้างที่ผู้รับจ้างได้รับ

ข้อ 12 ผู้รับจ้างสัญญาว่า ผู้รับจ้างจะไม่รับเงิน-สินจ้าง-ผลประโยชน์อื่น ไดอันเกี่ยวเนื่องกับโครงการนี้ ทั้งทางตรงและทางอ้อม นอกเหนือจากที่แสดงอยู่ในเอกสารสัญญานี้และสัญญาอื่นใดกับผู้ว่าจ้างเท่านั้น เงินหรือสินจ้างผลประโยชน์นี้รวมถึงค่า COMMISSION ค่า SPECIFICATION จากการสั่งซื้อวัสดุอุปกรณ์การก่อสร้าง

ข้อ 13 หากเมื่อฝ่ายใดฝ่ายหนึ่งดำเนินการผิดจากสัญญานี้ หรือไม่ปฏิบัติตามสัญญานี้ อีกฝ่ายหนึ่งอาจจะแจ้งเพื่อเลิกสัญญาได้ หรือแม้ไม่มีฝ่ายใดกระทำผิดสัญญา แต่คู่สัญญาทั้งสองฝ่ายตกลงกันเพื่อที่จะเลิกสัญญานี้ ก็ให้เลิกสัญญานี้เป็นลายลักษณ์อักษรตามสมควร

สัญญาจ้างฉบับนี้ทำขึ้นสองฉบับ มีข้อความถูกต้องตรงกัน คู่สัญญาต่างเก็บไว้คนละฉบับเพื่อเป็นหลักฐาน คู่สัญญาได้อ่านและเข้าใจข้อความ โดยตลอดแล้ว จึงได้ลงลายมือชื่อไว้เป็นสำคัญต่อหน้าพยาน

ลงชื่อ.....ผู้ว่าจ้าง
(.....)

ลงชื่อ.....ผู้รับจ้าง
(.....)

ลงชื่อ.....พยาน
(.....)
ลงชื่อ.....พยาน
(.....)



APPENDIX B

ARCHITECTURE AND INTERIOR DESIGN AGREEMENT

Made in: _____

Date: _____

THIS AGREEMENT IS MADE BY AND BETWEEN:

_____ represented by _____, its authorized Senior Administrator, whose registered office is at _____ hereinafter called the "**Owner**" of the one part; and

_____ represented by _____ its authorized directors, whose registered office is at _____ hereinafter called the "**Designer**" of the other part.

THE PARTIES hereby agree to enter into this Agreement under the following terms and conditions:

Clause 1. DEFINITIONS

In the Agreement, except where otherwise specified,

"**Completion**" shall mean the completion of the Contracted Works in accordance with the agreed work schedule as may be extended by the parties or such earlier date on which the Contractor has completed the Contracted Works and handed over the same to the Owner.

"**Contracted Site**" shall mean _____

"**Contracted Works**" shall mean the interior design and decoration work and services to be carried out by the Contractor under this Agreement and in accordance with the Specification.

"**Designer**" shall mean _____ and _____ shall mean such person or persons authorized or appointed by the Contractor from time to time for the purposes of this Agreement.

"**Contractual Period**" shall mean the period from the date of this Agreement until Completion.

"**Owner**" shall mean _____ and "**Owner's representative**" shall mean such person or persons authorized or appointed by the Owner from time to time for the purposes of this Agreement.

"**Specification**" shall mean the specification of the Contracted Works set out in Schedule A and/or the conceptual design(s), detailed design, drawings, calculations and specifications prepared or proposed by the Contractor and approved by the Owner which constitute an integral part hereof and shall include:

- work schedule
- bill of quantities and prices
- interior decoration drawing
- layout plan

"**Variation**" shall mean the alteration or modification of the Specification which has already been approved by the Owner, the approval of which has been known to the Contractor, the quality or

quantity of the Contracted Works or the addition, omission or substitution of any work forming the agreed Contracted Works or changes to the Contracted Site.

Clause 2. CONTRACTED WORKS

The Owner hereby engages the Contractor, and the Contractor hereby agrees, to carry out the Contracted Works to Completion in accordance with the Specification on the terms and subject to the conditions set out in this Agreement.

Clause 3. COMPLETION OF THE CONTRACTED WORKS

Upon the agreement of the Specification by the parties and the Owner providing access to the Contracted Site, and subject to compliance by the Owner with its obligations under Clause 13 throughout the Contractual Period, the Contractor shall commence the Contracted Works and have them progressed in accordance with the agreed work schedule and complete the Contracted Works and hand over the same to the **Owner as per the agreed work schedule**, unless the agreed work schedule is extended as a result of any Variation under Clause 4.

Clause 4. VARIATION

The Owner may (subject to Clause 7) issue instructions requiring a Variation in writing to the Contractor. If the Owner issues such instructions, the parties shall, as soon as reasonably practicable, agree between them on the Variation design, work and/or services to be performed, a revised work schedule and the costs of the Variation. The parties agree that for the purpose of computing the costs for any Variation, any unit cost of any Variation to be made which is specified in the cost details set out in the Specification shall (except as otherwise agreed) be used as the initial basis for computation of such Variation costs.

Clause 5. REMUNERATION AND PAYMENT SCHEDULE

In consideration of the Contractor agreeing to carry out and complete the Contracted Works under this Agreement, the Owner agrees to pay the Contractor a fee (including costs of materials to be procured and costs of labor and work supervisor) of _____ Baht (INCLUSIVE OF 7% VAT) (the "Remuneration").

Payment of the Remuneration shall be made in (4) installments according to the agreed work schedule and/or completion of the Contracted Works, as follows:

1st. Payment: A minimum non-refundable payment of 30% (thirty percent) of the Remuneration equal to _____ Baht upon agreed ; Within _____

2nd. Payment: 30% (Thirty percent) of the Remuneration equal to _____ Baht Upon 2 Week after start construction; Within _____

3rd. Payment: 30% (Thirty percent) of the Remuneration equal to _____ Baht Upon 3 Week after start Completion; Within September _____

4th. Payment: 10% (Ten percent) of the Remuneration equal to _____ Baht upon completion; Within _____

Clause 6. WORK SUPERVISOR

The Contractor shall provide at least one experienced work supervisor who shall make periodic visits to the Contracted Site throughout the Contractual Period. The Contractor shall notify the supervisor's name in writing to the Owner and the Contractor shall be held responsible for any and all actions of its supervisor which shall be deemed to be its own actions. The Contractor must notify the Owner immediately of any change of supervisor.

The Owner shall designate at least one qualified person to act as its representative for the purposes of this Agreement.

Clause 7. VARIATIONS AGREEMENT PROCEDURES

The Owner shall be required to give an advance notice in writing to the Contractor of any Variations, all costs and expenses of which shall be borne by the Owner. The Contractor agrees to use its reasonable endeavors to facilitate any such Variations, provided that the Contractor is technically and commercially capable of delivering such Variations.

Clause 8. VARIATIONS AGREEMENT

In the event that the Contractor agrees to any such Variation required by the Owner according to Clauses 4 and 7 above, the Owner agrees to extend the Contractual Period as appropriate and as shall be mutually agreed upon by the parties in the form of an additional agreement which shall constitute an integral part hereof.

Clause 9. INSPECTION

The Owner or the Owner's representative shall have the right to inspect the carrying out of the Contracted Works from time to time as appropriate, provided however that the Owner shall give the Contractor at least 7 days' prior written notice and that any such inspection shall be reasonable and shall not cause any obstruction or disruption to the carrying out of the Contracted Works by the Contractor.

Clause 10. DEFECT LIABILITY: MATERIALS OR WORKMANSHIP

On Completion, after the Contractor has moved out, and a completion certificate has been issued by the Contractor, the Contractor shall be responsible, and to the extent only, for any defects in craftsmanship of the Contracted Works that has been raised by the Owner to the Contractor within a period of 1 year from Completion. For the purposes of this provision, a "defect" means the defect due to materials or workmanship not in accordance with this Agreement. Any such defects shall be made good by the Contractor entirely at its own cost. However, the Contractor shall in no event be liable for any defects or damage caused by the Owner or the Owner's staff, normal wear and tear, misuse, improper care, negligence, alteration, accidents, force majeure, services performed by others and/or

minor defects which do not materially affect the functionality of the Contracted Works and have not been raised by the Owner at Completion.

Clause 11. CONTRACTOR'S COVENANTS

The Contractor covenants that the Contractor shall provide the services hereunder according to generally accepted technical standards, and the terms and conditions of this Agreement.

The Contractor undertakes to give the Owner or the Owner's representative(s) an opportunity to inspect the Completion with the Contractor's representative(s) to confirm that the Contracted Works are in accordance with the terms and conditions of this Agreement and conforms to the Specification prior to the issue of the completion certificate under Clause 10.

Clause 12. MAINTENANCE

The Contractor agrees to maintain the Contracted Site in a clean and orderly condition throughout the Contractual Period and to carry out cleaning work within the Contracted Site so that such area is in good condition ready to be repossessed by the Owner upon Completion and handing over the Contracted Works to the Owner. Any unused materials not required by the Owner shall be taken out of the Contracted Site by the Contractor.

Clause 13. OWNER'S OBLIGATIONS

The Owner accepts and agrees that in the carrying out of the Contracted Works by the Contractor, materials, floors, ceilings and walls may vary slightly in color, hardness, thickness, finish, etc. and agrees to such minor variations, provided that they occur through the normal carrying out of the Contracted Works, including those which have been approved by the Owner or those which are equivalent or comparable to the Specification.

The Owner shall, and shall procure that the Owner's representatives shall, provide to the Contractor at the Contractor's request, at no cost to the Contractor, access to and use of the Contracted Site, facilities and supplies (including electricity and water) as are reasonably sufficient to the Contractor to carry out its obligations under this Agreement.

The Owner shall cooperate fully with any such requests or requirements of the owner or management of the Contracted Site and undertakes to do all acts and execute all documents which may be necessary or required to grant access to and use of the Contracted Site as aforesaid, including the issue of a letter of consent and a security deposit, warranty or guarantee, at its own expense, so as to enable the Contractor to perform the Contracted Works under the Agreement.

For the avoidance of doubt, the Owner acknowledges and agrees that it is responsible for ensuring safety and security of the Contracted Site and its own property.

Clause 14. PENALTY

In case the Contractor fails to complete the Contracted Works within the agreed work schedule, then (except where the cause of such failure or delay is attributable to the Owner or the Owner's representatives) it shall allow or pay to the Owner the sum of 0.15% of the Remuneration per day but not exceeding 2% maximum as liquidated damage.

Clause 15. JURISDICTION

The parties hereto agree that each and every provision of this Agreement is important and must be complied with strictly. Any dispute or controversy arising out of or in connection with this Agreement shall be settled amicably, failing which the matter shall be referred to the courts of Thailand.

THIS AGREEMENT is made in duplicate, each with equal tenor and effect. The parties have read and understood the terms and conditions hereof and seeing that they are in accordance with their intents have set their hands in the presence of witnesses hereunder on the date and at the place mentioned above, each party retaining one original Agreement.

(Signed)..... Owner

(Signed)..... Contractor

(Signed)..... Witness

(Signed)..... Witness

BIOGRAPHY

NAME Peera Tratichotipan

DATE OF BIRTH 08 October 1988

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2016 Master of Business Administration
Stamford International University
Bangkok Campus

2014 Bachelor of Architecture
Assumption University
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