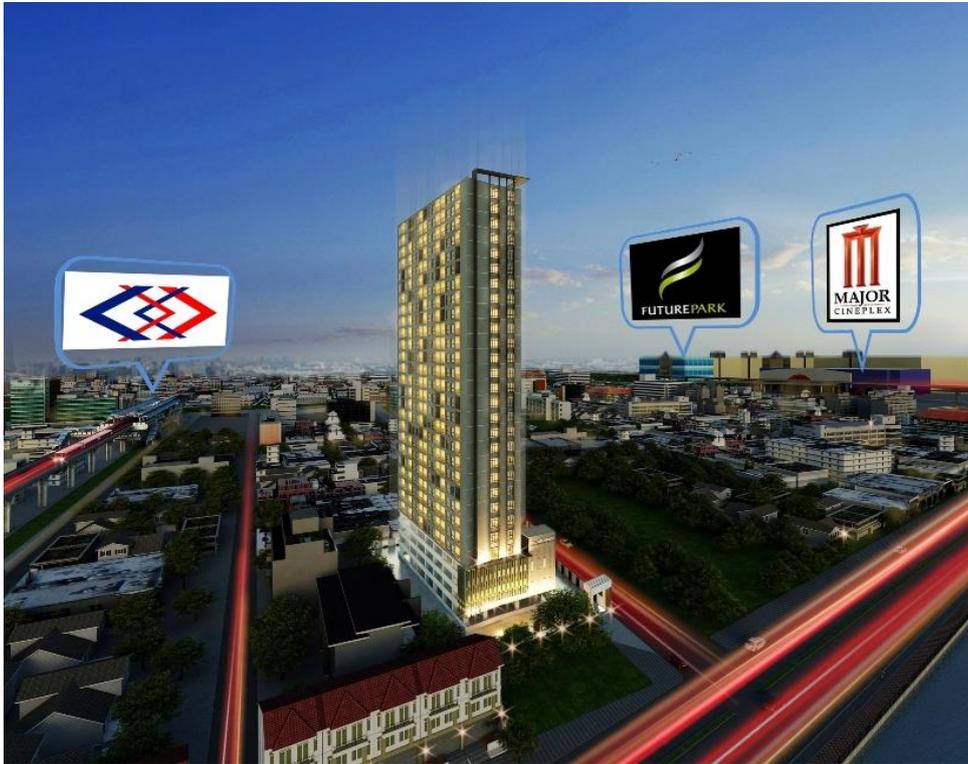


WELL LIFE RANGSIT CONDOMINIUM PROJECT

1. Project

“WELL LIFE RANGSIT CONDOMINIUM”



High rise 30 Stories condominium project locates at the heart of Rangsit area consisting of 375 units under 1 building. Full service facilities are available including fitness, swimming pool, garden, in-building security system, high speed elevators with high-low floor management, parking, and transportation service transferring between the condominium and important location such as Future Park Rangsit Department store and Rangsit Sky train station. The condominium offers two types of accommodation which are One-Bedroom and Two-Bedroom, the total space range from 29 Sq.M – 46 Sq.M.

2. Project Manager

Mr. Panachai Panichgosol, managing director of Well life Properties (Registration number 010555402771) has registered as company on 10 February 2011. The head office located at 60/340 Ramintra road 40, Nuanchan Sub-District, Bueng Kum District, Bangkok 10230.

3. Project Location

No. 555 Soi Rangsit-Pathumthani 15, Prachathipat Sub-District, Thanyaburi District, Pathumthani Province, 12130.



0 2.5 5 กม.

มาตราส่วน 1 : 160,000

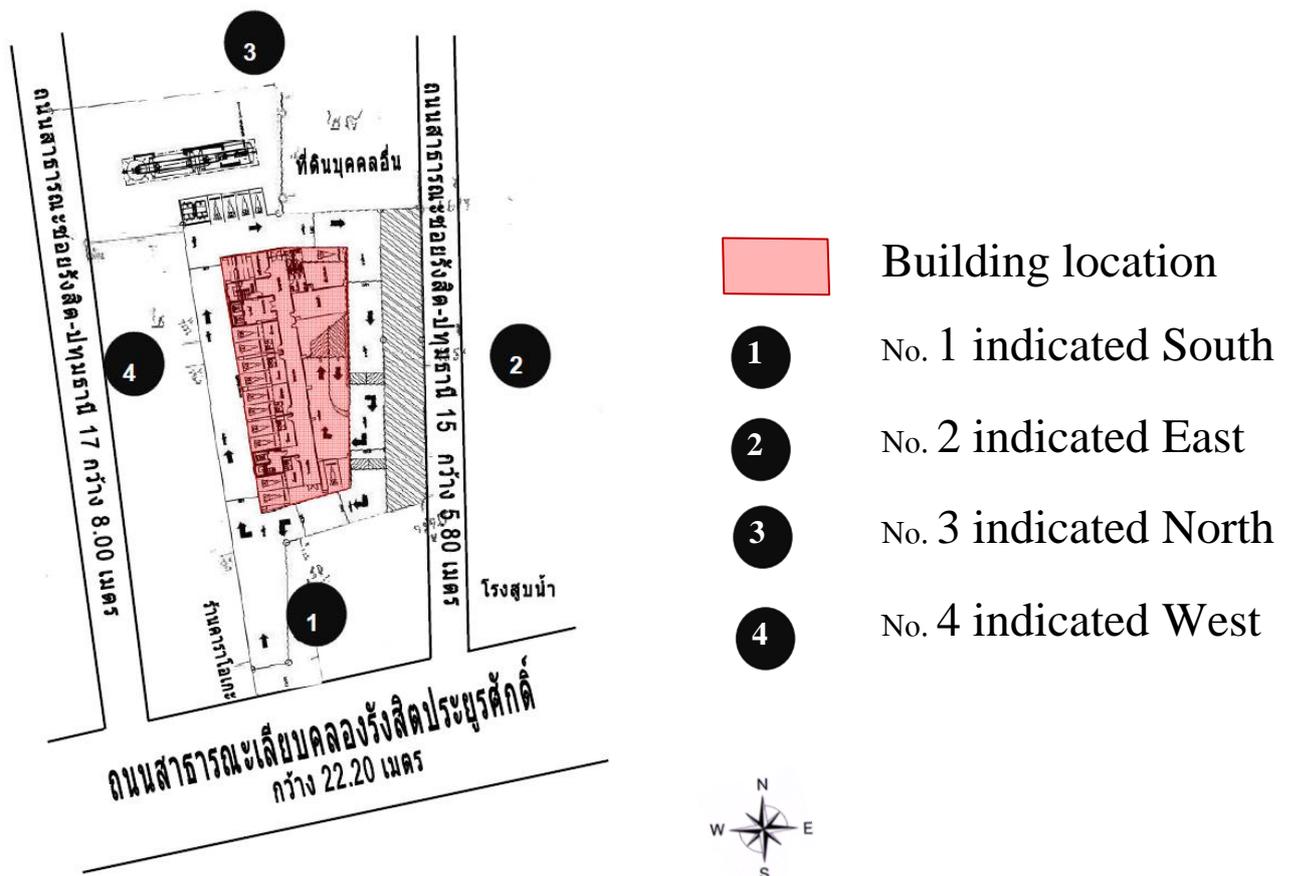
Scale 1 : 160,000

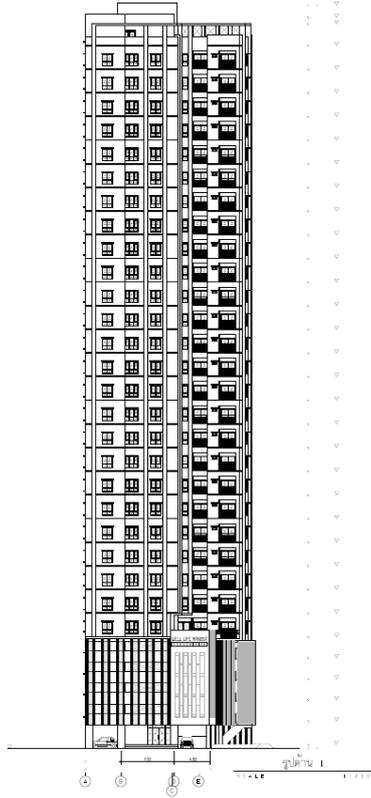
5. Building



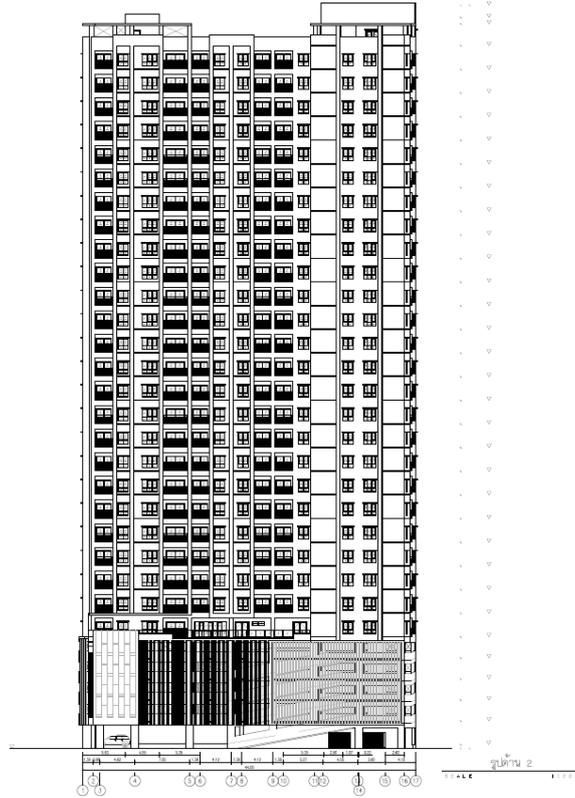
Building model on actual location from distance perspective

Well Life Rangsit Condominium project is high rise accommodation on 30 stories, 93.6 Meters high, designed as “L” shape. The building has 5 parking stories, 25 accommodation stories, and will be constructed as North-South direction.

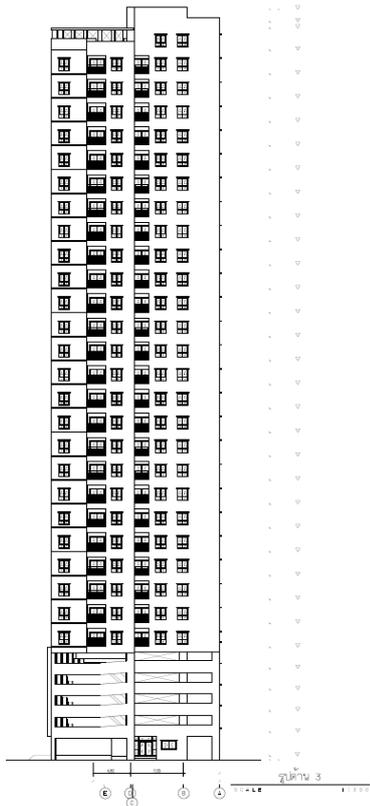




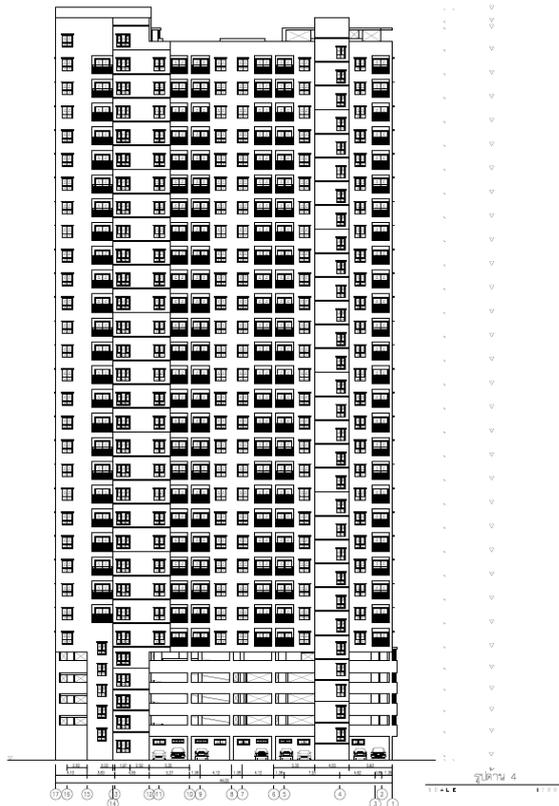
Perspective 1



Perspective 2

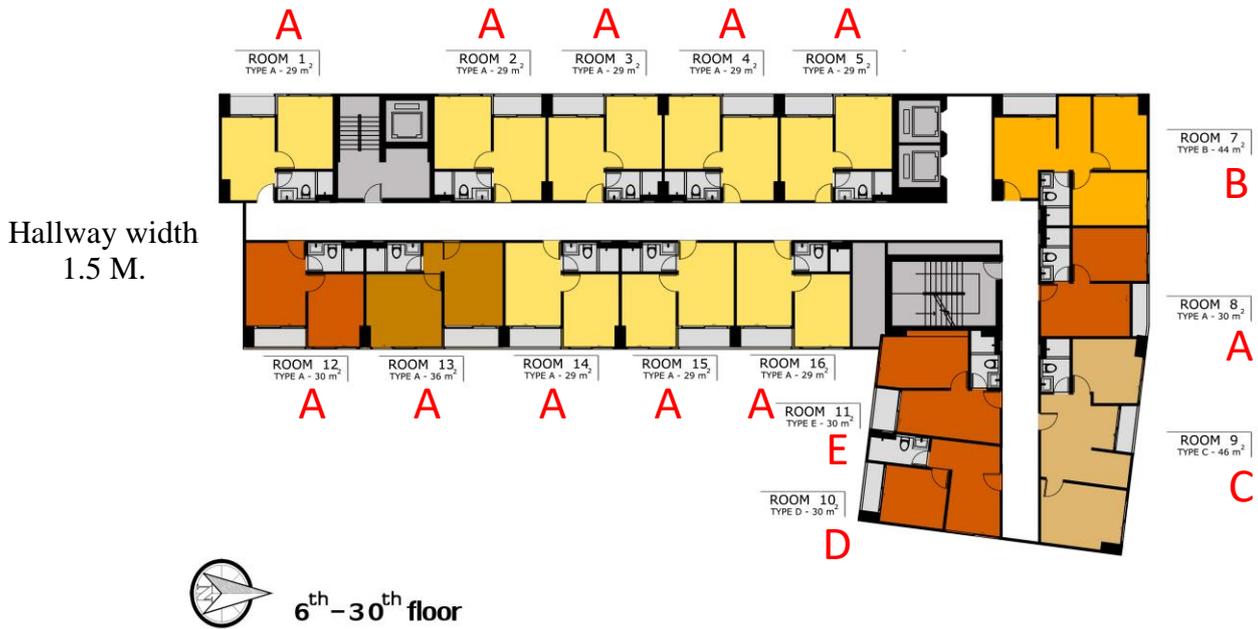


Perspective 3



Perspective 4

6. Accommodation Layout



Type A 1 Bedroom (29,36 Sq.M) Total 275 Units



Type B 2 Bedrooms (44 Sq.M) Total 25 Units



Type C
2 Bedrooms (46 Sq.M)
Total 25 Units



Type D
1 Bedroom (30 Sq.M)
Total 25 Units



Type E
1 Bedroom (30 Sq.M)
Total 25 Units



7. Important location nearby

Classification according to type of the location (Distance calculated from Google Map)

7.1 Department Store and Cinema theatre

- | | | |
|---|-----|-----|
| a. Future Park Rangsit Department Store | 1.2 | KM. |
| b. Major Cineplex Rangsit | 1.0 | KM. |
| c. Tesco Rangsit Super Store | 1.4 | KM. |

7.2 Transportation System

- | | | |
|---|-----|-----|
| d. Rangsit Sky train Sstation, final station under Bangsue-Rangsit red line sky train project | 1.0 | KM. |
| e. Don Muang Tollway Entrance point | 0.8 | KM. |



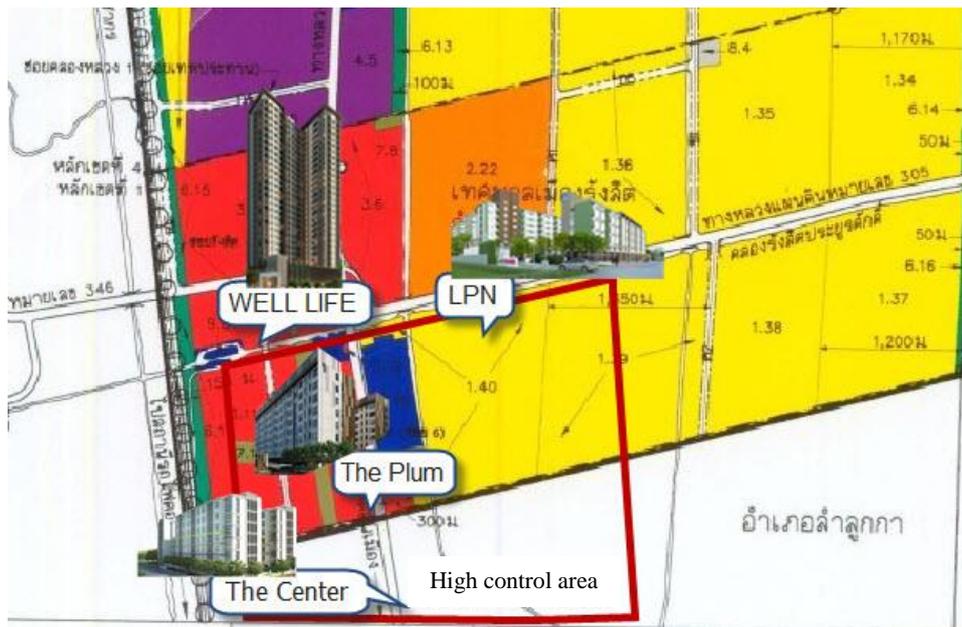
7.3 Governmental office, hospital, and academic institution

- | | | |
|----------------------------------|-----|-----|
| f. Rangsit Municipality office | 0.5 | KM. |
| g. Pratunam Chula police station | 0.6 | KM. |

h. Prachathipat Hospital	0.6	KM.
i. Pathumvech Hospital	0.8	KM.
j. Rangsit University	5.4	KM.
k. Bangkok University	8.1	KM.
l. Thammasat Rangsit University	11.2	KM.
m.		

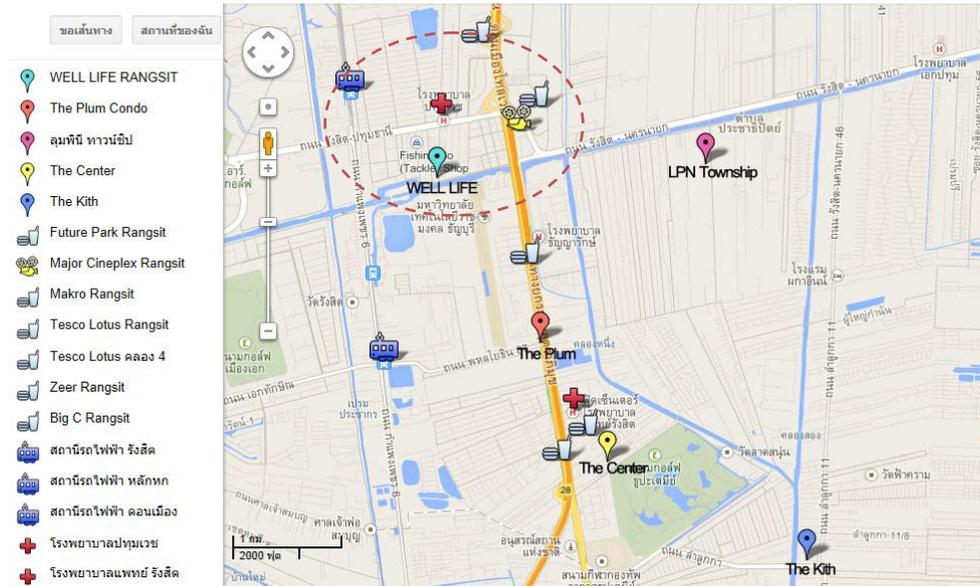
8. Competitive analysis

8.1 Accommodation Perspective

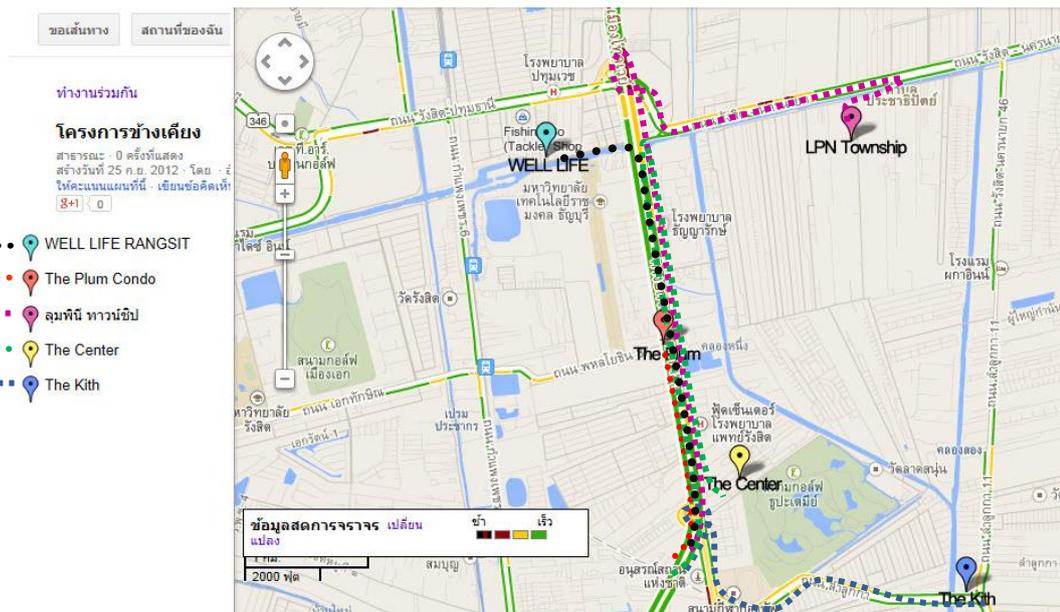


Under the limitation of Urban Planning regulation and height control from Don Muang international airport; therefore, most projects cannot be constructed as high rise. WELL LIFE condominium project is the only high rise project because high rise building must be constructed in the red zone under urban planning and not in the height control area from Don Muang international airport.

8.2 Location Perspective



The project located at the heart of Rangsit area close to all the facilities here in Rangsit such as Future Park Rangsit Department Store, Major Cineplex Rangsit, Rangsit Sky train station, final station under Bangsue-Rangsit red line sky train project, and Pathumvech hospital. As other condominium projects are far away from the facilities, the Plum condominium is quite close but cannot be compare to WELL LIFE as we are at the heart of the area.



WELL LIFE located on Rangsit canal street; therefore, it is very convenient to go in-out without entering heavy traffic spots. Moreover comparing to other projects especially Lumpini Township and The Kith, their entrance way directly faces heavy traffic.

8.3 Project's facilities

No.	Project Name	Number of Units	Parking slot (Include double parking)	Internet	Pool	Fitness
1	WELL LIFE Rangsit Condominium	375	45%	YES	YES	YES
2	LUMPINI Township Condominium	10,000	25%	YES	YES	YES
3	The Kith Lamluka Klong 2	292	30%	NO	NO	NO
4	Plum Condominium Pharse 1,2,4	2,214	15%	YES	YES	NO
5	The Center	288	15%	NO	NO	NO

Most condominium project offers facilities less than normal demand of condominium buyer except WELL LIFE and LUMPINI Township. However, LUMPINI Township has only one swimming pool to service the whole 10,000 units project which is inconvenient when people want to use it because of poor proportional ratio. WELL LIFE has carefully designed facilities to comfortably service demand within the project of only 375 units.

WELL LIFE offers the best parking slot ratio which is 45% of the units.

8.4 WELL LIFE RANGSIT CONDOMINIUM competitiveness conclusion

According to the above information when comparing with other projects, you can see that WELL LIFE project is at the center of Rangsit with full service facilities and located close to Future Park Rangsit and Rangsit Sky train station. The entrance way is convenient as you can avoid heavy traffic. Moreover, view from high rise building will open up new perspective for people living in Rangsit since there are no high rise building here and this make us outstanding. Additionally, Rangsit canal in front of our project will also be great scenery for us.

9. Key success factor

Worst					Best	
1	2	3	4	5		
		★	★	★ ★	Brand	
			★ ★ ★	★	Quality	
			★ ★ ★	★	Innovation	
		★ ★	★	★	Variety	
			★ ★	★ ★	Price Perception	
			★ ★	★ ★	Channel	
		★	★	★ ★	Communication	

★ LPN
 ★ Pruksa
 ★ Wangthong
 ★ WELL LIFE

Image / Price
 Market Channel
 Communication
Inferior to Competitor

Quality / Variety
Similar to Competitor

Innovation
Superior to Competitor