

**COMPARING AND CONTRASTING THE MOST SUCCESSFUL
REAL ESTATE PROJECT IN BANGKOK AND THE LEAST
SUCCESSFUL PROJECT IN BANGKOK OVER
THE LAST 10 YEARS**



**A THEMATIC PAPER SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF MANAGEMENT
COLLEGE OF MANAGEMENT
MAHIDOL UNIVERSITY
2016**

COPYRIGHT OF MAHIDOL UNIVERSITY

Thematic paper
entitled
**COMPARING AND CONTRASTING THE MOST SUCCESSFUL
REAL ESTATE PROJECT IN BANGKOK AND THE LEAST
SUCCESSFUL PROJECT IN BANGKOK OVER
THE LAST 10 YEARS**

was submitted to the College of Management, Mahidol University
for the degree of Master of Management

on
May 8, 2016



.....
Mr. Paul Limpraphanonta
Candidate

.....
Asst. Prof. Winai Wongsurawat,
Ph.D.
Advisor

.....
Suparak Suriyankiekaew,
Ph.Ds.
Chairperson

.....
Assoc. Prof. Annop Tanlamai,
Ph.D.
Dean
College of Management
Mahidol University

.....
Benjalux Sakunasingha,
D.B.A.
Committee member

ACKNOWLEDGEMENTS

I would like to express my gratitude to several individuals for their assistance and encouragement throughout my time at the College of Management Mahidol University (CMMU).

First of all, I would like to say thanks to Dr. Winai Wongsurrawat for his continuous guidance, valuable advice and support, without his help and feedback this paper wouldn't be possible.

Secondly, I would like to thank my parents for pushing me and inspiring me to continue my education and gain additional knowledge that I can use for the future. I love you both dearly.

Additionally, I would like to thank everyone that I interviewed for this paper for their time and for sharing their experiences and opinions with me. I was able gain invaluable insight into the real estate market in Thailand because of their help. These interviews considerably helped with the findings of this research paper.

Lastly, I would like to thank all of my friends from CMMU and professors. I will always cherish my time at CMMU.

Paul Limpraphanonta

COMPARING AND CONTRASTING THE MOST SUCCESSFUL REAL ESTATE PROJECT IN BANGKOK AND THE LEAST SUCCESSFUL PROJECT IN BANGKOK OVER THE LAST 10 YEARS

PAUL LIMPRAPHANONTA 5749145

M.M. (ENTREPRENEURSHIP MANAGEMENT)

THEMATIC PAPER ADVISORY COMMITTEE: ASST. PROF. WINAI WONGSURAWAT, Ph.D., SUPARAK SURIYANKIETKAEW, Ph.Ds., BENJALUX SAKUNASINGHA, D.B.A.

ABSTRACT

The broad aim of this research paper is to determine how investors and one-time condo buyers can find condo projects in Bangkok that will become successful while avoiding potential projects that will either fail or won't live up to their billing. This paper will essentially help you find the safest condos to invest in Bangkok. This paper utilizes both qualitative and quantitative analysis to help determine why some real estate projects and so much more successful than others, while other real estate projects fail. A project's financial viability, the ability of a developer to properly plan and the size and pull of developers in Bangkok play major role in the success of property developments. The case studies finds that the most crucial success factor is the location of the project, whereas the least successful project(s) in Thailand have bad locations and sometimes aren't even built due to poor presale numbers or lack of planning by management. Bangkok's most successful condo project over the last decade has been Quattro by Sansiri. On the other hand, the least successful property project belongs to U Delight@ Phahonyothin.

KEY WORDS: Real Estate Bangkok / Bangkok Real Estate Market / Real Estate Developments

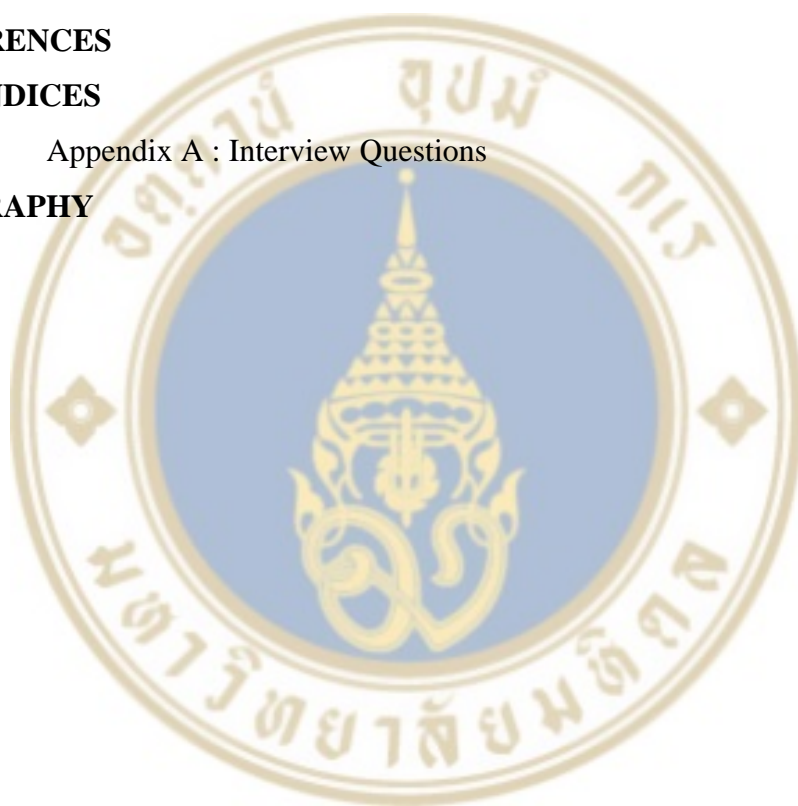
21 pages

CONTENTS

	Page
ACKNOWLEDGEMENTS	ii
ABSTRACT	iii
LIST OF TABLES	vi
LIST OF FIGURES	vii
CHAPTER I INTRODUCTION	1
1.1 Real Estate Background	2
1.2 Problem Statement and Research Objectives	3
CHAPTER II LITERATURE REVIEW AND FRAMEWORK	4
2.1 Proposed Framework	4
2.2 Classical Location Theory	4
2.3 Price	5
2.4 Credibility	6
2.5 Transportation	6
CHAPTER III RESEARCH METHODOLOGY	7
3.1 Research Methods Explained	7
3.2 Targeted Sampling	7
3.3 Data Collection	8
3.4 Data Analysis	8
CHAPTER IV FINDINGS	9
4.1 Location Matters	10
4.2 Re-sale valuation and rental	11
4.2 Stick to the big 7 developers	12
4.2.1 Cash Consideration	13
4.2.2 Research and development	13
4.3 Project Launches are Crucial	14
4.4 EIA Approval	14
4.5 Transportation	15

CONTENTS (cont.)

	Page
CHAPTER V CONCLUSION AND LIMITATIONS OF THE STUDY	16
5.1 Conclusion	16
5.2 Limitations of Study	17
5.3 Future Research	17
REFERENCES	18
APPENDICES	19
Appendix A : Interview Questions	20
BIOGRAPHY	21



LIST OF TABLES

Table		Page
1.1	Bangkok Condo Classification	2
4.1	Quattro has greatly increased in value since its initial launch (Prices are THB/Sq.M)	12



LIST OF FIGURES

Figure	Page
2.1 Framework	4
4.1 Depicts how the cost per sq. m. of condos in Bangkok have increased over the last 10 years (Prices are THB/Sq.M)	10



CHAPTER I

INTRODUCTION

Understanding the real estate market can help individuals increase their net worth and provide them with a means to diversify their capital. Numerous market experts believe it's crucial for investors to consider the Gross rent multiplier (GRM) of surrounding areas before making a purchase (Eldred, 2004; Willis, 2003). Scholars also believe that a condo buyer has to gain knowledge of the amortization in the local market, in many parts of the world it's possible to earn 8-12 percent annually simply by getting someone else to pay off a mortgage by collecting rent (Eldred, 2004; Brown, 2005).

It makes no sense to walk into a real estate project and make a purchase without doing your homework, which includes which schools are nearby, shopping malls, and public transportation. Developers and investors who were interviewed both agreed that it's important to learn about the area before even going to take a look at a project. The most important thing to consider when making a real estate project in Bangkok is its location (Brown 2005; Eldred, 2004; Willis, 2003).

The real estate market around in Bangkok continues to grow. According to CBRE (<http://www.cbre.co.th/en/ResearchCentre/Research>) and Hipflat there are over 1,976 condo developments in Bangkok at the moment and currently over 50 more will be built this year in 2016, however not all these projects will workout or get you the same return on your investment. All real estate projects are not created the same. Some condos will be built faster, others are easier to rent out and most importantly some will increase in value 100% in 10 years whereas some other real estate projects might not even be built in 10 years.

1.1 Real Estate Background

Real estate industry experts, claim there are typically 6 different types of real estate buyers which include married with kids, single female, single male, unmarried couple, first time buyers and investors (Eldred 2004). Developers in Bangkok typically try to target all of these buyers by offering a variety of unit types.

It's important for first time condo buyers and investors to do their due diligence before making a huge financial investment. One of the things a person should do is look at the market trends and the market prices of rooms in the area. For instance, the average price of a one-bedroom condo continues to increase in Thailand, on average they cost about 20,000 baht (Hipflat.com). It's also crucial to learn about the different developers in Thailand, some of them specialize in low-rise condos, small units or hi-end buildings. For example, a few developers like LPN, cater to the working class, whereas Sansiri tries to target the high-end market. To gain a better understanding of the condo industry and the different type of classifications in the market please refer to figure 1.1 below.

Bangkok Condo Classifications

We classify Bangkok Condo units into six categories based on price per sq. m. Classifications are based on maximum number of condos in a project that fall into a category.

Table 1.1 Bangkok Condo Classification

Super Luxury	Above THB 250,000/Sq M	Upper-Mid-range	THB 90,000-119,999 /Sq M
Luxury	THB 170,000-249,999 /Sq M	Mid-range	THB 70,000-89,999//Sq M
High End	THB 120,000-169,999 /Sq M	Entry Level	Below THB 70,000/Sq M

Source: CBRE Thailand Investment Report June 2015

The major players in the real estate market includes 7 real estate developers, these top 7 developers in Thailand include Pruksha, Ananda, Sansiri, Supalai Premier, Land and House and SC Asset. Data that was released on both area.co.th and www.cbre.co.th show that these top 7 developers have built and sold the most condos in Bangkok over

the last 10 years, any property developer outside of these top 7 are considered small fish in the industry.

1.2 Problem Statement and Research Objectives

Understanding and predicting the success of real estate projects is a skill (Brown, 2005). There's a reason investors typically buy the same types of condos and some buildings in Bangkok sell out faster than others. Over the last decade hundreds of real estate projects have launched in Bangkok, this paper will examine the most successful project and the least successful one and provide an in-depth analysis of why this occurred. Other research objectives include:

1. What project failed to live up to expectations and is considered the worst project in Bangkok over the last decade?
2. Which project has stood out and is considered the benchmark project amongst investors and first time condo buyers in Bangkok?
3. How can someone determine whether a project will be successful or a failure?

CHAPTER II

LITERATURE REVIEW AND FRAMEWORK

The real estate industry in Bangkok continues to grow and because the potential margins and profits are high, new developers continue to emerge and challenge the top developers. Numerous factors can affect whether a real estate project will be successful. Some of these major factors will be discussed throughout this research paper.

2.1 Proposed Framework

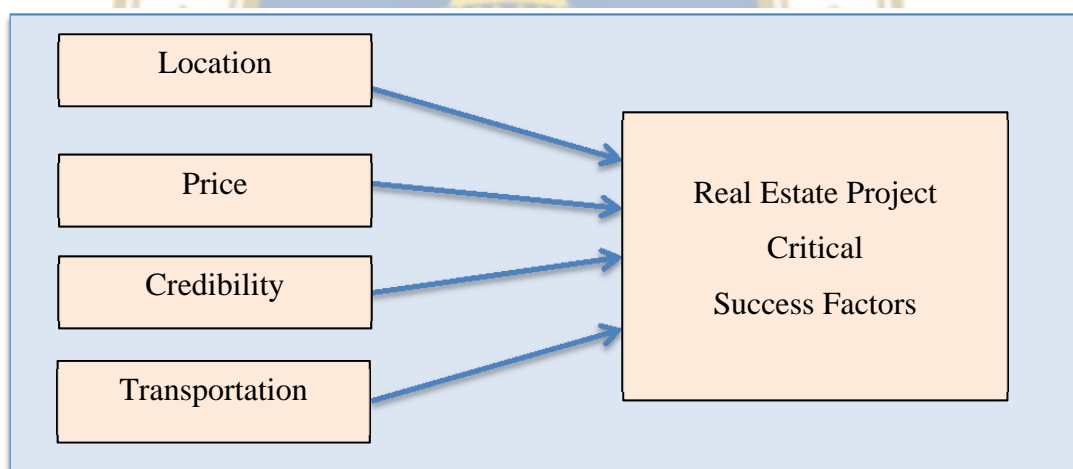


Figure 2.1 Framework

2.2 Classical Location Theory

This theory essentially states that the value of a property and rent will be the highest at locations, which have the most economic activity. Assumptions made in this theory include that urban areas are monocentric, which, mean that they most likely occur in the CBD or center. This theory also assumes that transportation costs are similar;

each type of transportation has the same cost per unit. The blue area depicted below represents rent in the residential area, green is agricultural pull and red is commercial, this paper will only focus on the residential area (Brown 2005).

2.3 Price

It's crucial to analyze the price of condo unit and try to determine if the real estate project is worth the initial asking price and is fairly priced. Investors and homeowners also need to consider the annual percentage Rate (APR), which is the effective rate of interest for a loan per year (Willis, Gerri 2003), especially if they plan on getting a loan from the bank. In order to make sure a condo's price is worth its value, a person should also estimate the appreciation or amount a property increases in value, which can be due to rising demand, inflation and other factors. An appreciation gain is the capital gains an individual receives after the property is sold. (Willis, Gerri 2003).

Lastly, if an investor plans to only purchase a condo to rent it out in the future they should look at the gross rent multiplier which is a method used to calculate the amount of income a property will generate in gross rental income (Brown J., Robert 2005), if a condo is purchased at a high price, then the rent received should be higher, otherwise it isn't a worthwhile investment. The lower the GRM score the better the investment is; however it's important to compare numerous properties in the same area when using GRM, this can be accomplished by multiplying the potential gross income times the GRM.

$$\text{Gross Multiplier} = \frac{\text{Price}}{\text{Potential Gross Income}}$$

$$\text{Price} = \text{Potential Gross Income} \times \text{Gross Rent Multiplier (GRM)}$$

For example a condo that is sold for 750,000 THB/ 110,000 THB Annual Income = GRM of 6.82

2.4 Credibility

According to the Brand Credibility journal article by Tulin and Joffre the trustworthiness of a brand plays a large role in whether a consumer should and make a purchase. The journal states that going with a brand decreases the likelihood that something will go wrong because the brand is proven commodity unlike other new brands. (Erdem T., Swait 2004). A condominium is a purchase that the majority of people make only once so it's not surprising that most people typically go with the trusted brand.

2.5 Transportation

Land value capture or LVC helps predict the value of a land or property (Mathur & Smith, 2012). One of the major factors of LVC is if a piece of land or property is close to a major transit site that will get constructed or if it's nearby an operating transportation option such as major bus terminal, subway station and highways. The investment of public infrastructure such as these transportation hubs increases the value of land. Mathur states that real estate developers and landowners have often targeted these mass transit areas so that there developments become more highly sought after.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Methods Explained

In order to fully understand the real estate market in Bangkok over the last decade the research methodology that was utilized included qualitative research method, analyzing numerous case studies and interviews with several stakeholders. This is an inductive way of gathering data and a great way to follow up with new questions to dig deeper in the research question (McMillan & Schumacher, 1993).

3.2 Targeted Sampling

The researcher decided to focus on knowledgeable people of interest who would be able to provide the best information (Patton, 2014). The stakeholders included real estate developers in Bangkok, investors and real estate agents. Each group has knowledge in the industry and have different objectives and viewpoints. The three interviewees included the CFO of Big Build, John Smith, President of Development Group David Chang and the director of Construction Co., Tom Tang. The primary group of interest that was interviewed were the major developers part owners and upper management. Two major investors were also interviewed which included Nan Preug and Orn Lim. This secondary group that was interviewed have both purchased over 50 condominium units throughout Bangkok. Two real estate professors from a top university in Bangkok were also interviewed Dr. Bert Simpson Dr. Steve McCormick. Finally, interviewees also included real estate agents that have been renting and selling condos for over 10 years. One of these agents was Pimmy Su from Remax and the other one was Kate Johnson from Home Finder Bangkok. The selected interview participants had to meet three criteria. Firstly, they have to have been involved in the real estate industry in Bangkok for over ten years. Second of all, they have to have been directly involved in over twenty projects or purchased that many condos over the last ten years. Lastly, they must have time for a face-to-face meeting with the interviewer.

3.3 Data Collection

This study utilized face-to-face interviews, which was conducted within 30 minutes with 9 real estate experts in Thailand. The researcher was able to do in-depth interviews within a month's time, before heading into the interview the researcher had a questionnaire prepared with various open-ended questions that allowed interviewees to speak more openly and freely about the real estate industry in Bangkok. It also allowed the interviewer to come up with related follow up questions and again enabled interviewees the chance to speak honestly and give their honest point of view. This method is a surefire way to get individuals to open up about their past experiences and gather information (Patton, 2014).

3.4 Data Analysis

Through the interviews the researcher was able to get a much clearer picture of what makes a condo project successful and what factors will lead to a project being unsuccessful. The content analysis methodology is commonly utilized to analyze information gathered from qualitative interviews and was used in this paper as well (Hsieh and Shannon, 2005). The main approach used is Hsieh and Shannon's summative approach, this includes comparisons between interviewees that could then be used to interpret underlying context. The researcher could then analyze and compare what each interviewee stated and make the appropriate conclusions based from the interpreted data (Hsieh and Shannon, 2005).

All interviews were given with permission while extensive notes by the interviewer were collected. The real identities will not be utilized in the finding in order to protect the companies and provide the participants with anonymity.

CHAPTER IV

FINDINGS

The main finding that was mentioned by everyone that was interviewed was that the location of the real estate projects played a major role in a projects success. Investors and developers all believed that it was essential to have a condo at a prime location. All of them also believed that it was imperative to purchase a condo from a developer with a proven track record for success. After interviewing over 9 individuals for this research paper it was determined that the most successful real estate project in Bangkok over the last 10 years was Quattro, while the least successful project in Bangkok over the same duration was U Delight@Phahonyothin.

Finding the condo project that was the most successful was based on a few criteria. The original price that it was launched at, whether it sold out, how easy the condo was to rent and whether it was situated at a premium location and built by an established developer. The Quattro condo project was one of the only real estate projects to fulfill all of these criteria and was also mentioned by numerous interviewees as one of the most successful projects launched.

On the other hand, the least successful project that was launched over the last 10 years was a lot easier to determine. It was made by a one of the smaller developers, was located further away from a more unpopular mass transit option in Thailand, was created by a developer with a history of delayed projects, EIA issues and with less pull in the government and with contractors. Why this project failed so horribly also stood out, since all the other top real estate developers in Bangkok have never had a project as unsuccessful as the one took place at U Delight@Phahonyothin, everyone who decides to buy a condo wants it to be built, this is something U Delight simply couldn't accomplish and if a project doesn't get built investors and people looking to live at the condo obviously don't make money and won't be able to live there.

4.1 Location Matters

All 3 developer interviewees agreed that the most important consideration is the location of the condo. The locations they mentioned with the highest cost per square metre were around Sukhumvit, Thong lor and the business district around Silom/Sathorn. The other interviewees also repeatedly mention that this was definitely the most important factor in deciding if a project is going to be successful.

According to past studies, schools also affect a condo's value. Condos and homes close to prestigious schools typically cost more (Wellis, Smart Money). Investors and developers often tried to place some of their projects close to major universities or international schools in Bangkok.

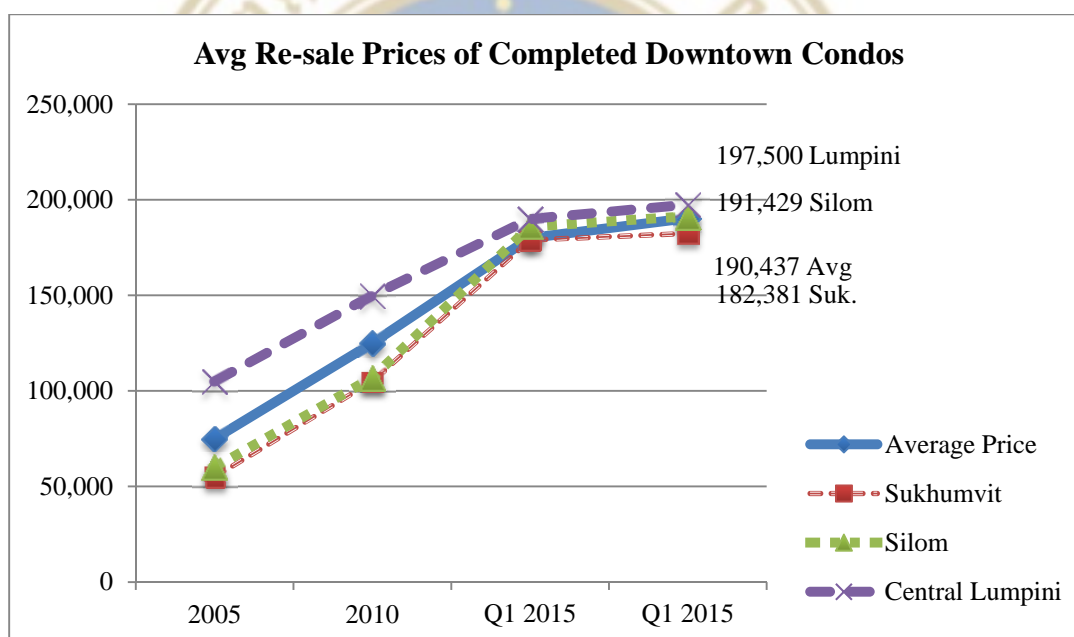


Figure 4.1 Depicts how the cost per sq. m. of condos in Bangkok have increased over the last 10 years (Prices are THB/Sq.M)

Source: CBRE Research, Q4 2015

Also, supported in the findings and what was supported in the most successful condo in Bangkok over the last 10 years was the Quattro, it's situated very close to the busiest parts of Bangkok, which is Thong Lor, a nearby BTS station and is in close proximity to numerous international schools. Since it is located close to an important mass transit station (BTS), schools and local businesses within the CBD of Bangkok

supports why it's costly to rent at this condo (Brown R. 2005). As previously mentioned, the Classical Location Theory also stated that real estate property situated nearby busier parts of a city with more economic activity such as at Thong Lor will be successful.

In addition, after interviewing Pim an agent from Remax Agency she stated that it's so difficult to find a condo to rent Quattro, the turnover rate is only a few weeks, which means that the units there are in high demand. Compared to other condos, getting a unit rented out in 2 weeks is very fast; other units once they become available typically take about 2 months on average to rent out again according to Pim. One of the main reasons Quattro is considered such a successful project is because it's built at one of Bangkok's most prestigious areas, Thong Lor and is situated right next to the Thong Lor BTS. However, U Delight Phahonyothin, was located farther away around Phahonyothin MRT but after speaking to interviewees, the condo projects around the MRT like U Delight don't sell as well and aren't as popular. The resale value is nowhere near what condos located right next to popular BTS stations like Quattro are fetching as well which we will go into more about.

4.2 Re-sale valuation and rental

Most condo owners eventually sell their condos, so one of the most important things people look at is the original price of a condo and the re-sale value after a few years. According to CBRE, over the last 6 years the Quattro condo has increased in value about 80,000 THB per square metre. All the interviewees mentioned that condo buyers need to purchase a condo that is both easy to sell and will provide them with high returns. They also mentioned that a project that should also be easy to rent out after it's completed and should enable investors to make a high rental returns according to the gross rental multiplier.

Table 4.1 Quattro has greatly increased in value since its initial launch (Prices are THB/Sq.M)

Some Re-Sale Transactions By CBRE					
Project	Launched	Launch Price	2013	2014	2015
The Park Chidlom	2004	110,000	185,246	215,376	n/a
Athenee Residence	2004	120,000	182,029	224,508	n/a
185 Rajdamri	2011	220,000	269,000	292,582	n/a
The Met	2005	120,000	147,412	166,846	176,640
The Infinity	2005	120,000	162,808	173,017	185,972
The Sukhothai Residences	2007	210,000	220,000	286,386	n/a
Millennium Residence	2006	110,000	122,564	144,285	n/a
Quattro	2009	120,000	170,000	183,163	199,689

This means that investors who purchased the condo were able to make at least a few million Thai baht after a few years. Meanwhile, the U Delight condominium project never launched because of this people who bought the condo couldn't resale the condo and their money that they originally invested also wasn't originally returned. They had to wait a few years before they received their money back at a small interest rate of 2%, this is one of the main reasons this condo was considered a failure by several interviewees. Additionally, after speaking to the interviewees (agents), they mentioned that it's both easy to rent to out the Quattro units and GRM (gross multiplier) score is definitely going to be on the low end since the price per square metre has gone up so much over the last few years. U Delight didn't end up getting built so investors weren't able to reap any rental amount for their investment.

4.2 Stick to the big 7 developers

As previously mentioned, there are 7 reliable condominium developers in Bangkok which consist of Pruksa, Ananda, Sansiri, Supalai Premier, Land and House and SC Asset. The interviewees frequently mentioned that there's a reason that the big 7 developers in the market are constantly building the most popular condos in Bangkok. The investors who were interviewed typically bought the majority of their condos from these top 7 developers. There's a reason a lot these developers have been around

for decades and have a lot of brand name recognition, it's because they are safer options than the new developers, they have more connections and experience and more cash. The Quattro condo was developed by Sansiri, which has created over 60 condos. Contrastingly, Grand Unity Development was developer of U Delight Phahonyothin and has built only a hand full of condos over the last 10 years.

4.2.1 Cash Consideration

One of the main reasons that the top 7 developers are able to launch their condos on time and are more reliable is because they have more cash available to them. Not only do they have more liquidity but also according to one of interviewees the banks trust them more and they are able to get loans easier than smaller developers or first time developers in Bangkok.

An infamous case occurred with Sathorn Unique when the new private developer Sathorn Unique Co., LTD and developed by Rangsan Torsuwan who was a renowned architect decided to build a condo close to the State Tower which he helped design. However, after the financial crisis in 1997, construction halted and never restarted due to a lack of resources in the company. Other developers restarted projects that had halted and finished them such as Sansiri but the Sathorn Unique never finished their project, this proves that if the developer doesn't have resources than it may go bankrupt. Waites, Dan (2014). On the other hand, Quattro was developed by Sansiri is public listed company on the Stock Exchange of Thailand and as of December 2014 the "company's registered capital was 19,823,634,538.57". Grand Unity funds are not available to the public but they certainly to not have as much cash as Sansiri.

4.2.2 Research and development

After consulting with some of the top developers, they told me they have all invested either an entire department into R&D or hired several expert consultants to assist them before launching any project they go through a tedious process of researching as much as possible on a piece of land before they buy it and build a development. All the developer interviewees boasted about how much money they are investing in R & D. Some R & D they are investing on includes the study of occupancy rate of nearby condos, selling rates and future land price projections.

Quattro was created by developer, which according to one interviewee is company that spends more money on R & D, risk management, market demographics, and data analysis in the industry than many of the other top 7 developers in Bangkok. Similarly, to other top developers they have an in-house R&D team and also spend money on the top consultants in the industry. Smaller developers such as Grand Unity Development aren't able to invest as much money into R&D otherwise they probably would of realized that their project wouldn't be able to get launched which is one of the reasons that U Delight Phahonyothin was a failed project.

4.3 Project Launches are Crucial

There's a reason so much marketing and advertisements are done leading up to a launch of a new condominium project. Two of the developer interviewees mentioned that the banks only give support and financing once sales targets are reached, in some cases they have to receive 50% sales before any financial institution will help them. This explains why some small developers who don't sale well within a few months were never able to begin construction.

One of the reasons U Delight Phahonyothin might have failed is because it didn't have enough preconstruction sales and support from the people or developer. Unlike the Quattro, which sold out over half of its condos in a month according to the Nation. (Quatro Project 2009, The Nation)

4.4 EIA Approval

EIA stands for Environment Impact Assessment, their job is to determine whether a project abides by the Thai zoning, building regulations, which includes construction of all major real estate projects. They also will do research and check to see if a new project will negatively affect traffic flow and look at projected construction radius, design and height to see if it will fit within Thai regulations.

The reason Udelight@Phahonyothin is considered a failed project is because it failed to get EIA approval, therefore they were never able to build the project and hence the developer failed to deliver its clients a condominium, whereas with Quattro,

there was never any doubt that the condo would be created. According to the Sansiri annual report from 2014, Sansiri has adopted a strategy of only launching condos once they have been approved by the EIA, if it hasn't been approved by the EIA, they won't promote the condo or even create a display room.

Analyze the brochure and Ads

The developers interviewed mentioned something about their company brochures and what smaller competitors aren't able to hide legally. A developer must state if their condo project has been EIA approved, if a condo hasn't been EIA approved then there's a chance it might be delayed. Another interviewee said that on the bottom of the flyer a condo project must state in writing if a bank has financed the project. If the project isn't being financed before it's launched then they might not be able to pay for the construction costs in the future. Sansiri's Quattro had written on its brochure that it's project was already EIA approved on all of its ads and brochures whereas the Noble Revolve failed to mention that it wasn't yet EIA approved, they just didn't mention anything about the EIA on their brochure (which is a bad sign).

4.5 Transportation

The interviewees stated that transportation is another critical success factor of a real estate project. Condos situated near a BTS station tended to be more successful especially along the Sukhumvit line, which is where Quattro is located. However, interviewees mentioned that condos along the MRT station are more difficult to rent out and don't increase in value as quickly as condos near the BTS stations, which is where U Delight@Phahonyothin was located. It's interesting to note that all developers mentioned that they think the worst mass transit to build a project close to is the Airport Link station.

CHAPTER V

CONCLUSION AND LIMITATIONS OF THE STUDY

5.1 Conclusion

This research is to study the most successful real estate project in Bangkok and the least successful project over the last 10 years. In regards, to the proposed framework, its states that the critical success factors included the location of a project, the initial price, credibility of the developer and means of transportation nearby. A qualitative method was used to gather data by interviewing 9 real estate experts with over 10 years of experience in Bangkok, including developers, professors, investors and real estate agents. After carefully going through the different interviews and qualitative analysis, the result of the findings concludes that the most successful condo in Bangkok was Quattro and the least successful real estate project was U Delight@Phahonyothin. The most important reason its been so popular and in demand is because of its location, Quattro was located in a great area near a BTS station, while U Delight@Phahonyothin was close to less popular location by a MRT station. The credibility of condo developer is also important and was another key reason why Quattro was successful while U Delight failed.

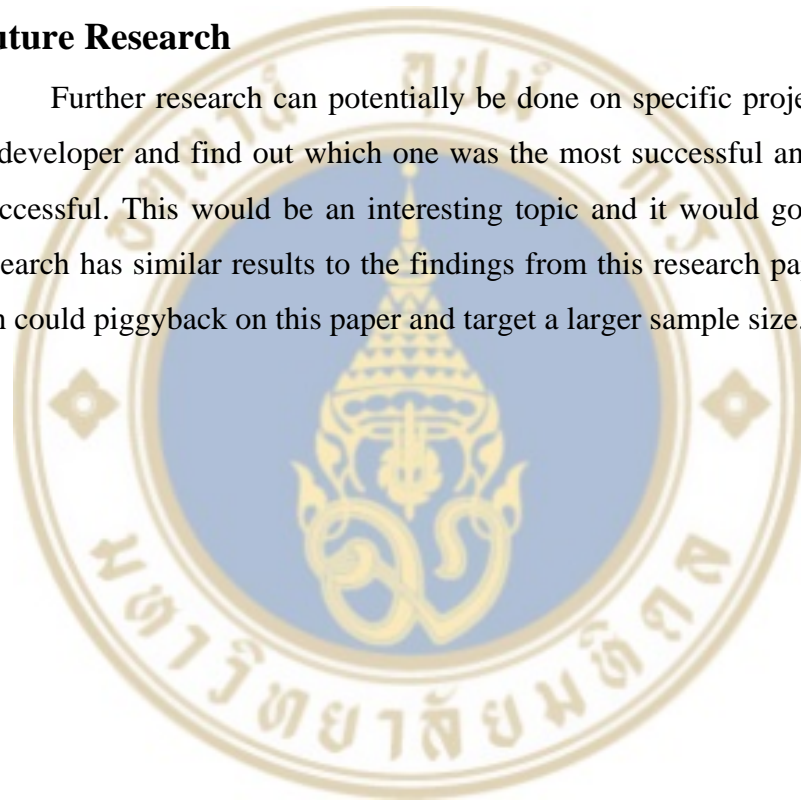
The results of this research paper provides crucial information that could help future condo buyers purchase an unit that will most likely be successful. It will also help investors avoid buying a project that could fail in the future. This research helps provide a better understanding of what real estate experts recommend future condo buyers to look such as company brochures, EIA approval and the location of a place before making a big investment.

5.2 Limitations of Study

This paper has a few limitations. Firstly, there was a time constraint to get this paper completed, which affected the sampling size. Also, with this small sample size, the people interviewed might not represent the opinion of a larger sample size. In the future or if there was more time provided, a larger sample size and additional stakeholders should be interviewed.

5.3 Future Research

Further research can potentially be done on specific projects created by a certain developer and find out which one was the most successful and which one the least successful. This would be an interesting topic and it would good to see if this new research has similar results to the findings from this research paper. Also, future research could piggyback on this paper and target a larger sample size.



REFERENCES

- Brown J., Robert (2005), *Private Real Estate Investment*, San Diego, California: Eldevier Academic Press
- E. Tulin, S. Joffre. (2004). Brand credibility, brand consideration, and choice. *Journal of consumer research*
- Eldred W., Gary (2004), *The Beginners Guide To Real Estate Investing*, Hoboken N.J.: John Wiley & Sons.
- Hsieh, H.F. and Shannon, S. (2005) Three Approaches to Qualitative Content Analysis. *Qualitative Health Research*
- James H. McMillan, Sally Schumacher (1993), *Research in Education*, Glenview, Illinois: Harper Collins College Publishers.
- Mathur S., Smith A. (2012). A decision- support framework for using value capture to fund public transit: Lessons from Project- Specific Analyses
- Michael Q. Patton, *Qualitative Research & Evaluation Methods: Integrating Theory and Practice* (2014), Thousand Oaks, California: Sage Publications, Inc.
- Quattro Project: Half of Luxury Quattro Condo Sold in Month. February 2009. http://www.nationmultimedia.com/2009/02/25/business/business_30096518.php
- Thailand Investment Market View. 2015, June. [http://www.cbre.co.th/en/ Research Centre](http://www.cbre.co.th/en/ResearchCentre)
- Thailand Investment Research Centre. Q4, 2015, January. [http://www.cbre.co.th/en/ ResearchCentre/Research/Bangkok-Residential-MarketView-Q4-2015](http://www.cbre.co.th/en/ResearchCentre/Research/Bangkok-Residential-MarketView-Q4-2015)
- Waites, Dan (2014). *CultureShock! Bangkok*, Marshall Cavendish International Asia Pte Ltd.
- Willis, G. (2003). *The Smart Money Guide To Real Estate Investing*, Hoboken N.J.: John Wiley & Sons.



Appendix A: Interview Questions

1. Before purchasing a condo what do you think is important to look out for?
2. What type of research is essential before purchasing a unit?
3. In your opinion what are some successful condo development projects in Bangkok over the last 10 years?
4. Why would you say they are successful?
5. What are some signs to look out for that a condo will likely be successful?
6. Do you buy condos based on the special promotions that developers are offering?
7. If a condo is offering fully furnished or a new iPad along with their condo does that make you want to purchase the condo more?
8. In your opinion what do you think some of the least successful projects in Bangkok over the last 10 years?
9. Which one was the LEAST successful in Thailand?
10. Why? (didn't sell well, didn't build it, long delay)
11. What is your favorite real estate project in Thailand
12. Which condo has been the easiest to find tenants and rent out? Why do you think this is the case?
13. Which have been the most difficult? Why do you think this is the case?
14. Do you feel that some condos in Thailand are overpriced? How can you tell?
15. Which do you feel are undervalued?
16. Do you think there will be a real estate bubble in the foreseeable future in Bangkok?
17. Lastly, what are 3 tips you can provide that will help individuals purchase a condo project that will be successful.