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MARKET REPORT

PREPARED FOR

FRANCÉCLAT

THAILAND

SEPTEMBER 2021

HERE TO GET YOU THERE

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METHODOLOGY & INTRODUCTION

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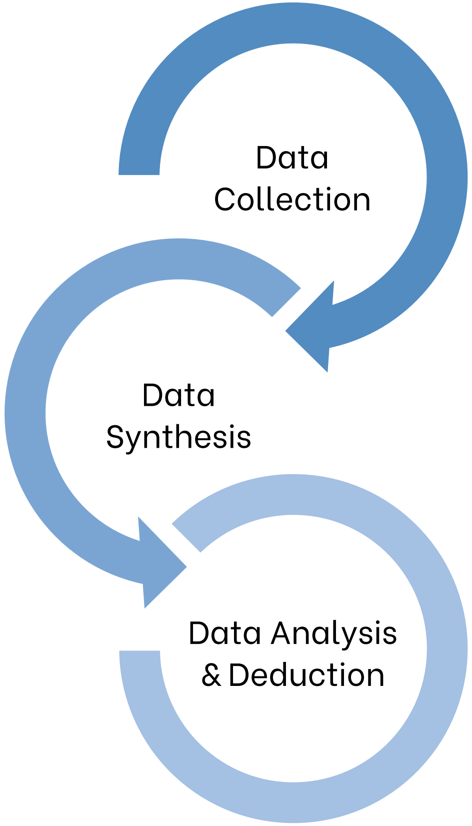
METHODOLOGY



- From answers to launching questionnaire
- Primary research (interviews with industry experts, distributors, architects, etc.)
- Secondary research
- Purchased database (Import Data)
- In-house database

- Evaluation and assessment of all the data and information acquired from Data Collection step.

- Analysis and report to provide insights into the Tableware market of Thailand, including the potential of the market, customer analysis, competitor landscape and recommended entry strategy.

INTRODUCTION OF THAILAND 2020

Population

66.19 million

4rd ranking in Southeast Asia

20th ranking in the world

Baht (THB)

EUR/THB = **38.43** (Sep 02, 2021)

Total value of **Thailand's export turnover** in 2020

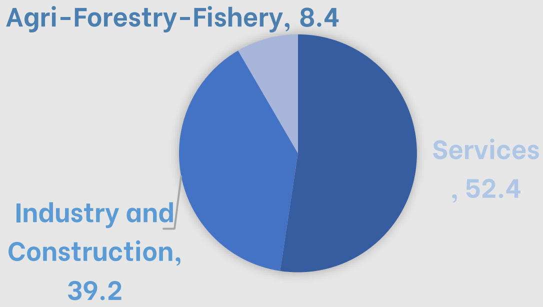
€193.53 Billion (-6.6%)

Total value of **Thailand's import turnover** in 2020

€174.78 Billion (-3.5%)

Trade surplus reached nearly €18.75 billion

GDP by sector (%), 2020

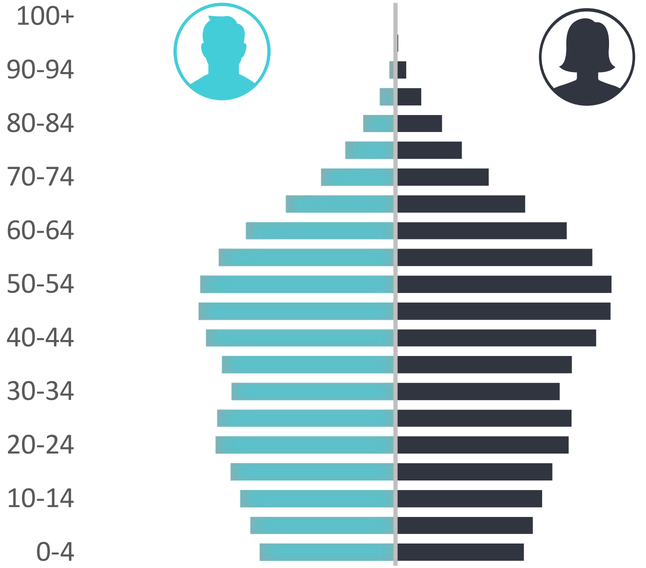


*Thailand is an **upper middle class populated country** with a positive trade balance thanks to its export activity which has been accounting for 2/3 of the total GDP. Besides, Thailand is by far **very famous for tourism industries in Asia**.*

Gross Domestic Products, 2020	GDP Growth (2020)	GDP per capita, 2020
€423.79 Billion	-6.1 %	€6,091.2

Source: Thailand Board of Investment

DEMOGRAPHICS OF THAILAND

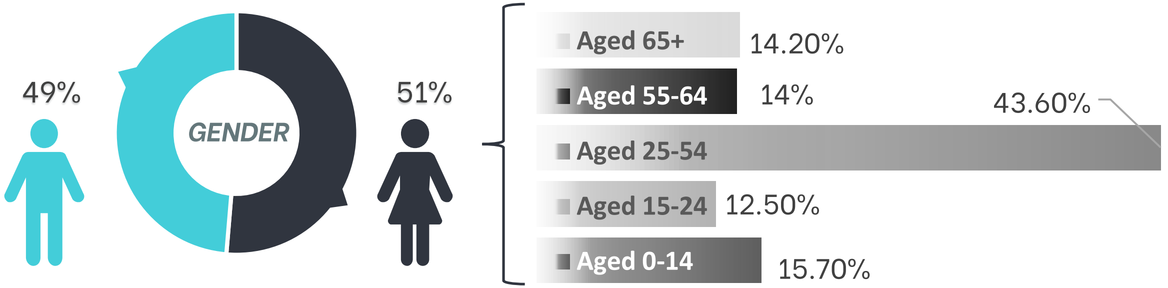


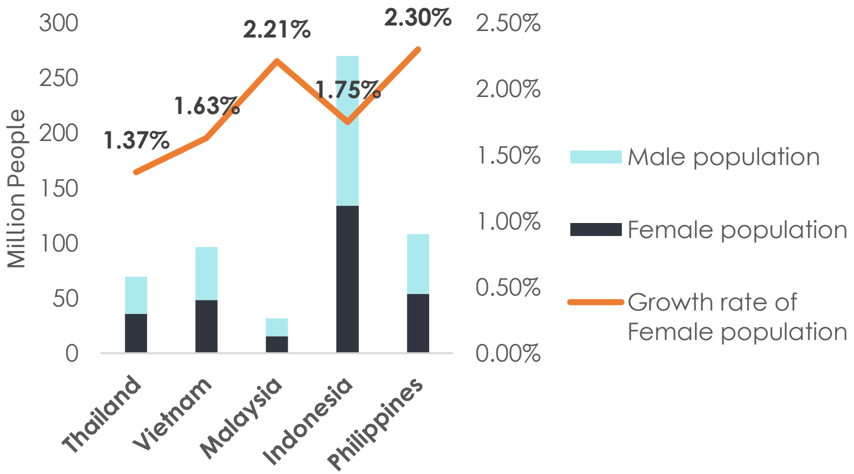
THAILAND'S POPULATION PYRAMID

Both Genders	Males	Females
39 years	37.8 years	40.1 years

MEDIAN AGE (2020 est.)

TOTAL POPULATION 69.19 million





Source: The World Factbook

MAIN CITIES, AIRPORTS & HABORS

BANGKOK

The political capital as well as the commercial hub of the country.
Very developed, dynamic and crowded with many commercial centers

- 8.6 million people
- 30.2% of Thailand's GDP
- Bangkok Modern Terminal (25 km away)
- Don Mueang Int'l Airport (26km away from city center)

CHONBURI

- 1.6 million people
- 0.55% of Thailand's GDP
- Laem Chabang Seaport (46km away from center)
- Suvarnabhumi Int'l Airport (60km away from center)

The long-established industrial zone and famous beach city Pattaya.

CHIANG MAI

One of the most famous tourist attraction In Thailand, with signature temples and relaxing atmosphere.

- 1.7 million people
- 0.15% of Thailand's GDP
- Chiang Mai Int'l Airport (46km away from center)

THAILAND HIGHLIGHTS

Economic stability: One of the most developed countries in the region: Thailand is the second country in ASEAN in terms of GDP size. Done with emerging development stage, Thai economy is turning into stable development with an average growth rate of about 3% - 4%.

Political unrest: Since decades now, there have been continuous protests against governments or conflicts between political parties in Thailand. However, the instability of government systems doesn't seem to affect too much the country economy since the main driver of Thailand's economy is international trade in general.

A big consumer market with very high density in Bangkok: Only in Bangkok and greater Bangkok (suburbs), there are already more than 15 million inhabitants. The second metropolitan center is Nonthaburi but the population is only 270 thousand people. Bangkok with its 57 shopping malls all over the city is definitely the commercial hub of Thailand.

The top tourist destination in Southeast Region: This industry contributed for 9.4% of the total GDP, in which foreign visitor spending contributed for 79.4% of the 43 billion USD it represent. Thailand is the top country in the region in terms of foreign tourist arrivals, followed by Malaysia and Singapore. However, in 2020. foreign tourist arrivals had collapsed by 82.15% to 13.8 million arrivals due to Covid-19.

Free Trade Agreements: Thailand currently has 12 signed and effective collective/bilateral Trade agreements: 6 bilateral FTAs (Thailand – Australia, Bahrain, India, Japan, New Zealand and Peru) and 6 regional FTAs (ASEAN and ASEAN – Australia, China, India, Japan, Republic of Korea).

Digital transformation (Thailand 4.0): Thailand is aiming to become an innovation-driven economy by 2036, that's why the country created the Eastern Economic Corridor (EEC) plan, which is focusing on emerging industries: Food & Agriculture, Logistics & Aviation, Medical Technology, Automation & Robotics, Smart electronics, Biotechnology and Automobiles.

MARKET OVERVIEW

MARKET OVERVIEW

OVERVIEW OF RETAIL INDUSTRY

In the H1 2020: - 5.68% YoY

✓ In the first half of 2020, **retailers registered sluggish business**, reflected by the Retail Sales Index calculated from Bank of Thailand's statistical data for Department stores which slipped by 5.68% YoY (YOY: Year on Year). They were badly affected by social distancing measures, such as:

- In-country travel restrictions
- The collapse of the tourism industry
- Closure of some rental spaces
- Reduced opening hours
- Prohibition on sale of non-essential items

In the H2 2020: - 5.15% YoY

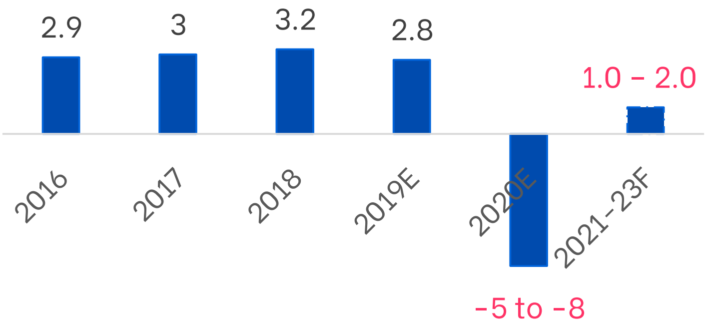
✓ In the second half of 2020, **conditions improved** with Retail Sales Index slipped 5.15% YoY partly due to government measure to boost consumer spending and the rising online sales and year-end spending.

- (i) Cash aid for low-income earners
- (ii) 'Shop and Payback' tax rebate program
- Rising online sales and year-end spending

2020: - 5.42% YoY

✓ For full year 2020, the Retail Sales Index was estimated to be down 5.42%

RETAIL BUSINESS GROWTH (% YOY)



Source: Thai Retailer Association
Forecast by Krungsri Research

OVERVIEW OF RETAIL INDUSTRY – OUTLOOK

Annual Average **Modern Retail** Sales Growth (2021 – 2023):
1.5% - 2.5%

- ✓ According to **Krungsri Research**, sales from modern trade outlets will move in step with the recovering economy, with a forecasted annual average of **1.5-2.5% in general over the period 2021-2023**, and **2.0 % - 3.0% growth rate for the Department stores**.

- ✓ According to another report by **Technavio**, the retail market in Thailand is set to grow by USD 55.21 billion (~EUR 46.62 billion) , progressing at a CAGR of **5.9% during 2021-2025**.

Annual Average **Department Stores** Sales Growth (2021 – 2023):
: **2.0% - 3.0%**

Recovering consumer purchasing power driven by overall economic growth

Recovering foreign tourist arrivals from 2023 onwards

Expansion of second-tier cities and those in border regions that are well connected to neighboring countries

Rising demand

Players have plans to invest in new stores and refurbish existing stores to meet rising demand

Investment in high-potential markets to build new revenue streams

Expansion of E-commerce

OVERVIEW OF TOURISM INDUSTRY & OUTLOOK 2022-2023

Number of international visitors, 2020p

13,815,291

- 82.15% YoY

Revenue from International visitors, 2020p

€8.2 m

- 81.16% YoY

Number of Thai visitors, 2020p

123,214,821

- 46.37% YoY

Revenue from Thai visitors, 2020p

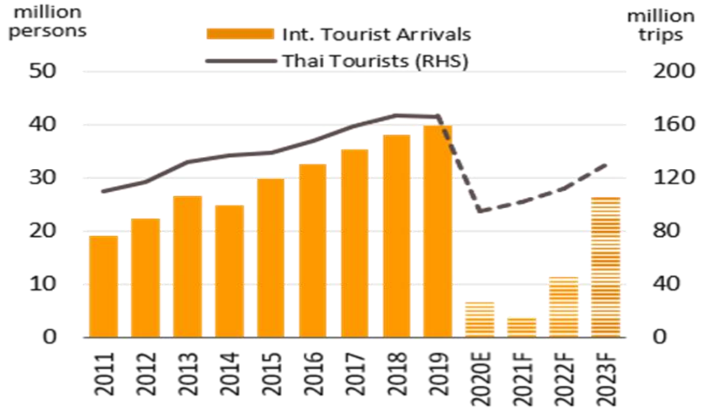
€12.77 m

- 55.4% YoY

- ✓ Conditions were depressed for hoteliers in 2020. **Foreign tourist arrivals had collapsed by 82.15% to 13.8 million arrivals**. Lockdowns worldwide (including in Thailand) froze global travel, with no arrivals in Thailand between April - September. Arrivals from the main markets of China, Malaysia and Russia tumbled by 85.4%, 79.1% and 39.5% YoY, respectively.
- ✓ **Domestic tourism also tumbled 46.37% YoY to 123.2 million**, almost halting in April and May, before improving with the easing of lockdown in the last quarter of 2020 and the introduction of the "Let's travel together" program.

- ✓ **Conditions will remain depressed in 2021, before recovering in 2022-2023**. Annual arrivals will take at least 4 years to return to pre-COVID level of 38-40 million. The Thai government forecasts the number of foreign tourists to be 8 million in 2021, and gradually recover until reach a pre-Covid level with 40 million visitors in the year 2024.

Tourist Numbers in Thailand



		2017	2018	2019	2020E	2021F	2022F	2023F
No.of int. tourists	% YoY	8.8	7.3	4.2	-83.0	-40.3	185.5	131.6
Occupancy rate	%	68.7	71.2	71.4	33.5	42.0	55.0	65.0

Sources : MOTS, BOT
Note: Forecast by Krungsri Research

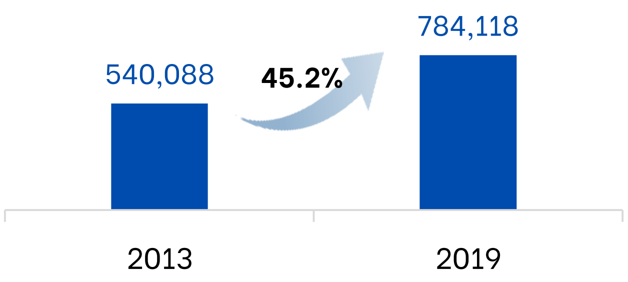
Note: P stands for preliminary data
Source: Ministry of Tourism and Sports Thailand

OVERVIEW OF HOSPITALITY MARKET

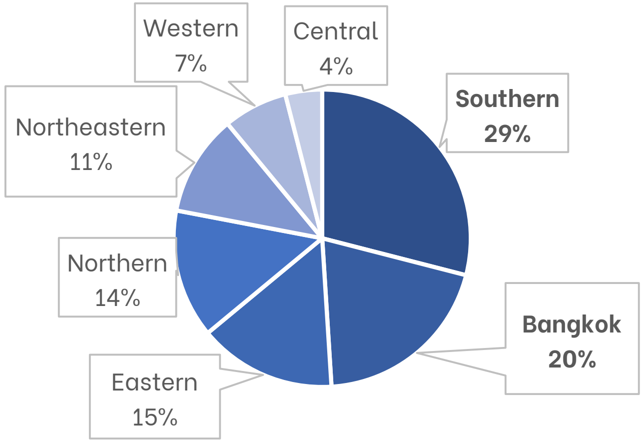
Average annual growth of Hotel Rooms, 2013-2019: 6.5%

- ✓ There was an increase in national supply of hotel rooms from 540,088 in 2013 to 784,118 in 2019 (latest available data), with an **average annual growth rate of 6.5% (2013-2019)** driven by both Thai and international hotel chains.
- ✓ At the end of 2019 (latest available data), the national market was **up by 5.1% from 2018**.

NUMBER OF HOTEL ROOMS IN THAILAND, 2013 & 2019



NUMBER OF ROOMS BY REGION, 2014 - 2019



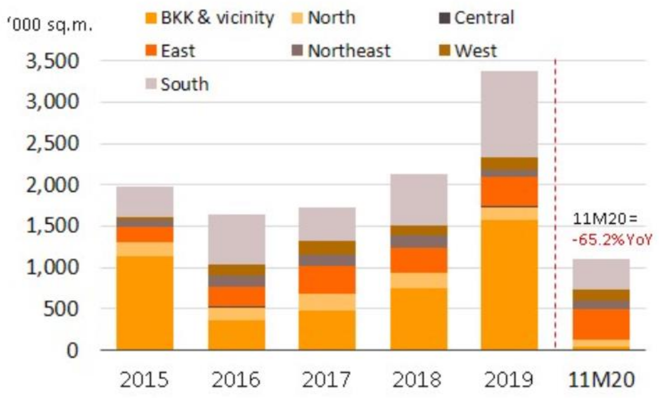
- ✓ **Supply was stronger in the South**, which with 226,000 rooms (up 6.7%) was home to 29% of all hotel rooms in Thailand. **Another 20% of hotel rooms were in Bangkok** with 160,000 rooms (up 4.6%).
- ✓ Occupancy rate are expected to average **40% in 2021, 50-53% in 2022, and 60-63% in 2023**.

Occupancy Rate, 2020	Occupancy Rate, 2019	Changes from 2019
29.51 %	70.08 %	- 40.57%

Source: Real Estate information Center (REIC), MOTS, Krungsri Research

OVERVIEW OF HOSPITALITY MARKET

CONSTRUCTION PERMITS OF NEW HOTELS, 2015 – 11M20

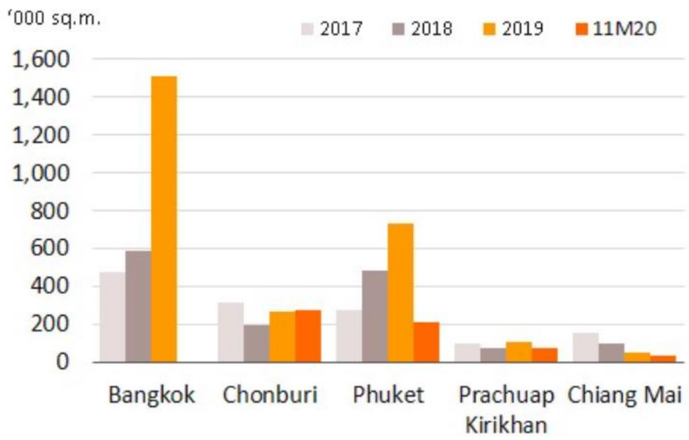


Source: REIC, Krungsri Research

Note: The data includes only new construction permits for hotels (hotels, guest houses and dormitories) and excludes renovations and extensions. From May 12, 2005, serviced apartments have had to apply for a hotel construction permit.

- ✓ In the first 11 months of 2020, number of applications for construction permit submitted **fell by 65.2% YoY** (1.11 million sq.m.)
- ✓ **35% of these applications were for hotels in the south** of the country, making it the fastest expanding geographical segment, followed by the east (32% of new applications).

CONSTRUCTION PERMITS OF NEW HOTELS, BY CITY/PROVINCE 2017 – 11M20



Source: REIC, Krungsri Research

- ✓ There was no new application in Bangkok in the first 11 months of 2020.
- ✓ Investors in new hotels are more interested in Chonburi, where new applications reached 280,000 sq.m. of hotel space (up 18.6% YoY). This sharp increase in future local supply is partly attributed to the development of the Eastern Economic Corridor (EEC) and anticipated increase in demand for tourism and business travel.

OVERVIEW OF HOSPITALITY MARKET - OUTLOOK

According to an article published in Knight Frank, there is a lot of uncertainty about what lies ahead, especially after the second wave of Covid-19 in January 2021 and the third wave in April 2021. Yet, subject to a successful implementation of the existing COVID-19 vaccines, in Thailand and globally, **we can expect to see the start of the recovery of the hospitality sector in 2022 or 2023.**

Bangkok, Pattaya and Phuket

- ✓ Hotel Revenues in these **major tourist destinations will recover along with the tourism sector**, and average occupancy rates will average 50-55%, but the industry will remain relatively weak compared to the pre-COVID-19 era. Investment will also slow down because of oversupply in the market since the COVID-19 crisis started.

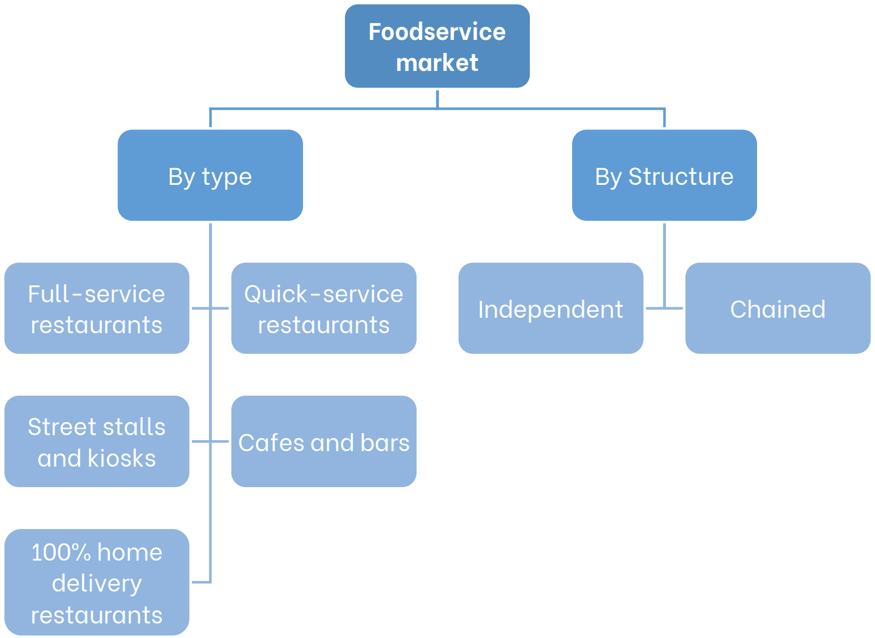
Regional centers and key tourist areas

- ✓ Hotel Revenues will improve with **uneven recovery** led by recovering domestic tourism, supported by government stimulus measures.

Other areas

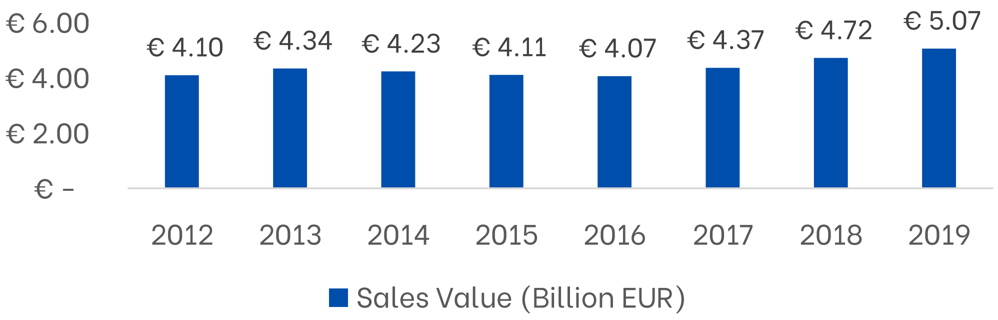
- ✓ Hotel Revenue will be **flat at 2020 levels**. Although with government measures that will help to lift domestic tourism, occupancy rates will remain lower than the other two groups as most visitors would be traveling to other provinces.

OVERVIEW OF FOODSERVICE MARKET



- ✓ The Thailand food service market is projected to register a **CAGR of 4.19% during 2021-2026.**
- ✓ According to Mordor Intelligence, **full-service restaurants have a significant share** in the restaurant industry. While **chained full-service restaurants** make up just over **a third of the full-service sector**, these restaurants are growing due to increased consumer preference for convenience, hygiene, and high-quality standards.
- ✓ According to a report by Statista published on November 2020, total sales value of **full-service restaurants in Thailand in 2019 was at 6.03 billion USD (~5.09 billion EUR)**, increasing 7% from 2018.
- ✓ **In 2020**, sales from full-service restaurants in Thailand, estimated by Euromonitor, **fell by 28% due to Covid19 outbreak**.

TOTAL SALES VALUE OF FULL-SERVICE RESTAURANTS IN THAILAND (2012-2019)



Source: Statista

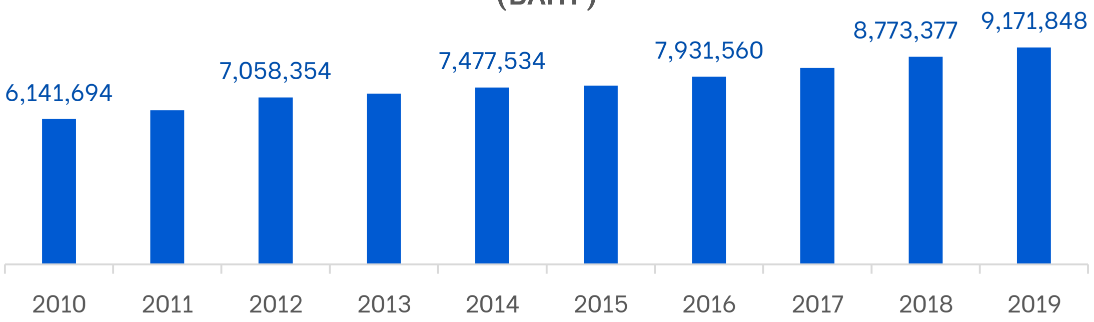
MAIN DRIVERS OF THE TABLEWARE MARKET

- ✓ **Developed hospitality market** with an average annual growth rate of 6.5% (2013-2019), although the market will take time to recover from Covid-19 pandemic.
- ✓ **Developed tourism industry** with increasing Thai and international tourist arrivals every year and is estimated to reach a pre-Covid level with 40 million visitors in the year 2024.
- ✓ **Stable foodservice market** with projections of a **CAGR of 4.19% during 2021-2026** and **growing full-service restaurants** coming from the rise of chained full-service restaurants.

Other drivers such as:

- ✓ **High** levels of Thai **disposable income**
- ✓ Rising inclination for a **stylish lifestyle**
- ✓ **Rising trend in dining out**
- ✓ Increasing **social media and influencer culture** have also resulted in rising demand in eye pleasing tableware for both personal use and HORECA,

THAILAND HOUSEHOLD DISPOSABLE INCOME, 2010 - 2019 (BAHT)



RESTRAINTS OF THE TABLEWARE MARKET

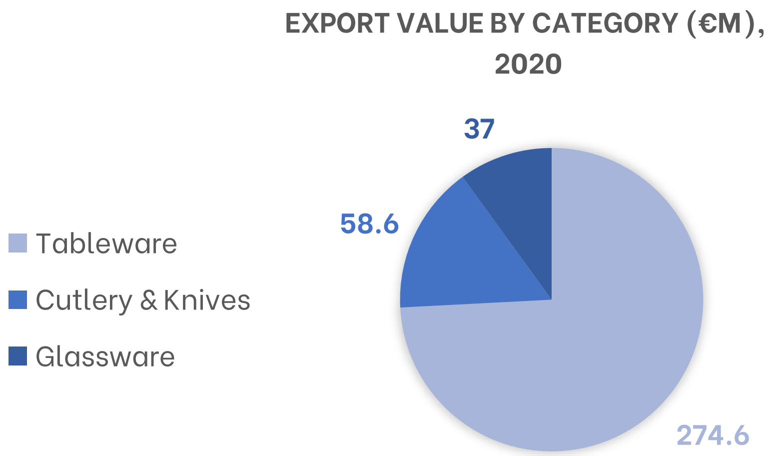
Along with the drivers, there are restraints that will lower the demand for tableware, mostly as a result of Covid19 pandemic.

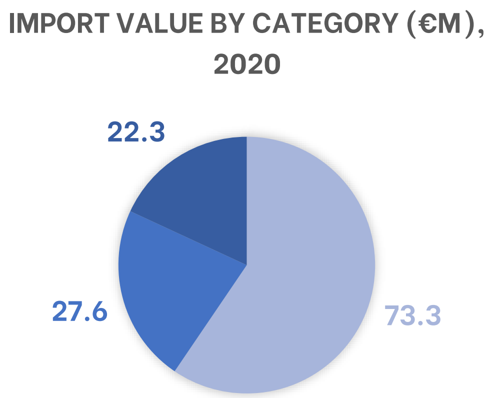
- ✓ Because of Covid19, restaurant and cafe businesses are increasingly being **dependent on delivery services**. With dining – in restaurants and cafes being restricted every now and then, the demand for tableware stumbled as well.

- ✓ The situation is similar with hotels. With tourism being restricted, **many hotels temporarily suspended operations, while many hotels postponed their openings**. These reasons will lower the demand for tableware.

EXPORTATION & IMPORTATION OF TABLEWARE MARKET

	Export (million EUR)	Import (million EUR)
Total Art de la Table (2020)	370.2	123.2

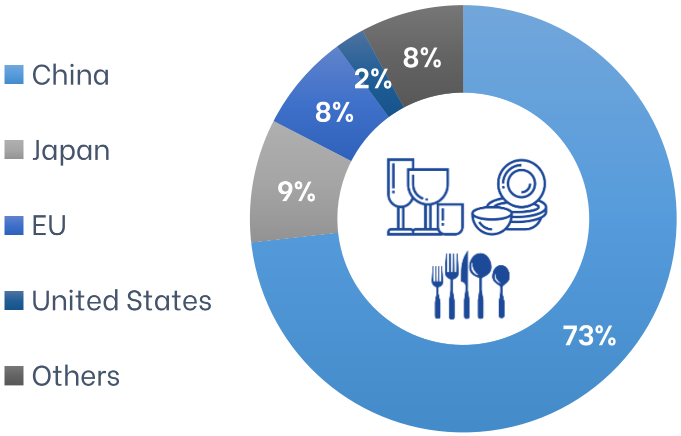




Source: Ecostat Statistical news

- ✓ The total export value of the tableware, cutlery and glassware in 2020 was 3 times higher than the total import value.
- ✓ Tableware accounted for the largest proportion of the export value with 74.2%, followed by cutlery and glassware.
- ✓ Tableware also accounted for the largest proportion of the import value with 60%, followed by cutlery and glassware

TOTAL IMPORT VALUE BY COUNTRIES, IN 2020



Total Import Value by countries of Art de la Table (2020)

Country	Import (million EUR), 2020	Trend 2020/2019 (%)
China	90.1	-15
Japan	11.4	-28
EU	6.9	-21
United States	2.8	-48
Germany	2.1	-17
Vietnam	1.9	+3
India	1.7	+1
Indonesia	1.6	-31
Taiwan	1.5	-38

Source: Ecostat Statistical news

- ✓ China remains the main exporting country into Thailand, followed by Japan, EU countries and the U.S.

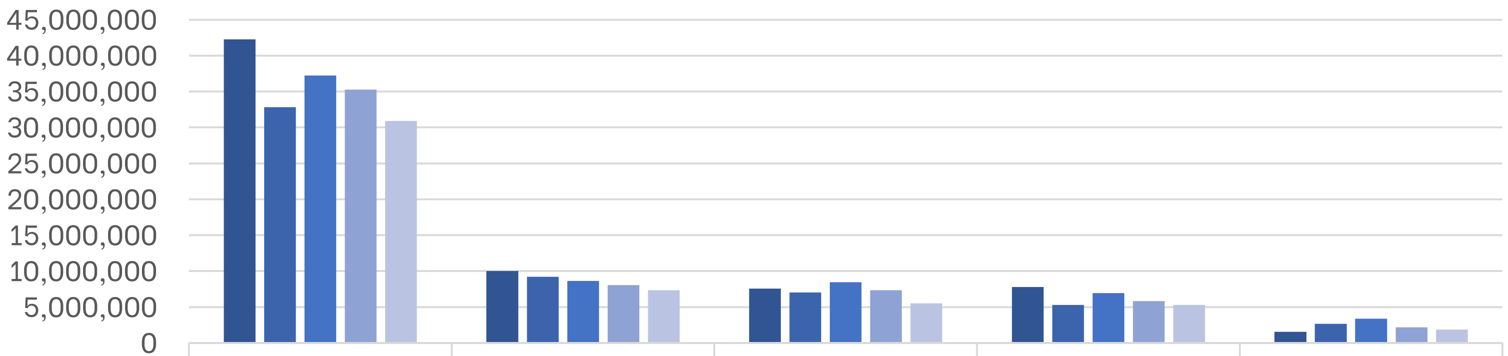
IMPORTATION OF TABLEWARE PRODUCTS TO THAILAND

We selected these 5 HS codes below to gather data on import value from Thai Customs:

HS code	Description	Total import value in 2020 (BAHT)	Total import value in 2020 (EUR)
7013	**Glassware** of a kind used for table, kitchen, toilet, office, indoor decoration or similar purposes (other than that of heading 7010 or 7018)	1,189,038,451	€ 30,915,000
6911.10	**Tableware**, kitchenware, other household articles and toilet articles, **of porcelain or china**: Tableware and kitchenware	283,028,977	€ 7,358,753
6912.00	**Ceramic tableware**, kitchenware, other household articles and toilet articles, other than of porcelain or china	212,666,863	€ 5,529,338
8211.10 8211.91 8211.92.99	**Knives** with cutting blades, serrated or not (including pruning knives), other than knives of heading 8208, and blades therefor : + Sets of assorted articles + Other : Table knives having fixed blades + Other : Other knives having fixed blades	203,199,390	€ 5,283,184
8215.20	Spoons, forks, ladles, skimmers, cake servers, fish knives, butter knives, sugar tongs and similar kitchen or tableware : Other sets of assorted articles	70,865,576	€ 1,842,505

*Note: from this slide, 3 Hs codes 8211.10; 8211.91; 8211.92.99 will be mentioned as 8211. In other words, data presented under 8211 are retrieved from these 3 sub HS Codes, not 8211 as a whole.

TOTAL IMPORT VALUE (EUR), TRENDS OVER 5 YEARS



	Glassware	Porcelain Tableware	Ceramic Tableware	Knives	Cutlery
2016	€ 42,267,553.28	€ 9,994,783.40	€ 7,557,704.91	€ 7,768,082.71	€ 1,536,517.06
2017	€ 32,813,072.14	€ 9,208,641.36	€ 7,021,528.70	€ 5,288,276.60	€ 2,677,668.55
2018	€ 37,237,380.15	€ 8,634,262.78	€ 8,442,187.26	€ 6,926,160.31	€ 3,386,727.40
2019	€ 35,269,428.53	€ 8,076,112.23	€ 7,359,318.30	€ 5,824,575.59	€ 2,154,296.87
2020	€ 30,915,000	€ 7,358,753	€ 5,529,338	€ 5,283,184	€ 1,842,505

2016 2017 2018 2019 2020

Source: Thai Customs

- ✓ According to Thai Customs data, the total import value of porcelain tableware steadily went downward during 2016-2020, from 9.9 million EUR to 7.3 million EUR – a drop of 26%.
- ✓ Glassware, Ceramic tableware, and Knives fluctuated throughout the studied period. They witnessed downward trend in import value in 2016-2017 then slightly increased 13%, 20% and 21.5% respectively in 2018, before going down again.
- ✓ Cutlery is the only category that had the import value increasing during 2016 – 2018.

IMPORT TARIFFS

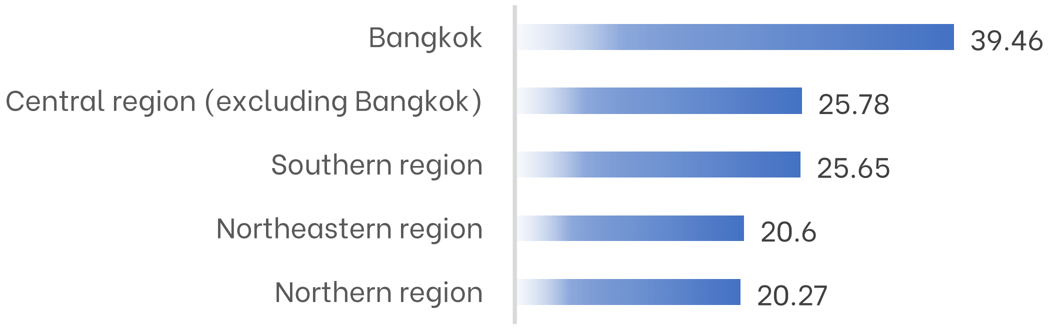
Heading	Sub – Heading	Description	Import Taxes	Specific Rate %	Start Date	End Date
69.11	6911.10	Tableware & Kitchenware	30%	--	13/11/2017	thereafter
69.12	6912.00	Tableware & Kitchenware other than porcelain or China	30%	--	01/01/2017	thereafter
70.13	7013.10, 7013.22, 7013.22, 7013.28, 7013.33, 7013.37, 7013.41, 7013.42, 7013.49, 7013.91, 7013.99	Glassware of a kind used for table, kitchen, toilet, office, indoor decoration or similar purposes	20%	--	13/11/2017	thereafter
82.15	8215.20	Cutlery – other sets of assorted articles	10%	--	01/01/2017	thereafter
82.11	8211.11, 8211.91, 8211.92.99	Knives	10%	--	01/01/2017	thereafter

CUSTOMER ANALYSIS

CUSTOMER ANALYSIS RETAIL

HOUSEHOLD CONSUMPTION EXPENDITURE IN THAILAND

AVERAGE MONTHLY INCOME PER HOUSEHOLD IN THAILAND BY REGION IN 2019 ((IN 1,000 THAI BAHT)



- ✓ The average monthly income per household in Thailand **was the highest in Bangkok**, which amounted to almost in 2019, 40 thousand Thai baht (~ around 1,043 Euros).
- ✓ In 2019, household consumption expenditure for **food and non-alcoholics was highest** in Thailand, amounting to approximately 2.2 trillion Thai baht (~ 58 billion Euros; ~830 Euros/hab.).
- ✓ Spending for restaurants and hotels was second highest, with 1.7 trillion Thai baht (~46 billion Euros; ~655 Euros/hab.) and accounted for 18% of total expenditure.
- ✓ Furnishing, home equipment and maintenance only accounted for 4%.

Characteristics	Expenditure (billion Thai baht)	%
Food and non-alcoholics	2,211.27	23%
Restaurants and hotels	1,770.40	18%
Transportation	1,316.17	14%
Miscellaneous goods and services	1,209.09	12%
Housing, water, electricity, gas and other fuels	839.75	9%
Recreation and culture	528.04	5%
Healthcare	435.61	5%
Clothing and footwear	392.9	4%
Furnishings, home equipment and maintenance	369.2	4%
Alcoholic beverages, tobacco and narcotics	291.8	3%
Communication	190.15	2%
Education	121.56	1%

HOUSEHOLD CONSUMPTION EXPENDITURE IN THAILAND BY CATEGORY, 2019

THAI CONSUMER BEHAVIORS

CONSUMER BEHAVIORS

Optimism due to rising income

Rising incomes in the country are generating optimism in the population, and are increasing consumer demand for a wide variety of products.

With the increase in incomes, consumers - particularly wealthier ones - have been **spending more on experiences, such as dining out, and travelling.**

Customer service and product quality

Customer service and product quality are the key selling factors in Thailand, in addition to price.

Brand consciousness and brand loyalty

Thai consumers are the **most brand-conscious and brand-loyal** consumers in the region.

Thai consumers are willing **to pay more for they favorite brands**, and they **rarely switch brands** - even if the prices are better.

Impulse purchase

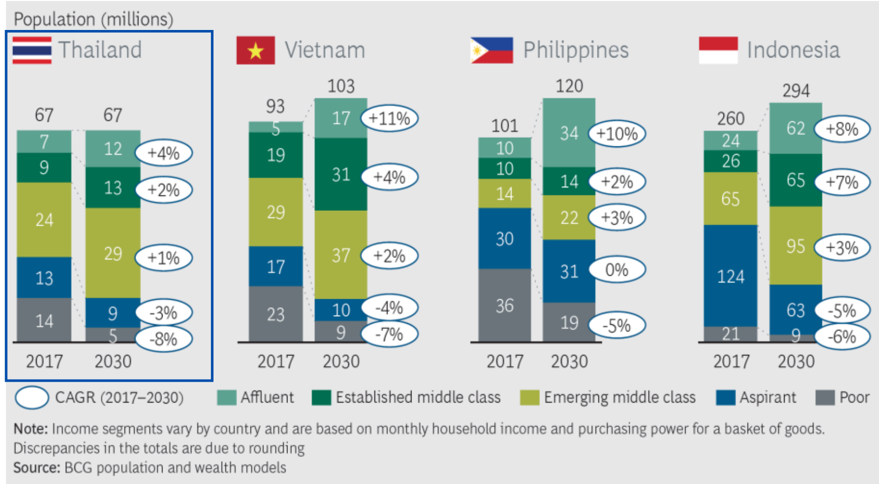
Thai consumers **tend to indulge and make impulse purchases**, instead of saving their money, as a reward for their working hard tendency.

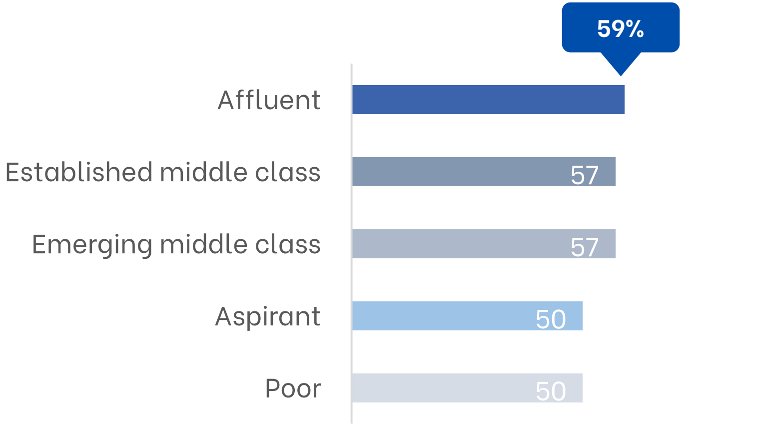
Eating out & social media

In the past 4-5 years, **eating out at fancy restaurants and cafes has been increasing** significantly in Thailand in young adults, thanks to the social media and influencer culture.

While choosing a restaurant, most Thai consumers focus mainly on availability and price. However, with the rise of social media, presentation of the food became an important factor as well.

THAILAND’S AFFLUENT CLASS





THE PERCENTAGE OF DIGITALLY-ENGAGED CONSUMERS

- ✓ **Thai middle and affluent class population** is projected to grow from 16 million in 2017 to **25 million by 2030.**
- ✓ **Thailand’s affluent class is growing faster** than the middle class, with 4% compared to 2%.
- ✓ As income increase, Thai consumers - mostly upper-income shoppers are **spending more on experiences** such as dining out, leisure travels as well as **luxury products** such as watches, jewelry and smartphones.
- ✓ For instance, 68% of the affluent class dine out compared with 31% of aspirant class consumers, and affluent consumers spend nearly 300% more when they do.
- ✓ **The Thai affluent and middle class are more digitally engaged**. This disproportionately high level of digital engagement makes the internet a key channel for influencing affluent shoppers.
- ✓ However, when it comes to luxury purchases, consumers prefer to buy in person rather than online, as they say it is impossible for them to make any purchasing decision without seeing the product in person.

THAI'S CONSUMER EXPECTED CHANGES POST COVID-19

- ✓ A new research released from Qualtrics (Nasdaq: XM), the world's No.1 Experience Management (XM) provider, on May 2021 about the changing of Thai consumer behaviour and expectations post Covid-19 as well as the importance of organizations to prepare for the future accordingly.
- ✓ The research examined the perspectives of 1,000 consumers in Thailand and reveals some highlights as below.

Customer service is the most important differentiator

36% of Thai consumers would **prefer to buy from an organization that treats them well.**

31% prioritize **product quality** in their buying decision.

25% buy from companies **giving back to society.**

9% value **price.**

✓ Organizations need to invest in **delivering quality customer service** and meet customers where they are, as consumers increasingly expect great experiences across multiple platforms: whether that's online, in-person or somewhere in between: 40% expect to resolve support issues through self-service, 25% through online chat, 21% over the phone, and 15% in person.

✓ **Social and environmental sustainability make a brand stand out on the market.** Customers appreciate a strong story to create an emotional connection, stories such as sustainable raw materials, production processes and the impact the company has on the environment, as well as the well-being of the workers and society as a whole.

THAI'S CONSUMER EXPECTED CHANGES POST COVID-19

Thai Consumers' Expected Changes in Spending Pattern in the Next Three Years (Products)

Categories	Spend More	Unchanged	Spend Less	Net (Spend More - Spend Less)
Packaged Food and Beverages	54%	36%	9%	**45%**
Consumer Electronics e.g. smartphone accessories and smart home devices	50%	38%	11%	**39%**
Home and Living e.g. small home appliances and houseware items	43%	43%	15%	**28%**
Skin Care and Cosmetics	41%	40%	18%	**23%**
Fashion Apparel e.g. bags and shoes, streetwear, and athleisure	34%	41%	25%	**9%**
Toys and Collectibles e.g. traditional and digital toys, collectible figures	18%	37%	46%	**-28%**

Source: HKTDC survey

- ✓ Recent survey conducted by HKTDC Research indicated that **middle-class Thais are increasingly willing to spend money on making their home feel cosier and more comfortable**, as well as making it match their own style.
- ✓ According to the study, 86% of Thai consumers plan to spend more or about the same as they do now on home and living products in the next three years.

THAI WOMEN’S SUBSTANTIAL BUYING POWER

Female shoppers in Thailand especially those who work, are more likely to make primary decisions of household purchases and have substantial buying power in even traditionally nonfemale categories.

Thai women are:

- Confident
- Liberated
- Independent
- Well-educated
- Well-paid
- Digitally savvy

According to BCG consumer survey:

Thai women aged 15 or older have one of the **highest employment rates** (64%) of women in the region.

Their **disposable income** relative to Thai men’s is **also higher** than in other developed ASEAN economies.

Thai women are also more likely to do **research online** and **buy products online** compared to men.

Thailand also has **more single women** than other countries in Southeast Asia (31%, compared with 23% in Vietnam)

DECISION-MAKING PROCESS

Needs Recognition → Information Search → Alternatives Evaluation → Purchase Decision → Post-purchase Decision Evaluation

Information Search

- ✓ Facebook
- ✓ Google
- ✓ Brand websites
- ✓ Influencers
- ✓ Reference from friends & family

Purchase Decision

- ✓ Online:
  - Brand websites
  - Lazada
  - Shopee
- ✓ Offline

- ✓ Facebook is the most visited social site in Thailand, while Google is a near-monopoly of search engine usage in the country.
- ✓ To influence in the Needs Recognition stage, it is advisable for the brand to **build brand awareness** and **recognition on online channels** where consumers will look for information:
  - 55.9% of Thais discover a brand or product through an online ad -> when Thais discover a new product or brand, 89% of them go online to do more research. This is especially the case for luxury goods, smartphones, and other high-priced items.
- ✓ Thais also like to chat with sellers before making a purchase:
  - Thai shoppers use Facebook Messenger and Line to communicate with sellers
  - Thai shoppers also exchange live messages with sellers on e-commerce platform Lazada & Shopee
- ✓ **Influencers** become more and more **efficient in promoting brands**. They can be indirect sale forces for the brands.

CUSTOMER ANALYSIS HORECA

CUSTOMER PREFERENCES

In Thailand, Japanese restaurants are highly preferred by the consumers, followed by Italian, Chinese, American, and Vietnamese restaurants.

4-5 star hotel

4-5 star hotels have lavish restaurants and most of the times **offer fine – dining** options.

Such hotels usually go with **classic tableware**: white porcelain or china, sometimes **with intricate gold, silver, bronze or even blue designs.**

Simple silver cutleries -> some have dinnerware customized with their name and logo.

Quality and budget are usually the top most priority . **Then comes design** depending on their preference.

Restaurants

High-end restaurants usually **have a special ambience they cater to**. For example, fine dining restaurants usually opt for **porcelain or china plates**, but not limited to it.

A lot of fine dining and posh restaurants opt for **patterned plates and dishes as well.**

Authentic Thai restaurants usually go with **vitrified glass, earthenware or porcelain** with fine details.

Casual and family restaurants opt melamine dishes mostly because they are child friendly.

Restaurants with specific design in mind, **quality and durability** of the product is very important. If the specific design they are opting is a bit on a pricier side, they usually make sure that it would last a really long time.

Coffee shops

Many high-end coffee shops **follow specific themes now and their tableware matches with that theme**.

i.e. cafes with antique ambience, opt for porcelain tableware with intricate vintage designs or cutleries with embedded designs.

Casual cafes usually opt for **classic white plates and coffee cups.**

Cafes with specific design in mind, **quality and durability** of the product is very important. If the specific design they are opting is a bit on a pricier side, they usually make sure that it would last them a really long time.

CUSTOMER PREFERENCES

High-end Thai restaurants also serve food in simple designed tableware.

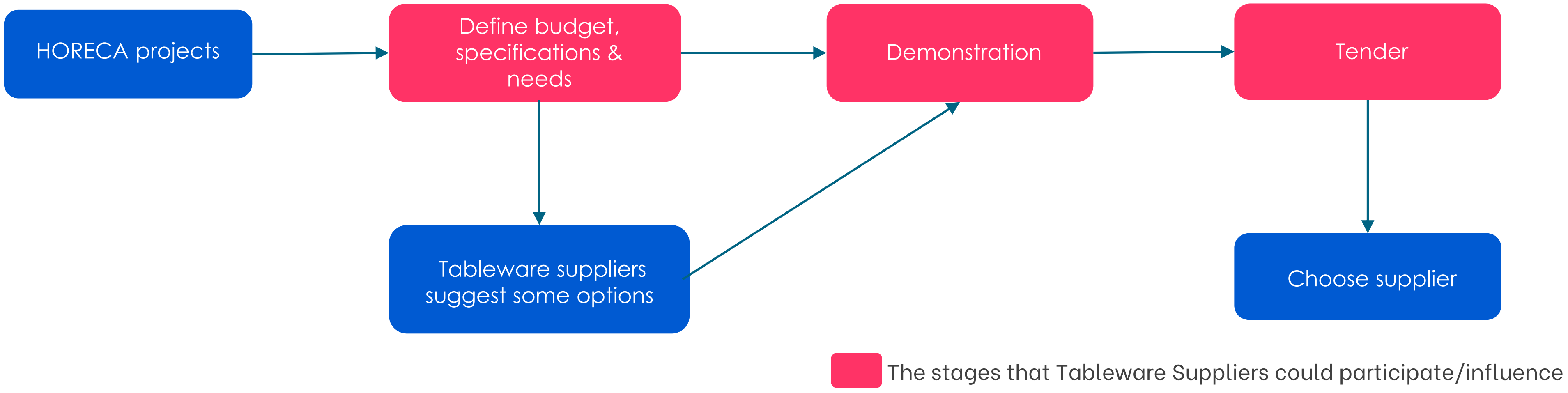
Many restaurants even opt for bright colored dishes.

The concept of this café situated in Bangkok is Laboratory. Hence, the tableware looks like laboratory equipment.

This is from a very high end café in Bangkok. This particular café follows a very custom made theme. Every detail of the cafe has been carefully considered and is tied together by the cafe’s guiding concept.

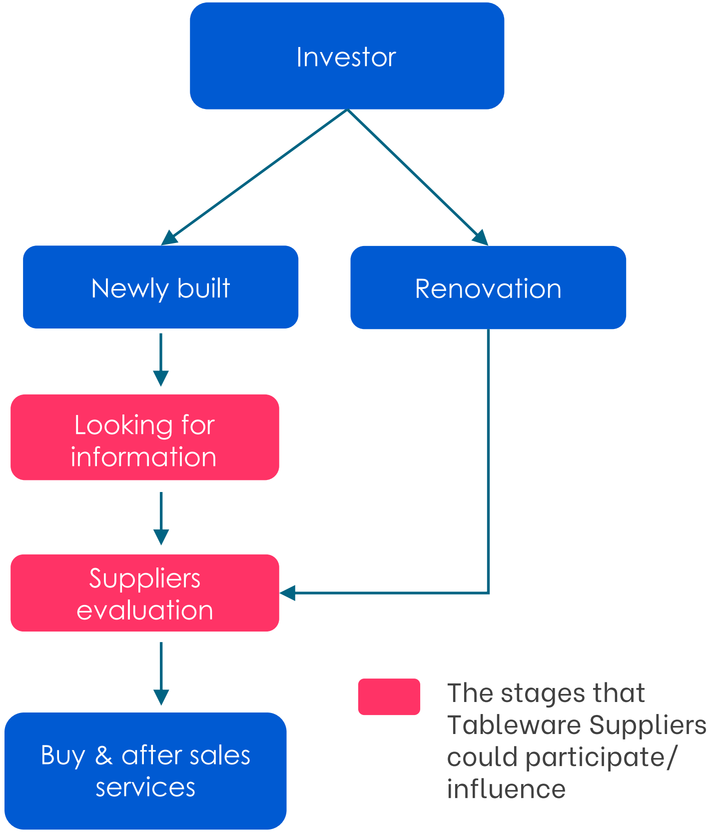
DECISION-MAKING PROCESS - HORECA

PURCHASING DECISION PROCESS OF HORECA PROJECTS



- ✓ For HORECA project, the tableware suppliers will propose some **options with prices and samples** to the Purchasing Department of the project following their needs, budgets and concept.
- ✓ When an option has been **validated by the Chef or F&B Director**, a **demonstration or product presentation** is a must **for the approval of investors**. In case the value is important, there will be a call for tenders.
- ✓ The restaurant may have **strategic partners** if it is a renovation project and it may take time to secure a new distributor (or for the restaurant to accept a new brand)

DECISION-MAKING PROCESS - HORECA



Contrary to restaurant in hotel/resort chains, the purchasing decision of restaurant owners can be very quick and with no intermediary in the **purchasing decision.**

The restaurant's owners have 2 main purchase objectives:

- ✓ **Renovation project** (normally, the renovating restaurant already has **his strategic partners**)
- ✓ **Building of a new restaurant** (they will look for information online, visit exhibitions, ask for recommendations and check their competitors)

In both cases, the **product demonstration** will be an effective way to **convince restaurant owners.**

The Tableware suppliers can **work closely with Design Studios** that are **specialized in Hospitality projects** to keep updated about new projects.

COMPETITOR ANALYSIS

COMPETITOR ANALYSIS

COMPETITOR PROFILE

Thai local brands are believed to be more tough competition than the international brands

Local Competitors

PATRA
We make good life possible

- ✓ A leading manufacturer porcelain and Bone China tableware in Thailand. They manufacture and market under the name “PATRA”, exports internationally from Thailand. Their focus is in hospitality, retail and private.
- ✓ Strategic Partners: Nikko and Royal Copenhagen
- ✓ Website: http://www.patraporcelain.com/

Royal Porcelain
BONE CHINA | FINE CHINA | PORCELAIN | MAXADURA

- ✓ Royal Porcelain Public Company Limited is one of Asia’s leading manufacturers of high-quality ceramic tableware, and exports to more than 60 countries worldwide.
- ✓ 5 Brands: Royal Bone China, Royal Fine China, Royal Porcelain, Royal Porcelain Maxadura, DEVA
- ✓ Website: http://www.royalporcelain.co.th/

Ocean®

- ✓ Ocean Glass Public Company Limited manufactures quality glassware for families, food service operators and companies or brands that would like to personalize their own glassware as gifts or souvenirs
- ✓ 3 Brands: Ocean, POSH, LUCARIS
- ✓ Website: https://www.oceanglass.com/

International Competitors

- ✓ Steelite International is a British company that manufactures tableware for the hospitality industry. The company had a turnover of £117m in 2016. In 2017, it supplied tableware to more than 140 countries, and employed more than 1000 people.
- ✓ Website: https://www.steelite.com/

- ✓ Corelle is a brand of glassware and dishware. It is made of Vitrelle, a tempered glass product consisting of two types of glass laminated into three layers. It was introduced by Corning Glass Works in 1970, but is now manufactured and sold by Corelle Brands.
- ✓ Website: https://www.corelle.com/

COMPETITOR BENCHMARK

Company	Country of origin	Since	Product range	Retail Price Range	Marketing	Customization	Distribution Network
PATRA	Thailand	1992	Plates, Cups and Saucers, Bowls, Tea/Coffee Pots, Creamers/Sugars, Mugs, Accessories, Trays, Casseroles, Platters	€3 – €210	Line, M SCB Offers*	Sole distributor in collaboration with Elizabeth Romhild Special sets with customization of own selection of patterns and logos	✓ Retail at The Mall, Siam Paragon and Emporium ✓ Horeca
Royal Porcelain	Thailand	1983	Plates, Cups and Saucers, Bowls, Tea/Coffee Pots, Creamers/Sugars, Mugs, Accessories, Trays, Casseroles, Platters	€3 – €210	Line, M SCB* Offers, Other offers Exhibitions	Premium Collection - customized tableware for a range of customers in the hospitality industry	✓ Retails at The Mall, Siam Paragon and Emporium. ✓ 6 retail showrooms in Bangkok & Phuket ✓ Have other distributors in North, East, Center and South part of Thailand.
Ocean Glass	Thailand	1979	Drinkware, Stemware, Dinnerware, Accessories and Storage	Ocean: €1 – €34 POSH: €7 – €18 LUCARIS: €14 – €260	Line, M SCB* Offers, Other offers, TVC	Customized Collections	✓ Retails at The Mall, Siam Paragon and Emporium. ✓ Online Shop ✓ Flagship stores

* M SCB Offers – Offers given to customers in Thailand, who have a M Card (The Mall's Loyalty Membership Card) or are a user of Siam Commercial Bank *

COMPETITOR BENCHMARK

Company	Country of origin	Since	Product range	Retail Price Range	Marketing	Customization	Distribution Network
Steelite International	UK	1983	Tableware made of Alumina Vitrified, Bone China, Porcelain, Melamine, Glass, Glassware, Cutlery, Accessories, Buffetware	€10 – €210	M SCB Offers, Exhibitions	N/a	✓ Retails at The Emporium
Corelle	USA	1991	Tableware, Kitchenware, Food packaging box, Kitchen utensils, Metal cookware, Baking equipment	€7 - €182	M SCB Offers, Exhibitions, High discounts	N/A (The Corelle brand is known for its sturdy dinnerware that is resistant to breaking, chipping, scratching, and staining)	✓ Retails at The Emporium and Central. ✓ Can also order online via Central website. ✓ Goodliving Thailand is one of their importers and distributors; can buy directly from them or can order from their website or through Lazada from their store as well.

DISTRIBUTION CHANNELS

DISTRIBUTION CHANNELS

DISTRIBUTION CHANNELS – DEPARTMENT STORES

- ✓ The **most common sales channel** of the brands mentioned in this report is the **department stores**.
- ✓ Department stores are large-scale retailers with a store floor space of over 1,000 sq.m. and **sell high-quality products, domestically produced as well as imported to medium to high-level consumers.**
- ✓ Department stores are many brands or suppliers' top distribution channel due to high customer traffic. Non-branded products are less suitable for this channel.
- ✓ Department stores take a cut of **20-40% on sales**, depending on product category and brand strength, but **the norm is around 35%.**
- ✓ Department stores may **source housewares and home appliances by attending overseas trade shows or by referral**.
- ✓ Instead of placing orders directly with suppliers, **many department prefer working with distributors** to bring in new brands and products.
- ✓ Department stores' biggest asset is their **card members**. Through customer loyalty programs and good after-sale service, department stores **cultivate and maintain strong relationship with these VIP members**.

CENTRAL DEPARTMENT STORES GROUP

Central Department Stores Group runs many leading department store brands in Thailand, including Central Department Store, and Robinson Department Store.

- ✓ Central Department Store is positioned in the mid- to high-end market.
- ✓ Robinson Department Store offers good value for money merchandise for the entire family.

Central also channels their products through their official website. For example, Patra Porcelain products can be found in Central's official website.

Central also invites customers to join The 1 Card. This loyalty card program offers a vast array of benefits, such as points for shopping, special promotions and offers dedicated to The 1 Card members.

EXAMPLES OF A PROMOTION OFFERS OF PATRA PORCELAIN WITH CENTRAL

THE MALL GROUP

- ✓ **The Mall Group** operates The Mall department stores, Siam Paragon, The Emporium and The EmQuartier.
- ✓ The company aims to **focus more on young consumers and tourists** in the future and building a large shopping center in Phuket is part of its development plan.
- ✓ The Mall Group also has their own online channel.

Tableware collections in a Bangkok department store.

The Mall Group, the top shopping malls developer and department store operator in Thailand, has more than 3 million members, of which about 70% are active customers. It also has collaborated with Siam Commercial Bank. Users of this bank gets to avail the privileges as well.

DISTRIBUTION CHANNELS – SPECIALTY STORES & CATEGORY KILLERS

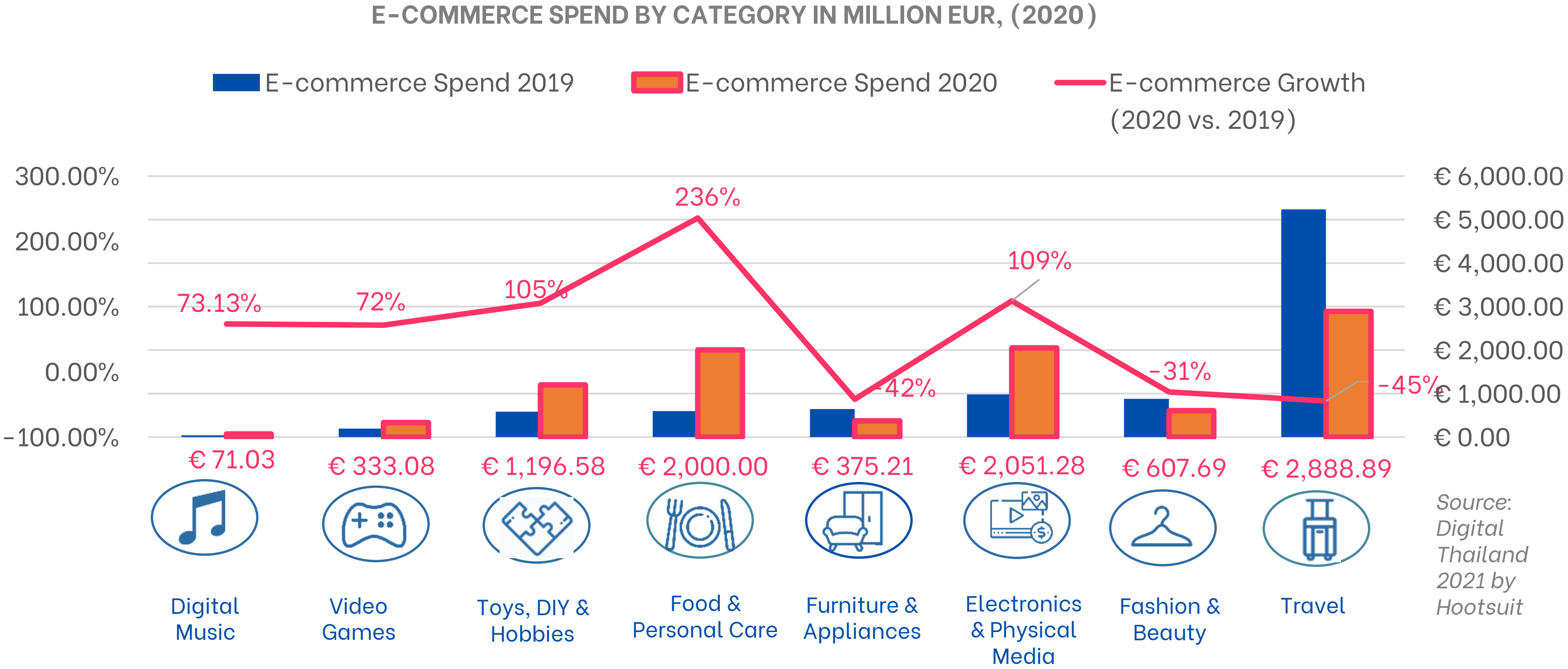
- ✓ **Specialty stores** emphasize **specific product categories with high quality** and also **targets middle-upper** customers as well as department store. Boots, Watsons, and Supersports are examples here, these 3 key retailers are the country's leading retailer in health & beauty.

- ✓ In addition, modern trade has developed new formats called **category killers** which is an especially **large store**. There is **an enormous selection in its product category**, and it features **relatively low prices**. In home improvement segments, Baan & Beyond and HomePro are the two famous names.

- ✓ **Baan & Beyond** is **Central Group's flagship home decoration and furnishings** stores, with a wide range of decorative and maintenance products for every household.
- ✓ The store aims to become the ultimate shopping centre for home finishing and repair products.
- ✓ Baan & Beyond currently has **7 stores accross Thailand**.

- ✓ **HomePro**, established in 1995, with objective to become the **leader of Home Solution and Living Experience in Thailand and South East Asia**.
- ✓ HomePro becomes the center where customers can purchase all household products including indoor and outdoor items. Furthermore, HomePro has **furniture and home decorations, electronic appliances**, and **other services related to construction, renovation, and home's improvement.**
- ✓ HomePro currently has **more than 90 stores throughout Thailand**.

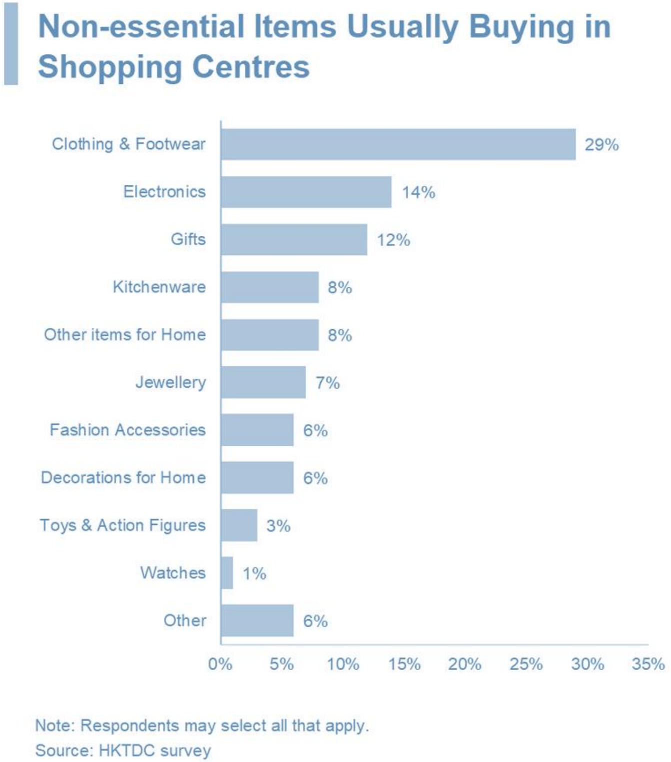
E-COMMERCE IN THAILAND

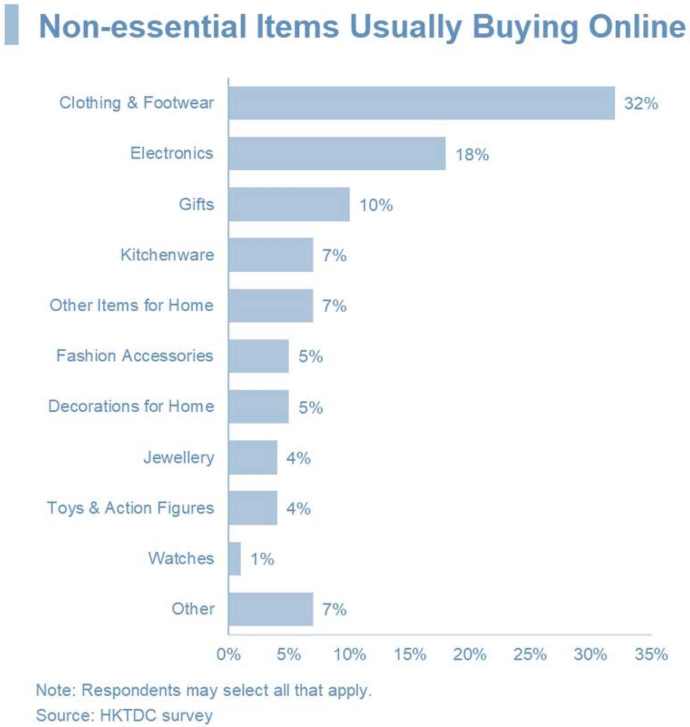


- ✓ **In 2020, travel sector had the largest share** (€ 2.8 billion), followed by Electronics & Physical Media, Food & Personal Care, and Toys, DIY & Hobbies.
- ✓ As a result of Covid19, there was a significant increase in the e-commerce spend from 2019 to 2020 on Food & Personal care, Electronics & Physical Media, and Toys, DIY & Hobbies.
- ✓ The market also witnessed the decline in sectors such as Travel, Fashion & Beauty, Furniture & Appliances.
- ✓ In 2019, Furniture and Appliances used to have the forth largest share (€ 645 million). In 2020, it decreased by 1.72 times from € 645 million to € 375 million.

SHOPPING CENTERS & ONLINE

HKTDC Research conducted a research in January 2020 in Bangkok about the shopping behavior and characteristics of local consumers both online and offline, through a combination of focus groups and an online survey.





- ✓ According to that research, 29% of respondents said they usually buy clothing and footwear in shopping centers. Other popular non-essential items include electronics (14% purchasing them at malls) and gifts (12%). Some Bangkok consumers also regard **shopping centers as good places to source household items, such as kitchenware (8%) and home decor (6%).**

- ✓ Some consumers (about 10%) said they are more confident shopping online if they have previously purchased goods at bricks-and-mortar stores. During the focus groups, many participants said that their online **shopping behavior was actually influenced by what they had seen in shopping centers**. In fact, the type of **non-essential items that Bangkok consumers buy online is very similar to what they buy in shopping centers.**

ENTRY STRATEGY

ENTRY STRATEGY

WHAT WE UNDERSTAND FROM THIS STUDY

01

Hospitality market focus mainly on the South of Thailand and Bangkok, supply of hotel rooms was strongest in the South with 29% of all hotel rooms, Bangkok account for 20% of hotel rooms.

02

Because of Covid19, **restaurant and cafe** businesses are increasingly being **dependent on delivery services**.
With tourism being restricted, **many hotels temporarily suspended operations,** while many hotels postponed their openings.

03

Tableware accounted for the largest proportion (60%) of the import value, followed by cutlery (22%) and glassware (18%).

04

China remains the main exporting country into Thailand, followed by Japan, EU countries and the U.S.

05

Middle class Thais are increasingly willing to spend money on making their home feel cosier and more comfortable. **86% of Thai consumers plan to spend more or about the same** as they do now **on home and living products in the next three years.**

06

Thai consumers are influenced by **customer service, product quality, sustainability** when making purchase decision.

WHAT WE UNDERSTAND FROM THIS STUDY

07

Even with HORECA customer, **quality and durability** are top of mind besides budget.

08

There is presence of international brands but **local brands are bringing a tough competition.**

09

Department stores are many brands or suppliers' **top distribution channel** and are considered **good places to source household items**, such as kitchenware (8%) and home decor (6%) according to HKTDC Research.

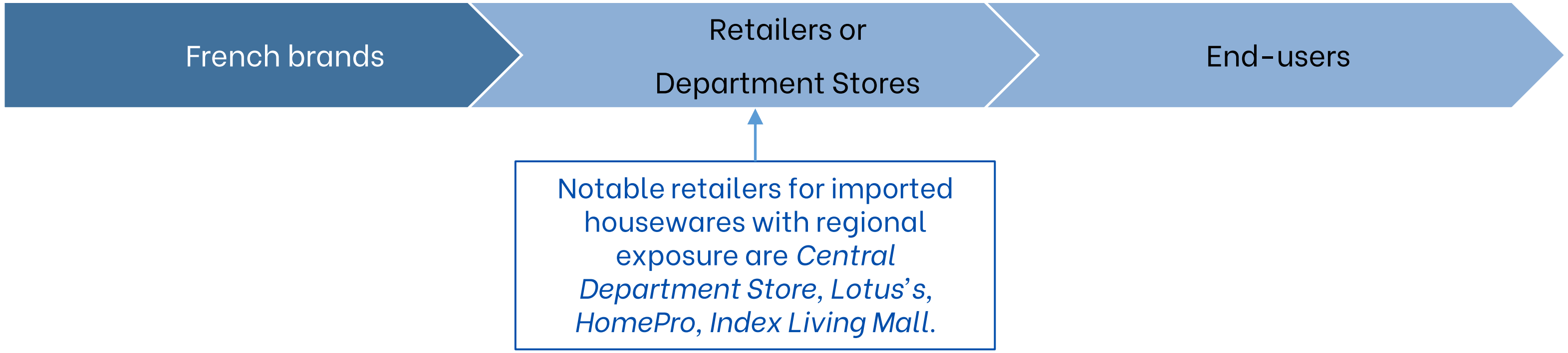
10

Non-essential items that Bangkok consumers **buy most often online is very similar to what they buy in shopping centers.**

11

Online and offline integration is a must to drive customer satisfaction in Thailand.

DIRECT TO RETAILERS & DEPARTMENT STORES



Advantages:

- ✓ The well developed retail network allows manufacturers to expand their geographical operations quickly
- ✓ Take advantage of the retailer's existing customers
- ✓ May benefit when those retailers expand their networks across the ASEAN region.
- ✓ Complete control of the brand image as they have to do everything by themselves.
- ✓ Reduce the intermediaries (no importer/distributor in-between)

Drawbacks:

- ✓ Retailers do not have the same pressure to sell as most of them request that merchandise is delivered under a consignment agreement (product is only paid after it is sold)
- ✓ French brands have to take care of logistics, product display, marketing, sales personnel, etc. which requires a lot of effort and understanding of the local market.
- ✓ Have to find the best way if the French brands have sales strategy across omni-channels, for example logistics partner or real-time inventory tracking for online order and delivery.
- ✓ Retailers and Department stores will not take care of the Horeca channel.

DIRECT TO CONSUMERS VIA E-COMMERCE

Many online platforms offer brands or manufacturers an opportunity to expand overseas by selling direct to consumers.

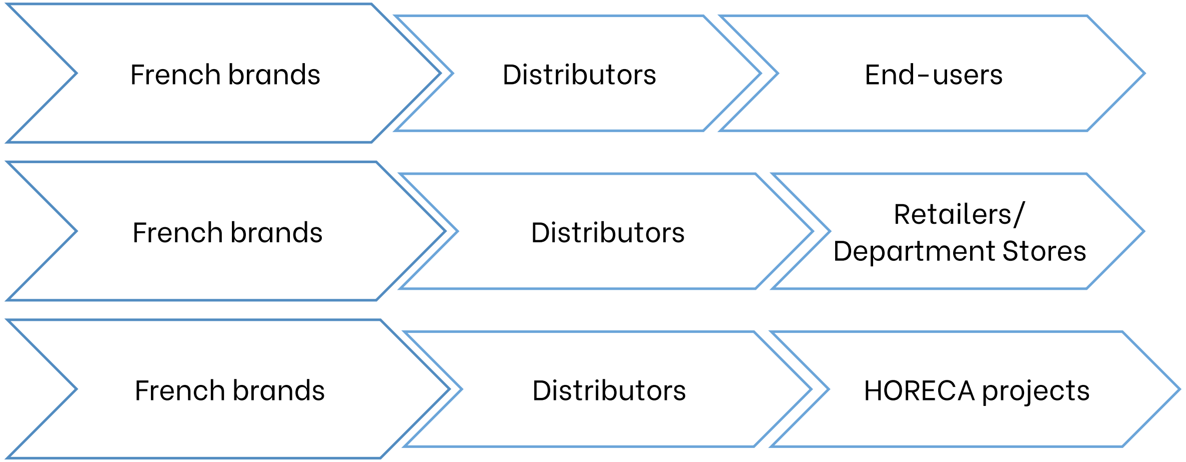
Advantages:

- ✓ Complete control of the brand image
- ✓ Price control
- ✓ Communicate directly with consumers
- ✓ Gain access to consumer data
- ✓ Reduce the intermediaries (no importer/distributor in-between)

Things to keep in mind:

- ✓ Select the right platform
- ✓ Need to have deep understanding of local customer behaviors
- ✓ Invest in proper infrastructure and manpower to support direct sales such as storage, shipping and customer service
- ✓ Develop comprehensive digital marketing and social media strategy to suit the market.

THROUGH DISTRIBUTORS



Advantages:

- ✓ Distributors take care of importing and customs clearance, warehouse and deliver the goods to department stores.
- ✓ They also understand the cultures, consumer tastes, and shopping behaviors of the local market.
- ✓ French brands can take advantage of the retailer’s existing customers and sales channels
- ✓ Distributors will work directly with department stores as many department stores source foreign goods from a domestic importer, this lowers the freight costs and delivery time in comparison with international freight.
- ✓ Some distributors also assist in retail display and merchandising.

Drawbacks:

- ✓ Lesser control over price, marketing, customer service
- ✓ More intermediaries between the brand and its end-user

LIST OF POTENTIAL DISTRIBUTORS

Art de la Table - Since 2010 they provide hotels, resorts and restaurants in Thailand, a wide range of tableware, dinnerware, buffet supplies and barware. They represent luxury brands from France, Germany, Italy and Portugal.

CONTACT INFORMATION

(+66)2286 2619

sales@artdelatable.com

https://theartdelatable.com/

DISTRIBUTION NETWORK

- ✓ 1 showroom in Bangkok
- ✓ They distribute to HORECA.
- ✓ Segmentation: High - End

BRANDS

BERNARDAUD, Christofle, Cutipol, Coteaux Farol La Rochelle, Degrenne, Forge de Laguiole, Garnier-Thiebaut, Jars, Jaune de Chrome, JL Coquet, Laguiole en Aubrac, L'Objet, 能作 Nousaku, Opinel, Tre Spade, Royale Porcellana, Villeroy & Boch, Zepe

They distribute to these High End restaurants and hotels.

LIST OF POTENTIAL DISTRIBUTORS

Verasu was established in 1977. Verasu sells and imports electrical appliances in Thailand. It also sells all kinds of glassware and kitchen appliances. Most of the products are imported from abroad and the quality of the products are particularly taken into account. Customers also receive pre-sales and after-sales services from them.

BRANDS

- ✓ Aeropress, Anchor, Brund, Buono, BWT, Chasseur, Gaggia, Fritel
- ✓ Hailo, Homemate, Hurom, ISI, Jura, Karcher, Kilner, KitchenAid
- ✓ Kuhn Rikon, La Pavoni, Leifheit, Luminarc, Mepra, Monin, Oneida
- ✓ Rommelsbacher, Saeco, Scanpan, Severin, Simax, Soehnle, Torani
- ✓ Trudeau, Typhoon, Ulster Wearvers, Urban Grill, Verasu Bag, Vintec
- ✓ Vista by Verasu, Vitamix, Vitro, Weber, Wusthof

DISTRIBUTION NETWORK

- ✓ Retail: total 10 stores in Bangkok, total 7 corners in different malls.
- ✓ Segmentation: Low – High End

CONTACT INFORMATION

(+66)225481018

askverasu@verasu.com

https://www.verasu.com/

Intelligent Service Revolution (ISR) was founded to pioneer change in the hospitality by providing high quality products, professional consultancy and friendly customer relations.

BRANDS

Hepp, Revol, Zieher, Rosenthal, Ksi, Durobor, Jacob Jensen, Tonon, Mondecasa, Andy Manhart, Narumi, etc.

DISTRIBUTION NETWORK

- ✓ They distribute to HORECA.
- ✓ Segmentation: Mid to High - End

CONTACT INFORMATION

+66(8) 1 838 1661 , +66(8) 4 929 1465

somruetai.cherry@isrthailand.com

http://www.isrthailand.com/

LIST OF POTENTIAL DISTRIBUTORS

GoodLiving Thailand founded in 1993 under a subsidiary of The Purple Group, they sell kitchen utensils along with high quality glassware and food products and snacks from various international brands around the world. The company is an importer and distributor.

BRANDS
- ✓ Corelle Brands kitchenware
- ✓ Bialetti coffee pot
- ✓ Flonal pan
- ✓ KeepCup eco-friendly glass and many more

DISTRIBUTION NETWORK
- ✓ They distribute to Retail and HORECA.
- ✓ Distribution Channel: Offline and Online
- ✓ Segmentation: Low – High End

CONTACT INFORMATION

(+66)27224474

Email – Line Official Account: @goodlivingthailand

https://www.goodlivingthailand.com/th

Hotel & Home Innovation - With over 19 years of experience, they are one of the best importers in Thailand.

BRANDS
- ✓ ChefWorks, Quality Expresso
- ✓ UNOX, SOLA, SLIDE
- ✓ Valera Hospitality, Luigi Bormioli

And around 11 other brands

DISTRIBUTION NETWORK
- ✓ Retail: 4 showrooms in Thailand – Bangkok, Pattaya, Phuket and Koh Samui.
- ✓ They distribute to HORECA (including High – End Hotels).
- ✓ Segmentation: Mid to High - End

CONTACT INFORMATION
(+66)223675258

salesdept@homeinnovation-asia.com; marketing@homeinnovation-asia.com

https://www.homeinnovation-asia.com/

MEETING WITH HOME AND HOTEL INNOVATION CO., LTD

- ✓ Hotel and Home Innovation Co., ltd was founded in 1999. The company has been a dedicated product supplier for hotels, resorts, restaurants, and coffee shops in Thailand. They have been importing high quality products for over 19 years now. Their services are well accepted in many five-star hotels in Thailand and other countries. They are a distributor for well-known brands.

- ✓ They distribute Sola (Netherlands), Slide, Quality Espresso, Unox, Valera Hospitality, Luigi Bormioli (Italy), ChefWorks.

- ✓ Their clients are Amari Group, Starwood Group, Accor Group, Dusit Group, Centara Group, TCC Group, L&H Group, The Erawan Group, Sixsense Group, Impact Group, Destination Group, Aleenta Group, CP Group, Minor Group.

- ✓ They supply to hotels, restaurants, and cafes.

They prefer supplying to the HORECA business rather than retail, because in retail they are asked to pay the VAT prior to sale. Their **sales in retail** are **less than 1%.** Also, Thai people mostly prefer buying in less quantity rather than in bulk. For example – Thai customers would prefer to buy **1 or 2 glasses individually**, **instead of any complete set of 6 or 8**.

Hotel and Home Innovation also mentioned that they prefer not to stock on products that are in trend. According to their previous experiences, **trends do not last long** here in Thailand, and once a trend is gone, the products are usually just stocked up in their showroom.

They also believe that Thai local brands are a more tough competition than the international brands.

MEETING WITH HOME AND HOTEL INNOVATION CO., LTD

- ✓ They also shared that when they supply to HORECA, **customers first preference is price**. If the customer like a design, they would try to find somewhat similar pattern with other suppliers and go with the one who would give them the lowest price. Second comes design**. Design mostly is considered if the customer is following any concept** for their hotel or restaurant. However, if any **architect or interior designer is assigned to get the product, they would prefer design first.**

- ✓ Home and Hotel Innovation also shared some of their experiences with customs. **European brands must pay 30% tax**. Products imported from China have low tax on them. However, if a product is made and imported from China, but a European brand, the tax is still on the brand (30%).

- ✓ The custom's behavior is quite arbitrary. They said, to have a good shipping experience it is necessary to have a good negotiation.

Hotel & Home Innovation

WHAT ARE THE NEXT STEPS?

First matters to be clarified

	STEP 1	STEP 2	STEP 3
	DEFINITION OF CORE VALUE	DEFINITION OF THE MESSAGE TO CONVEY	DEFINITION OF THE TARGET POSITIONING
SOA'S RECOMMENDATION	✓ French origin with traditional know-how, European quality and safety standards ✓ Unique & stylish designs ✓ Bespoke ability	✓ French Art of Living and Art de la table ✓ High-end products bringing upper value to the market	✓ **Retail market** ✓ **HORECA market**

ENTRY STRATEGY

APPENDIX
DESIGNS IN THAILAND

DESIGNS IN THAILAND - BENJARONG

- ✓ **The Benjarong is a traditional form of Thai porcelain**. The style of multi-colored enamels on a white porcelain base came from Ming dynasty of China.
- ✓ The word **"Benjarong" literally means "five colors"**. The five primary colors: **black, yellow, red, green, and white** are the five colors used for designing these porcelains and they are mixed to create secondary colors for the design.
- ✓ Benjarong porcelain can be easily recognized by distinctive design features :
  - The decoration is **densely painted and very delicately detailed**. Most patterns are symmetrical base on geometrical designs.
  - Benjarong wares were **enameled with relief glaze**, emphasizing the background color, while the Chinese wares were thinly painted and never emphasize background color.
  - Dazzling attractiveness be **used of lavish gold**.
  - **Patterns include traditional Thai motifs**, such as flora, plant and flame designs, as well as cultural symbols, such as The Garuda (the half-man half-bird mount of the god Vishnu and a symbol of Thai royalty), the emblem of the Thai kings.
- ✓ In the 13th – 18th century, Benjarong porcelain was exclusively made for the royal court. Later its use extended to aristocrats and wealthy merchants; today people of all nationalities use Benjarong for formal ware.

DESIGNS IN THAILAND - BENJARONG

To know more about Benjarong and its patterns and colors you can visit:

https://www.thaibenjarong.com/knowledge/patterns-of-benjarong/

DESIGNS IN THAILAND - THE ROOSTER BOWL

- ✓ The rooster bowl, the ceramic kitchenware known for a distinctive chicken pattern on its side, is a **major product of Lampang Province in northern Thailand** that has brought financial stability to many locals thanks to its popularity.
- ✓ Over 60 years ago, a rooster bowl factory was founded by Chinese immigrants in Lampang. The **white clay bowl, with a rooster, peony flower and banana tree hand-painted on its side**, sold well and has become widely used in restaurants and Thai-Chinese households.
- ✓ The design is now not limited to clay pots only. They are also making it on paper bowls used for food takeaways as well.

DESIGNS IN THAILAND - BLUE HAND PAINTED TABLEWARE & WHITE PORCELAIN

- ✓ **Blue painted designs** such as these **are quite common** in Thailand. They are found from ceramic tableware to melamine ones, from some fine dining to local food stalls. This type of designs can be found almost everywhere.

- ✓ If there is no specific theme or concept to follow, **plain white porcelain or just with an added gold/silver/bronze trim**, is somewhat a safe and convenient design option in Thailand.

APPENDIX
LIST OF INTERIOR DESIGN COMPANIES

1. SOHO HOSPITALITY

Founded in 2010, Soho Hospitality is a Bangkok based integrated creative studio & restaurant group. **Their services offer – interior designing, Turnkey F&B concept development and consulting and digital marketing.**

Soho Hospitality's in-house interior design studio conceptualizes hospitality projects for **global brands such as Accor, Marriott International, IHG, Minor, Dusit, Centara and Taj amongst others.**

Their owned F&B venues (Above Eleven; Charcoal Tandoor Grill & Mixology; Havana Social, Cantina Wine Bar & Italian Kitchen and Soho Pizza) ranges from high-end fun dining to fast casual and is realized by our seasoned F&B team.

Since 2016 Soho Hospitality has been listed as the preferred designer for Accor, Marriott International, IHG, Minor, Dusit, Centara, Taj and other leading hospitality companies.

More Details:

Website – https://sohohospitality.com/

Email – info@sohohospitality.com

Phone – (+66) 02-255-3511

SOHO HOSPITALITY

2. BENSLEY

BENSLEY, is a atelier of youthful energetic architects, interior designers, artists and landscape architects that know no limits, based in Bangkok & Bali.

With a team of 150 interior designers, architects, landscape designers, artists and makers of all things beautiful, BENSLEY has brought to life over 200 resorts, hotels and palaces in 30+ countries.

Their works - https://www.bensley.com/our-projects/

More Details:

Website – www.bensley.com

Email – bensley@bensley.co.th

Phone – (+66) 02-3816-305






BENSLEY {CREATIVELY CURIOUS}
ARCHITECTURE • INTERIOR DESIGN • LANDSCAPE

3. PIA INTERIOR

PIA Interiors is Thailand’s leading design firm with 20 years of diverse experience in the design and execution of **Hotels, Resorts, Private Residences, Corporate Offices, Retail Spaces and Cultural event spaces throughout South East Asia.** Their team consists of over 180 members.

Their works - https://piainterior.com/work/

More Details:

Website – https://piainterior.com/

Email – pia@piainterior.com

Phone – (+66) 02-264-0690

4. WHITESPACE HOSPITALITY

WhiteSpace Hospitality has been creating extraordinary food and beverage experiences in partnership with visionary, entrepreneurial restaurateurs since 2007. They also provide brand and interior design for **commercial retail, corporation, residential and other projects**.

Their works - https://www.whitespace-hospitality.com/

More Details:

Website – https://www.whitespace-hospitality.com/

Email – create@whitesp-ce.com

Phone – (+66) 02-235-2500

5. TWWO DECOR

Twwo Decor is a unique design firm offering full-service for architecture and interior services. Full-service meaning from designing to constructing, with the budget set from the beginning of the project, so clients don't have to worry about going over budget. Their work mostly has been residential.

More Details:

Website – http://www.twwodecor.com/

Email – admin@twocreativesdecor.com

Phone – (+66) 095-585-9431

TWWO DECOR

6. ABACUS DESIGN

For almost 30 years Abacus Design has been specializing in designing interiors for **fine hotels, restaurants and resorts** in Thailand and the region.

Their works – Hotels - http://www.abacusdesign.co.th/portfolio.php?cat_id=5

Residences - http://www.abacusdesign.co.th/portfolio.php?cat_id=8

More Details:

Website – http://www.abacusdesign.co.th/

Email – abd@abacusdesign.co.th

Phone – (+66) 027424571-5

7. ABILMENTE CO.,LTD

Established in 2002 and situated in Bangkok, Thailand. ABILMENTE is a unique architecture and interior design company specializing in contemporary luxury design and interrelated services, such as furniture design, landscape design, and construction..

ABILMENTE has project experience in fields such as commercial, hospitality, healthcare, education, private and public residences, retail design, and many more.

More Details:

Website – http://www.abilmente.net/

Email – jom@abilmente.net

Phone – (+66) 02-391-5100

8. PARADIGM SHIFT STUDIO

They are a design firm based in Bangkok, Thailand.

Their expertise extends to restaurants, bars, residential and hospitality. They provide brand identity creation services as well.

More Details:

Website – http://paradigmshiftstudio.squarespace.com/

Email – paradigmshift.studio@gmail.com

Phone – (+66) 081-819-0905

PARADIGM SHIFT


9. TOFF

TOFF is an interior design studio based in Bangkok, Thailand, established in 2007.

They specialize in residential design and decoration services. Their main clients are private clients and property developers.

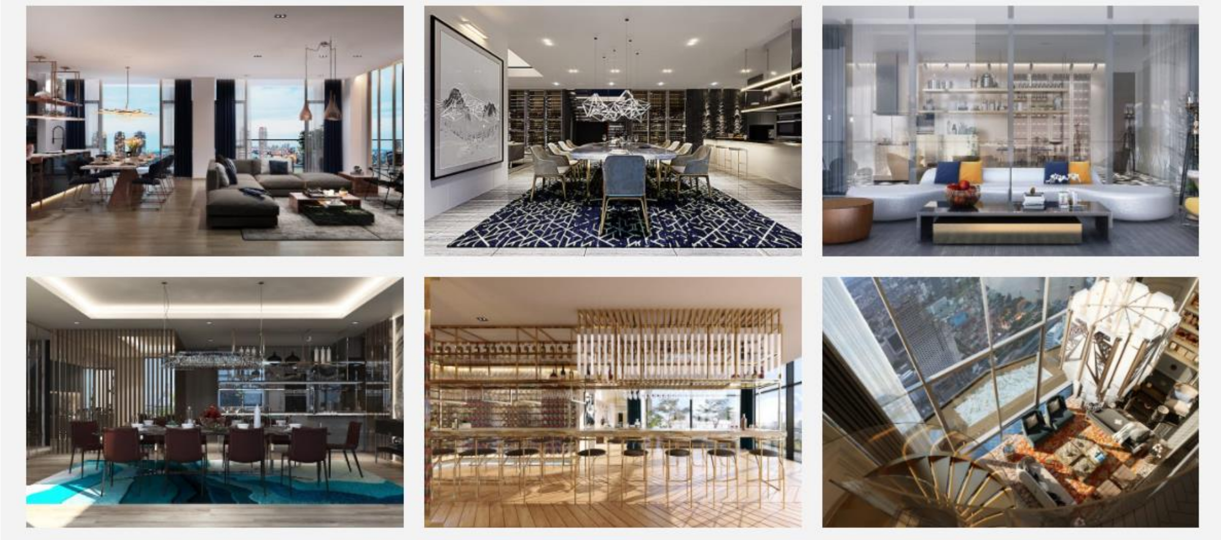
Their work - https://www.toff.co.th/portfolio/

More Details:

Website – https://www.toff.co.th/

Email- enquiries@toff.co.th

Phone – (+66) 081-551-2121 (available on WhatsApp as well)



10. NICOLA CONTI

Mr. Nicola Conti is an Italian interior designer, based in Bangkok Thailand.

His works on mostly residential projects and his clients are both local Thai and foreign market investors.

His projects - https://www.elementiltd.com/portfolio/

More Details:

Website – https://www.elementiltd.com/

Email – info@elementiltd.com

Phone – (+66) 081-274-9892 (can contact via WhatsApp as well)

APPENDIX
TABLEWARE DISPLAYS

TABLEWARE DISPLAYS

baan & BEYOND's display of dining ware

https://www.baanandbeyond.com/

Display of dining ware in Siam Takashimaya

https://www.siamtakashimaya.co.th/

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