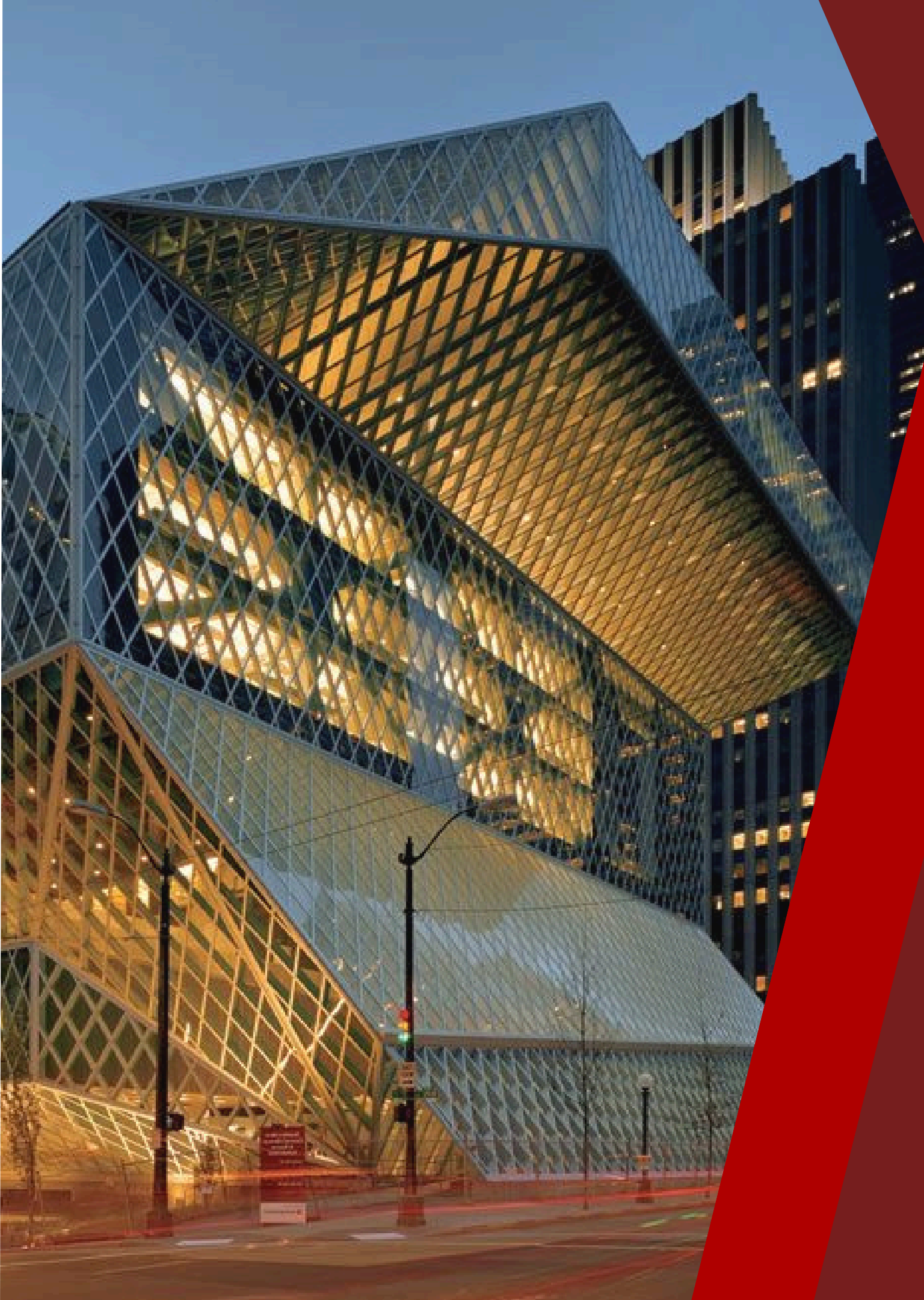




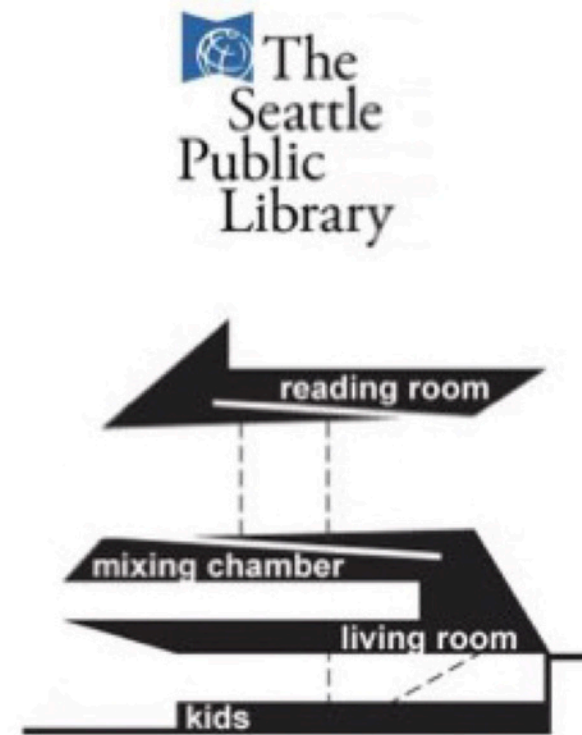
FULFILLMENT OF BUSINESS,
FULFILLMENT OF HAPPINESS

Hospital & Healthcare

Create / Innovate/ Manage/ Deliver



www.wvkgroup.com



The Seattle Public Library, Seattle USA

The Seattle Public Library

Seattle WA, U.S.A.

Collaboration with Kugler Tilotson Associates Co.,Ltd.

Area : 128 Sq.m

Scope of service :

- 11 Story Library Building
- Seminar Room
- Reading Room
- Kids's Room





Wiboon Tiramongkol

Managing Director

Work Experiences

2002-Current: Design Team Managing Director -Interior & Lighting Design Dep.,
WVK GROUP Co.,Ltd., Bangkok

1999-2002: Lighting Designer, KUGLER TILLOTSON ASSOCIATES Co.,Ltd., New York, USA

1992-1996: Self-employed Interior Designer/Manager, KTP Co., Ltd., Bangkok

1991-1992: Interior designer, WARANZ DESIGN GROUP Co., Ltd., Bangkok

1991: Interior designer, RIFENBURG & RIRKRIT ARCHITECTS, Bangkok

Education

- 2020-2021: Ph.D. In Social Change, BOU. Florida, USA
- 2018-2019: Postgraduate Diploma in “Innovation and Design Thinking”
EMERITUS Institute of Management in collaboration with MIT
Management Executive Education, Columbia Business School and
Tuck Executive Education at Dartmouth, USA
- 2005-2007: MBA -Master of Business Administration Executive Program.
CHULALONGKORN UNIVERSITY, Bangkok
- 2000: Advanced Level Diploma, IESNA ED-150, IESNY
[Illuminating Engineering Society-New York], New York, USA
- 1997-1999: M.I.Arch., Master of Interior Architecture,
UNIVERSITY OF OREGON, Eugene, Oregon, USA
- 1998: Advanced Level Diploma, Interior Design Program.
MARYLHURST COLLEGE, Oregon, USA
- 1997: Advanced Level Diploma, American English Language and
Culture, LEWIS & CLARK COLLEGE (ISALC), Oregon, USA
- 1987-1991: BA -Bachelor of Arts Degree in Interior Design, SILPAKORN UNIVERSITY, Bangkok

Teaching Experiences

- 2002-Current: Instructor, Decorative of Arts Department (interior design) for
Bachelor and Master degree. SILPAKORN UNIVERSITY, Bangkok
- 2003-Current: Instructor, Architecture Department -Bachelor Degree & Co-Advisor, Architecture
Department - Master Degree THAMMASAT UNIVERSITY, Bangkok
- 2004, 2005, Instructor, Baan & Suan Training Program, Baan & Suan Magazine AMARIN
- 2007: PRINTING (PLC), Bangkok

Professional Experiences

2002-Current:: WVK GROUP Co., Ltd.

Hospitality Design:

City Hotel / Thailand

- Rosewood Hotel Bangkok, Ploenchit, Bangkok (Design Collaboration)
- Millennium Hilton Bangkok, Klongsan, Bangkok (Design Collaboration)
- Amari Don Muang Airport Bangkok Hotel, Bangkok
- Centara Grand & Bangkok Convention Centre, CentralWorld, 26th Floor for
Fitness Center and Spa, Ratchaprasong, Bangkok
- Kram Hotel, Pattaya, Chonburi
- Civighar, Thonglor 13, Bangkok
- Civic Place, Sukhumvit 63, Bangkok
- The Novotel Hotel, Siam Square, Bangkok, Executive Guestroom.

City Hotel / Oversea

- Excellence Hotel, Yangon, Myanmar
- ACMAR Hotel & Residence, Malaysia
- Escape Hotel, Loikaw, Myanmar
- Julia Hotel, Phanompen, Cambodia
- Callavelle Hotel (Saigon Saigon Bar); Saigon, Vietnam

Resort Hotel / Thailand

- Centara Grand Beach Resort & Villas Krabi, Phase I,II & III, Krabi
- Centara Karon Resort Phuket, Karon, Phuket (WIP)
- Centara Grand Beach Resort Phuket, Renovation of Main Lobby, Patong, Phuket
- Centara Seaview Resort khao lak, Phang Nga
- Centara Anda Dhevi Resort & Spa, Ao Nang, Krabi
- Centara Aonang Beach Resort, Ao Namg, Krabi
- Centara Huahin, Damnernkasem Rd., Hua Hin, Prachuabkirikhan
- The Blue Marine Resort & Spa, Phuket; Managed by Centara, Patong, Phuket
- Koh Yao Yai Village, Koh Yao Yai, Phang-nga
- The Briza Beach Resort & Spa; Koh Samui, Surat-Thani
- Sukko Spa & Wellness Center; Phuket
- Sunsuri Phuket
- Long Beach Garden Hotel,Pattaya
- Palmyra Patong Resort, Patong Beach, Phuket
- Anyavee Beach Resort, Tubkae, Krabi
- Samui Peninsula Hotel ; Koh Samui, Surat-Thani
- DASADA Retail Shop and Spa, PrachineBuri
- The Secret Garden Spa (Cheevajit Healing Center) Rose Garden, Nakornpathom

Resort Hotel / Oversea

- Le Palais Juliana, Luang Prabang, Laos
- L'Eau Oure/ Spa, Belguim

Historical Thailand Hotel

- On-On Hotel, Phuket
- WOO Boutique Hotel

Corporate Design:

- DFDL, Mekong Legal & Tax Advisors Co.,Ltd., Silom, Bangkok
- M Thai at All Seasons Place : Renovation of Corridor & Restroom,
All Seasons Place, Wireless Rd., Bangkok
- Aimgroup Head Quarter, Chachengsao
- Aimpack Warehouse Office, Kruthekreetha Soi 33, Bangkok
- Aimpack Bangkok Office, Kruthekreetha Soi 20, Bangkok
- River Engineering, Ladpraow 64, Bangkok
- CCL Label Parse I, Bangpakong, Chachoengsao
- CCL Label Parse II, Nikom Well Grow- Samuthprakarn
- OMG Community Playground, Rama II, Bangkok
- Save the children, Singapore
- NED Office Revovation, Khok Samrong, Lopburi
- NEC, Thaniya Building, Silom, Bangkok
- NEC Logistic (Thailand) Co., Ltd.; Silom, Bangkok
- SIM Consultant Co.,Ltd., Thonburi, Bangkok
- Popidols Co., Ltd., Asoke Tower, Sukhumvit Rd., Bangkok
- Thaniya Plaza, Lobby G. Floor Renovation ; Silom, Bangkok
- Alconix (Thailand) Ltd. ; Silom, Bangkok
- Otto Group (Thailand) Co., Ltd. ; Phase I ,Silom, Bangkok
- Save The Children UK, Maniya Center Building, Ploenchit Rd., Bangkok

Corporate Design & Turnkey:

- DFDL (Thailand) Ltd. Rajanakarn Building, Sathon Rd. Bangkok
- C asean, Dream office 14A floor, Cyber World Tower, Bangkok
- True Corporation Public Company Limited. 18th-19th Floor, AIA
Capital Center, Bangkok
- FPG Insurance (Thailand) Office, 16th Floor Thaniya Plaza Building,
Bangkok
- THAI S.A. INTER-PRODUCT Company Limited. 19th Floor, Sathorn
Square, Silom, Bang Rak, BKK
- Armajaro Singapore Pte Ltd., Boonmitr Building, Bangkok
- EYC,Tisco Tower, North Sathorn Rd., Bangkok
- ELKEN (Thailand) Ltd., Jasmine City Building, Bangkok
- HANA Corporate Office, Ayutthaya, Thailand
- Natural Energy Development Office, Lopburi
- SRUP ANAN PLASTIC Offiec, Poojaosmingprai road, Smutprakarn
- Enerfo Corporation Office, Silom, Bangkok



Learning Space Interior Design:

- MBA CU – NGO HOK, Chulalongkorn University
- 50 Years Anusorn Building, Chulalongkorn University
- Thammasart Office, Phatumthani
- ICT & Library, Bangneaw, City of Phuket
- Renovation of Chulalongkorn Business School, Ph. 2 Professor's 13 Rooms
- Ph. 3 CBS Classrooms Chulalongkorn University, Bangkok
- Enconcept E-Academy, Khonkain / Pinkrow, Bangkok Musuem Design:
- InsightKIDs, Paradise Park, Bangkok
- Boston Bright, Silom Soi1
- Boston Bright, Chamchuri Square
- Energy Museum, Chiang mai
- Soil Museum, Land Developement Department, Bangkok
- Angkor National Museum: Siem Reap, Cambodia (Design Collaboration)
- Stamp Museum, Post and Telegraph Department, Bangkok

Learning Space Interior Design & Turnkey:

- Energy Learning Centre Phase I, Ban Chang, Rayong
- WeLearn, Maneeya Center, Ploenchit Rd, Bangkok

Residential Design :

- Manick Hill Villa, Phuket
- Khun. Erna’s Residence, Phuket
- Khun. Tom's Condominium, Abstract Condominium, Bangkok
- Mr. Olaf’s Condominium, The River, Bangkok
- Khun. Damrongpol's Residence, Klongsamwa, Bangkok
- Khun. Ohm’s Residence, 26th Fl., Wind Ratchayothin, Bangkok
- Khun. Brian's Condo, Sathorn Gardens, Bangkok
- Dr.Karndee's Residence, Soi ABC Bang Kapi, Huai Khwang, Bangkok
- V Condominium, Ladkrabang, Bangkok
- Ekamai Gardens I&II, Ekamai, Bangkok
- Civic Horizon Tower- Serviced Apartment, Sukhumvit 63, Bangkok(WIP)
- Civic Park (additional work)-Serviced Apartment, Thonglor 13, Sukhumvit 55,Bangkok
- Khun. Manit's Condominium, Veranda Residence, Pattaya
- Khun. Nini’s Residence, Lumpini, Bangkok
- Khun. Vayu’s Residence, Ban Klang Mueng Ratchada, Bangkok
- Dr.Wilert's Residence, Chamchuri Square Residence, Phathumwan, Bangkok
- Dr.Karndee's Residence, Satorn Garden, Bangkok
- Khun. Urarom's Condominium, Lumpini River Side, Bangkok
- Lerdlumampun Residence,
- Leekanchanakorn Residence, Cha-am, Petchaburi
- Uahwatanasakul Residence, 23rd Floor, the Lakes Bldg. Bangkok
- Patra- Yanan Residence, Nichada Thani, Bangkok
- Lamatipanont Residence, Phutamonthon Sai 2, Bangkok

Retail & Showroom Design :

- Yatanarpon Shopping Mall, Yangon, Myanmar
- PTT Petrol Station, Prachinburi
- Practika Showroom At Saimai and Centralworl, Bangkok
- True Coffee & True Shop, Siam square Soi 3, Bangkok
- Shino Shell Park & Plaza, Phuket
- VP. GEMS, Suratthani
- Dilavie Shop Hua-Hin, The mall Korat, Terminal 21 Korat
- Dilavie Shop, Hat Yai, Central Pinklao, Central Rama2, Bangkokapi, Mega Bangna, Salaya, Fashion Island, Phuket, Central Ladpraow, Khonkhen, Ubon
- PSC Showroom Willington Ratchada, Bangkok
- SALIOT Showroom, Porsche Centre Pattanakarn Building, Bangkok
- Dr. Somchai Shop, Central Pinklao, Bangkok
- Sangdomrong Kitchenware Center, Amper Muang, Phuket
- Sony Store, EmQuartier Sukhumvit 35, Bangkok
- Sony Shop , Siam Paragon, Bangkok
- Maneekram Cafe, Phuket
- Maneekram Duty Free, Phuket
- Trendy Day Retail Shop, Ekamai Gateway, Bangkok
- Eye Bright, Royal Garden Plaza, Pattaya
- The Horizon Mall, Sukhumvit 63, Bangkok
- Trez Jewelry, Siamparagon Department Store, Bangkok
- Seara (Sports Engineering And Recreation Asia Ltd.), Thonglor, Bangkok
- Cocoon Shop; New York, U.S.A.
- Home Au Fait, Phnom Penh, Cambodia
- Mekong Bank- Executive Lounge, Siem Reap Cambodia
- D’ MOUJ Shop, ANM Cultural Mall, Siem Reap Cambodia
- Neang Mliss, ANM Cultural Mall, Siem Reap Cambodia

Retail & Showroom Design & Turnkey :

- True Lifestyle Retail Co.,Ltd. 1st floor Digital Gateway, Siam Square, Bangkok
- True Distribution & Sales 2nd & 3rd floor Digital Gateway, Siam Square, Bangkok
- True Incube 4th floor Digital Gateway, Siam Square, Bangkok
- True Coffee & True Shop, Siam square Soi 2, Bangkok
- True Coffee & True Shop, Chamchuri Square, Bangkok

Restaurant Design :

- Café 1912, Alliance française de Bangkok, Wireless Road, Bangkok
- Fong Kum Restaurant, Chinatown WestEnd, Salaya, Nakhon Pathom
- Pancake Café, Nawamin Avenue and The Circle Ratchapruek, Bangkok
- Play Station, I’m Park Samyan, Bangkok
- Beccofino Italian Restaurant and Grill , 55th Plaza , Sukhumvit 55, Bangkok,
- Coconut Grill & Bar, Phi Phi Island Village, Phuket
- Bussaracum, Sri Wiang Silom, Bangkok
- Le petit zinc I, Sukhumvit ,Bangkok
- Le petit zinc II , Yenargard Road,Bangkok
- Bunfe’ The Coffee Bar & Bistro, Surawong, Bangkok
- Miss Zara, Krabi
- Ananda Restaurant, Tokyo, Japan

Healthcare Design :

- Promjai Dental Clinic, Patong Beach, Phuket
- Dent Smile, Pattanakarn Soi 30, Bangkok
- Thaniya Dental Clinic, Silom Road, Bangkok
- Bangkok International Dental Center, Siam Square, Bangkok
- Bangkok International Dental Center, Ratchada, Bangkok
- Thaniya Beauty Center, Silom Road, Bangkok
- BE PROUD Clinic, Sukhumvit 101, Bangkok
- B Balance Clinic, Sukhumvit 63 (Ekkamai), Bangkok

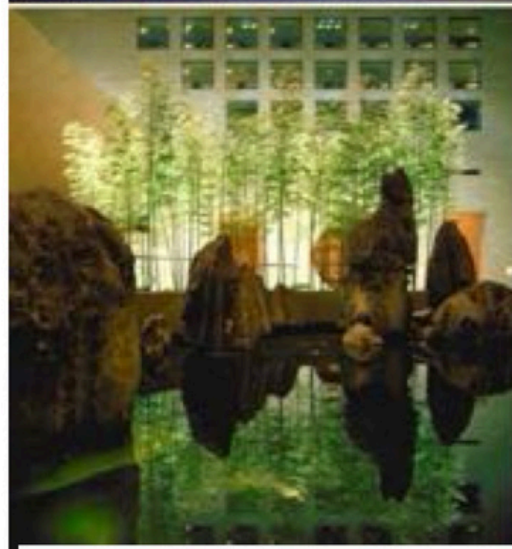
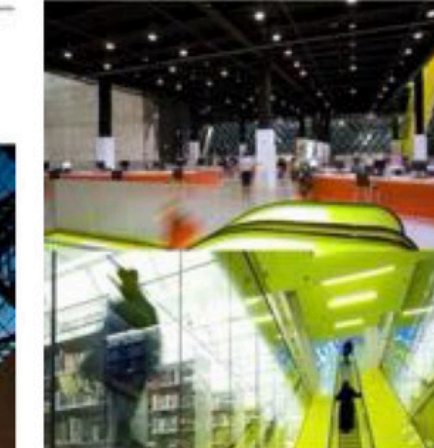
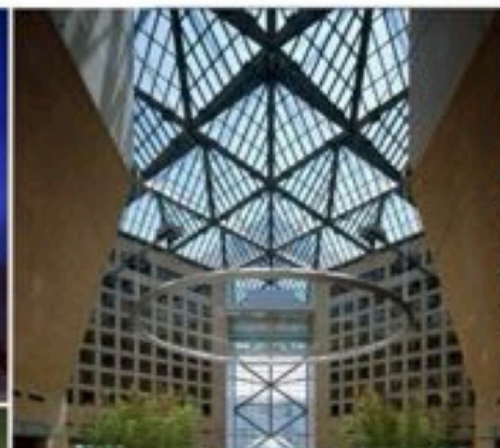
1999-2002 : KUGLER TILLOTSON ASSOCIATES CO., LTD.

- Marriott Marquis 8th Fl.Atrium Renovation; New York. USA
- Seattle Central Public library ; Seattle, WA, U.S.A.
- Abercrombie & Fitch Headquarters Campus; U.S.A.
- American Insurance Group [AIG] Tower Hong Kong
- New York University, School of Law, New York, USA
- Shlumberger, Citicorp Center; New York, U.S.A.
- SFX Headquarters; New York, U.S.A.
- Bank of China; Beijing, China
- Feirstein Capital; New York, U.S.A.
- Publicist Headquarters; New York, U.S.A.
- Booklyn Public Library, Children Reading Room; Brooklyn, NY U.S.A.
- Gottesman Exhibition Hall, NY Public Library; NY, U.S.A.
- Prada Stores; New York, U.S.A.
- Prada Stores; San Francisco, CA, U.S.A.

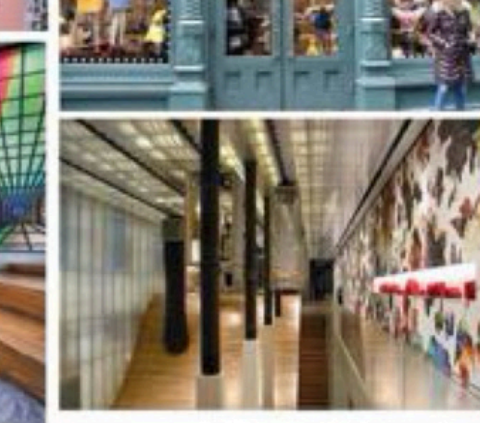
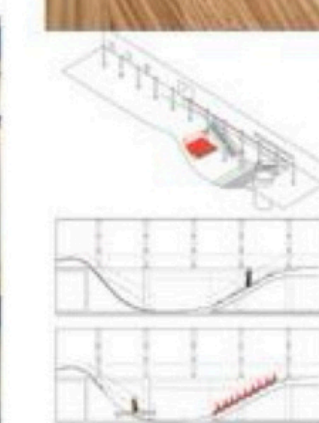
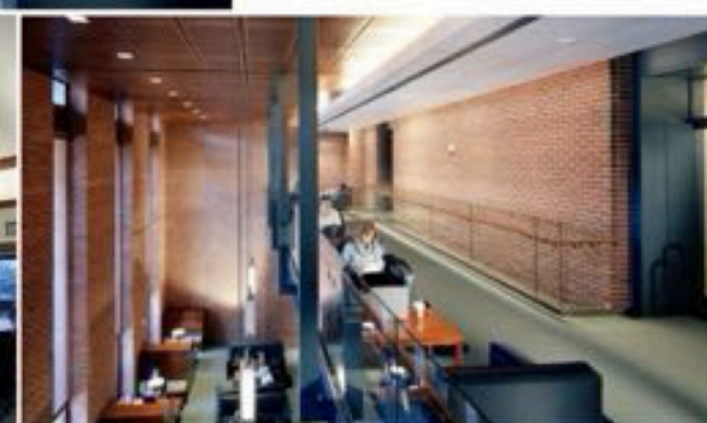
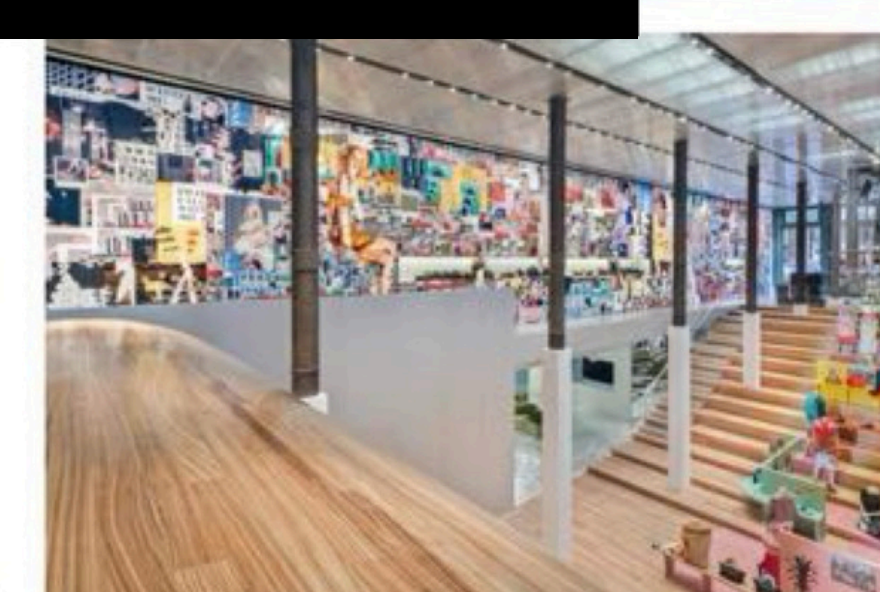
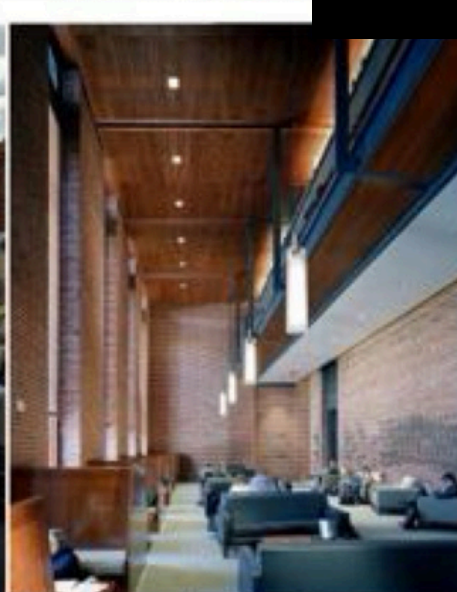
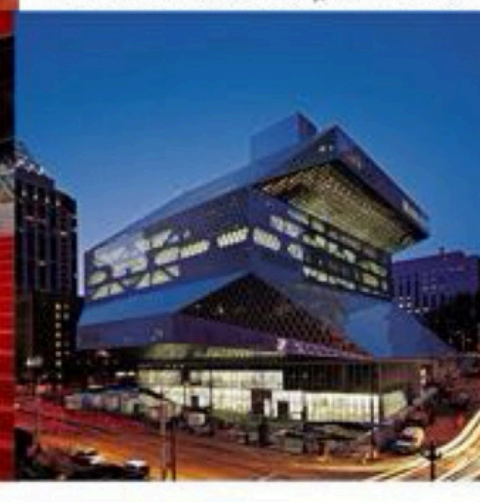
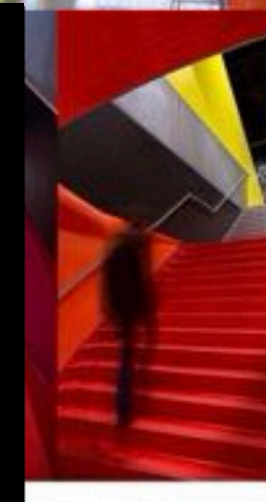
Award :

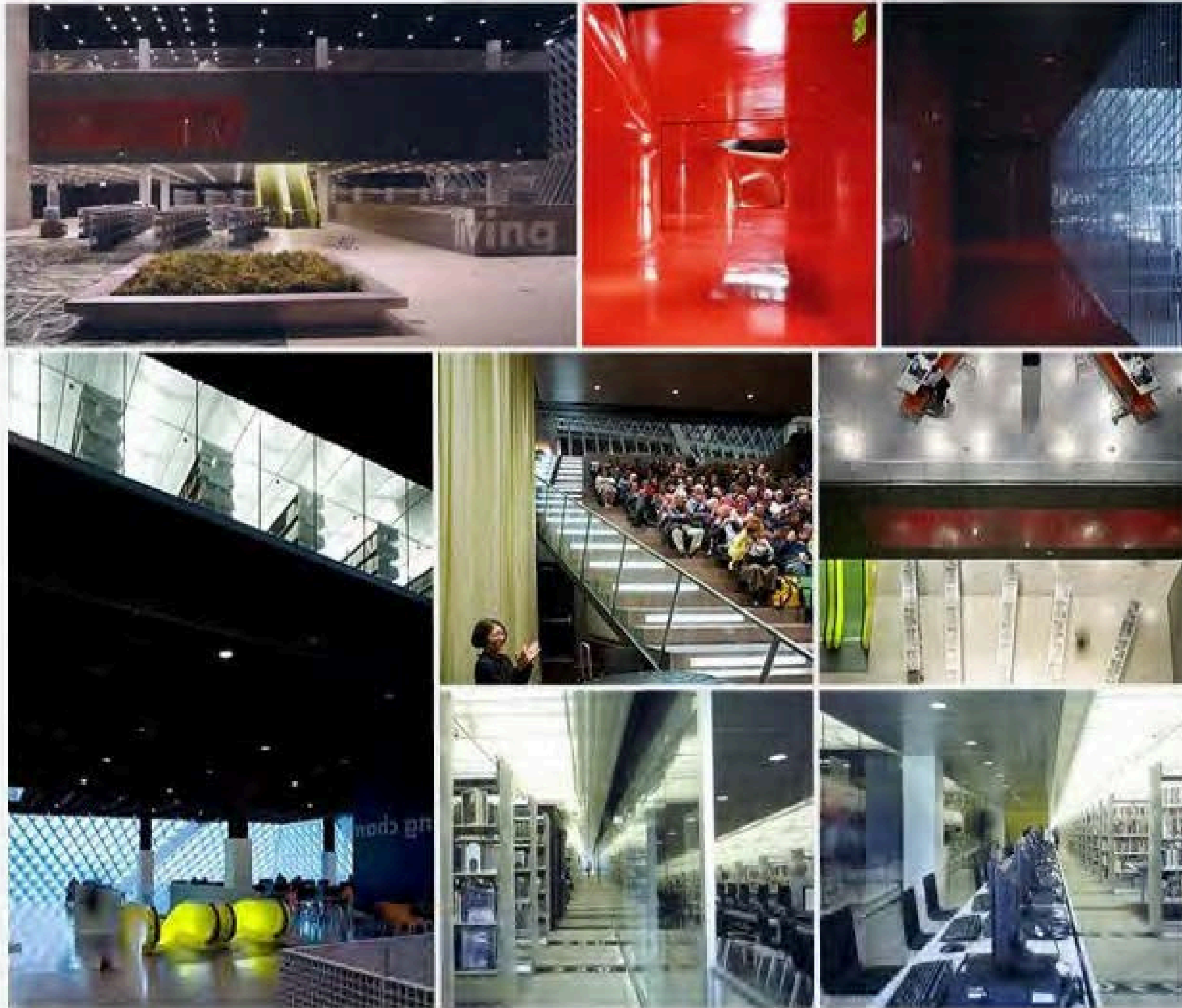
Honorable Mention Award from IIDA for Hospitality Category





Experience in Designing International Projects: New York - Seattle - Beijing





The Seattle Public Library

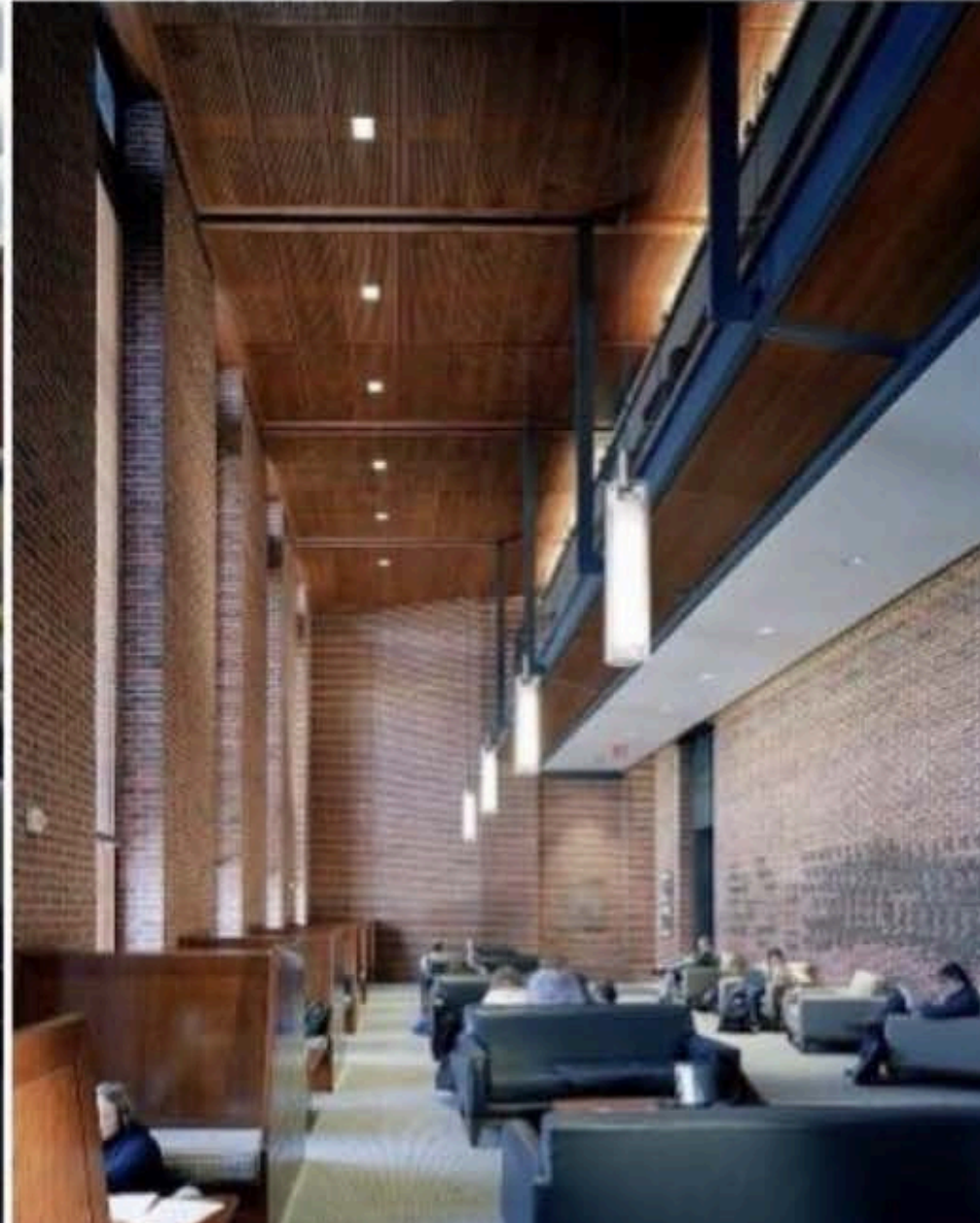
Seattle WA, U.S.A.

Collaboration with Kugler Tilotson Associates Co.,Ltd.

Area : 128 Sq.m

Scope of service :

- 11 Story Library Building
- Seminar Room
- Reading Room
- Kids's Room



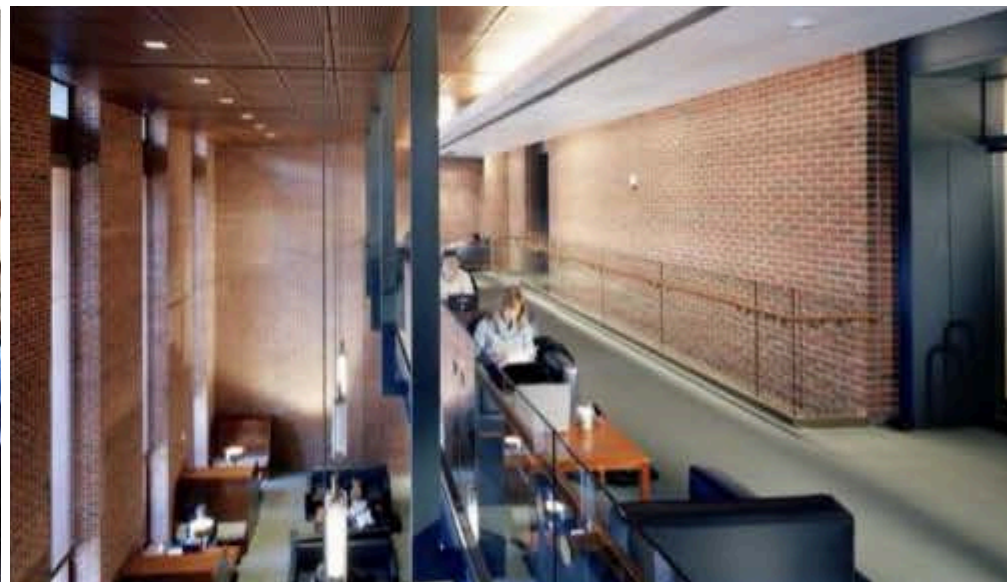
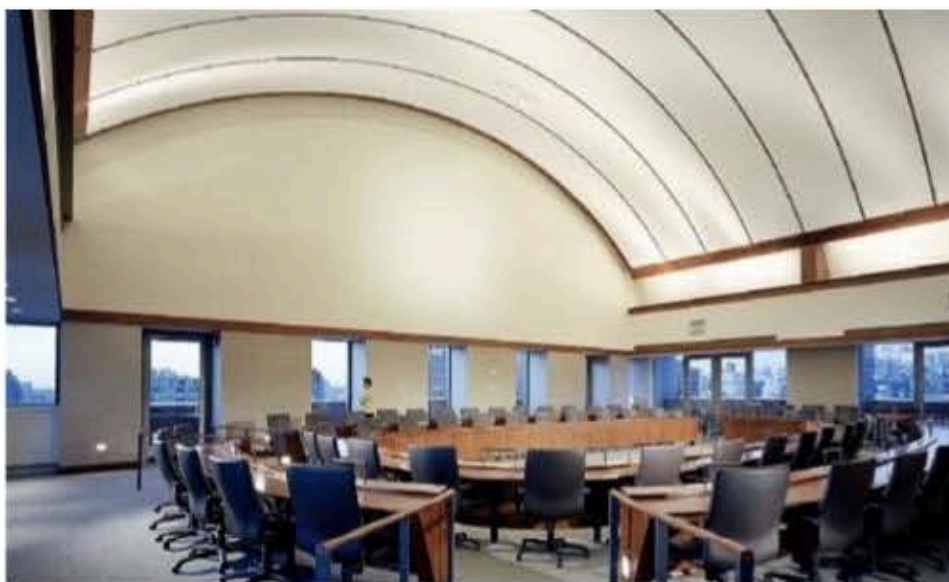
New York University School of Law

Furman Hall, New York, NYC USA

Collaboration with Kugler Tillotson Associates Co., Ltd.

Scope of service :

- 9 Story Library Building
- Seminar Room
- Conference Rooms
- Meeting Rooms
- Faculty & Staff Areas
- Student's Lounge
- Entry Hall & Mezzanine Floor





Bank of China

Beijing, China

Scope of service :

Interior design
Lighting design



สถาบันโรคไตภูมิราชนครินทร์
BHUMIRAJANAGARINDRA KIDNEY INSTITUTE



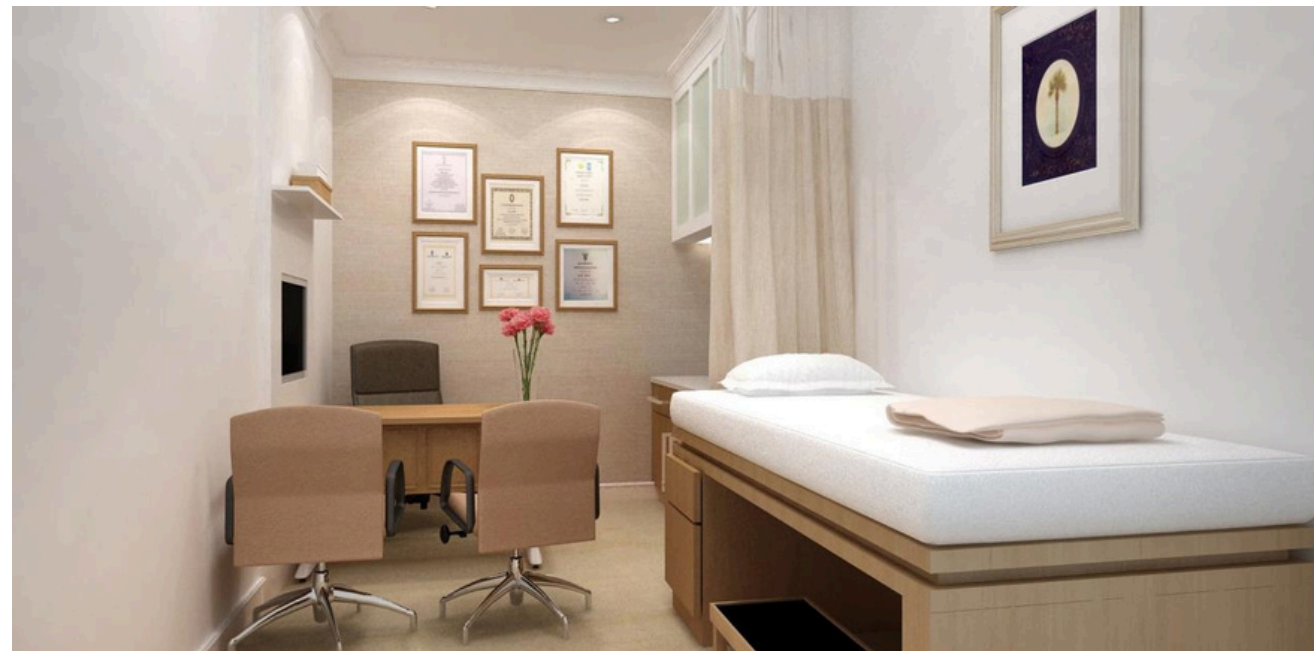
สถาบันสุขภาพเด็กแห่งชาติมหาราชินี
QUEEN SIRIKIT NATIONAL INSTITUTE OF CHILD HEALTH
กรมสุขภาพเด็ก กระทรวงสาธารณสุข



Bumrungrad International
โรงพยาบาลบำรุงราษฎร์



โรงพยาบาลศูนย์บริการการแพทย์นทบุรี
Nonthaburi Medical Center Hospital



BNH HOSPITAL

9/1 Convent Rd, Si Lom, Bang Rak, Bangkok 10500

SCOPE OF SERVICE:

- MAIN LOBBY
- CHECK UP ROOM



Bumrungrad International

Sukhumvit 3, Watthana, Bangkok

SCOPE OF SERVICE:

- DIGESTIVE DISEASE (G-I) CENTER
- MAIN LOBBY
- ESCALATORS TO THE 2 FLOOR BUILDING B, 2ND FLOOR, NORTH WING



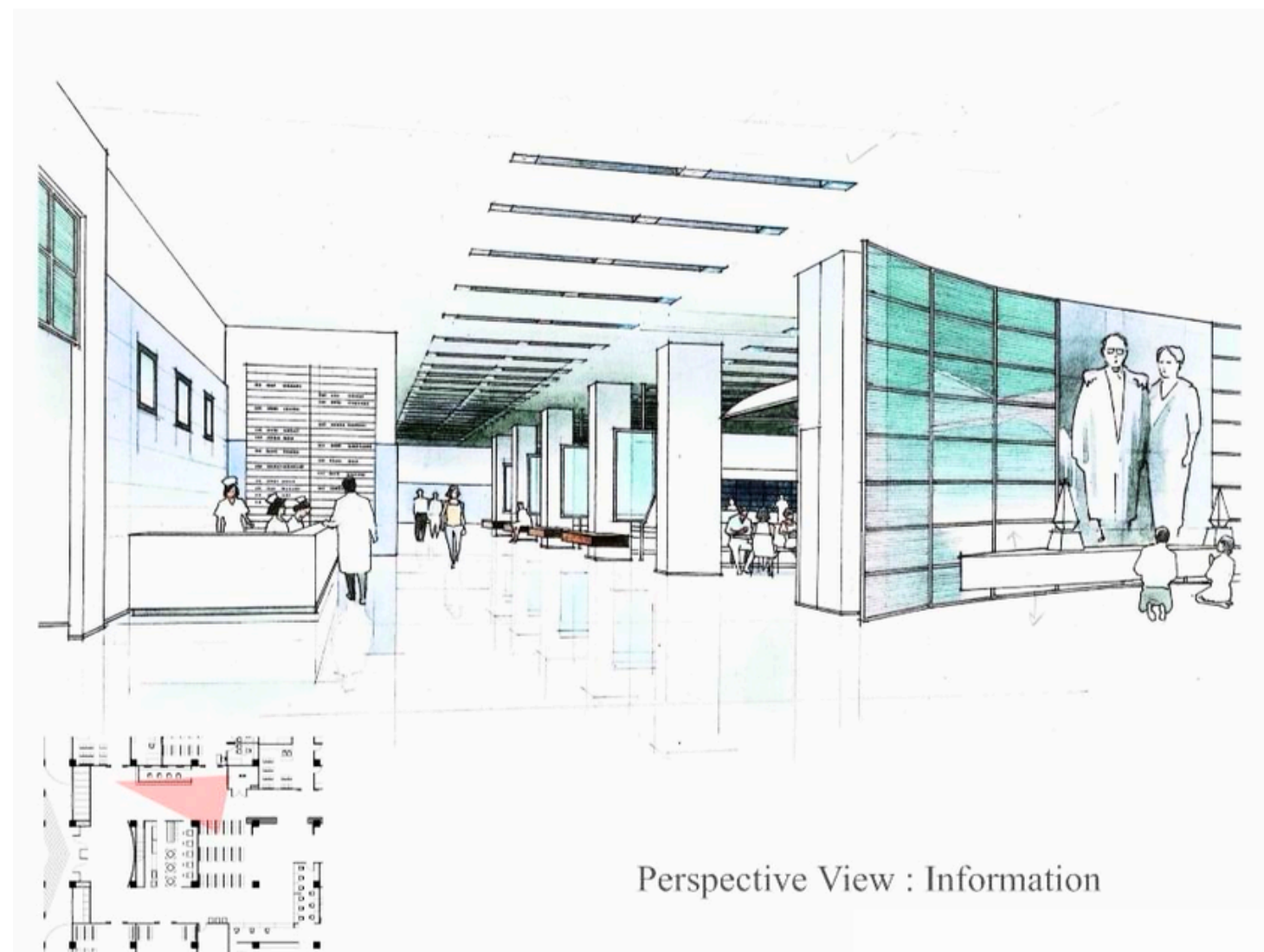


โรงพยาบาล อบจ.ภูเก็ต

Talat yai, Mueang, Phuket

SCOPE OF SERVICE:

- RECEPTION HALL
- LIFT HALL&CORRIDOR
- WARD ROOMS
- SIGNAGE



Perspective View : Information



2 COLOR: Directional Sign I Hang on



2 COLOR: General Function Pictogram I Directional Sign



2 COLOR: Directional Sign I Hang on

Before



After



After

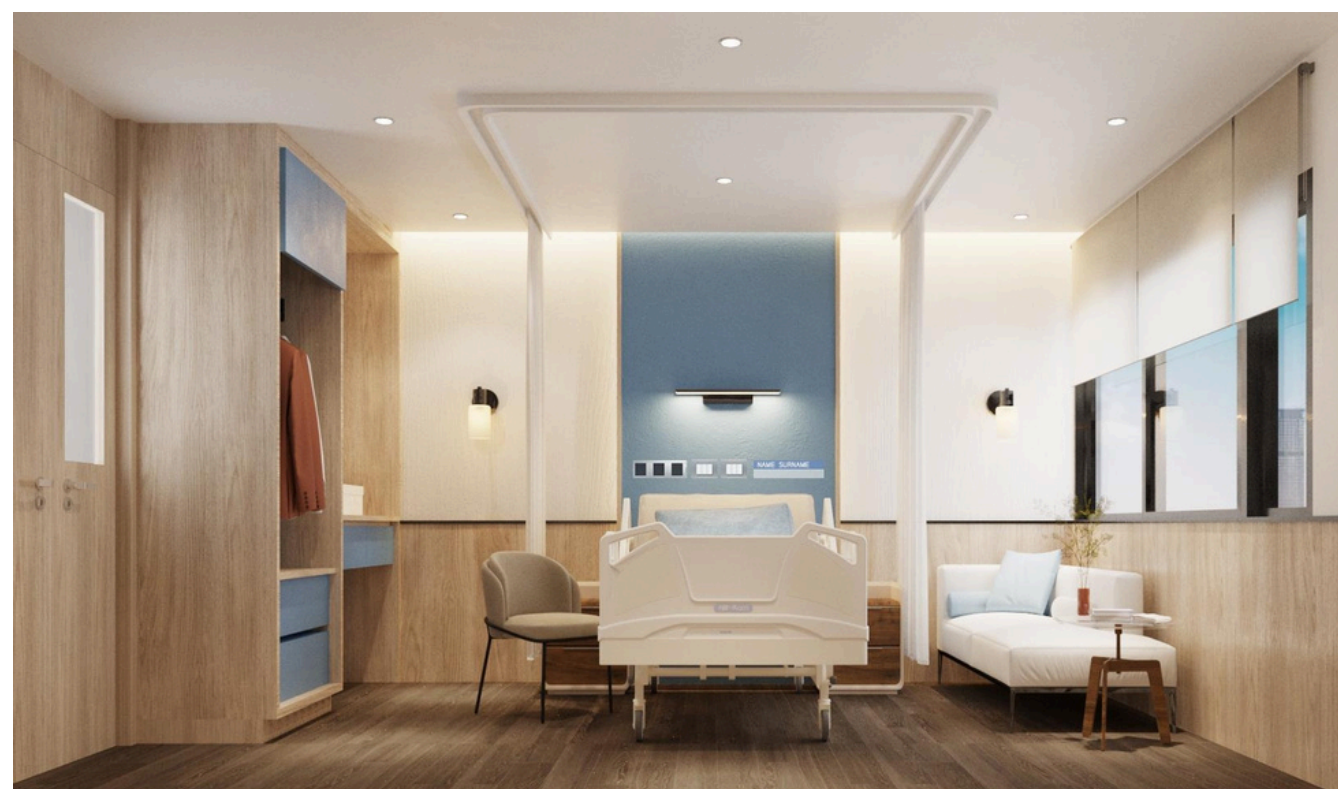


โรงพยาบาล อบจ.ภูเก็ต

Talat yai, Mueang, Phuket

SCOPE OF SERVICE:

- RECEPTION HALL
- LIFT HALL&CORRIDOR
- WARD ROOMS
- SIGNAGE



CH9 AIRPORT HOSPITAL

Bang Phli District, Samut Prakan

AREA TOTAL 483 SQ.M.

SCOPE OF SERVICE :

- LIFT HALL&CORRIDOR
- INFORMATION ROOM
- WARD ROOMS



CH9 WELLNESS CENTER

Bang Phli District, Samut Prakan

AREA TOTAL 483 SQ.M.

SCOPE OF SERVICE :

- PREMIUM CHECK-UP CENTER





MED HUB

Thalang, Phuket

AREA TOTAL 47,800 SQ.M.

SCOPE OF SERVICE :

- ศูนย์บริการทางการแพทย์และสาธารณสุขระดับนานาชาติครบวงจร
- ศูนย์อภิบาลผู้สูงอายุนานาชาติ
- ศูนย์ใจรักษ์
- ศูนย์เวชศาสตร์ฟื้นฟูครบวงจร





MED HUB

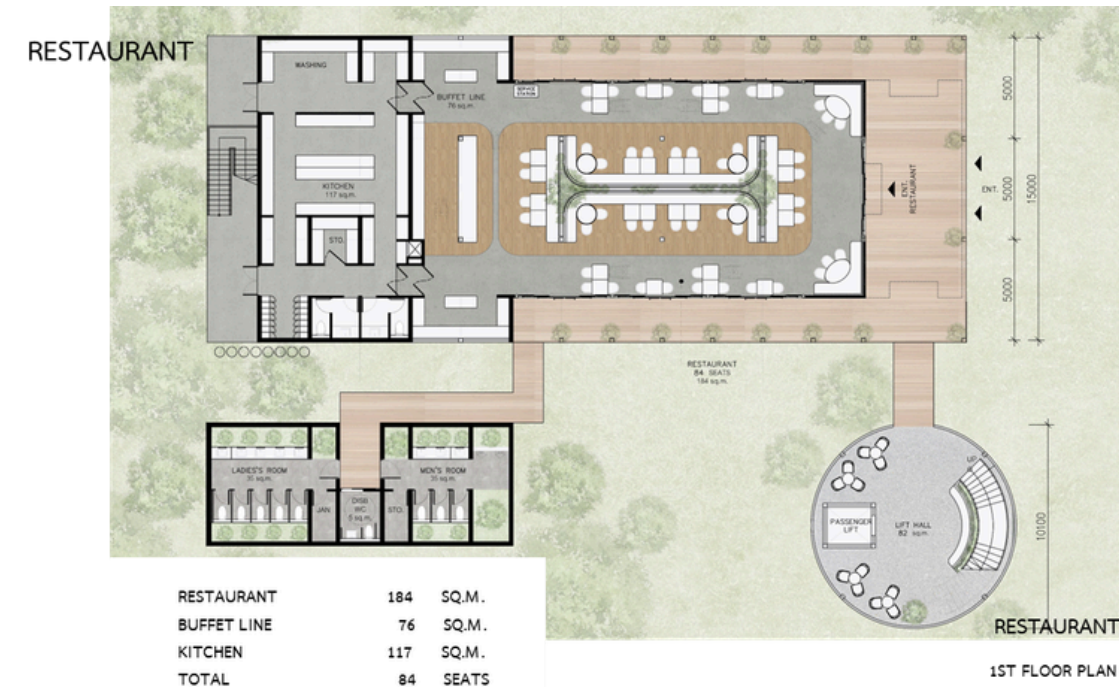
Thalang, Phuket

AREA TOTAL 47,800 SQ.M.

SCOPE OF SERVICE :

- ศูนย์บริการทางการแพทย์และสาธารณสุขระดับนานาชาติครบวงจร
- ศูนย์อภิบาลผู้สูงอายุนานาชาติ
- ศูนย์ใจรักษ์
- ศูนย์เวชศาสตร์ฟื้นฟูครบวงจร





BAUQUET



MED HUB

Thalang, Phuket

AREA TOTAL 47,800 SQ.M.

SCOPE OF SERVICE :

- ศูนย์บริการทางการแพทย์และสาธารณสุขระดับนานาชาติครบวงจร
- ศูนย์อภิบาลผู้สูงอายุนานาชาติ
- ศูนย์ใจรักษ์
- ศูนย์เวชศาสตร์ฟื้นฟูครบวงจร



MED HUB

Thalang, Phuket

AREA TOTAL 47,800 SQ.M.

SCOPE OF SERVICE :

- ศูนย์บริการทางการแพทย์และสาธารณสุขระดับนานาชาติครบวงจร
- ศูนย์อภิบาลผู้สูงอายุนานาชาติ
- ศูนย์ใจรักษ์
- ศูนย์เวชศาสตร์ฟื้นฟูครบวงจร





MED HUB

Thalang, Phuket

AREA TOTAL 47,800 SQ.M.

SCOPE OF SERVICE :

- ศูนย์บริการทางการแพทย์และสาธารณสุขระดับนานาชาติครบวงจร
- ศูนย์อภิบาลผู้สูงอายุนานาชาติ
- ศูนย์ใจรักษ์
- ศูนย์เวชศาสตร์ฟื้นฟูครบวงจร



BEDROOM



WELLNESS VILLA



BATHROOM



GUEST ROOM/ LIVING ROOM



โรงพยาบาลพระปกเกล้า

Wat Mai, Chanthaburi

AREA TOTAL 720 SQ.M.

SCOPE OF SERVICE:

- LIFT HALL&CORRIDOR
- INFORMATION ROOM
- WARDROOM
- EXAMINATION ROOM
- ULTRASOUND ROOM

Before



After



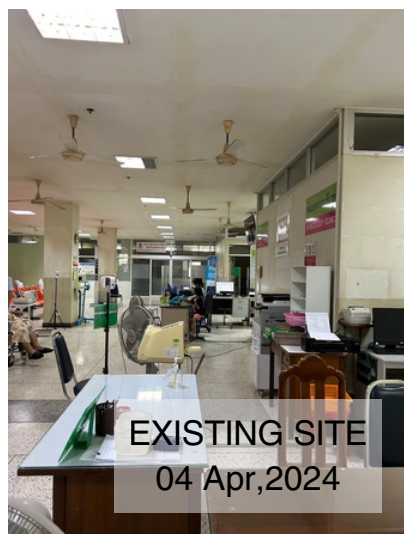
โรงพยาบาลพระปกเกล้า

Wat Mai, Chanthaburi

AREA TOTAL 720 SQ.M.

SCOPE OF SERVICE:

- LIFT HALL&CORRIDOR
- INFORMATION ROOM
- WARDROOM
- EXAMINATION ROOM
- ULTRASOUND ROOM



EXISTING SITE
04 Apr,2024



EXISTING SITE
04 Apr,2024



EXISTING SITE
04 Apr,2024



โรงพยาบาลพระปกเกล้า

Wat Mai, Chanthaburi

AREA TOTAL 720 SQ.M.

SCOPE OF SERVICE:

- LIFT HALL&CORRIDOR
- INFORMATION ROOM
- WARDROOM
- EXAMINATION ROOM
- ULTRASOUND ROOM



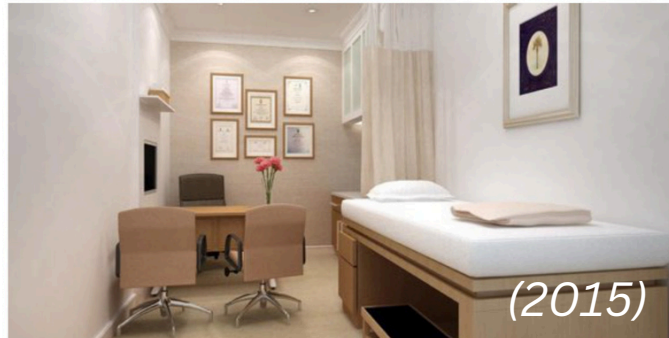
Nonthaburi Medical Center Hospital

Wat Mai, Chanthaburi

AREA TOTAL 650 SQ.M.

SCOPE OF SERVICE:

- NURSE SERVICE COUNTER
- STANDARD ROOM
- DELUXE ROOMS
- EXECUTIVE SUITS
- SLEEP TEST CLINIC



BNH HOSPITAL

9/1 Convent Rd, Si Lom, Bang Rak, Bangkok

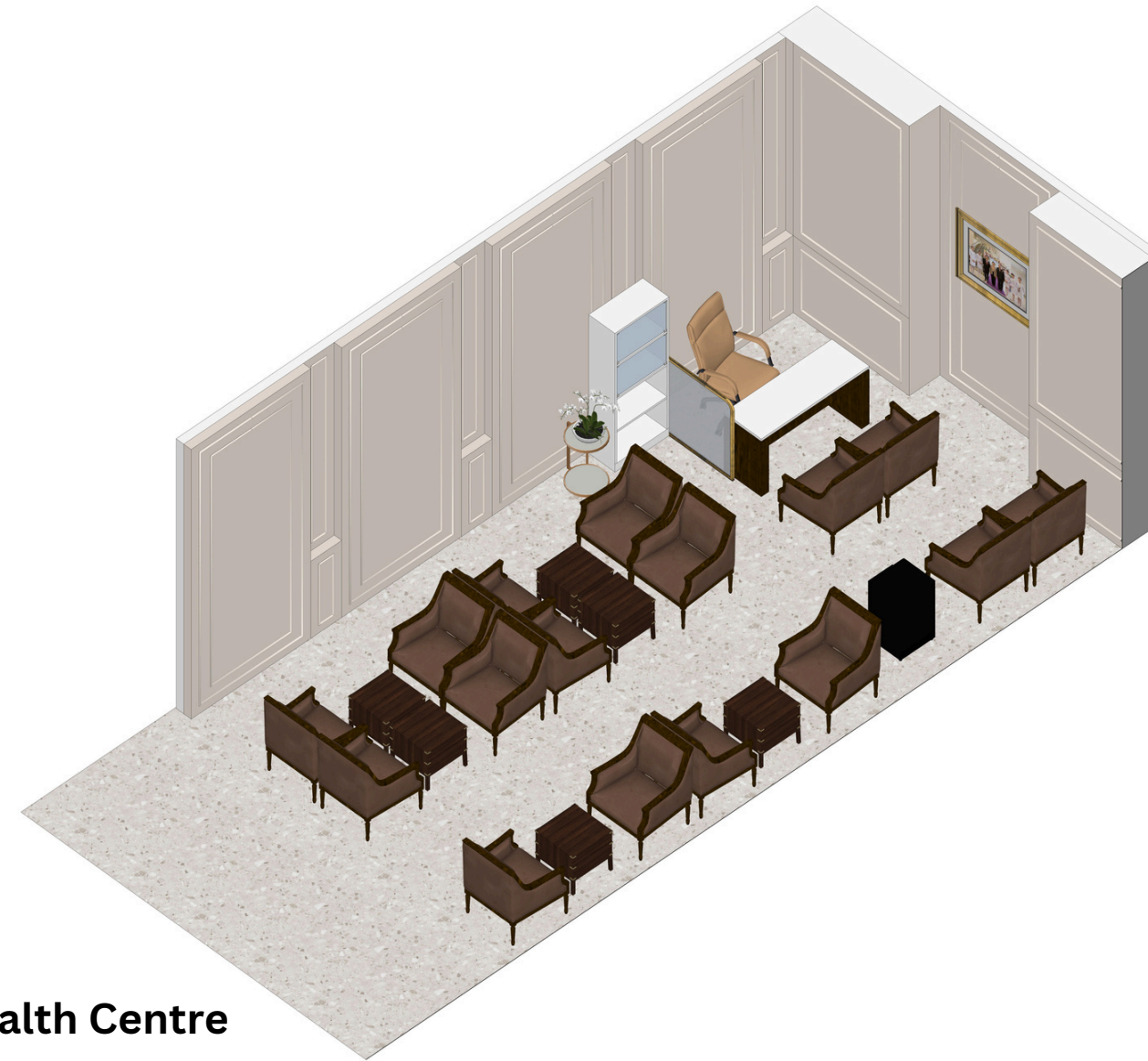
SCOPE OF SERVICE:

- BRAND REFRESHMENT
- SIGNAGE/ DIRECTORY DESIGN
- MARKETING STRATEGY
- ENVIRONMENTAL SIGNS

Before



**Breast Health Centre
After**

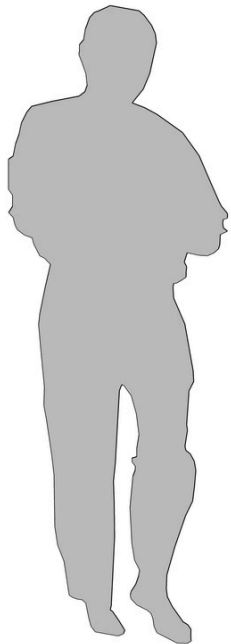


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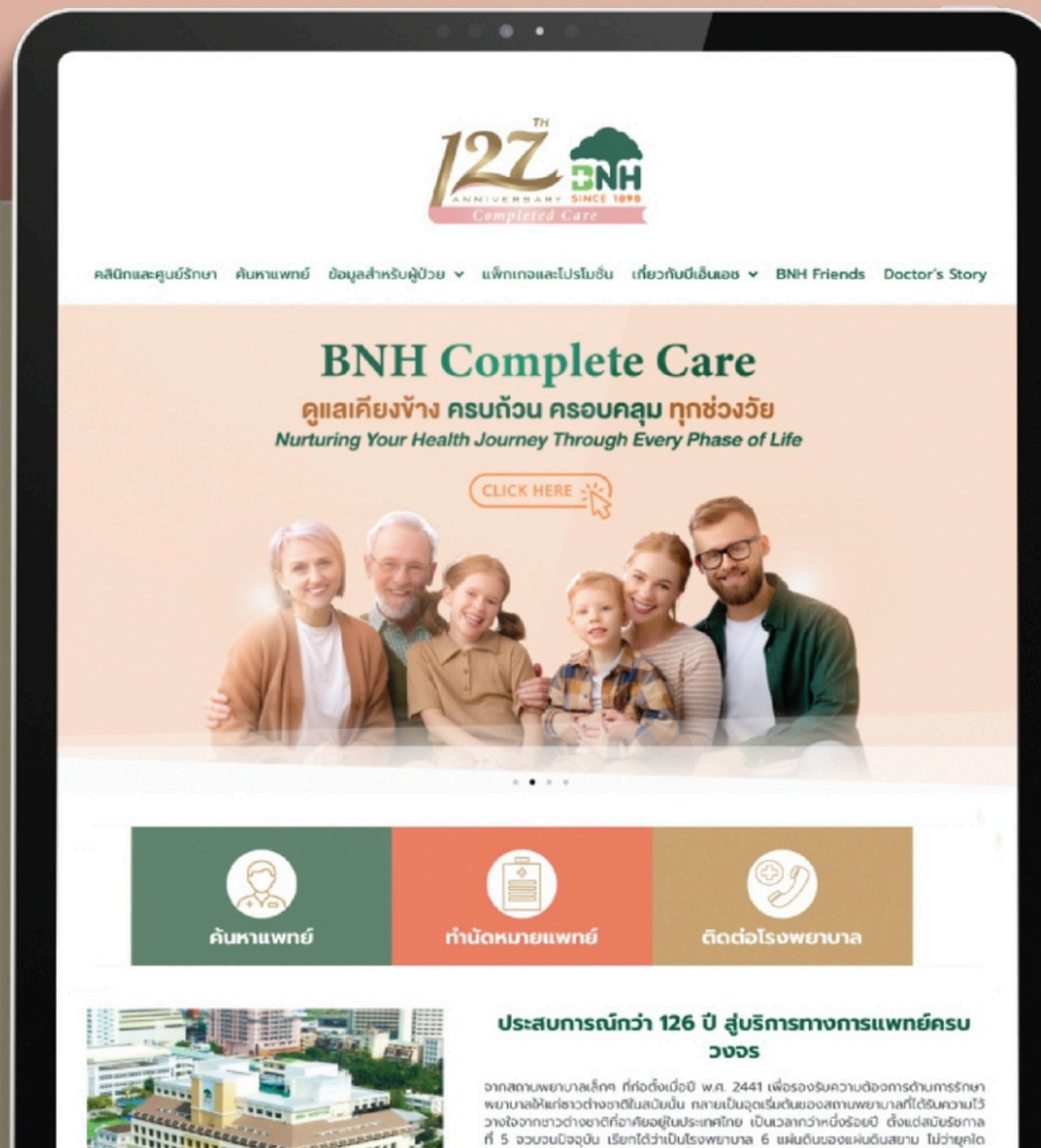


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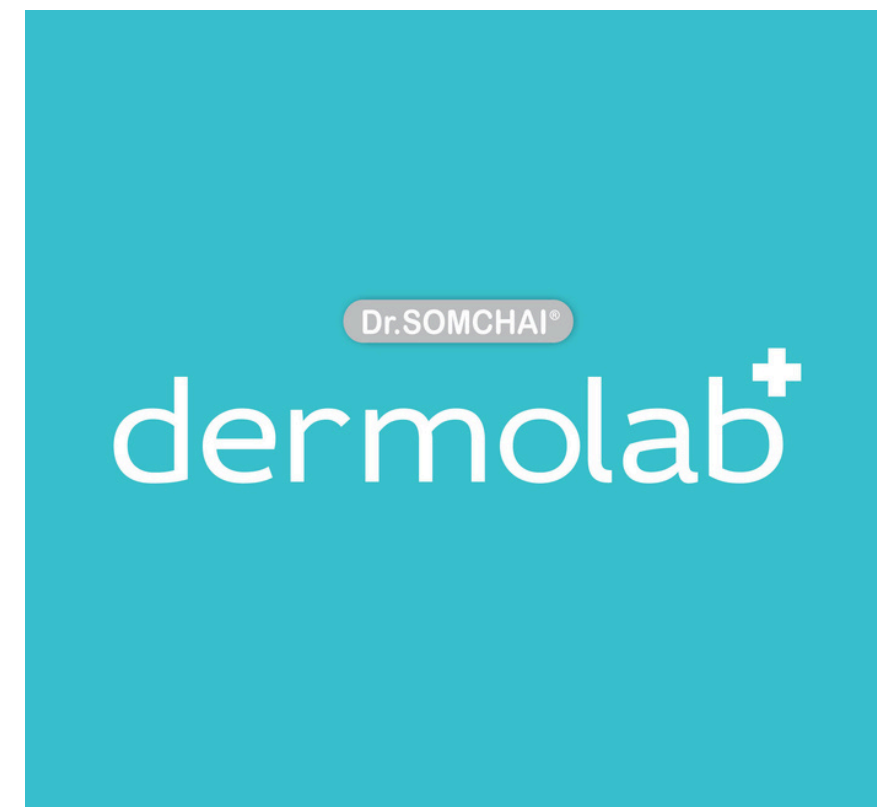


SIGNAGE & GRAPHIC



Dr.SOMCHAI®
ACNE +

Dr.SOMCHAI®
+
ACNE



KEYWORDS



Design Strategy

Med Hub

Phuket, Thailand

We spend **90%** of our lives in buildings which means that our health and wellbeing are influenced significantly by the built environment

Interior features: Building materials with **MINIMAL TOXICITY**; air and water purification systems; **SOUND** and **LIGHTING FEATURES** that optimize rest and sleep; **BIOPHILIC**, **UNIVERSAL**, ergonomic and active design features; energy-saving and **SUSTAINABILITY** features; natural, **ORGANIC** and locally sourced materials.

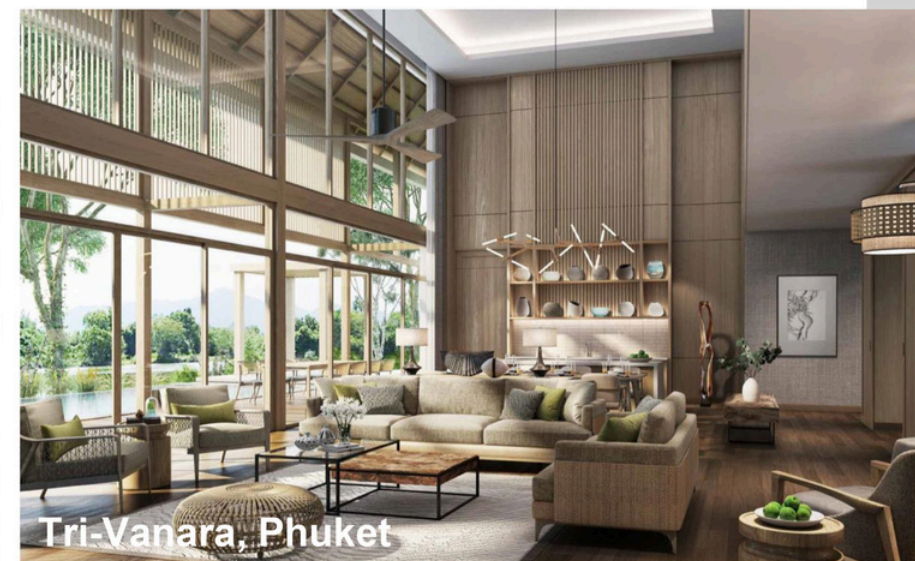
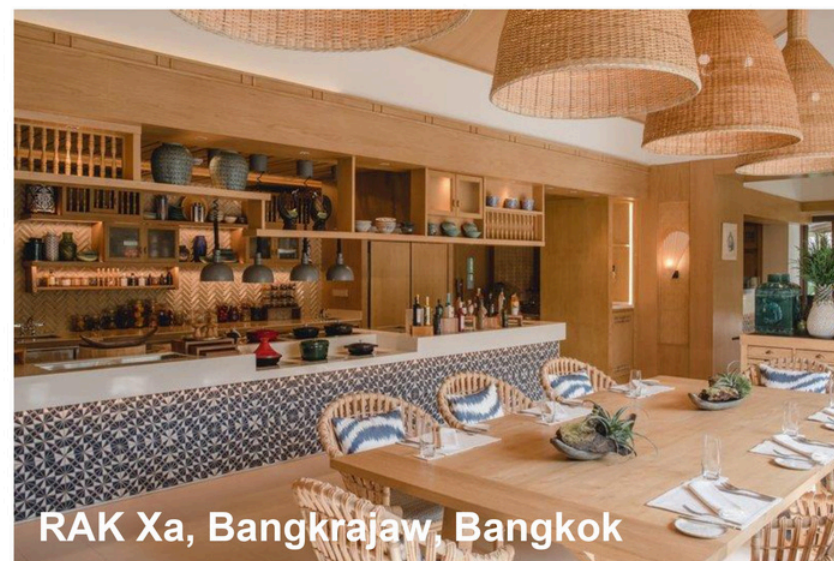
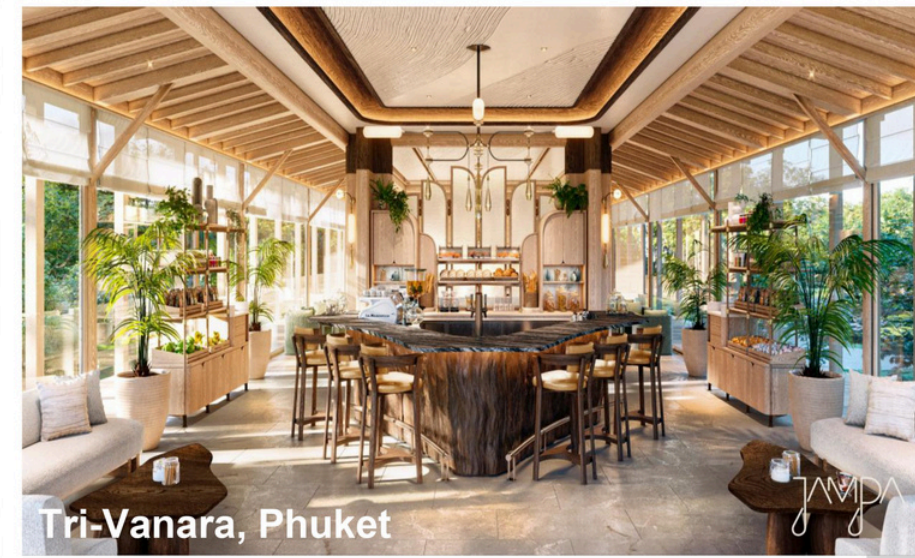
Sustainable Sites Water Efficiency Indoor Environmental Quality Materials & Resources Energy & Atmosphere Innovation & Design

<https://inpressco.com/wp-content/uploads/2021/03/Paper5173-181.pdf>

Competitors

FOCUS ON WHAT WORKS & IN THE SAME BUSINESS INDUSTRY

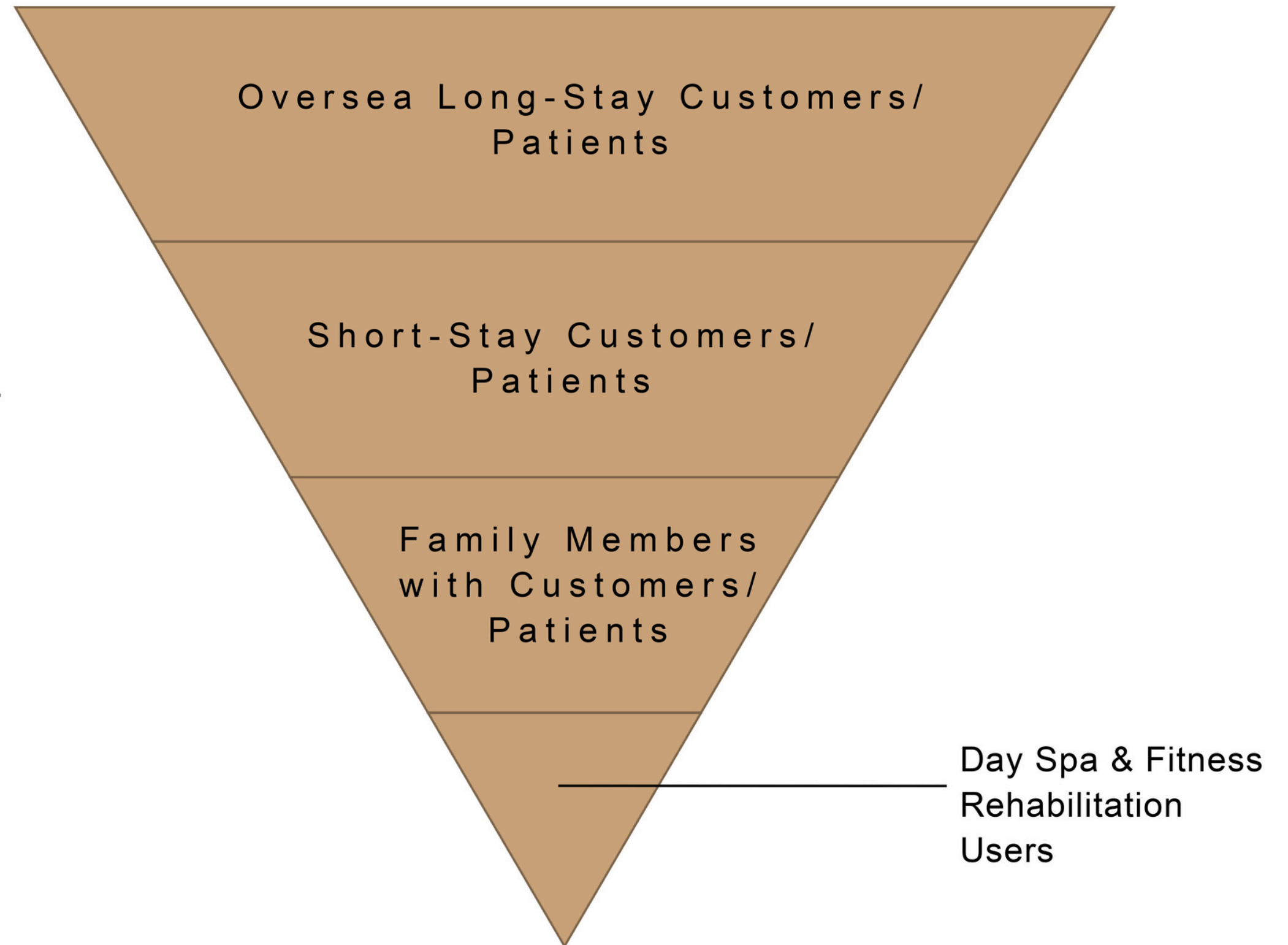
Cheeva Som- Hua Hin, Petchaburi
 RAKXa, Bangkrajaw, Bangkok
 Tri-Vanara, Phuket
 The Stay, Rawai, Phuket



Target Persona

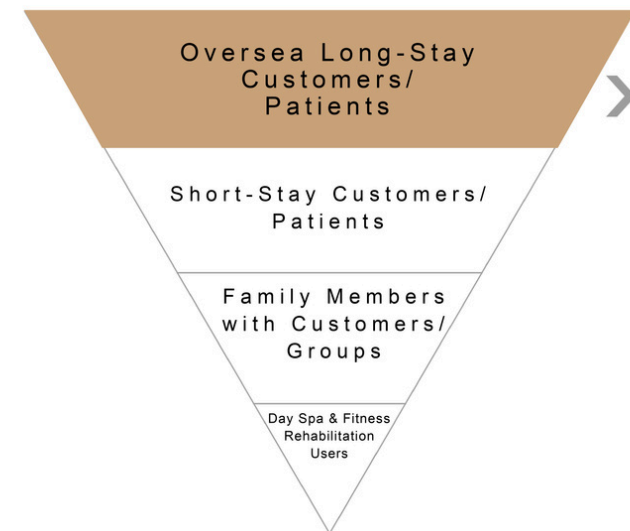
Our Main Target Group:
> Based on
"Preventive is Better than Cure."

กลุ่มลูกค้า ผู้มาใช้บริการ
> บนพื้นฐานของ
"การป้องกัน ดีกว่าการรักษา"



/ WVK Group

Target Persona



/ Vachira Phuket Hospital

Early Retired& Retired
Age: 50-65+
Trip range: 1-3 months

Motivation

- Financial confidence
- Focus
- Family

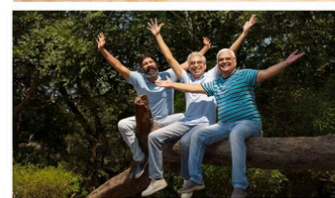
Wants

- Time in life and time to enjoy life
- Healthy society

Frustrations

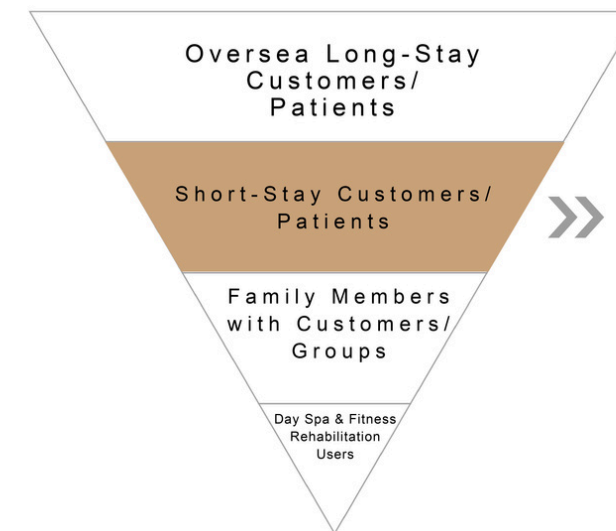
- Paranoia and hallucinations.

/ Target Persona 8



/ WVK Group

Target Persona



/ Vachira Phuket Hospital

Solo Traveler
Couple Traveler
Age: 30-50
Trip range: 10-19 days

Motivation

- Mind, Body, and Spirit
- Disease prevention
- Stress reduction
- Authentic experiences

Wants

- combine discovery and well-being during their holidays
- Peaceful

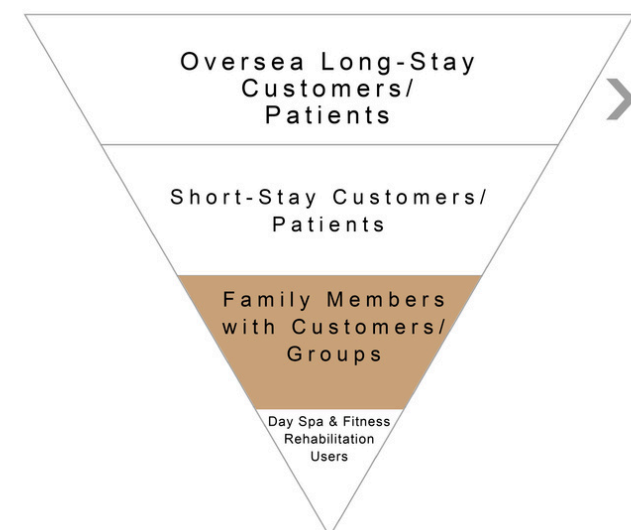


/ Target Persona 9



/ WVK Group

Target Persona



/ Vachira Phuket Hospital

Family/ Groups
Age: Average range
Member: 2-5 people
Trip range: 5-10 days

Motivation

- The Memorable
- Escapades destinations & accommodations

Want

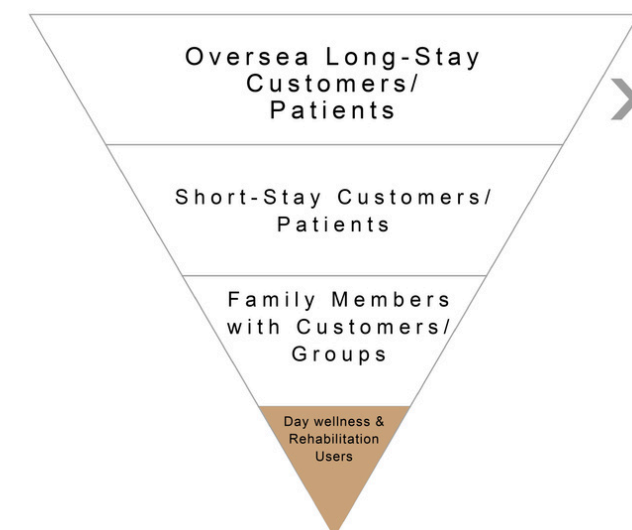
- Family- Friendly activities
- Family suites or villa, spacious accommodations, convenient amenities
- Local food you need to try
- Culture experiences

/ Target Persona 10



/ WVK Group

Target Persona



/ Vachira Phuket Hospital

Day Wellness User
Age: Average range
Trip range: 1-3 days

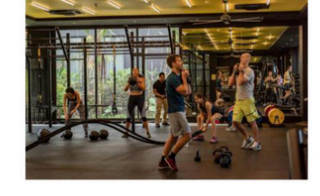
Motivation

- Make the most of the weekends
- Weekly time table

Want

- Enjoy a short break
- Prevent illness or disease
- Improve their physical well-being
- Age gracefully

/ Target Persona 11





CMC Wellness

Mix used project

Competitors

FOCUS ON THE SAME BUSINESS INDUSTRY
TO MAKING DIFFERENT



MEESUK SOCIETY



JIN WELLBEING COUNTRY



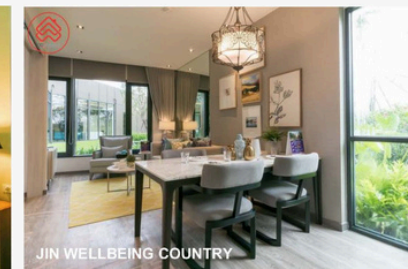
THE ASPEN TREE THE FORESTIAS



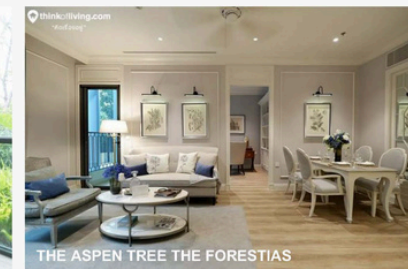
SENIOR COMPLEX



MEESUK SOCIETY



JIN WELLBEING COUNTRY



THE ASPEN TREE THE FORESTIAS



SENIOR COMPLEX

Target Persona

40-65

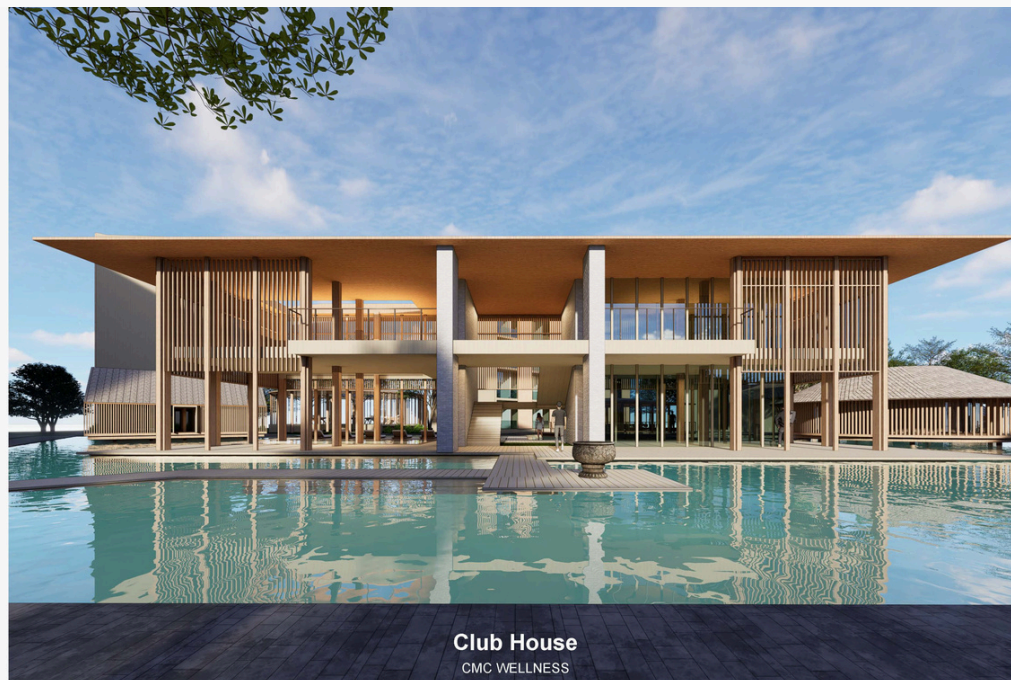
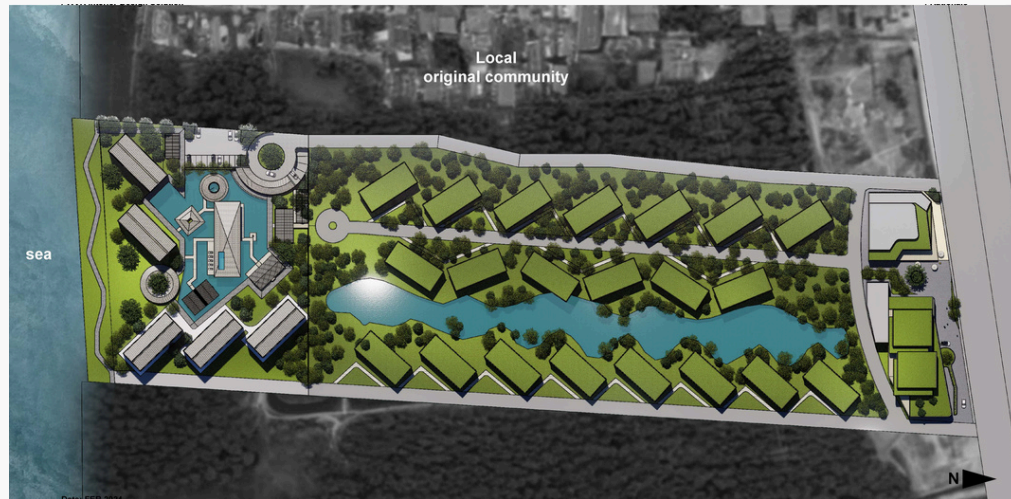
/ Nutrition & Health Care
/ Social Connections
/ Physical Activity
/ Stimulating the Mind

Senior & Family

Independent Senior

NCDs Patients

Local & International
OPD

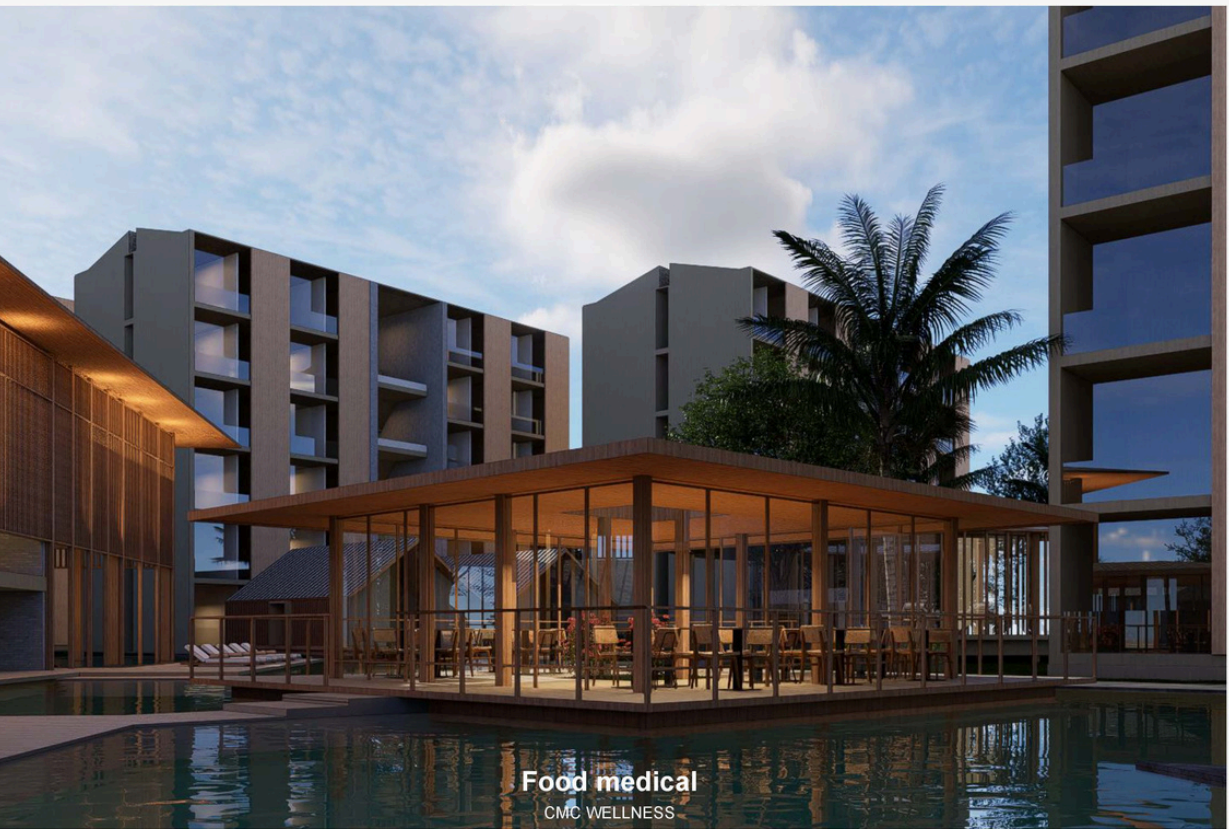
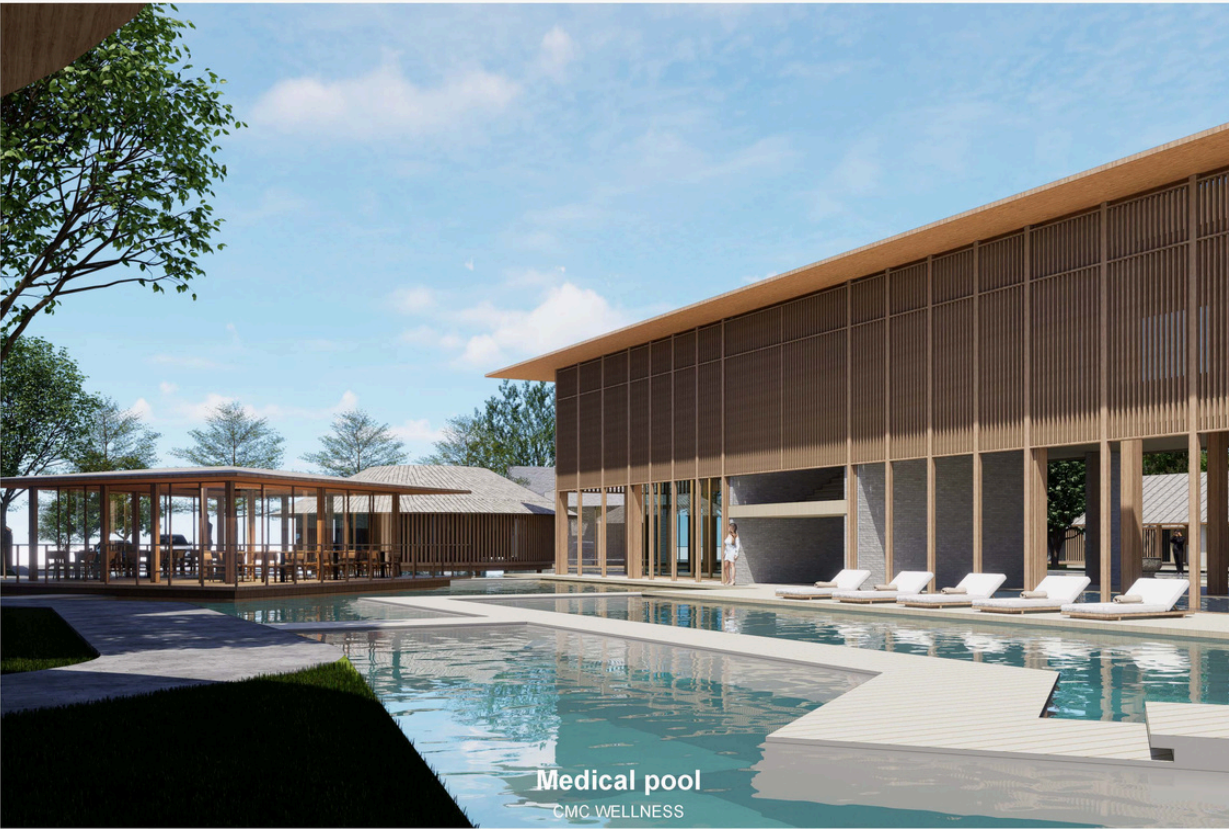
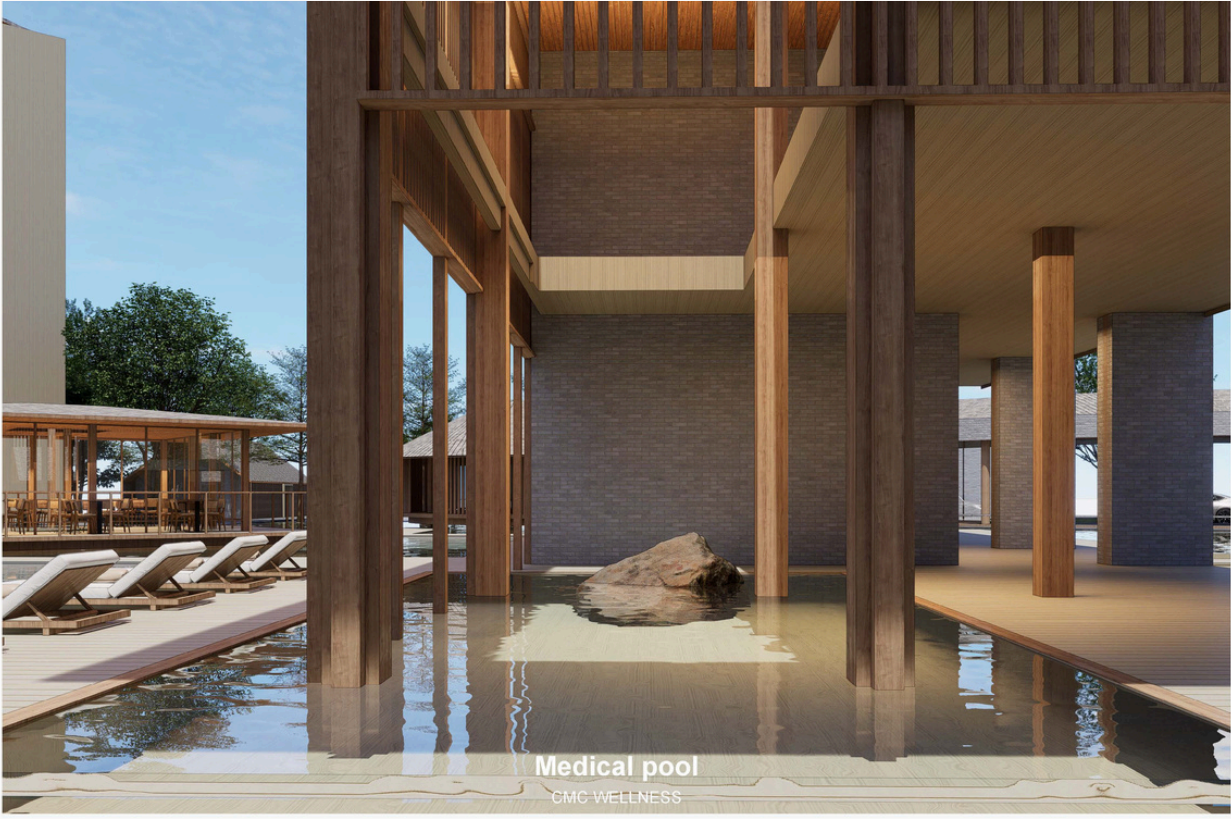


MARKETING & ANALYSIS



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PROJECT STAGES

