

# **“D’Well Grand Asset” unveils Strategy for New-Gen, Medium-Sized Developer to Focus on “Online Marketing” to Cope with the Coming of the Digital World.**



“D’Well Grand Asset” unveils Strategy for New-Gen, Medium-Sized Developer to Focus on “Online Marketing” to Cope with the Coming of the Digital World.

“D’Well Grand Asset Company Limited” discloses 2016 property sector will grow by 5% and land prices are currently rising, suggesting that ‘Digital Strategy’ is the key strategy to communicate with customer this year. The company is also confident to close sales and transfer units as targeted. It emphasizes on its strength in design and condo development which matches consumer’s need and lifestyle with a focus on middle-to upper-end target group, planning to launch new projects in 2 locations with a combined sales value of 1.2 Billion Baht.

Mr. Thavanan Tanesdechsundhara, Managing Director of D’Well Grand Asset Company Limited, analyzes that property market this year will grow by 5 % with a rise in land prices. with prices doubled in same locations, This year will be more challenging as new large property developer enter into the property market , medium sized developer need to focus and finding innovative ways to communicate to consumers such as using online marketing.

D’Well Grand Asset is a medium-sized developer, operated by new generations who introduce 2 luxury condominiums in Sukhumvit area with a strong determination to grow in the property sector business with its executive background in architecture, The company aims to develop projects with a strength in design and project management to create more value to its projects and to stand out from other projects in the same location.

D’Well will emphasize on the digital marketing to cope with the changing behavior of target customers. It will not only introduce project’s details but also produce content that matches target group’s lifestyle to create a community for new generations who are interested in arts and technology for living. This can build the company’s brand awareness before getting listed in the stock market in the next 3 years.

This year the projects on hands under detected D’Well Grand Asset comprise:

- D’ Mura Ratchayothin – Low-rise condominium with 8 storeys on Phaholyothin Soi 34 with 216 units priced from 1.83 – 4.00 Million Baht and project value of 500 Million Baht. Currently, the project is 70% sold. The project’s unique selling point is “Black Box Social Club,” a large-sized quality with area of over 1,000 square meter for residents to enjoy including new generations’ demand on social life including co-working space and recreation & entertainment area under the concept of “Live Life The Right Way”. Currently, customers who book a unit at D’Mura Ratchayothin can use this facilities immediately without having to wait for Transfer of ownership
- D’ Memoria Phaholyothin Soi 8 – Low-rise condominium with 8 storeys and 123 units worth 600 Million Baht. Currently, it is sold out and will transfer the units by Q3 2016.
- D’Habitat Ratchapruek – Single houses with outstanding design with 56 units

IN 2016 D'Well Grand Asset plans to launch 2 new projects with combined return of 1.2 Billion Baht, comprising Urban Home along Ekamai - Ramintra Expressway worth 500 Million Baht in the second quarter and a low-rise condominium in Phaholyothin area worth 700 Million Baht in the fourth quarter.

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