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Laos, P.D.R. : Friendship Apartment Business Plan

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Friendship Apartment Business Planner

Preface

In current situation, Lao students from various parts of Laos are interested in studying and moving to big cities such as Vientiane capital which is the center of education and businesses. To save their time and money from transportation, these students need to have permanent dormitories that are located near educational places. Moreover, there are other groups of Lao population that move to cities for businesses and jobs. These people also need to have apartment. However, for this study the writer focuses on provincial non-quota and fee-paid students who do not have right to stay in the dormitories of the National University of Laos. Based on data collection, it found that this target group is growing every year and big enough to make profitability. Therefore, the writer is interested in studying mentioned target group to find out opportunities to invest and build a proper apartment for them. After analyzing relative data and needs of the target group, the writer plans to invest in the apartment 'called Friendship Apartment' that will be located at BAN KHAMHUANG village near DONGDOK campus , the National University of Laos in Xaithany district, Vientiane capital, Laos.

Executive Summary

The writer of this apartment business plan is interested in investing in the apartment, called Friendship Apartment on the land of 1,500 square meters at Ban Khamhuang village, located near DongDok campus, the National University of Laos in Xaithany district, Vientiane capital. This area is a very potential place to build an apartment because it is located at crowded communities and many students living there. The land for this apartment will be purchased at the price 4,000 Baht per 1 square meters or about 6,000,000 Baht per 1,500 square meters.

The apartment has 5 floors which the ground/first floor is used for lobby, apartment office, parking space, and commercial stores. From the second floor up to the fifth floor, there are 48 rooms which there are 12 rooms on each floor and each room has a balcony, furniture, an air conditioner, and perfect facilities. The construction of this building will be started from 2008 up to 2009 (November 1st, 2008 - August 1st, 2009). Then, Friendship Apartment will be opened on September 1st, 2009 or at least on October 1st, 2009 which is the opening term at DONGDOK campus, the National University of Laos.

The Friendship Apartment business planner has a marketing plan that can differentiate it from rivals, create customer satisfaction and increase occupancy rate. The differentiation strategy that the planner uses includes providing superior quality of services; best facilities; additional services; and impressive, lively, and convenient apartment at DONGDOK campus area. This is to make tenants feel that Friendship Apartment is likely their second house and have impression when they stay at this apartment. The planner uses proper marketing strategies that are important parts of helping the Friendship Apartment survive in this market. These marketing strategies include setting proper price with the values that tenants will receive from staying in this apartment. Moreover, the planner will use advertisement, sales promotions, customer relationship to quickly increase occupancy rate and keep retention rate.

After analysis of investment and results of this project with occupancy rate at 80%, it found that the project gives IRR about 10.90% which is higher than required rate of return needed by shareholders. Moreover, the planner analyzes results of this project with occupancy rate at 95% it found that the project gives NPV about 4,555,057 Baht and IRR about 12.13% which are higher than needed by shareholders. However, due to uncertainty of market place, the planner analyzes the project with occupancy rate at 70%, it found that the project gives IRR about 8.89%. Even though IRR is less than required rate of return needed by shareholders; the planner finds that this IRR can be accepted. Therefore, this project should be invested.

Table: Best-Base-Worst-Cases Analysis

Cases	NPV	IRR
Best, occupancy rate Y1 60% and Y2 –Y20 95%	4,555,057	12.13%.
Base, occupancy rate Y1 50% and Y2 –Y20 80%	383,354	10.19%.
Worst, occupancy rate Y1 40% and Y2 –Y20 70%	-2,132,475	8.89%.

1. Friendship Apartment Overview

1.1 Direction of Friendship Apartment

1.1.1 Vision

The owners of Friendship Apartment are committed to offering apartment services that make customers feel impression and convenience when they are staying at this apartment

1.1.2 Mission

- To charge reasonable prices.
- To provide high quality of services and facilities that make tenants have convenience and feel as they live in their own houses.
- To create the apartment attractive, calm, clean, green, and lively to be a part of making tenants feel relax and helping them successes in their education and jobs.
- To create good image and quality for being the first choice of customers at DongDok campus, the National University of Laos (NUOL).
- To train employees with appropriate skills in order to be ready for doing assigned jobs of serving customers.

1.1.3 Values

Impression, Friendship, and High Quality of Services.

1.1.4 Goals

- To gain 50% at the first year and 80% at the second year until the 20th year.
- To retain customers staying at Friendship Apartment at least 3 years.
- To create 10% return to shareholders.

1.2 DONGDOK Campus and Friendship Apartment

1.2.1 DONGDOK Campus

DongDok campus is a campus of the National University which is located in Ban DongDok village, Xaithany district, Vientiane capital, Laos. This campus is surrounded by Ban DongDok, Ban Nongviengkham, Ban Khamhueng, Ban XangKhou, and Ban Tanmisay village. It is the center of educational area in Vientiane capital and it has president office, 5 faculties, 1 school, and 6 centers. There are more than 20,000 students studying and living there. Over half of these students, they are provincial students who are non-quota and fee-paying students and who do not have the right to live in the dormitories of the National University of Laos.

1.2.2 Friendship Apartment

1.2.2.1 Name of the project

Friendship Apartment or FA apartment

1.2.2.2 Location

It is based on Ban Khamhuang Village near DongDok Campus of the national University of Laos (NUOL), Xaithany District, and the northern part of Vientiane Capital. This site is surrounded by four villages as Ban Khamhuang, Ban DongDok, Ban Tanmixay, and Ban XangKou.

1.2.2.3 Friendship Apartment's area size and building

Area Size: 1,500 square meters which on this area there are building of the apartment, parking space, and small garden.

Building: Friendship Apartment has 5 floors which on the ground floor, there are parking space, commercial rooms, lobby, and apartment office. From second floor up to fifth floor, there are apartment rooms which there are 12 rooms on each floor and about 48 rooms in total.

1.2.2.4 Shareholders

The Friendship Apartment will be built by four shareholders: Mr. KhamSouk Visay; Miss. Piengsone Visay; Mr. Bounchong Kongkham; and Miss. Phisaphone Vongpachanh.

1.2.2.5 Products and Services

The main products include: "rooms for rent" in two types. That is, apartment rooms and commercial rooms.

- The apartment rooms - there are two sized rooms: The first size is 25 square meters (5mx5m). This room size includes 11 rooms on each floor and in total there are 44 rooms. The second size is 40 square meters (5mx8m). This room size includes 1 room on each floor which in total there are 4 rooms.
- The commercial rooms - these include: 25 square meters (5mx5m) rooms. There are 3 rooms used for laundry, restaurant, and beauty shop and; 40 square meters (5mx8m) room. There is 1 room used for Minimart.
- Moreover, the owners of Friendship Apartment provide additional services to increase convenience for residents in the apartment.

1.2.2.6 Contact Information

Website: www.FAapartment.com

Telephone: 020 589 9858. 021 567 0276

Fax: 856 (0) 21 752029

E-mail: fiendship.fapart@hotmail.com

1.2.2.7 Slogan& Logo

Slogan: The best apartment at DONGDOK CAMPUS that you have never seen.

Figure1: Logo of Friendship Apartment

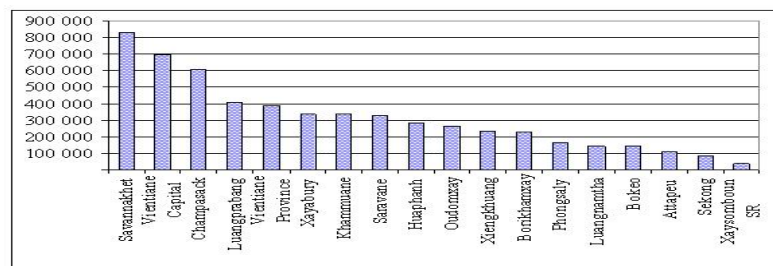


2. Situation Analysis

2.1 Apartment Business Analysis

Apartment business is rapidly growing in big cities of Laos because country people tend to move into big cities of Laos such as Vientiane capital, Savannakhet, Champasack, and Luangprabang Province. These big cities are industrial, commercial, business, tourist, educational, and social centers in Laos.

Graph 1: Lao population living in each province during 2005



When more and more Lao people move into big cities where not their own homes are, they demand their new shelters and various apartments become their first choice. Therefore, apartment business becomes an interesting and attractive business to invest. A study of apartment business found that the number of apartment business enterprisers increases every year, especially in factory and education areas. In Vientiane capital, Lao people tend to move and live near big schools such as the National University of Laos (NUOL) and big garment factories such as XangKou Garment Factory and Ban Donnoon factory. Among these areas, apartment business is rapidly growing, but the owners of these apartments pay less attention to best quality of services to their customers. They do not pay enough attention to any attractive marketing tools. This becomes an opportunity for Friendship Apartment to enter into this market.

2.2 SPELTD Analysis

2.2.1 Social Factor

Due to more Lao people moving into cities for education and jobs and the growth rate of Lao population in Lao big cities, it increases the need for apartments. Moreover, Lao people like freedom, convenience, friendship, and calmness. These needs make them like to live in their own room or with friends or fans rather than their families. Moreover, living in an apartment makes them feel free from

rules of parents. At the same time, they need new things such as new rooms, new friends, and versa. This is a reason that makes them move to an apartment. Furthermore, for new couples and students building their own house seems to be much hampered because of high costs involved. Therefore, renting monthly an apartment room is the best choice for them. To respond to these needs, Friendship Apartment is committed to building the apartment as a lively, impressive, and memorial place at a reasonable rental price in order to help the customer's success in their education and all jobs.

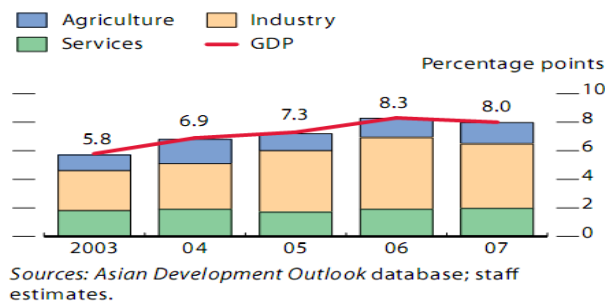
2.2.2 Political Factor

The political situation of Laos is smooth and riskless. This factor has less impact on apartment business because Laos does not have any risk of civil war such that Lao people do not have to move out of cities to avoid that war. Moreover, calmness of the political factor makes people feel free and enjoy in their lives and jobs. They tend to have a financial position and better lives and tend to move into Lao big cities such as Vientiane capital for education and for political and social opportunities in these cities. This factor becomes an opportunity for apartment business.

2.2.3 Economic Factor

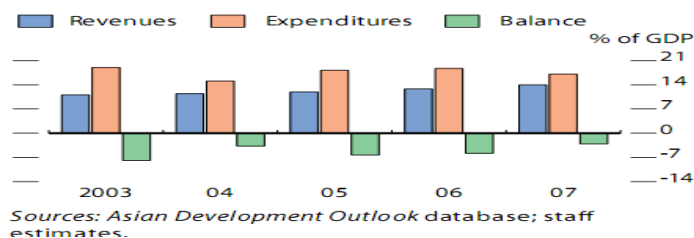
The Figure below presents the economic structure of Lao PDR. There are three main sources of Lao economy. The first sector is agriculture and forestry which dominates the Lao economy, yet its trend seems to decrease from 1985 up to present. The second sector is industry and handicraft. It is surprising that this sector's trend seems to increase gradually from the same period. While the final sector is services, including education business, seems to fluctuate and then be smooth.

Graph 2: Proportion of Lao economic sectors between 2003 and 2007



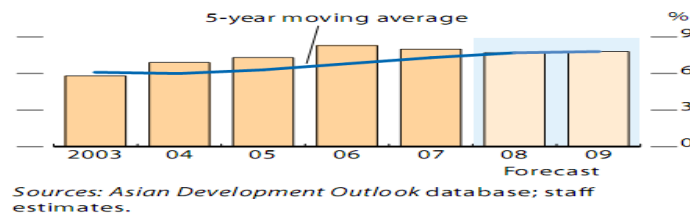
According to the information reported by Asia Development Bank (ADB), the revenues of Laos are always less than expenditures. As a result, the country's balance sheet shows a negative balance. Also every year Laos has more imports than exports.

Graph 3: Revenues and expenditures of Laos between 2003 and 2007



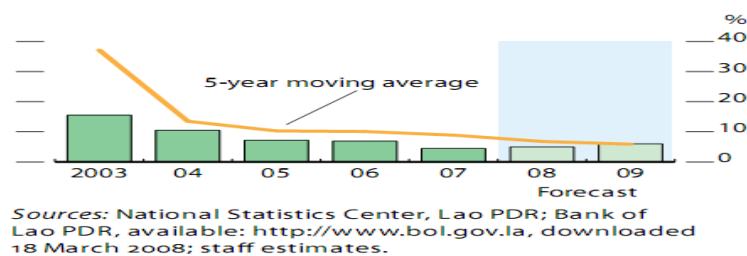
However, it is interesting to note that the Lao Gross Domestic Product rate (GDP) seems to climb up from 2003 to 2007. Moreover, it is estimated that this growth rate will go up in the coming years. In contrast, its inflation rate seems to decline and then slightly increase as estimated at the year 2009.

Graph 4: Lao Gross Domestic Product rates (GDP) between 2003 and 2009



In contrast, Lao inflation rate has decreased from 15% in 2003 to 5% in 2007 and it is expected to continue decreasing below 5% during 2008 and 2009.

Graph 5: Lao inflation rate between 2003 and 2009



These good economic signals result in better living conditions of Lao citizens. Along with the growth of the economy and the business units in Laos, the Lao population have more well-paid jobs offered by international organizations and foreign companies. Moreover, a decrease of the inflation rate makes living expenses increase less as well. This can help Lao people save money for other purposes, especially education. This will further increase opportunities of the Friendship Apartment because various educational centers are located in Vientiane capital, especially at DongDok campus, the National University of Laos near where Friendship Apartment will be built.

2.2.4 Legal Factor

Based on Article 41 of Lao Land Law, an apartment must be built in a manner that does not violate other neighboring people's rights and interests. The building must be permitted by the city planning department and must be strictly following the city plan rules. Moreover, the building must be permitted by the organizations involved. Furthermore, the building must be according to prevalent standards and techniques and must be friendly with the environment.

Article 60: Responsibilities of Land users

- Use the land for the right objective.
- Not to destroy quality of land and natural and social environments.
- To obey others' rights and interests and must pay land fees.

Article 62: Losses of the right for using land

- To use land in the manner that disobey objective.
- Not continuously pay land tax for three years after already being warned.
- Not to follow land law
- Loss of the right for land usage by court

2.2.5 Technological Factor

There are few technologies such CCTV TV, Satellite Dishes, Internet, Cable TV, elevators, hot and cool water machines, fire warning, air conditioners, and versa to support. These technologies can facilitate customers. However, in Lao apartments, these technologies are rare, as customers do not have resources to pay luxury apartment rooms, except people who have a good financial position and want to pay at premium prices for luxury rooms. However, it can be seen that technology involved with apartment business does not rapidly change from past decades. Therefore, this factor has less impact on the apartment business.

2.2.6 Demographic Factor

Figure 6 illustrates the Lao population situation at present and in the future. The focus is on the population, above 10 years old which represents about 4,171,199 people or 74.2%. This category was divided into 2 groups as the economically inactive population of about 1,351,696 people or 32.4%, and the economically active population of about 2,776,712 people or 66.6%. The latter group is a target group of the apartment business.

Table 1: Expected Lao Population Growth Rate from 2005 up to 2020

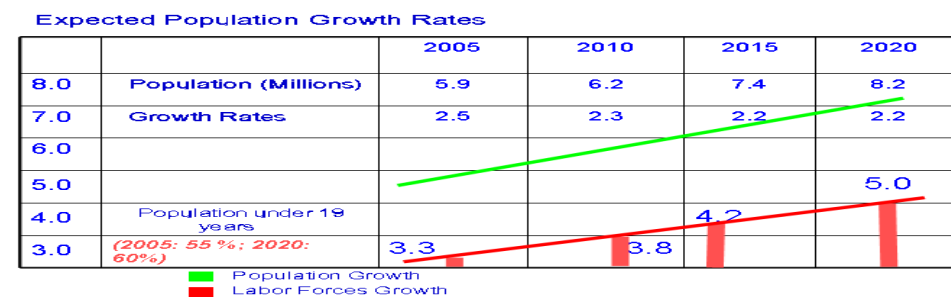


Table 2: Lao Population in 2005

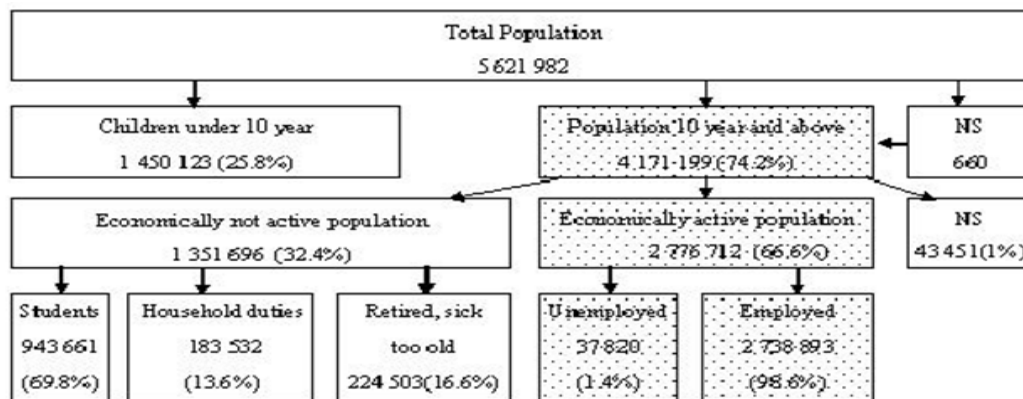


Table 3: Lao people's Income Range in 2005

Income Range	Lao PDR	Urban	Rural	North	Central	South
< 100000 Kips	31.2%	9.5%	36.6%	37.8%	27.2%	31.2%
100001-200000	24.0%	13.5%	26.7%	26.7%	22.5%	23.9%
200001-300000	14.2%	13.0%	14.5%	15.0%	13.9%	13.7%
300001-500000	15.3%	24.6%	13.0%	11.7%	18.1%	13.9%
500001-1000000	9.8%	25.5%	5.9%	5.8%	11.6%	11.5%
1000000+ Kips	5.4%	13.8%	3.4%	3.0%	6.8%	5.9%
Average Household Income	K 293,500 (US\$ 35)	K 515,000 (US\$ 61)	K 238,500 (US\$ 28)	K 230,500 (US\$ 27)	K 328,000 (US\$ 39)	K 304,500 (US\$ 36)

2.3 Industry Analysis (Five Forces Analysis)

2.3.1 Rivalry or Competition

Apartment business life cycle at the project zone (DongDok Campus, the National University of Laos) is entering the growth period. There are many existing apartment enterprisers that more expand their businesses and build more apartment rooms.

Demand for apartments: apartments are more needed due to the number of target customers increasing every year.

Price competition: prices of apartment rooms are set based on room size and facilities. The rental prices are set between 1,000 Baht and 10,000 Baht. At DongDok campus zone, price competition is still not strong since there are many provincial students living and studying nearby. Therefore, the demand for apartment is high and apartment enterprisers do not need to fight each other with lower prices.

Marketing competition: the owners of various apartments at DongDok campus zone do not spend enough budget on marketing. Customers know their apartments by buzz marketing or word of mouth from friends to friends. Moreover, sales promotion is rare.

Services competition: Services at key apartments are just normal and unattractive

Facilities completion: Main facilities in apartment rooms are just electricity lights and some cheap basic bathroom facilities.

In conclusion, rivalry is not strong yet and this facilitates Friendship Apartment to enter into the apartment business market.

2.3.2 New entrants

Based on fieldwork at the project area and data collected from two villages such as Ban Tanmisay and Ban DongDok it was found that there are some new entrants, or apartments are being built. For example, the number of apartments has increased by 5 apartments from 45 apartments in 2007 to 50

apartments in 2008 at Ban Tanmisay Village. Among these apartments are one-floor buildings (figure 2).

Figure 2: New Room-for-Rent Buildings surrounding DongDok campus in 2008



2.3.3 Substitutes

Own houses: Some provincial students whose parents have a good financial position like to have their own houses, but there are only few students who choose to live in own houses because it is more expensive than living at apartments.

Relatives' houses: Some provincial students live in relatives' houses. However, there are also some disadvantages because they have to work for their relatives and are under the rules of the relatives' houses. Instead of living with e.g., cousins, many students decide to live in an apartment and enjoy their own lives. Therefore, living with others' houses is unpopular among Lao provincial students.

Houses for rent: There are a number of houses for rent at the project zone. However, this service is not well-accepted by Lao students because they have to pay high prices and finding friends to share apartment room with them is not easy.

Apartment rooms for sharing: This kind of service is more popular among Lao students because they can save money, make friends and reduce expenses. From the field survey, at least there two students wanted to share or live in the same room. In some cases, the number of students living in the same room is up to four people. This service is a threat for the apartment business.

The dormitories of the National University of Laos: These apartments were built for Lao and foreign Quota students while Non-Quota students are not permitted to live in these. From the field survey, it can be seen that there are over 2,000 Lao Quota students living in these buildings and most of them are provincial students. In spite of Lao government support for their dormitories; they have to pay 800 Baht per year for staying at these dormitories of the National University of Laos. Moreover, inside these buildings' rooms, there are about 10 students living in a room that is 4 m x 8 m size. Therefore, they live in much crowded rooms and a lot of noise as well.

Guesthouses: This type of service is not popular among Lao provincial students to live in for long periods being quite more expensive than living in an apartment. Even there are some guesthouses

nearby the project area, Lao students do not live in these guesthouses for more than a week. Therefore, they exercise few treats to the Friendship Apartment.

Hotels: It is a service that has less impact on apartment business. However, some time in the future some hotels can be converted into apartment businesses as well. At the project area, there is the hotel, called KONPASONG HOTEL that could be a treat in the future.

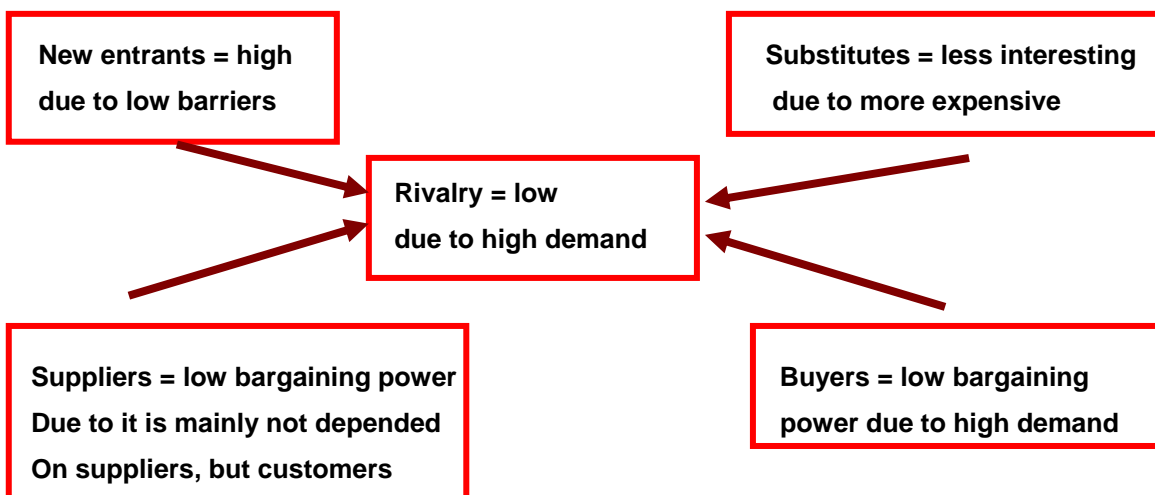
2.3.4 Suppliers

Apartment business is not significantly impacted by the suppliers since this service uses fixed assets or facilities that were already purchased during the building of the project. Therefore, apartment enterprisers do not need to purchase many materials after their apartment buildings were completed. Then, they just wait for rent payment from their tenants. However, some improvement and decoration are needed as existing assets and furniture are old.

2.3.5 Buyers

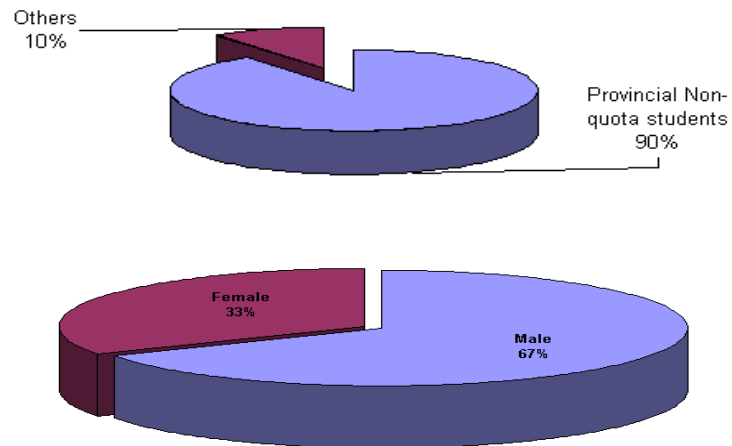
They have low bargaining power since there are many non-quota and fee-paying students who do not have a right to live in the dormitories of the National University of Laos. Together with many existing provincial non-quota and fee-paying students, there are many new other provincial non-quota and fee-paying students coming, studying, and living nearby DongDok campus while existing non-quota and fee-paying students have to take a bachelor degree for five or more years before they finish their programs. Therefore, freshmen have to search for more distant apartments and pay a similar rent as students who live closer to the campus.

Table 4: SWOT analysis



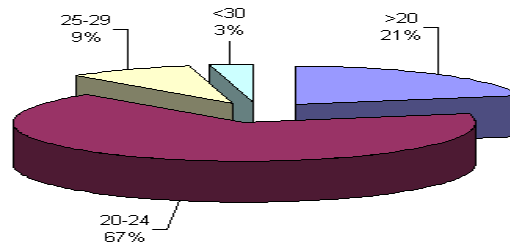
2.4 Customer Analysis

Graph 6: Who are they?



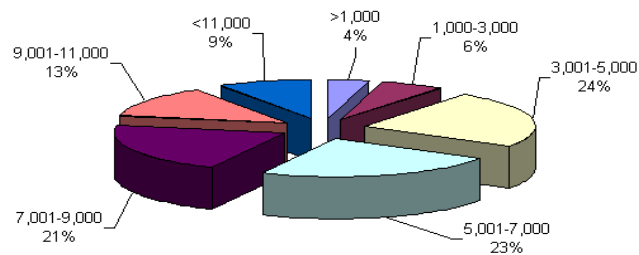
67% of target group is male while 33% is female

Graph 7: How old are they?



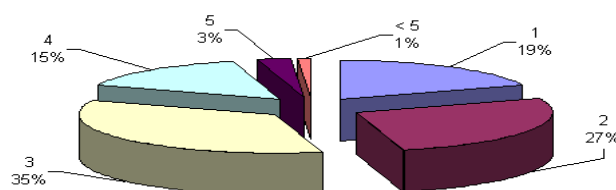
Most of them are at age 18-25 year old

Graph 8: How much income do their parents have?

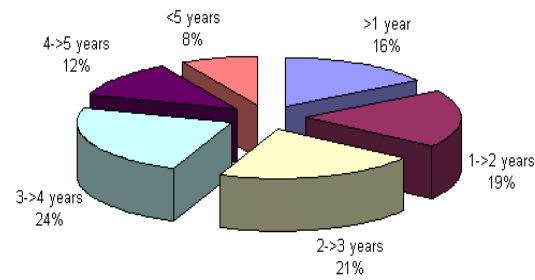


Most of their parents have income between 3,000-10,000 baht

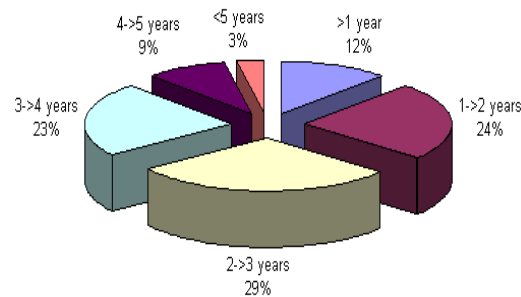
Graph 9: With how many people do they share the room?



Most of them like to share room. Only 19% like to live alone

Graph 10: How long do they stay in these apartments?

Most of them have stayed in these apartments for more than 3 years. Therefore, they do not want to move from these apartments

Graph 11: How long do they expect to stay in these apartments?

Most of them want to continue staying at these apartments from 1 year to 3 years

Table 5: Key factors of influence on choosing an apartment (question 9)

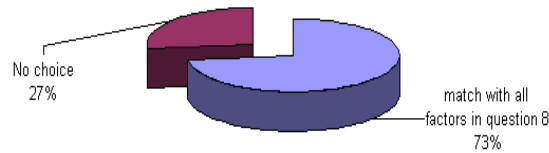
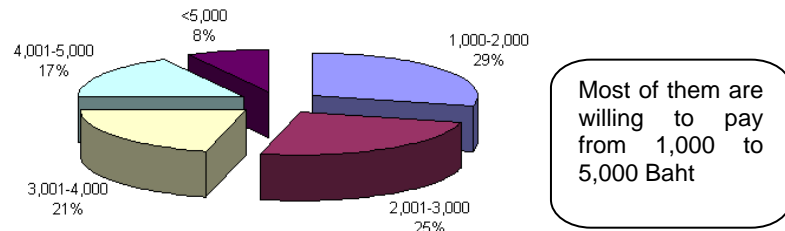
Factors	Most important	Important	Neutral	Unimportant	Least important
Location	95%	5%	0	0	0
Transportation	72%	24%	4%	0	0
price	54%	37%	8%	1%	0
Room size	63%	32%	5%	0	0
Age of apartment	27%	54%	18%	1%	0
Facilities	49%	36%	15%	0	0
Parking lot	74%	24%	2%	0	0
Cable TV	48%	35%	13%	4%	0
Additional services	34%	47%	14%	5%	0
People in apartment	61%	20%	9%	0	0
Safety	74%	18%	7%	1%	0
Cleanness	43%	39%	15%	3%	0
Atmosphere	51%	37%	12%	0	0

Table 6: Needs for facilities in the room (question 9)

Facilities	Most needed	Needed	Neutral	Least needed	Unneeded
Bed	100%	0	0	0	0
Mat	95%	5%	0	0	0
Pillow	76%	19%	5%	0	0
Bed suit	89%	11%	0	0	0
Food table	100%	0	0	0	0
Dressing table	96%	4%	0	0	0
TV table	100%	0	0	0	0
Air conditioner	50%	36%	24%	0	0
Lamp/bulb	100%	0	0	0	0
Word robe	100%	0	0	0	0
Water heating machine	56%	23%	17%	4%	0
Telephone	45%	17%	15%	22%	5%
Balcony	100%	0	0	0	0
Bath room	100%	0%	0	0	0
Working Table	95%	5%	0	0	0
Internet connection wire	73%	27%	0	0	0
TV	85%	15%	0	0	0
Carpet	53%	24%	16%	7%	0
Wall paper	37%	25%	21%	12%	5%
Electrical Fan	67%	23%	10%	0	0
Wall watch	23%	37%	18%	14%	8%
refrigerator	100%	0	0	0	0

Table 7: Needs for additional services (question 9)

Additional Services	Most needed	Needed	Neutral	Least needed	Unneeded
UBC	57%	43%	0%	0	0
Cable TV	56%	30%	14%	0	0
Laundry	54%	37%	8%	1%	0
Restaurant	64%	28%	8%	0	0
Minimart	43%	39%	15%	3%	0
Room cleaning service	56%	37%	7%	0	0
Parking lot	63%	32%	5%	0	0
Lift	67%	23%	10%	0	0
Lobby	27%	54%	18%	1%	0
Washing machines	34%	27%	21%	18%	0
Small garden	100%	0	0	0	0

Graph 12: Why do they decide to stay in these apartments?**Graph 13: How much are they willing to pay for these apartment rooms (question 8)?**

2.5 Competitors Analysis

Most apartments surrounding DongDok campus and Friendship Apartment are small sized apartments and have only one floor, except an apartment that is far from Friendship Apartment to the east which has two floors, excluding ground floor. Most of them do not have short and full names and a logo. Most tenants know their apartment via wall paper with telephone number and through friends or word of mouth.

Figure3: Room-for-Rent Advertising of Apartments around DONGDOK campus in 2008

Key competitors of Friendship Apartment are classified, based on their number of apartment rooms and location as follows:

2.5.1 Classification based on number of rooms

- Number of rooms ≥ 10 rooms: There are 50 apartment enterprisers
- Number of rooms < 10 rooms > 20 rooms: There are 7 apartment enterprisers
- Number of rooms < 20 rooms: There are 6 apartment enterprisers

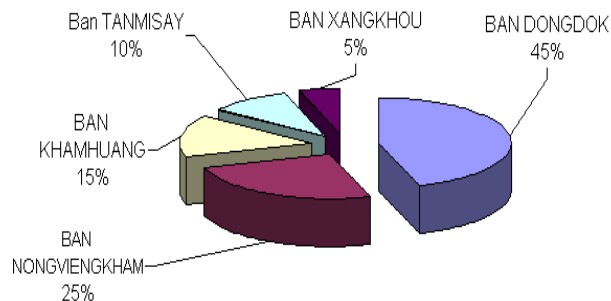
Table 8: Names of apartment enterprisers around DONGDOK campus in 2008

Names of apartment enterprisers	No of Apartments	Rooms
Number of rooms >= 10 room		
1. Kikeo	3	5
2. Somsanith	2	8
3. Khandeang	1	8
4. Inpeang	2	6
5. Kanya	2	6
6. Phetsanvanh	2	4
7. Bounkham	3	9
8. Thong	2	9
9. Chansoouk	3	9
10. Chankham	1	6
11. Puangmalai	1	8
12. Khamphone	2	9
13. Thongphet	1	3
14. Thonglieng	2	5
15. Bounyong	3	3
16. Chandeang	2	2
17. Phommanoy	1	5
18. SomKeut	1	5
19. Seangphone	2	9
20. Phouvieng	1	2
21. Khetsana	1	6
22. Latee	1	3
23. Khamsai	1	5
24. Khampeo	1	5
25. Thai	3	3
26. Khamko	1	4
27. Ting	1	2
28. Thongvin	1	4
29. Angkham	1	7
30. Vongpachanh	1	5
31. Bounmee	1	5
32. Kingkeo	1	5
33. Bounsone	1	9
34. Tik	1	7
35. Nouhak	1	3
36. Sengphet	1	5
37. Kaesa	1	4
38. Khounthong	1	6
39. Kaikham	1	7
40. Onsee	1	6
41. Bouneu	1	5
42. Thongdee	1	5
43. Khampai	1	6
44. Phong	1	5
45. Thin	1	8
46. Khampeo	1	8
47. Bo	1	2
48. Bounlone	1	5
49. Bounsone	2	10
50. Bounma	2	10
Sub-Total	71	286
Number of rooms < 10 rooms > 20 rooms		
1. Vilai	2	16
2. Say	3	15
3. Chansi	2	15
4. Boun	1	11
5. Souvannavong	2	13
6. Thongmai	1	11
7. Saythong	2	16
8. Bounleung	2	12
9. Vilaithong	3	14

10. Maisori	2	12
11. Nantha	2	11
Sub-Total	22	146
Number of rooms < 20 rooms		
1. Keokanlaya	1	24
2. Sisouvan	2	25
3. Sayadean	1	21
4. Seangkeo	3	21
5. Somsack	2	28
6. Somphone	1	21
7. Onekeo	2	34
8. somphone	1	31
Sub-Total	13	205
Total	106	637

2.5.2 Classification based on location

Graph 14: Density of competition



From the figure, it can be seen that Ban DongDok where DongDok campus is located is very crowded with 45% competitors, followed by Ban Nongviengkham with a 25% share. After that, Ban Khamhuang; Ban Tanmisay and Ban Xangkhou follow with a 15% share, a 10% share, and a 5% share respectively. It is interesting to note that location is a key success factor. This is the reason why Ban DongDok where DongDok campus is located is crowded by many competitors while Ban Xangkhou which is quite far away from DongDok campus is less interesting to locate by apartment enterprisers and to live by students. At the same time, Ban Khamhuang where Friendship Apartment is located is closer to the DongDok campus, so there are somewhat more competitors than in Ban Xangkhou, but less rivals than at Ban DongDok and Ban Nongviengkham.

Figure 4: Locations of Friendship Apartment's key rivals in 2008

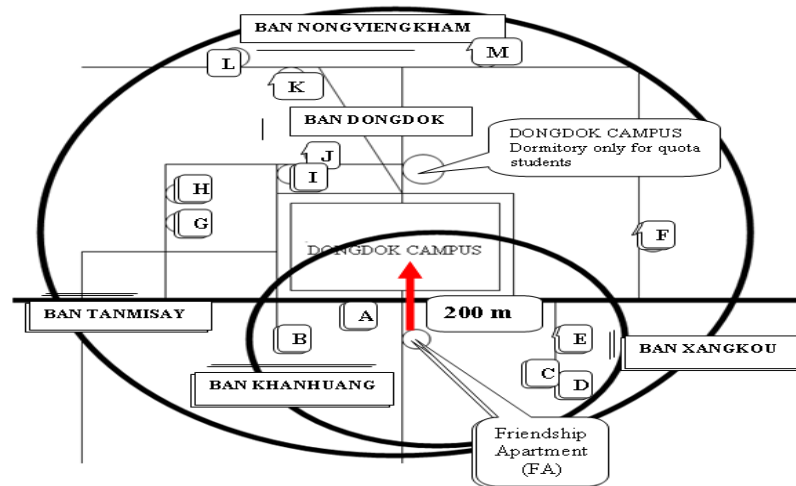


Figure 5: Distant Competitors

The following apartments are classified as longer distant rivals since they are at the radius of 5 km located from Friendship Apartment. These competitors are mainly located at other villages, not at Ban Khamhuang village. Among these rivals, there are some apartments that are classified as key competitors and better than other key competitors as follow:

1. Apartment G

It is located at Ban DongDok village and is about 1 km away from DongDok campus and its area is quite small and unattractive. This apartment receives only female students. The monthly rent is about 1,000 Baht while the size of room is 4m x 6m. Therefore, the rooms are very crowded.



Inside the room, there are only a toilet, a light, a bed, and a fan (see picture). More than those are bought by tenants themselves. Moreover, they have to pay electricity and water every month.



2. Apartment J

It is located at Ban DongDok and about 1 km away from DongDok campus. It is a quite small place and has crowded rooms with a price of about 1,000 Baht, not including electricity and water expenses. Inside the rooms, they are better, but it still has small room space and limited furniture.



3. Apartment K

It is located at Ban Nongviengkham village and about 3 km away from DongDok campus. It is also a small place with -crowded rooms at about 1,000 Baht, not including electricity and water expenses.



This apartment has the same disadvantages as other apartments with limited furniture and facilities. The provided facilities include a fan, a bed, and a light. All additional facilities, the tenants have to buy for themselves.



5. Apartment F

It is located at Ban Xangkhon village and about 1.5 km away from DongDok campus. It is a quite small place and has crowded rooms at about 1,000 Baht, not including electricity and water expenses. This apartment also has some disadvantages due to limited furniture and facilities. These include a fan, a

bed, and a light. Anything additional, the tenants have to buy for themselves. The room size is 4m x 6m.



Figure 6: Close Competitors

1. Apartment A

It is located at Khamhuang village and about 100 m away from DONGDOK campus. It has two floors and is located at a small place. It has crowded rooms at about 1,000 Baht, not including electricity and water expenses. It has the same disadvantages as other apartments because inside the rooms, there are limited furniture and facilities. These facilities include a fan, a bed, and a light. Anything additional the tenants have to buy for themselves. Moreover, the room size is small (4m x 6m) and the interior looks messy. Moreover, its entry is quite small and dirty during the rainy season



2. Apartment B

It is located at Ban Tanmixay village and about 1 km away from DONGDOK campus. It has two buildings. The first one has two floors and looks very old, while the second one has only one floor. It is a small place and has crowded rooms of 4 m x 6 m. at about 1,000 Baht, not including electricity and water expenses. Inside its rooms, there are limited furniture and facilities. Only a fan, a bed, and a light are provided.



3. Apartment E

It is located at Ban Khamhuang village and about 1.2 km away from DongDok campus. It is a three-floor building and looks modern, but it is a small place with crowded rooms at about 1,000 Baht, not including electricity and water expenses. There are limited furniture and facilities. Moreover, its entry is small and dirty during the rainy season



4. Apartment C and D

It is located at Khamhuang village and about 1.5 km away from DongDok campus. It is a small and crowded place. It has small room space while its price is also about 1,000 Baht, not including electricity and water expenses. Moreover, inside the rooms, there are limited furniture and facilities. These facilities include a fan, a bed, and a light. Moreover, the entry is small and dirty during the rainy season.



• Summary Information about key rivals

Building Body: Most of them are one floor

Location: They are based in five villages such as Ban DongDok, Ban Khamhuang, Ban Tanmisay, Ban Xangkhon, and Nongviengkham. The distance between the closest apartment to DongDok campus is about 200 m and some apartment are about 5 km away. However, most rivals are located in small roads or Soi which makes it difficult for tenants to travel.

Area size: From the field work observations, most key rivals are located in small areas.

Facilities: Most of apartment enterprisers provide limited facilities. They do not have enough parking spaces for their tenants' vehicles such as cars. Mostly the facilities are a bed, a fan, a light, and a toilet inside the room. Most of the tenants have to pay for electricity and water.

Additional services: Most of them do not have additional services

Contracts between landlord and their tenants are not mentioned, so their tenants can leave whenever they want.

All apartment enterprisers charge almost the same prices between 1,000 and 1,500 Bath while few apartment enterprisers charge more than 1,500 Baht.

2.6 Internal Analysis (Friendship Apartment)

• **Building Body:** Based on the project, Friendship Apartment has 5 floors parking space, commercial rooms, lobby, and apartment office at the ground floor. From the second floor up to the fifth floor, there are apartment rooms (12 rooms at each floor) and about 48 rooms in total. Each room has a balcony and an air conditioner. Moreover, there are good facilities and additional services.



● **Location:** Friendship Apartment covers an area of 5,000 square meters (50 m width x 100 m length) and is located in Ban Khamhuang village, Xaithany district, the northern part of Vientiane capital and close to DongDok campus, the National University of Laos (NUOL). The distance from Friendship Apartment to the entry of DongDok campus is about 200 m or 5 minutes to 10 minutes by foot. The location is between Phongtong Road and DongDok Road. The road is 10 m width and more convenient for transportation. There are 2 bus stops nearby of the DongDok Bus and Phonetong Bus to the center of Vientiane capital or TALASAO Morning Market. There are 2 telephone boxes. It is also surrounded by many stores and restaurants. The area can be divided into a public area of about 1,500 square meters, parking space under the building of about 200 square meters and outdoor parking space of about 300 square meters, and a small garden of about 500 square meters. Moreover, near the location, there are 3 colleges such as KEVIL, SAHAKITSAMPHANH, and SAYPATANA; as well as an International Commercial Bank branch.



Figure 7: Location of Friendship Apartment



2.7 SWOT Analysis

Table 9: SWOT analysis

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • More convenient place with big roads, bus stops, a bank, near the campus, and surrounded by many shops, a market, and sports centers • More facilities and services • More area space to relax and play sports 	<ul style="list-style-type: none"> • Unawareness
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • High demand • More people move to big cities • Still low competition • Substitute services are less interesting being more expensive than apartment rooms 	<ul style="list-style-type: none"> • More new entrants due to high demand and low barriers • Lao people have low incomes • Legal factor • NUOL's policy on student dormitories

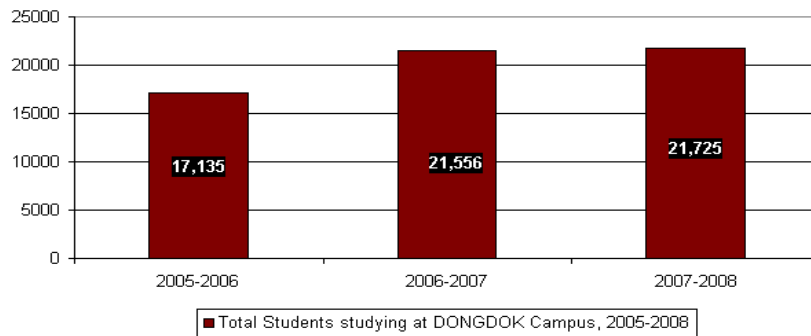
From the above SWOT analysis, it is found that the apartment business is rapidly growing in Laos, especially in the areas surrounding DongDok campus, the National University of Laos. The number of target students is increasing every year. At the same time, the demand for apartments or room-for-rent is high. Moreover, rivalry among competitors is still not strong while substitute services are unattractive among target students. Even though there are more new entrants entering into the market, they are still small rivals and lack budgets. In summary, building an apartment at the targeted area or near the DongDok campus is an interesting investment and might have a good profitability.

3. Objectives-Targets-Strategies

3.1 Demand Forecast

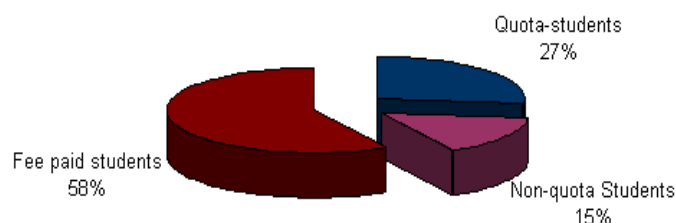
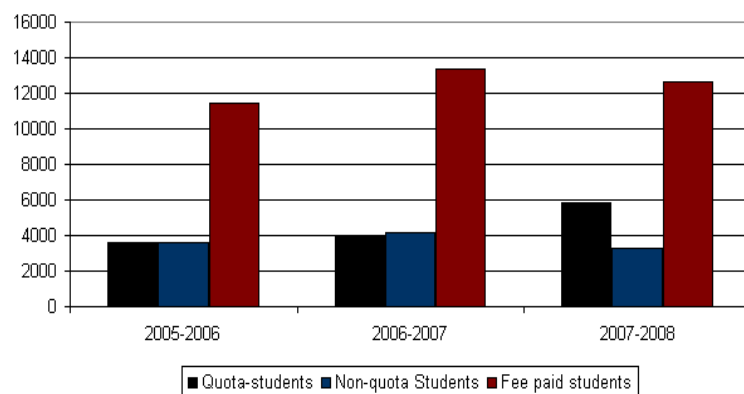
3.1.1 Demand forecast is based on the number of Lao students studying at DongDok campus from 2005 up to 2008.

There were about 17,135 Lao students studying at this campus during 2005-2006. This number increased to 21,556 during 2006-2007 and to 21,725 during 2007-2008. The number of Lao students studying at this campus is estimated to increase dramatically in the coming years.

Graph 15: Number of Lao students at DongKok Campus 2005-2008

Source: SUMMARY of NUOL, 2005-2008 (Look at Appendix)

Friendship Apartment's target tenants are provincial non-quota students and fee paying students since these groups of students do not have the right to stay in the student dormitories of the National University of Laos which are provided by the state. These students mainly come from 17 provinces and one special zone of Laos. In 2007-2008, the total number of fee paying students and non-quota students studying at this campus is 15,897 students or about 73.19% of the total, while only 5,822 students or about 26.85% are quota students. The fee paying students and non-quota students are from provinces around the country (about 11,635 students or 90%), while only 4,262 students or 10% are from Vientiane capital. The Vientiane Capital students mainly like to live with their family rather than living at apartments and are not in the interesting category.

Graph 16: Total students divided into quota, non-quota, and fee-paying students during 2007-2008

Based on competitor analysis, there are more than 100 apartment business enterprises surrounding the target zone. In total there are more than 637 rooms available there. Our survey of a target group sample population of about 200 students who are living at various apartments at target zone, showed that they mostly responded that they live together in a room about 2 or more persons. This finding

corresponds with the results of our interviews of apartment business entrepreneurs and fieldwork observation. Therefore, 637 rooms multiplied by 3 persons is to 1,911 persons, while the total number of non-quota students and fee-paying students, excluding Vientiane capital students, is 11,635 students in 2008. From this calculation, it gives an opportunity to enter this market. However, it might be that other small apartments were excluded in the list. Therefore, the Friendship Apartment team estimates that there might be about 2,000 rooms multiplied by 4 persons, or 8,000 students, leaving about 3,635 students who do not have apartment rooms to live yet. Even through this number is more interesting to serve; the Friendship Apartment team does not overlooks new entrants and substitute services. As a result, it expected to acquire 50% staying rate, or about 24 rooms are expected to be booked at the opening date.

3.1.2 Demand Forecast based on apartment business entrepreneurs

It was found that every apartment business enterprise could acquire at least 70% occupancy rate. For example, in case of 20 rooms, 18 rooms are booked and occupied by these students; especially during September and October every year. Moreover the apartment enterprises do not have enough rooms for their customers since this period is the opening term. They added that their tenants do not like to move to other apartments very often and normally have stayed for 2 or 3 years. Among these apartment enterprises, some have operated this business more than 5 years.

Figure 8: Apartment Business Enterprises around DONGDOK campus in 2008



3.2 Objectives and Targets

- To acquire an occupancy rate of 50% in the first year and 80% in the second year until the 20th year
- To retain customers staying at Friendship Apartment at least 3 years
- To create 10% return to shareholders

3.3 Strategies

The planner of Friendship Apartment has marketing plans that can differentiate it from rivals, create customer satisfaction and increase occupancy rates. The differentiation strategy that the planner uses includes providing superior quality of services; best facilities; additional services; and impressive, lively, and convenient apartments at DongDok campus. This is to make its tenants feel that the Friendship Apartments is like their second house and feel proud of staying there by focusing on superior quality of services from its employees. The planner will use proper marketing strategies that are key parts of helping success of the apartment. These marketing strategies include setting proper

prices with the values that the tenants will receive from staying at this apartment. It will use advertisement, sales promotion, customer relationship to quickly increase the occupancy rate and retention rate.

The Friendship Apartment management team knows that Friendship Apartment is a latecomer. Therefore, to enter the apartment business, it is committed to differentiating itself from existing rivals by offering superior quality of services and serving a premium market segment. However, Friendship Apartment is still unknown among its customers. Therefore, a plan to increase awareness is urgently needed. The following strategies are used at Friendship Apartment.

- Superior quality of service strategy to provide best facilities; additional services; and convenient, attractive, lively, and impressive apartment at DongDok campus.
- Market niche strategy to serve premium market segment or students who want to live independently in a room and are willing to pay premium prices.
- Increase awareness strategy is used by advertising and other sales promotion activities.

4. Functional Plan

4.1 Marketing

4.1.1 Market Segmentation

There are more than 10,000 non-quota students and fee-paying students that will come to study at DongDok campus in the coming years. These students can be divided into 2 main groups as followings:

- Students with families that have a good financial position
 - These students are both male and female and are between 20 and 25 years old. Their parents have a monthly income of more than 7,000 Baht. They like to live alone or with a roommate. They expect to live in an apartment at least 2 or 3 years and if the apartment that they selected matches with their criteria or provided with good facilities, services, and versa; they tend to stay there until they graduate from the National University of Laos. These students need superior quality of services. At the same time, they are willing to pay premium prices (4,000 – 5,000 Baht or more). This group is about 17% of the total target group. Moreover, there is about 8% that is willing to pay over 5,000 Baht and in total there is about 25%. The number of people was calculated by the Friendship Apartment team calculates as follows: The number of rooms supplied by competitors equals 2,000 x 4 students in a shared room = 8,000 students, or the number of students that already have rooms to stay. Total target students population is about 11,635 persons minus 8,000 students = 3,635 students. Among these students, about 25% (17%+8%) or 909 students are the first target group or students whose families have a good financial position and are willing to pay over 4,000 Baht. This number is enough to fulfill the objectives that are set by the Friendship Apartment team. To acquire 50% occupancy rate out of 48 rooms or 25 persons in the first year.

- Students whose families have a low financial position. They want some friends to share the price of the room. They are willing to pay less than 4,000 Baht. This group is about 75% of the total target group. They need superior services and facilities, but are willing to pay less. Therefore, they are unattractive to serve. Another reason is that there are many competitors who already serve this market.

4.1.2 Target Market

Both male and female students of 20 -25 years old, with a parents' monthly income of over 7,000 Baht and a willingness to pay a premium price

4.1.3 Positioning

Based on target customer needs, they need high quality and are willing to pay a premium prices. Therefore, Friendship Apartment will be positioned at high quality with premium price "More For More".

APPENDICES



ແບບສອບຖາມຄວາມຄິດເຫັນຂອງນັກຮຽນນອກແຜນຕໍ່ກັບຫ້ອງໃຫ້ເຊົ່າ

ໃນວິທະຍາເຂດດົງໂດກມະຫາວິທະຍາໄລແຫ່ງຊາດລາວ

ແບບສອບຖາມຄວາມຄິດເຫັນນີ້ ຈັດທຳຂຶ້ນເພື່ອສຶກສາຄວາມເພິ່ງພໍໃຈ ແລະຄວາມ
ຕ້ອງການ ການບໍລິການຂອງຜູ້ພັກອາໄສທຳພັກໃນວິທະຍາເຂດດົງໂດກມະຫາວິທະຍາໄລແຫ່ງ
ຊາດລາວ ໂດຍຜູ້ສຳຫລວດຈະນຳຂໍ້ມູນເລົ່ານີ້ໄປໃຊ້ປະກອບການສຶກສາລະດັບປະລິນຍາໂທ
ສາຂາບໍລິຫານທຸລະກິດ ຂອງສະຖາບັນ ບັນດິດພັດທະນາບໍລິຫານລາດມິດາ ສົກຮຽນ 2008

ຜູ້ໃຫ້ແບບສອບຖາມຂໍຂອບໃຈທີ່ທ່ານສະລະເວລາໃນການຕອບແບບສອບຖາມສະບັບ
ນີ້ມາພະໂອກາດນີ້

ຂໍ້ມູນລ່ວນຕົວ

1. ຊື່ທຳພັກທຳພັກ.....
 2. ເພດ ຊາຍ.....ຍິງ
 3. ອາຍຸ.....ປີ.....
 4. ລາຍໄດ້.....ກີບ/ຕໍ່ເດືອນ
 5. ພັກອາໄສຫ້ອງລະ.....ຫ່ານ
 6. ລາຍໄດ້ລວມຂອງທຸກຫ່ານໃນຫ້ອງພັກ..... ກີບ/ຕໍ່ເດືອນ
 7. ພັກອາໄສທີ່ນີ້ມາແລ້ວປີ.....ເດືອນ
 8. ຄາດວ່າຈະພັກອາໄສທີ່ນີ້ຕໍ່ໄປອີກປີ.....ເດືອນ
 9. ແບບສອບຖາມຄວາມເພິ່ງພໍໃຈໃນການໃຫ້ບໍລິການອຸປະກອນໃນຫ້ອງພັກ
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 3. ການເລືອກຫ້ອງ ຕ້ອງການໃຫ້ມີນ້ອຍໜຶ່ງ ນັ້ນສະແດງວ່າ ທ່ານຜູ້ພັກອາໄສ ຍິນດີ ຈະຈ່າຍຄ່າ
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 4. ການເລືອກຫ້ອງ ບໍ່ຕ້ອງການໃຫ້ມີ ນັ້ນສະແດງວ່າ ທ່ານຜູ້ພັກອາໄສບໍ່ຕ້ອງການໃຫ້ມີ
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ອຸປະກອນນັ້ນ ຫຼື ບໍ່ຕ້ອງການໃຫ້ມີອຸປະກອນຢູ່ພາຍໃນຫ້ອງພັກ ເຊັ່ນ ບໍ່ໃຊ້ອຸປະກອນດັ່ງກ່າວ
ຢ່າງແນ່ນອນ, ສິນເປືອງພື້ນທີ່ ແລະອື່ນໆ...

ລຳດັບ	ລາຍການ	ຕ້ອງການໃຫ້ມີ ຫຼາຍ ເປັນເປີເຊັນ %	ຕ້ອງການໃຫ້ມີ ເປັນເປີເຊັນ %	ເລີຍ ເປັນເປີເຊັນ %	ຕ້ອງການໃຫ້ມີ ນ້ອຍນຶ່ງ ເປັນເປີເຊັນ %	ບໍ່ຕ້ອງການໃຫ້ມີ ເປັນເປີເຊັນ %
1	ຕຸງ					
2	ຫີນອນ					
3	ຫມອນ					
4	ເຄື່ອງນອນ					
5	ຊຸດໂຕະອາຫານ					
6	ຊຸດໂຕະແຕ່ງຕົວ					
7	ໂຕະວາງ ໂຫລະຫັດ					
8	ເຄື່ອງປັບອາກາດ					
9	ໂຄມໄຟຫົວຕຸງ					
10	ຕູ້ເສື້ອຜ້າ					
11	ເຄື່ອງທຳນ້ຳຢູ່ນ					
12	ເຄື່ອງຮັບໂຫລະສັບ					
13	ລະບຽງສ່ວນຕົວ ແລະ ຮາວຕາກຜ້າ					
14	ອ່າງອາບນ້ຳ					
15	ຊຸດໂຕະທຳງານ					
16	ສາຍຕໍ່ອິນເຕີເນັດ					
17	ເຄື່ອງຮັບໂຫລະຫັດ					

ການເລືອກທີ່ພັກອາໄສ

ປັດໄຈທີ່ທ່ານໃຊ້ໃນການຕັດສິນໃຈເລືອກທີ່ພັກອາໄສ

ປັດໄຈ	ສຳຄັນຫຼາຍທີ່ສຸດ (4)	ສຳຄັນ ຫຼາຍ (3)	ມີຜົນຕໍ່ການ ຕັດສິນໃຈ (2)	ມີຜົນຕໍ່ການຕັດ ສິນໃຈນ້ອຍ (1)	ບໍ່ມີຜົນຕໍ່ການ ຕັດສິນໃຈ (0)
ທີ່ຕັ້ງ					
ການຄົມມະນາຄົມ					
ລາຄາ					
ຂະໜາດຫ້ອງ					
ອາຍຸ, ສະພາບ ທີ່ພັກ					
ການບໍລິການໃນຫ້ອງ					

ບ່ອນຈອດລົດ					
ເຄເບິນ ໂທລະທັດ					
ການບໍລິການເລີ່ມ ສ່ວນອື່ນ					
ລັກສະນະຂອງຜູ້ ຮ່ວມພັກອາໄສ					
ຄວາມປອດໄພ,ການ ຮັກສາຄວາມປອດໄພ					

ການບໍລິການເສີມອື່ນໆ

ລາຍການ	ຕ້ອງການໃຫ້ມີ ຫຼາຍ ເປັນເປີເຊັນ %	ຕ້ອງການໃຫ້ມີ ເປັນເປີເຊັນ %	ເລີຍໆ ເປັນເປີເຊັນ %	ຕ້ອງການໃຫ້ມີ ນ້ອຍໆ ເປັນເປີເຊັນ %	ບໍ່ຕ້ອງການໃຫ້ ມີ ເປັນເປີເຊັນ %
UBC					
ເຄເບິນ ໂທລະທັດ					
ຮ້ານຊື້ກາລົດ					
ຮ້ານອາຫານ					
ຮ້ານຂາຍເຄື່ອງຍ່ອຍ					
ບໍລິການອະນາໄມຫ້ອງ					
ບໍລິການສະຖານທີ່ຂອດ ລົດ					
ລິບຕ Lift					
ຫ້ອງນັ່ງຫລິ້ນ Lobby					
ບໍລິການເຄື່ອງຊື້ກາຕົ້າ					
ສວນນ້ອຍ					

10. ສາເຫດທີ່ທ່ານເລືອກທີ່ພັກອາໄສທີ່ນີ້

..... ເປັນໄປຕາມປັດໄຈທີ່ໃຊ້ໃນການຕັດສິນໃຈໃນຂ້າງເທິງ

..... ທີ່ພັກມີຫ້ອງຫວ່າງໃຫ້ເຊົ່າຢູ່

11. ທ່ານໄດ້ເລືອກບ່ອນພັກທີ່ງ່າຍດາຍ.....ແຫ່ງ ກ່ອນການຕັດສິນໃຈ
ເລືອກບ່ອນພັກອາໄສ

12. ທ່ານໄດ້ໃຊ້ເວລາ.....ອາທິດໃນການຕັດສິນໃຈເລືອກບ່ອນພັກອາໄສ

13. ທ່ານມີຄ່າໃຊ້ຈ່າຍ ຄ່າໄຟຟ້າເດືອນລະ.....ກີບ/ຫ້ອງ

14. ທ່ານມີຄ່າໃຊ້ຈ່າຍ ຄ່ານໍ້າເດືອນລະ.....ກີບ/ຫ້ອງ

15. ທ່ານມີຄ່າໃຊ້ຈ່າຍ ຄ່າໂທລະສັບເດືອນລະ.....ກີບ/ຫ້ອງ

16. ທ່ານໃຊ້ ອິນເຕີເນັດ ຈາກໃນຫ້ອງພັກວັນລະ.....ກີບ/ຫ້ອງ

ຂອບໃຈ



Questionnaire on Apartment service

This questionnaire is created by Mr. Bounchong kongkham, a MBA student at the National Institute of Development Administration (NIDA). Its purpose is to survey the needs for apartment service of Lao non-quota students and fee-paid students at DongDok campus, the National University of Laos (NUOL) in 2008. The collected data will be used for writing a business plan, called "Friendship Apartment (FA)" which is Independent Study Subject and a course of Master Degree of Business Administration Program. On this opportunity, the writer of this questionnaire thanks for every respondent who devotes your valuable time for this questionnaire.

Personal Information

1. Your current apartment's name

2. Gender ☐ Male ☐ Female

3. Age Years Old

4. SalariesKip/month

5. Number of roommatespeople

6. Total salaries of all roommates added togetherkip/month

7. You have been stayed at this apartment forYears.....Months

8. You expect to live at this apartment forYears.....Months

9. Your satisfaction on internal furniture in your room

Facilities	Most needed	Needed	Neutral	Least needed	Unneeded
Bed					
Mat					
Pillow					
Bed suit					
Food table					
Dressing table					
TV table					
Air conditioner					
Lamp/bulb					
Word robe					
Water heating machine					
Telephone					
Balcony					
Bath room					
Working Table					
Internet connection wire					
TV					
Carpet					
Wall paper					
Electrical Fan					
Wall watch					
Refrigerator					

Key factors influence on choosing an apartment

Factors	Most important	Important	Neutral	Unimportant	Least important
Location					
Transportation					
price					
Room size					
Age of apartment					
Facilities					
Parking lot					
Cable TV					
Additional services					
People in apartment					
Safety					
Cleanness					
Atmosphere					

Needs for additional services

Additional Services	Most needed	Needed	Neutral	Least needed	Unneeded
UBC					
Cable TV					
Laundry					
Restaurant					
Minimart					
Room cleaning service					
Parking lot					
Lift					
Lobby					
Washing machines					
Small garden					

10. The reason why you choose this apartment

.....Match with your needs

.....The apartment has empty rooms at that time

11. How many apartments have you considered before selecting your current apartment?

.....Apartments

12. How many weeks did you consider to select your apartment.....weeks?

13. You spentkip/month on your electricity

14. You spentkip/month on your water

15. You spentkip/month on your telephone at this apartment

16. You spentkip/month on your internet at this apartment

Thank you for your help!

ແບບສຳພາດຜູ້ປະກອບທຸລະກິດທ້ອງຊ້າ

1. ຊື່ເຮືອນຊ້າ.....
2. ທີ່ຕັ້ງ.....
3. ຈຳນວນ.....ຫ້ອງ
4. ພັກໄດ້ທ້ອງລະ 2 ຄົນ
 3 ຄົນ
 4 ຄົນ
 ບໍ່ຈຳກັດ
 ຈຳນວນຜູ້ພັກໂດຍສະເລ່ຍ.....ຄົນຕໍ່ຫ້ອງ
5. ເຮັດສັນຍາ ຍ່າງຕ່ຳ ບໍ່ໄດ້ລະບຸ
 1-3 ເດືອນ
 4-6 ເດືອນ
 6-12 ເດືອນ
 ຫຼາຍກວ່າ 12 ເດືອນ
6. ເປີດບໍລິການເມື່ອປີ.....
7. ການບໍລິການໃນຫ້ອງພັກ
 ດຽງນອນ ແລະ ທີ່ນອນ
 ໂຕະຫົວຕຽງ
 ໂຕະອາຫານ
 ໂຕະແຕ່ງຕົວ
 ໂຕະທຳງານ
 ເຄື່ອງທຳນ້ຳອຸ່ນ
 ໂທລະສັບສາຍຕົງ
 ລະບົບສຽງສ່ວນຕົວ
 ອິນເຕີເນັດ (ສົດເງິນເຟີ້) ຕໍ່ເດືອນ
 ຊ່ອງໂທລະທັດ ຈາກດາວທຽມ (ສົດເງິນເຟີ້) ຕໍ່ເດືອນ
 ເຄເບິນ ທີວີ (ສົດເງິນເຟີ້) ຕໍ່ເດືອນ
 ໂທລະທັດ (ສົດເງິນເຟີ້) ຕໍ່ເດືອນ
 ຕູ້ເຢັນ (ສົດເງິນເຟີ້) ຕໍ່ເດືອນ

8. ການບໍລິການເພີ່ມເຕີມ

- ບໍລິການທຳຄວາມສະອາດຫ້ອງ
 ບໍລິການເຄື່ອງຊັກລົດ
 ຮ້ານອາຫານ
 ເຄື່ອງຊັກຜ້າ
 ຮ້ານຂາຍເຄື່ອງຢ່ອຍ
 ຜູ້ຍາມ
 ໃຊ້ບັດຜ່ານເປີດປະຕູ(Key Card Access Door)
 ທີ່ນັ່ງພັກຜ່ອນສ່ວນລວມ, ສ່ວນນ້ອຍ

9. ການປ່ຽນແປງການໃຫ້ບໍລິການໃນຊ່ວງເວລາທີ່ຜ່ານມາ

- ທາສີອາຄານທຸກໆປີ
 ຕິດເຄື່ອງປັບອາກາດ
 ເພີ່ມການບໍລິການໃນຫ້ອງຂັດໄດ້ແກ່.....
 ເພີ່ມການບໍລິການອື່ນໆ.....

10. ອັດຕາເຂົ້າໂພດໃນ 5 ປີທີ່ຜ່ານມາ

ປີສສ	2004	2005	2006	2007	2008	ຫມາຍເຫດ
ອັດໄລ່ເປັນເປີເຊັນ						

11. ອັດຕາການເຂົ້າພັກເມື່ອເລີ່ມດຳເນີນທຸລະກິດ

ປີສສ							
ອັດຕາການເຂົ້າພັກ ອັດໄລ່ເປັນເປີເຊັນ							

12. ໄລຍະການເຊົ່າໂດຍສະເລຍທີ່ຜ່ານມາ.....ເດືອນ

13. ການປັບລາຄາຄ່າເຊົ່າ

ປີສສ	2004	2005	2006	2007	2008	ຫມາຍເຫດ
ຄ່າເຊົ່າກີບ/ເດືອນ						



Questionnaire for apartment enterprisers

1. Name of the apartment

2. Location

3. The number of roomsrooms

4. In how many people can they live for a room?

☐ 2 people ☐ 3 people ☐ 4 people ☐ unlimited

On average, there are people per room

5. The contract term

☐ Unspecified ☐ 1-3 months ☐ 4-6 months

☐ 7-12 months ☐ More than 12 months

6. Your apartment opened in year

7. Services offered in a room include

.....Bed, mat, and pillow

.....Bed with a table

.....Food table

.....Dress table

.....Work table

.....Water heating machine

.....Direct telephone

.....Balcony

.....Internet

.....Satellite TV

.....Cable TV

.....Television set

.....Refrigerator

8. Additional services

.....Room cleaning service

.....Laundry service

.....Restaurant

.....Clothes washing machine service

.....Minimart
Security guards
Key card doors
Lobby
Small garden

9. Renovating during past years, please mark YES if there is and No if there is not. Then, write down what there are.

.....building is painted every year
New air conditioners are installed
New services are added in each room include
Other services include

10. Occupancy rate during past five years

Year	2004	2005	2006	2007	2008	Remark
Percent %						

11. Occupancy rate at the beginning of your apartment business

Year							
Occupancy rate in percent %							

12. Rent term during past yearsmonths

13. Rent price adjustment during past years

Year	2004	2005	2006	2007	2008	Remark
Kip/month						

Thank you for your help!