

16

LET'S FEEL SUNRISE SHADE

THE *b*ase
RISE

ความสวยงามของพระอาทิตย์ขึ้นกำลังจะเกิดขึ้นที่
"เดอะ เบส ไรส์"

1st Launch at

PHUKET



why
PHUKET?



จำนวนเที่ยวบินขาเข้าจังหวัดภูเก็ต

กุมภาพันธ์ 2567

เที่ยวบินต่างประเทศ

2,630

เที่ยวบิน/เดือน

589,790 Seats

56 สายการบิน/ 53 เมือง

ยุโรป, เอเชียตะวันออก

อาเซียน, เอเชียใต้

ตะวันออกกลาง



ที่มา : ท่าอากาศยานนานาชาติภูเก็ต

INTERNATIONAL FLIGHT

400

FLIGHTS / DAY

2,630

INTERNATIONAL FLIGHTS / MONTH

+14%

FROM 2023Y

The province with the highest **tourism** revenue in 2023

Economics
Data Analytics

Bnomics



PROVINCE	THE REVENUE MILLION BAHT	THE NUMBER OF TOURISTS MILLION PEOPLE	INCOME FROM TOURISTS PER PERSON BAHT / PERSON
1 BANGKOK	750,151	56.26	13,333
2 PHUKET	388,017	11.30	34,336
3 CHONBURI	233,681	23.26	10,045
4 CHIANG MAI	89,194	10.68	8,352
5 SURAT THANI	86,558	7.61	11,374
6 KRABI	52,501	3.80	13,804
7 CHIANG RAI	46,774	6.15	7,608
8 PRACHUAP KHIRI KHAN	44,241	11.14	3,970

TOP 3

HIGHEST TOURIST REVENUE WITH

388,017 MB

UNDER 11.30 MILLION PEOPLE

SPENDING PER PERSON IS ABOUT

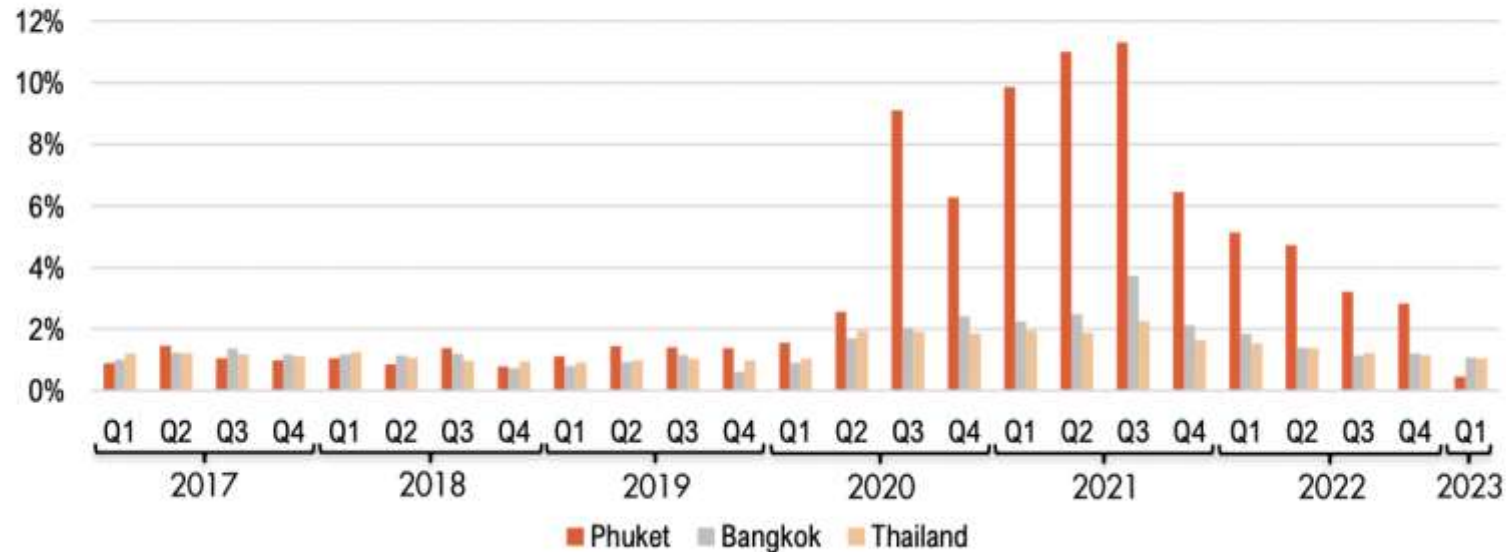
34,336 BAHT

PHUKET'S UNEMPLOYMENT RATE

0.45%

IN Q1 / 2023

Unemployment Rate



Source: National Statistical Office, Ministry of Digital Economy and Society

NEW SUPPLY LAUNCH IN 2023

8,743
UNITS

INVESTMENT VALUE

49,559
MB

prop2marriott

จำนวนยูนิตคอนโดมิเนียมเปิดขายใหม่ในแต่ละปี และ จำนวนยูนิตสะสมรายปี ณ.สิ้นปี พ.ศ. 2566



TOTAL SUPPLY AT END OF 2023

22,253
UNITS

SOLD RATE

65%

REMAINING SUPPLY

7,769
UNITS





เจาะทำเลทองคำ จ.ภูเก็ต ที่เวลานี้มาแรง
 ที่ดินพุ่งไร่ 50-60 ล้านบาทต่อไร่



เดินหน้าพัฒนาเฟส 2
สนามบินภูเก็ต รับผู้โดยสาร 18 ล้านคน

'คมนาคม' บูมเมกะโปรเจกต์ 'ภูเก็ต' 7 โครงการเร่งด่วน 1.48 แสนล้านบาท

๐7 มี.ค. 2024 เวลา 6:16 น.



FUTURE DEVELOPMENT

FUTURE DEVELOPMENT



8

NEW INTL. SCHOOL BY 2025Y

(Existing 14 Intl. Schools)



2

NEW MEDICAL HUBS

(Existing 13 Hospitals)



8

NEW INFRASTRUCTURES

Operated

1. Ruamrudee International School (RIS)

Expanded from BKK, started at Preschool – Year 12

2. Headstart International School

Expanded Branch, started at Preschool – Year 6
Opening in Aug 2024

Future Project

1. Kajonkiet International School (KIS)

Expanded Finland Curriculum
Opening 1st Phase in Jan 2024

2. HEI Schools Phuket International school

Finland Preschool Curriculum

1. Bumrungrad International Hospital Phuket

Build a 150-Bed Boutique Hospital with Advanced Diagnostic Center & Anti-Aging Center on 16.3 rai of land (3km. far from Phuket International Airport).

2. PSU Hospital Phuket (Songklanagarind Hospital Phuket)

Expected to be completion by 2027
Build a 500-Bed Hospital as part of the International Andaman Health Center located in Kathu, Phuket with 36 rai of land.

1. Road Infrastructure Developments

- Kathu – Patong Expressway, completion by 2027Y
- Muang Mai - Koh Kaew - Kathu expressway, completion by 2027Y
- MR9 Phang Nga – Phuket linked travel routes and transport on the Andaman coast.

2. Rail Transport System Developments

- **Phase 1** : Phuket Light Rail Plans (ART) : 21 stations around Phuket, completion by 2027Y
- **Phase 2** : Tha Nun (Phang Nga) – Phuket Light Rail Plans (ART)

3. Air Transportation Expanded

- Phuket International Airport Phase 2

4. Port Development

- Ao Por Smart Pier, completion by 2027Y
- Phuket Cruise Terminal

*Bangkok, Hong Kong and America Capital groups will be opened 3-4 international schools within 2025Y

SUCCESS STORY

SUCCESS STORY

2011

OCT 2011
dcondo Kathu (Sold Out)



2012

JAN 2012
dcondo Kathu – Patong (Sold Out)



MAY 2012
dcondo Creek (Sold Out)



JUN 2012
THE BASE Downtown (Sold Out)



NOV 2012
THE BASE Uptown (Sold Out)



2013

JULY 2013
The Deck Patong (Sold Out)



MAR 2013
Baan Maikhao (Sold Out)



FEB 2013
THE BASE Height (Sold Out)



JAN 2013
dcondo Kuku (Sold Out)



DEC 2012
dcondo Mine (Sold Out)



2019

JUN 2018
THE BASE Central (Sold out)



COVID-19

2023

MAR 2023
dcondo reef (70% Sold)



NOV 2023
THE BASE Bukit (60% Sold)



2024

What's
Next?

SUCCESS STORY

dcondo mine

dcondo creek



dcondo reef (MAR 2023)



70% SOLD

KATHU - PATONG

PHUKET TOWN



THE BASE Height



THE BASE Central



THE BASE Downtown



THE BASE Bukit (NOV 2023)



60% SOLD

SUCCESS STORY



THE BASE Central

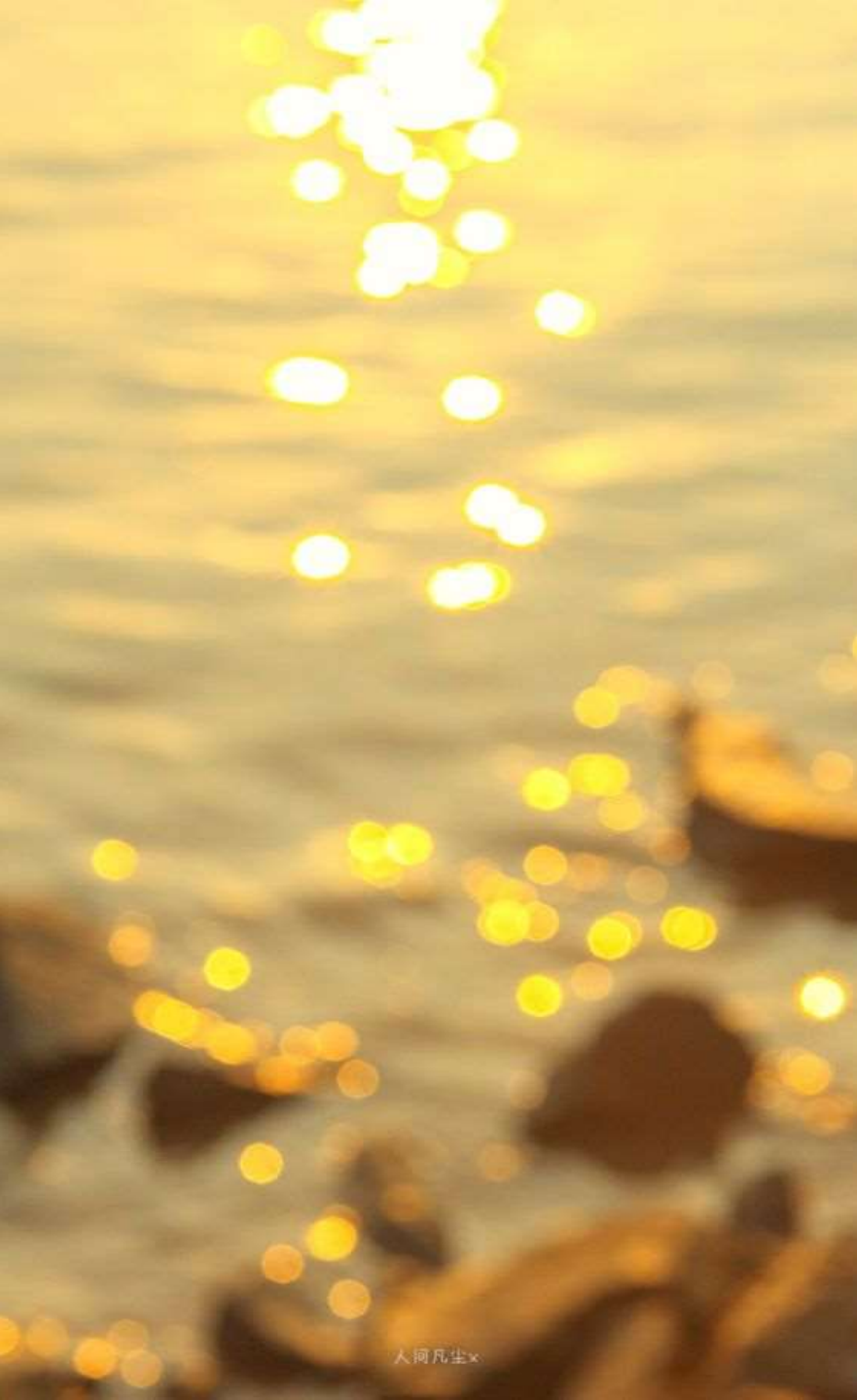
SOLD OUT ON PRESALE
AND HAS BEEN **RESALE**
AFTER 6 MONTHS

AVERAGE CAPITAL GAIN IS

20 - 25%

AVERAGE YIELD IS

7 - 11 %



THE *b*ase
RISE

LOCATION

LOCATION



*CONNECTED
TO 2 MAIN ROADS*

SITE

Vichitsongkram Rd.

Chao Fah West Rd.

Chao Fah West Rd.

Vichitsongkram Rd.

LOCATION



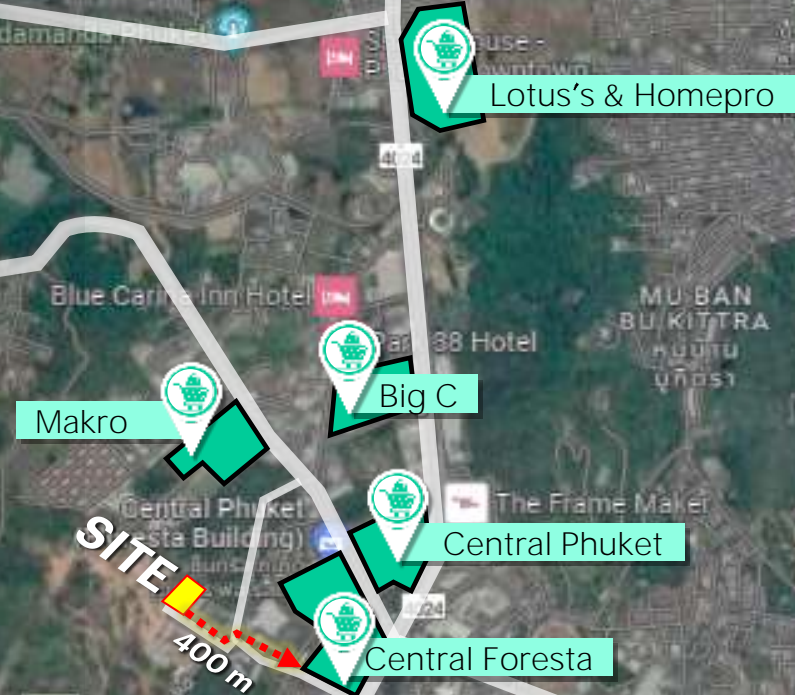
*LESS THAN 5 MINS
TO 2 DEPARTMENT STORES
& 3 HYPER MARKETS*



LOCATION



*ONLY 400 M
TO CENTRAL FLORESTA*



LOCATION



5 MINS

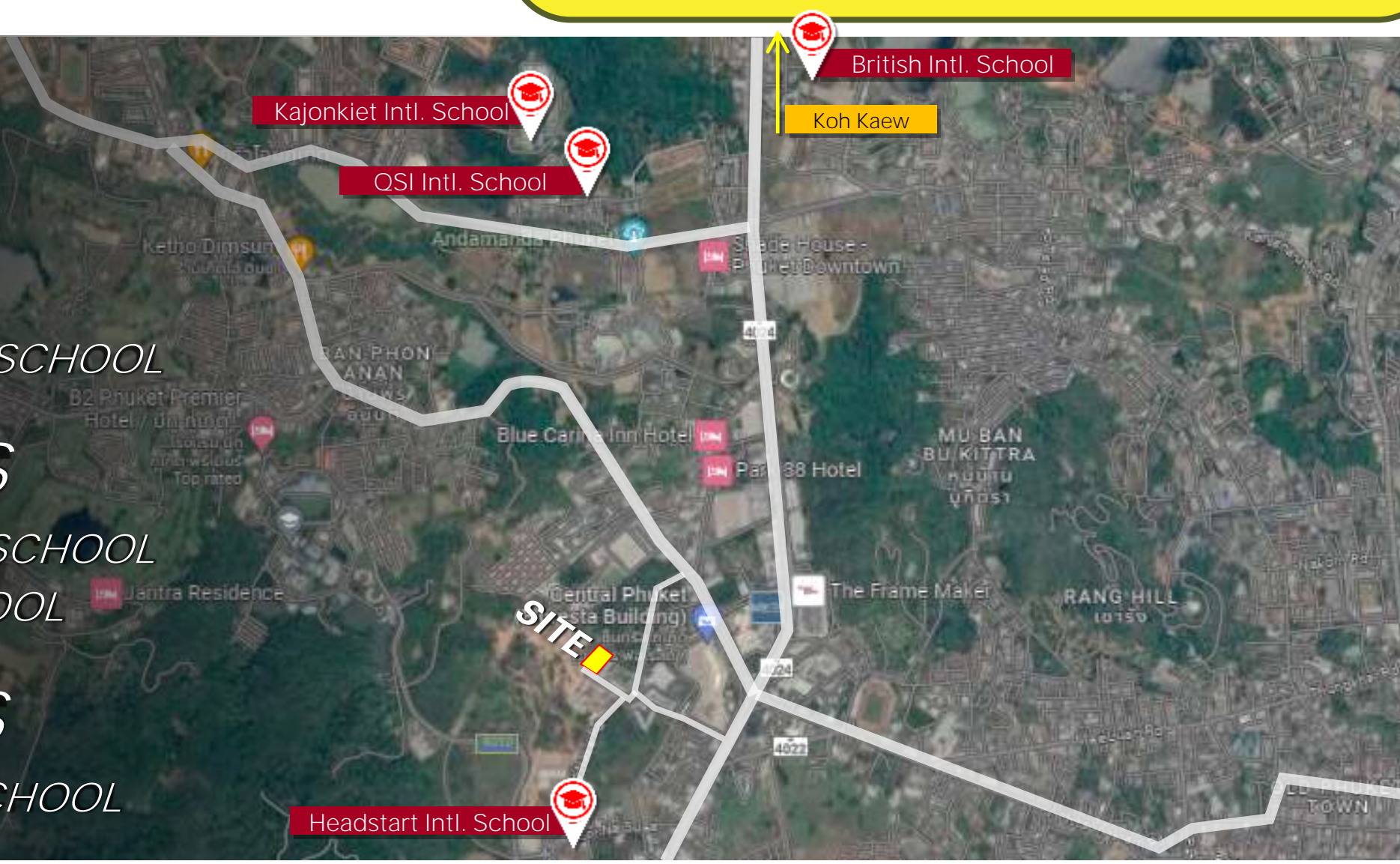
TO HEADSTART INTL. SCHOOL

10 MINS

*TO KAJONKIET INTL. SCHOOL
& QSI INTL. SCHOOL*

15 MINS

TO BRITISH INTL. SCHOOL



LOCATION



5 MINS

TO BANGKOK HOSPITAL SIRIROJ

10 MINS

TO BANGKOK HOSPITAL PHUKET

SITE



Bangkok Hospital

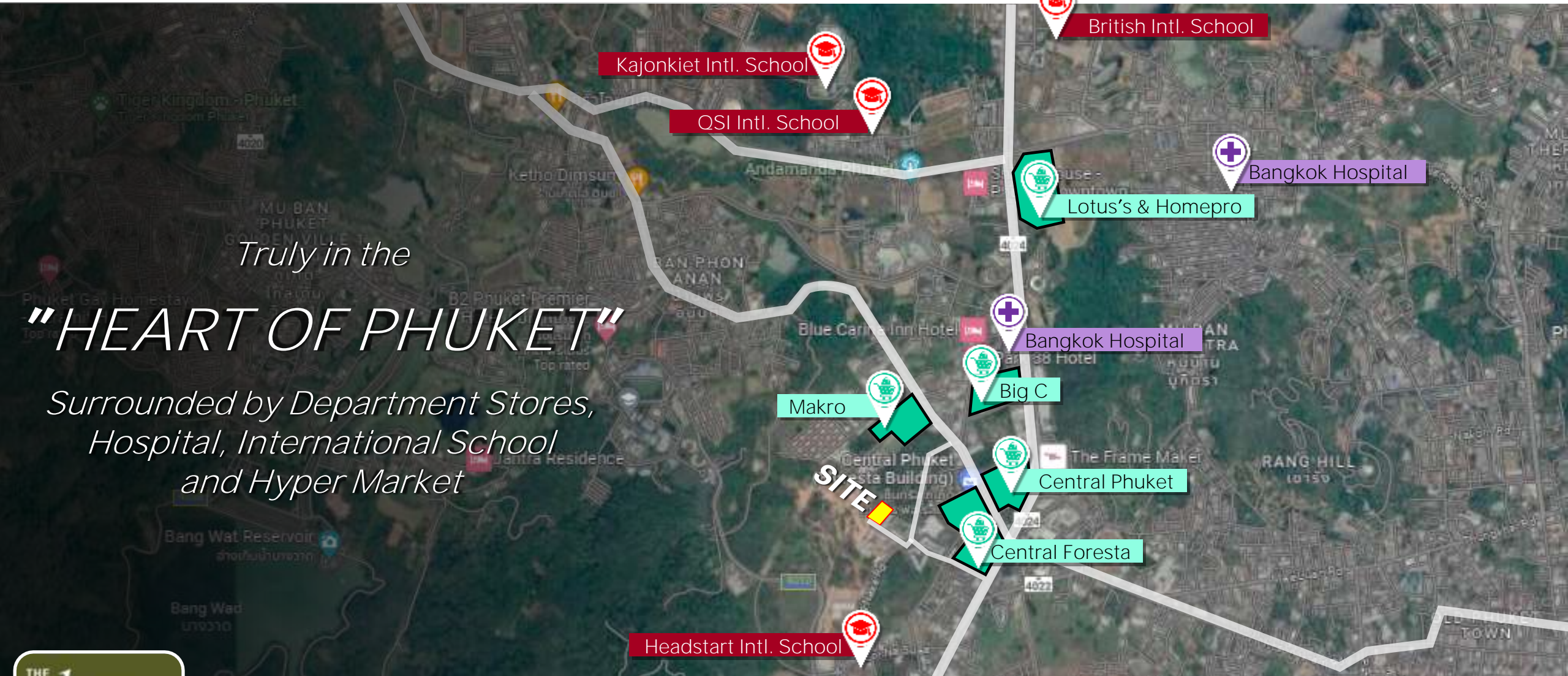


Bangkok Hospital

LOCATION

Truly in the
"HEART OF PHUKET"

Surrounded by Department Stores,
Hospital, International School
and Hyper Market



COMPETITORS

COMPETITORS

- New Launch
- Active
- Sold

dcondo CREEK (2012)(2014)
 Resale price 53,500 Bht/Sqm
 Pack : 1Br 30 Sqm 1.61MB
 Rent: 9,000-10,000 Bht

ORIGIN KRATHU – PATHONG
 (Presales Jun 23)
 Cons feb 24, complete may 25
 Total Units: ประมาณ 700 units
 Units avg. 6x,x00 bht/sqm

54,000 – 66,000
 B/Sqm

UNIT : 706unit
PRICE AVG: 66,000
BHT/SQM
Start : 1.59mb

The BASE BUKIT
 (Pre-sale Nov 2023)
 Total 609U Sold rate : 60%
 Mode: 30.00 – 35.23 SQM
 Avg. 89,000 B/sqm Start 1.89 MB

THE CITY PHUKET (Q3 2013)
 Total Units: 180 mode: 39 sqm
 Units avg. 94,000 bht/sqm
 Sold rate : 63%

ZCAPE CONDO PHUKET
 (Q1 2016) (Q2 2018)
 Total Units: 417 mode: 27 SQM
 Units avg. 73,000 bht/sqm
Sold out



ORIGIN CENTRE (PH1)
 (Presales May 23)
 Total Units: 728 unit
 Units avg. 75,000 bht/sqm
 Start 1.29 mb S
Sold rate : 100%

SPACE CONDO PHUKET
 (Q2 2018) (Q3 2020)
 Total Units: 197 mode: 27 SQM
 Units avg. 77,000 bht/sqm
Sold out

Behind Central AVG. 85,000 – 93,000 B/Sqm

55,000 – 93,000
 B/Sqm



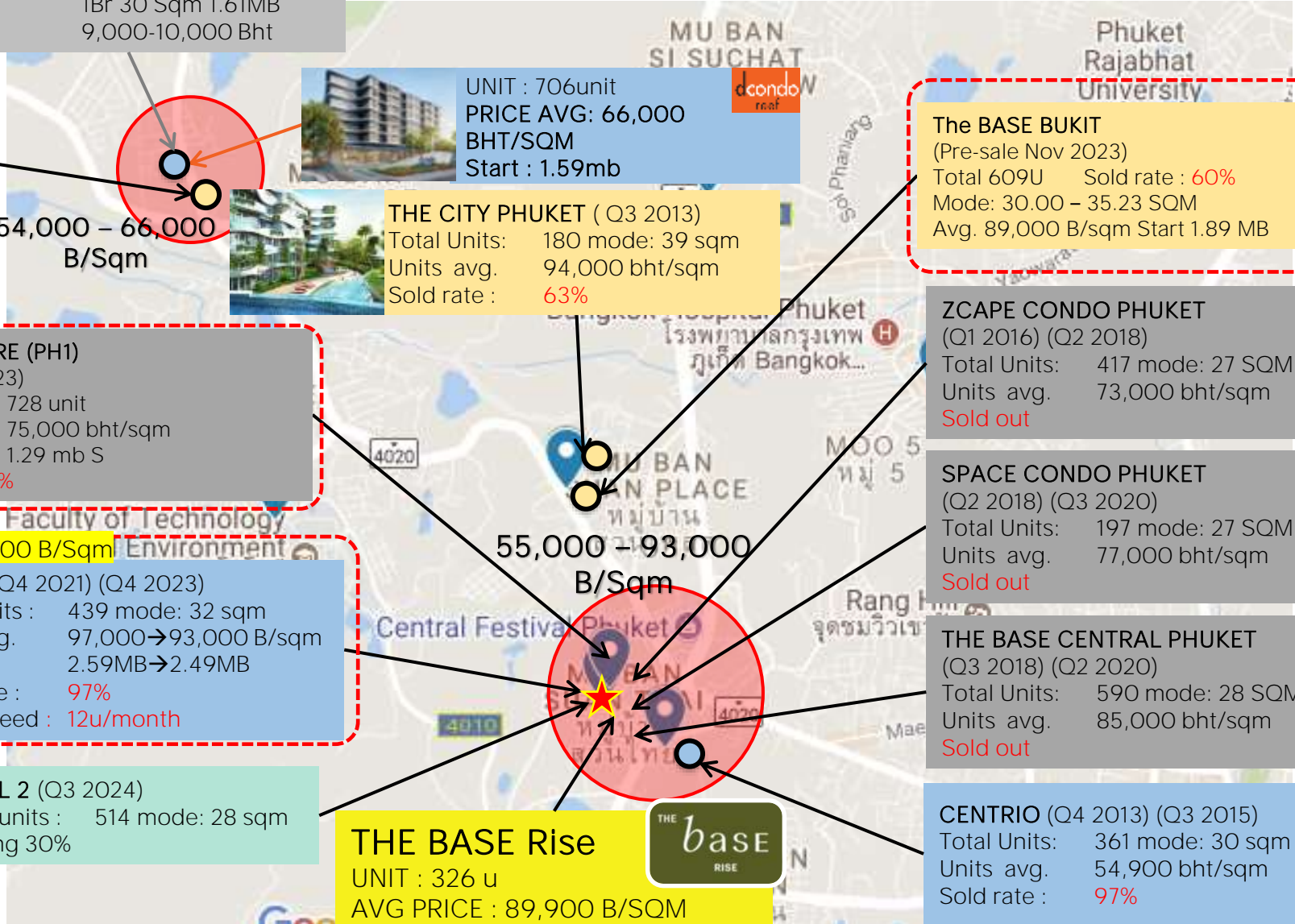
PHYLL (Q4 2021) (Q4 2023)
 Total units : 439 mode: 32 sqm
 Price avg. 97,000→93,000 B/sqm
 Start: 2.59MB→2.49MB
 Sold rate : 97%
 Sales speed : 12u/month

THE BASE CENTRAL PHUKET
 (Q3 2018) (Q2 2020)
 Total Units: 590 mode: 28 SQM
 Units avg. 85,000 bht/sqm
Sold out

PHYLL 2 (Q3 2024)
 Total units : 514 mode: 28 sqm
 Parking 30%

THE BASE Rise
 UNIT : 326 u
 AVG PRICE : 89,900 B/SQM

CENTRIO (Q4 2013) (Q3 2015)
 Total Units: 361 mode: 30 sqm
 Units avg. 54,900 bht/sqm
 Sold rate : 97%

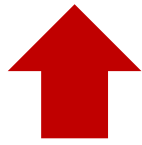


COMPETITORS

PROJECT	SOLD RATE	AVG. PRICE	SIZE	UNIT		PACKAGE													
				NO. OF UNIT	MIX	PRICE RANGE	1.0 MB	1.5 MB	2.0 MB	2.5 MB	3.0 MB	3.5 MB	4.0 MB	4.5 MB	5.0 MB	5.5 MB	6.0 MB		
SUPALAI VISTA PHUKET	75%	51,700	35	126	39%	1.81 MB		1.81 MB											
			49.5 - 50	140	43%	2.56 - 2.58 MB				2.56 - 2.58 MB									
			61 - 80	56	17%	3.37 - 4.41 MB						3.37 - 4.41 MB							
CENTRIO CONDOMINIUM	97%	54,900	30.65 - 31.1	405	87%	1.69 - 1.71 MB		1.69 - 1.71 MB											
			35.00	15	3%	1.93 MB		1.93 MB											
			47-69	45	10%	2.59 - 4.80 MB					2.59 - 4.80 MB								
UTOPIA CENTRAL PHUKET	93%	87,000	24	337	82%	2.09 MB		2.09 MB											
			33	45	11%	2.87 MB				2.87 MB									
			48.00	27	7%	4.18 MB						4.18 MB							
* THE BASE CENTRAL PHUKET	100%	85,000	24.75-26.00	125	21%	2.10 - 2.21 MB			2.10 - 2.21 MB										
			27.25-28.75	316	54%	2.32 - 2.44 MB			2.32 - 2.44 MB										
			30.8-32.0	68	12%	2.62 - 2.72 MB				2.62 - 2.72 MB									
			46-62	81	14%	3.91 - 5.27 MB					3.91 - 5.27 MB								
* PHYLL	97%	93,000	28-36	352	80%	2.60-3.35 MB				2.60-3.35 MB									
			39-46	31	7%	3.63-4.28 MB					3.63 - 4.28 MB								
			57-60	56	13%	5.30 - 5.58 MB								5.30 - 5.58 MB					
* THE ORIGIN CENTRE PHUKET	50%	75,000	26	280	40%	1.95 MB		1.95 MB											
			28	344	49%	2.10 MB			2.10 MB										
			35	77	11%	2.63 MB				2.63 MB									
THE BASE BUKIT	60%	88,000	26	108	18%	2.08 MB			2.08 MB										
			30 - 35.23	344	57%	2.40 - 2.82 MB				2.40 - 2.82 MB									
			35	98	15%	2.80 MB				2.80 MB									
			50 - 55	59	10%	4.00 - 4.40 MB					4.00 - 4.40 MB								
THE BASE RISE	NEW LAUNCH	89,900	24.5	84	20%	2.20 MB			2.20 MB										
			30	166	60%	2.70 MB				2.70 MB									
			34.50	76	20%	3.10MB					3.10 MB								

INVESTMENT

CAPITAL
GAIN



Growth

20 - 25%



YIELD



Growth

8 - 11%

INVESTMENT

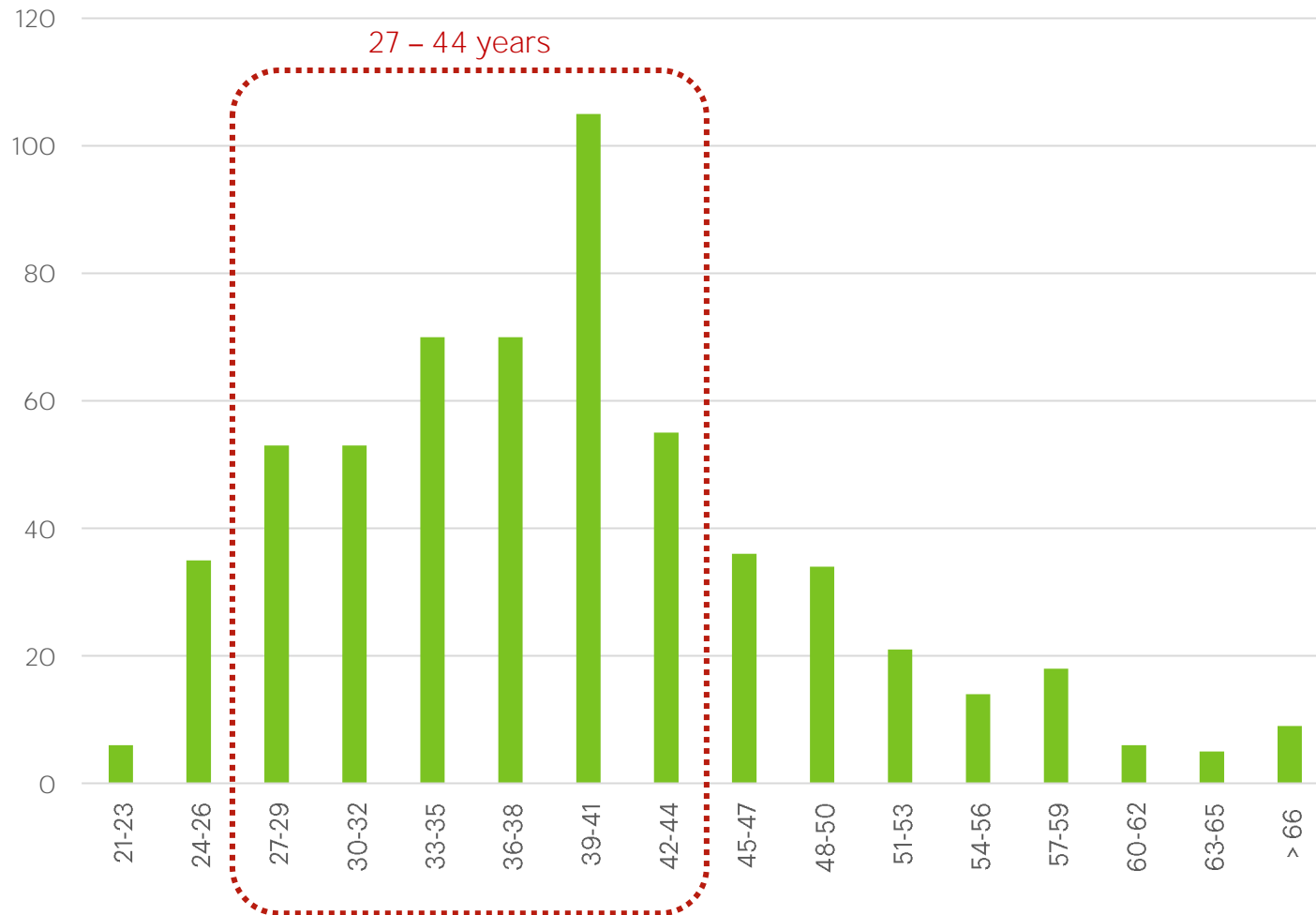
YIELD FORECASTING

ROOM TYPE	SIZE (SQ.M.)	PACK PRICE	RENTAL RATE	GROSS YIELD
1 Bed (S)	24.50	2.25	15,000 – 20,000	8 – 11 %
1 Bed (M)	30.00	2.76	20,000 – 25,000	8.5 – 11 %
1 Bed Plus	34.50	3.17	25,000 – 30,000	9 – 11 %

MAX YIELD
11 %

CUSTOMER TARGET

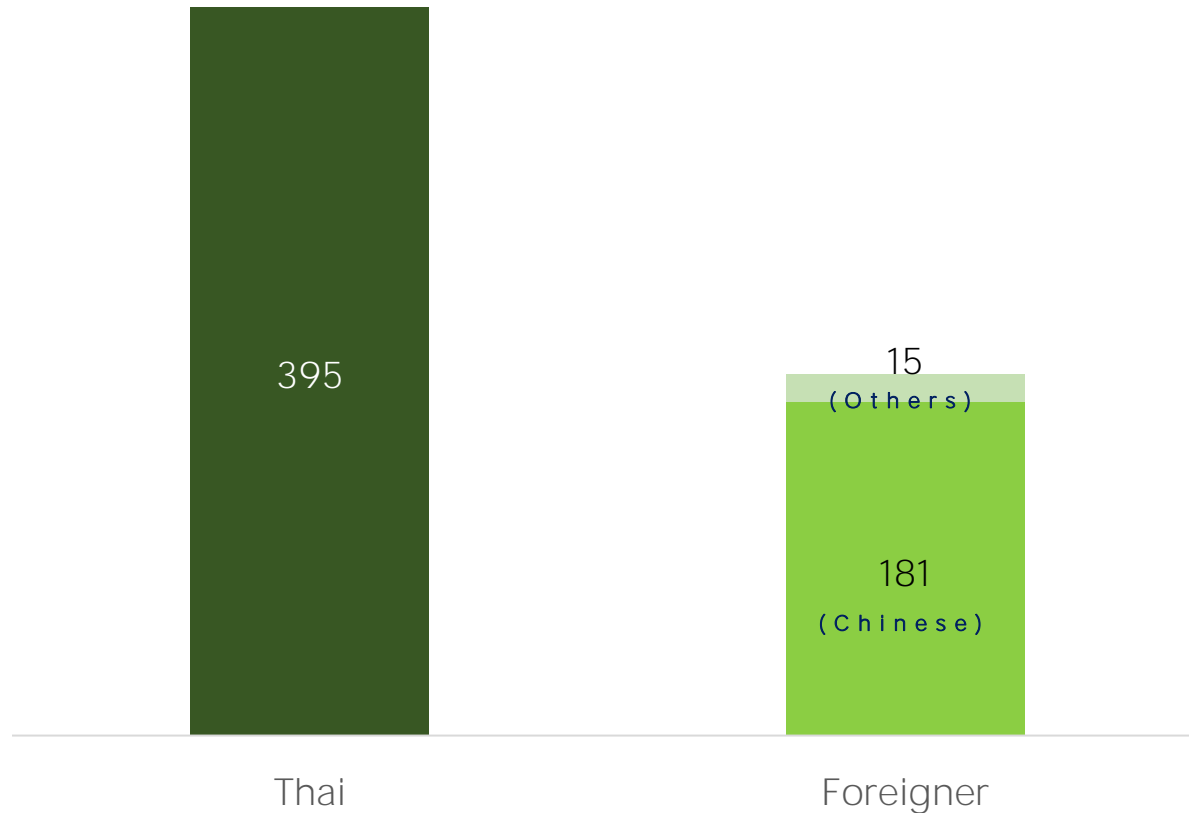
CUSTOMER TARGET



Customers

ภูเก็ต	170	35%
พังงา	34	7%
สุราษฎร์ธานี	7	1%
สงขลา	7	1%
นครศรีธรรมราช	7	1%
ตรัง	4	1%
กระบี่	4	1%
พัทลุง	4	1%
Bangkok	52	11%
Nearby Bangkok	9	2%
Other Provinces	21	4%
China	140	29%
Hong Kong	23	5%
Other Country	8	2%
Total	490	100%

CUSTOMER TARGET



FRN Freehold by Unit (s)	% of FRN Freehold by unit	FRN Freehold by Actual Area	% of FRN Freehold by Actual Area	Average Sold Price/sq.m.
195	33.1%	6,249.48	34.39%	93,541

Real Demand VS Investors

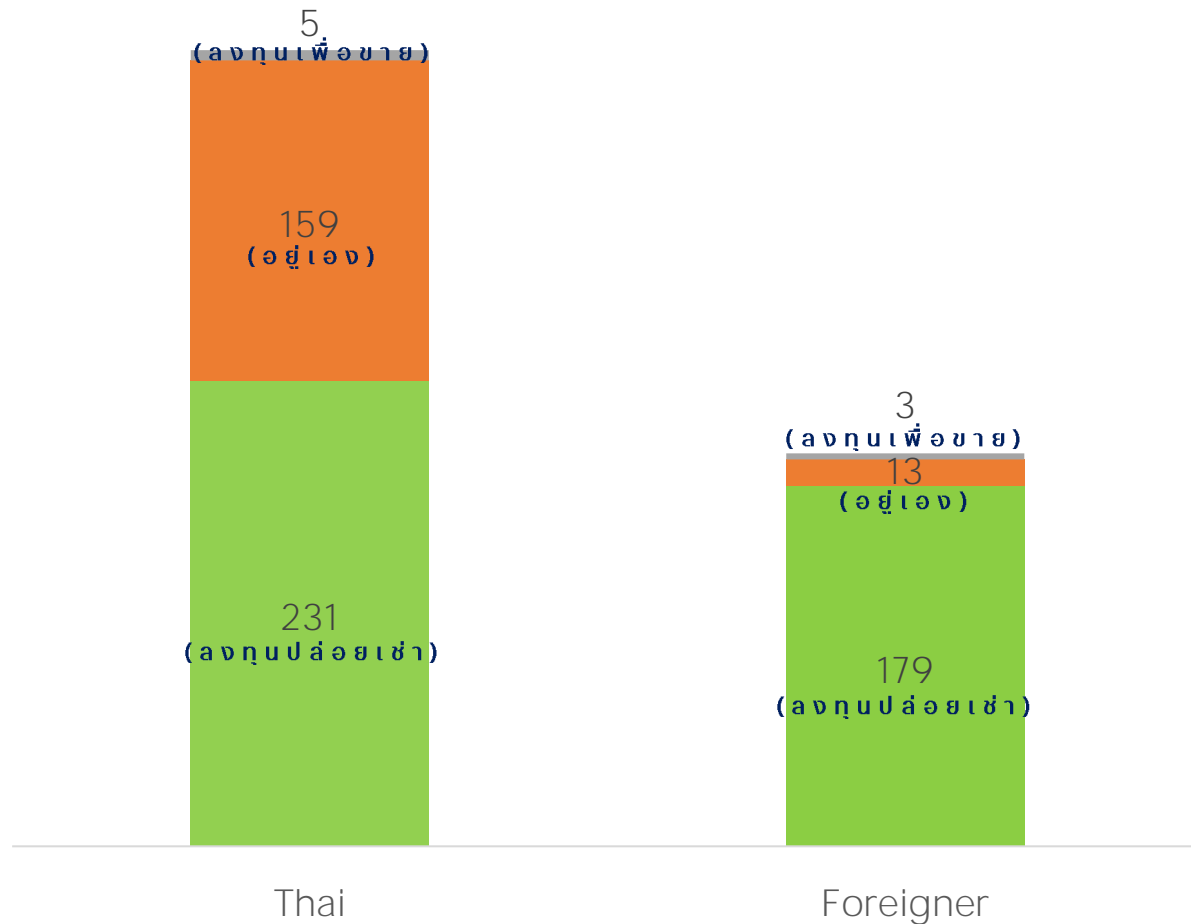
CUSTOMER	COUNT OF NO.
Thai	395 (67%)
Foreigner	195 (33%)
GRAND TOTAL	590

NATIONALITY	COUNT OF NO.
Chinese	181 (92.8%)
Korean	6 (3.0%)
Vietnamese	2 (1.0%)
Canadian	2 (1.0%)
Malaysian	2 (1.0%)
American	1 (0.5%)
Swiss	1 (0.5%)
GRAND TOTAL	195

PURPOSE	COUNT OF NO.
เพื่อการลงทุน-เช่า	410 (69%)
อยู่เอง	172 (30%)
เพื่อการลงทุน-ขาย	8 (1%)
GRAND TOTAL	590

REFERRED TO THE BASE CENTRAL

CUSTOMER TARGET



FRN Freehold by Unit (s)	% of FRN Freehold by unit	FRN Freehold by Actual Area	% of FRN Freehold by Actual Area	Average Sold Price/sq.m.
195	33.1%	6,249.48	34.39%	93,541

Real Demand VS Investors

CUSTOMER	COUNT OF NO.
Thai	395 (67%)
Foreigner	195 (33%)
GRAND TOTAL	590

THAI

PURPOSE	COUNT OF NO.
เพื่อการลงทุน-เช่า	231 (58%)
อยู่เอง	159 (40%)
เพื่อการลงทุน-ขาย	5 (1%)
GRAND TOTAL	395

FOREIGNER

PURPOSE	COUNT OF NO.
เพื่อการลงทุน-เช่า	179 (92%)
อยู่เอง	13 (7%)
เพื่อการลงทุน-ขาย	3 (1%)
GRAND TOTAL	195

REFERRED TO THE BASE CENTRAL

CUSTOMER TARGET

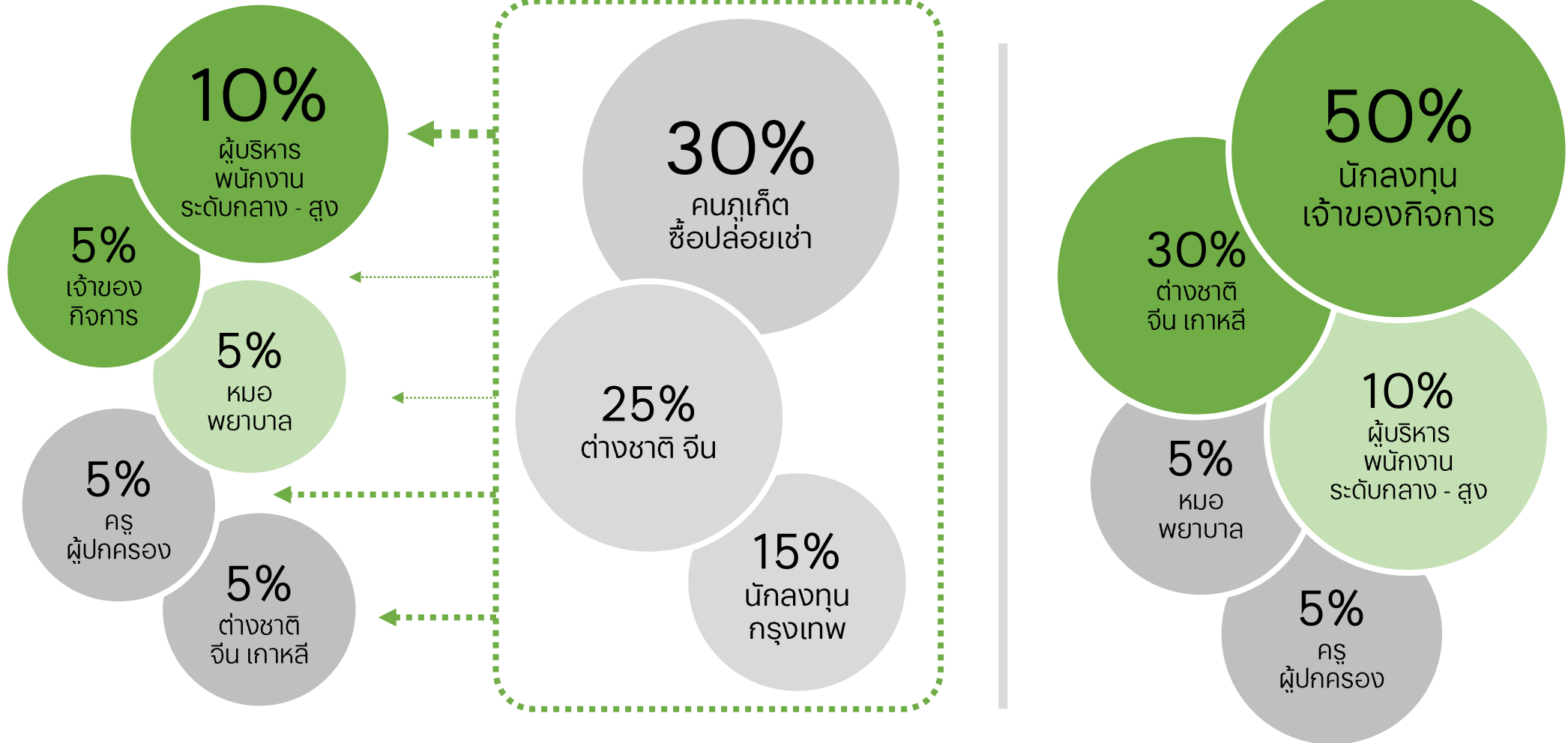
ซื้อเอง 30%

+

นักลงทุน 70%

=

END USER



THE PLACE

THE PEOPLE

THE PROJECT

THE BASE

Local

Nature

ชีวิตที่เพียบพร้อม
TRIANGLE OF LIFE

Prime Area where completes
any dimension of lifestyles

Modern

Proposed by BLACK AND WHITE

THE *b*ase

RISE

ชีวิตผลิต STORY ได้ไม่ซ้ำ





ARE YOU
READY?

PRODUCT DESIGN

DESIGNERS



b | u | g studio

TK Studio

DESIGN CONCEPT

CONCEPTUAL DESIGN



"SEA SUNRISE PHENOMENON"

Shade & Shadow



Rythm of The Sea



The Shining Sea



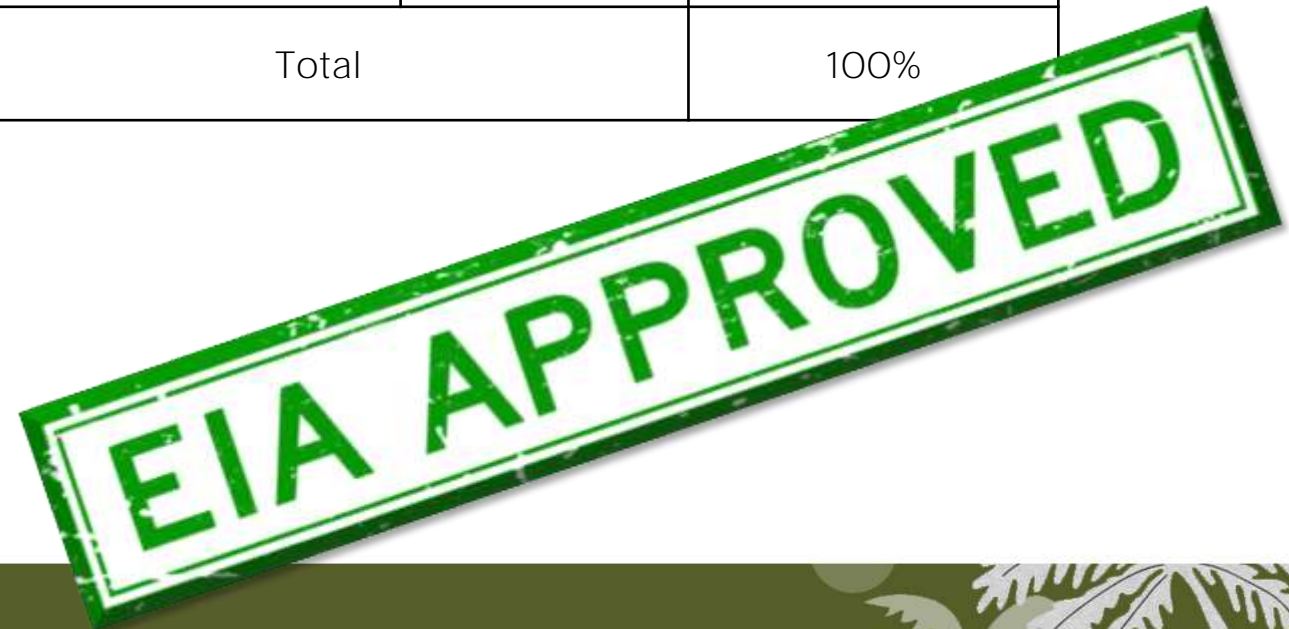
Island



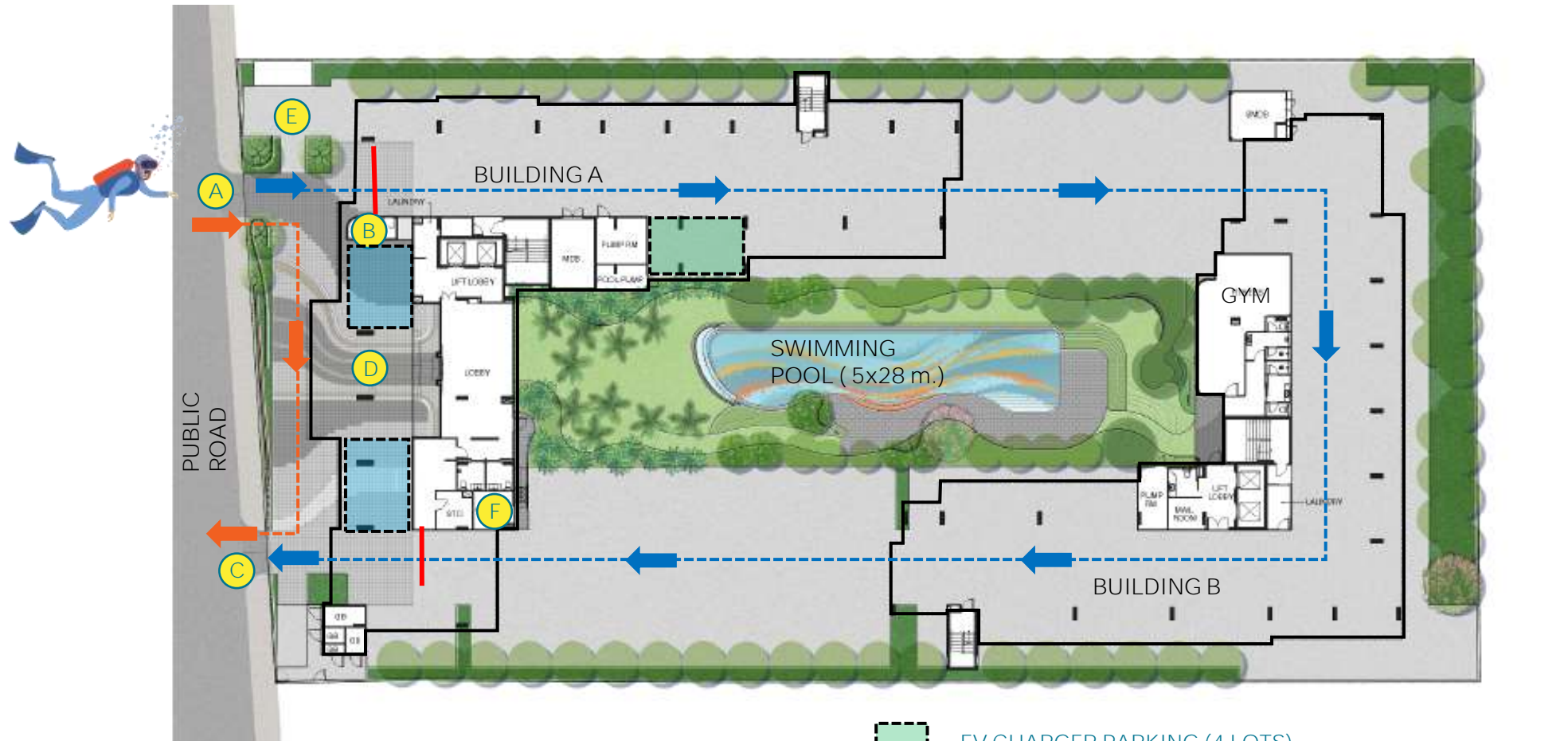
PROJECT INFORMATION

- 2 Buildings / 8 Floors / 326 units
- Parking 45% + Motorcycle 50 lots
- Facilities
 - 24hr access Vending Machine area
 - Grab & Go
 - Mail Room
 - Laundry Room
 - Juristic Person Room
 - EV Charger 4 Power Supply
 - Swimming pool 28 x 5 m.
 - Gym
 - Co - Working space & Relaxing space
 - Sunbathing Area
 - Sansiri Backyard

Room Type	Sizing (Sqm)	% Of Total Unit
1 Bed (S)	24.50	20%
1 Bed (M)	30.00	60%
1 Bed Plus	34.50	20%
Total		100%






MASTERPLAN



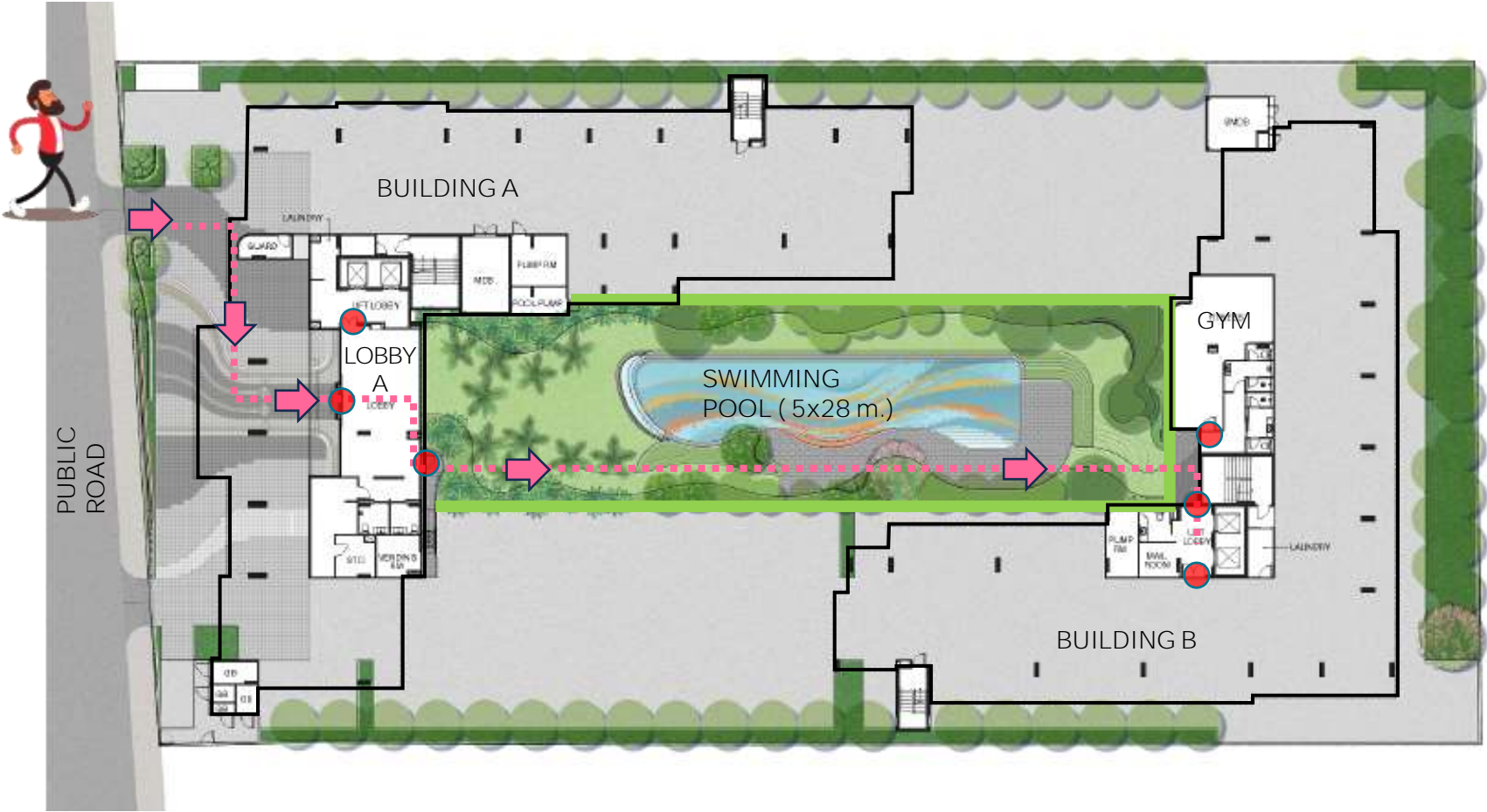
- (A)** ENTRANCE
- (B)** GUARD HOUSE
- (C)** EXIT
- (D)** DROP OFF
- (E)** MOTORBIKE PARKING 50 LOTS
- (F)** GRAB & GO

-  EV CHARGER PARKING (4 LOTS)
-  VISITOR PARKING (4 LOTS)

-  BOOMGATE
-  CAR ROUTE 1
-  CAR ROUTE 2



MASTERPLAN



● ACCESS CONTROL

⋯ WALK ROUTE



FACILITIES

SUNBATH LAWN

- ISLAND SEATING AREA
- SUNBATH LAWN

Drop off

- FEATURE WALL
- GRAB & GO
- EXTENDED OUTDOOR LOBBY
- GUARD HOUSE



Lift Lobby B
-GYM

SUNRISE POOL (5x28 M.)
-SANSIRI BACKYARD
-POOL DECK

ENTRANCE



ENTRANCE



DROP-OFF



INTERIOR FACILITIES



LEGEND

- A DROP-OFF
- B LOBBY
- C LIFT HALL (LOBBY A)
- D JURISTIC OFFICE
- E LIFT HALL (LOBBY B)
- F GYM

BLISSFUL LOBBY

BUILDING A

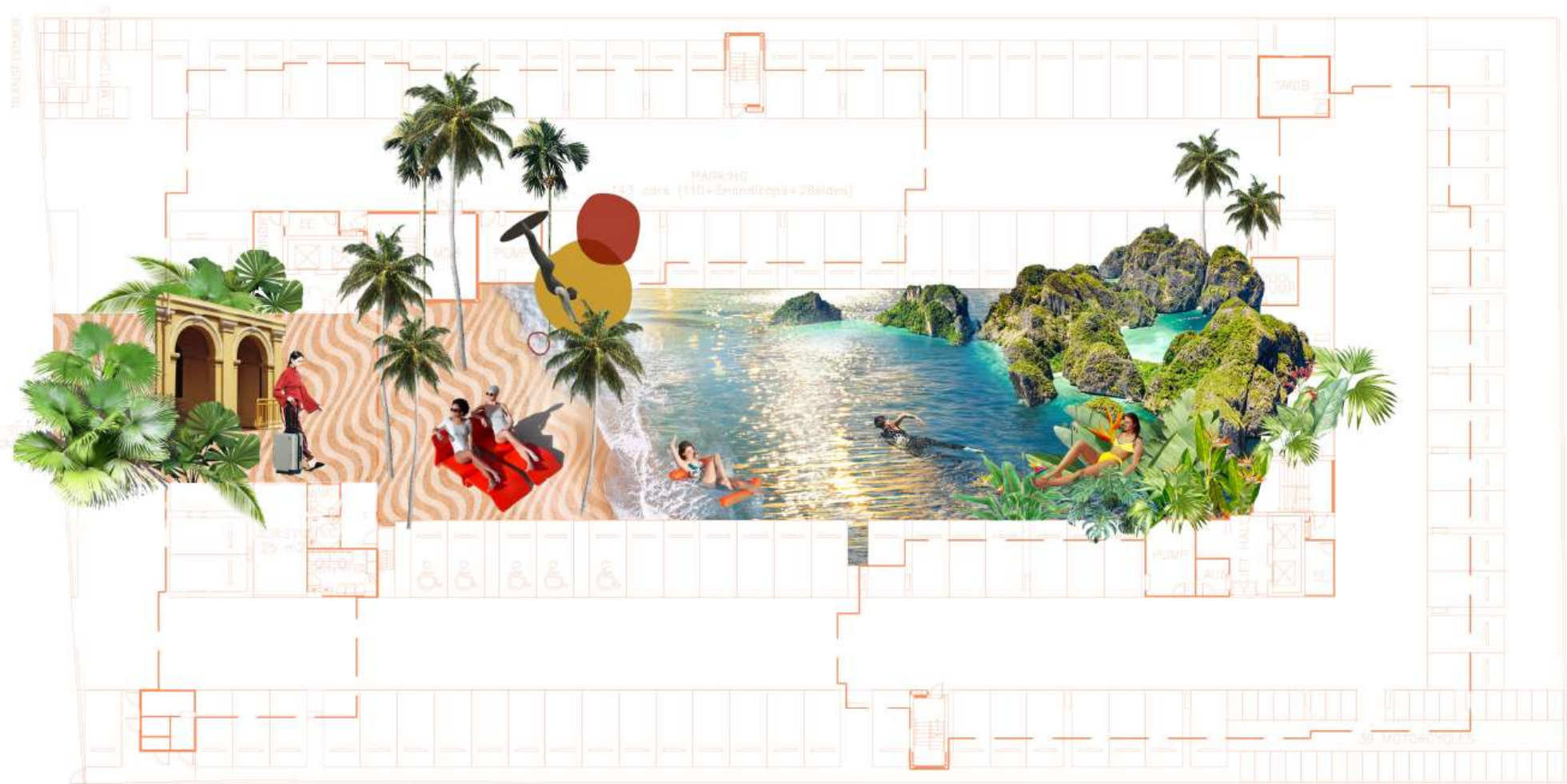


LEGEND

- | | | |
|---------------------|-----------------------|--------------------------|
| A SEMI-LOBBY | D MAILROOM | G GRAB & GO |
| B LOBBY | E LAUNDRY ROOM | H JURISTIC OFFICE |
| C LIFT LOBBY | F WC. | |



ZONING CONCEPT



EXTERIOR FACILITIES

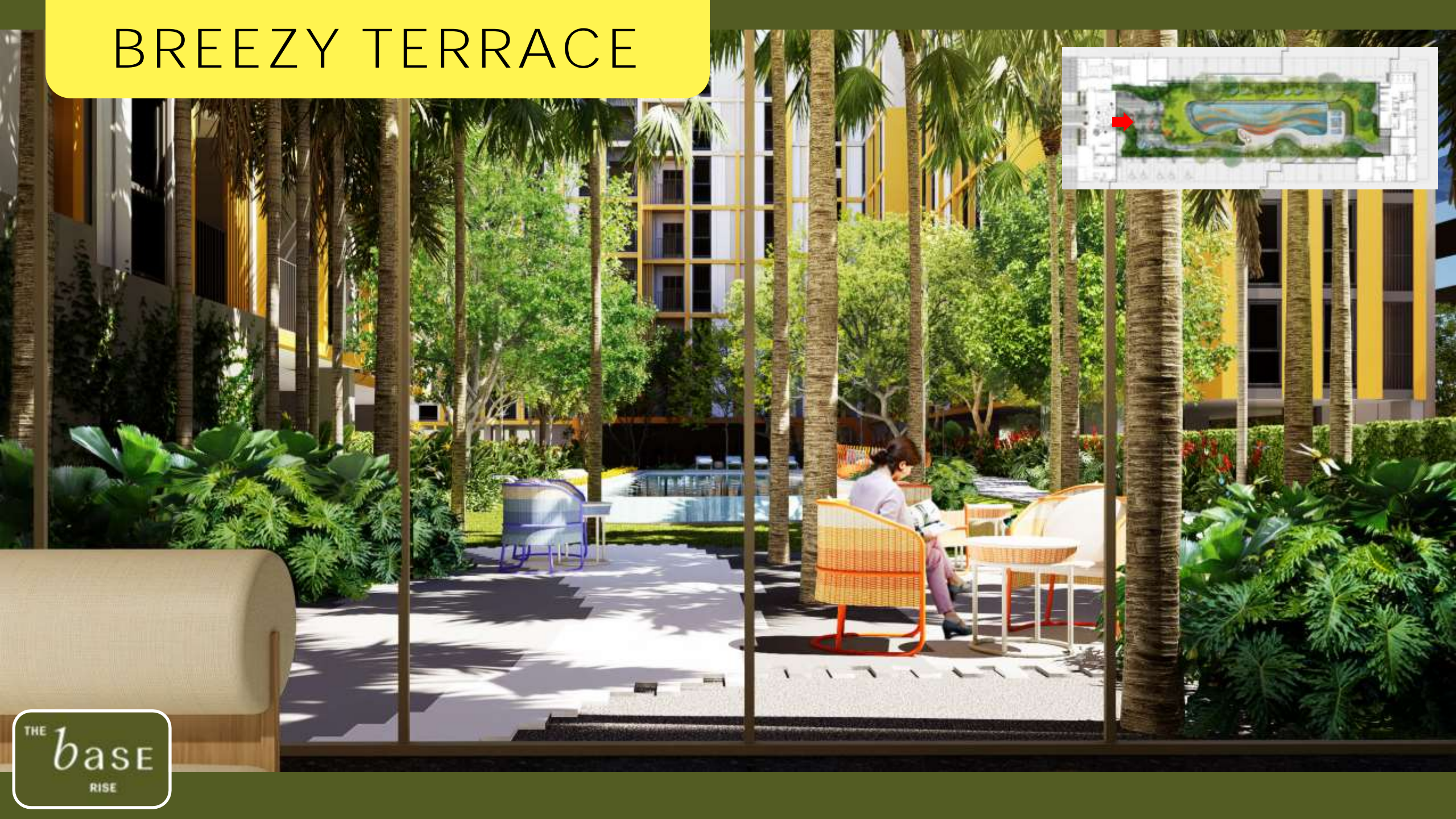


- A** SEMI-OUTDOOR LOBBY
- B** BREEZY TERRACE
- C** SUNBATH LAWN

- D** SUNRISE POOL (5x28 m.)
- E** OUTDOOR FEATURE SEATING
- F** LOUNGECHAIR & POOLDECK

- G** ISLAND SEATING AREA
- H** SANSIRI BACKYARD

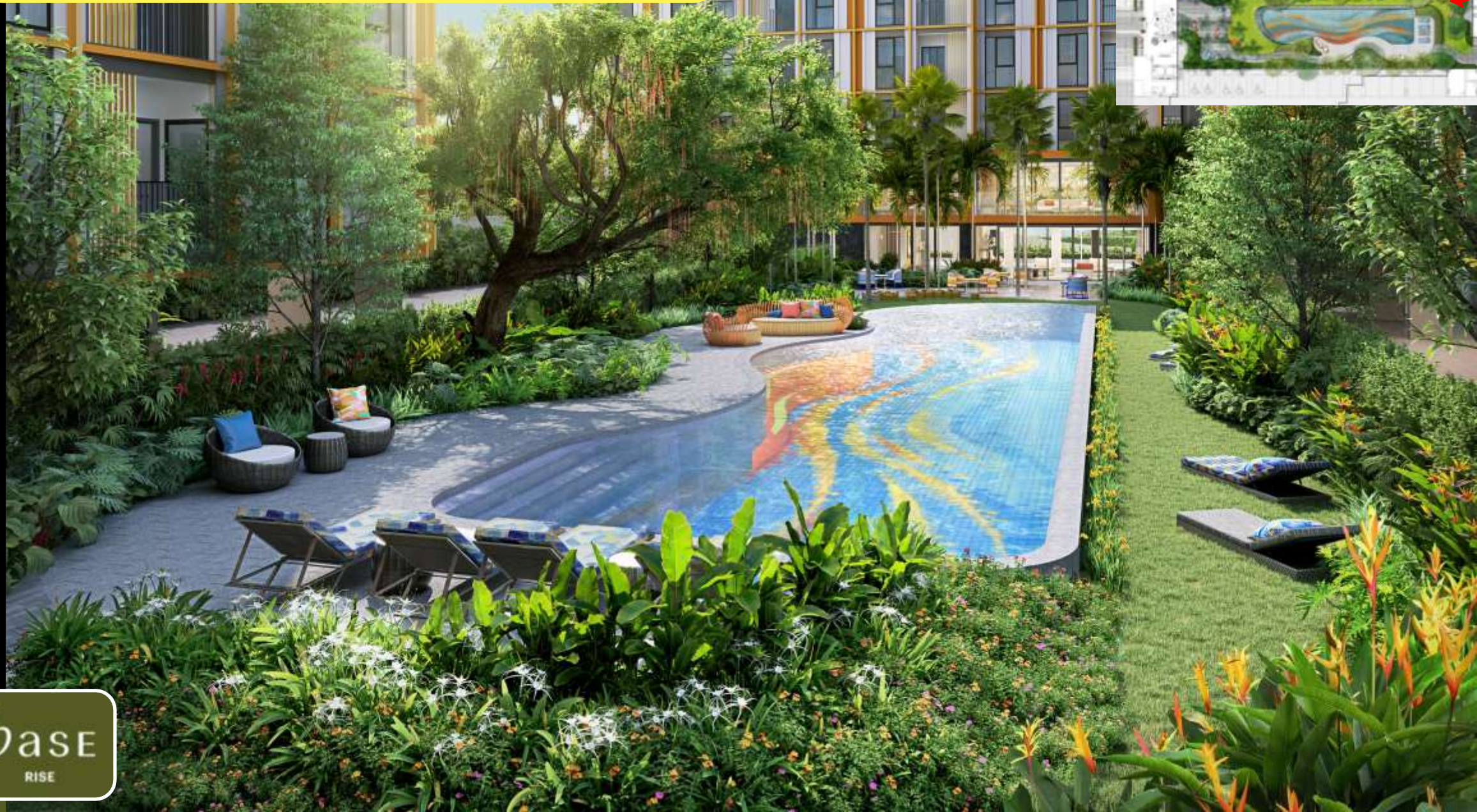
BREEZY TERRACE



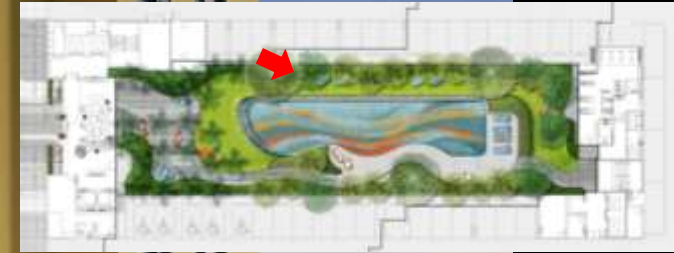
BREEZY TERRACE



SUNRISE POOL



SUNRISE POOL



CORAL GYM

BUILDING B



LEGEND

- A CARDIO
- B WEIGHT TRAINING
- C REFRESHMENT BAR
- E CHANGING ROOM



Computer generated

FITNESS EQUIPMENTS





Computer generated



Computer generated



CHANGING ROOM

2nd FLOOR @BUILDING A



FACILITIES

TROPICAL CO-WORKING SPACE







TROPICAL CO-WORKING SPACE



TROPICAL CO-WORKING SPACE

WC.
(UNIVERSAL)

WORKING
COMMONS



Computer generated

WORKING
BAR

WORKING
LOUNGE

TROPICAL CO-WORKING SPACE

BEACH FOAM
CO-WORKING SPACE







THE *base*
RISE

SUSTAINABILITY

SUSTAINABILITY



WELL BEING & COOLIVING DESIGN



UNIVERSAL DESIGN



ZERO WASTE DESIGN



CLEAN & EFFICIENCY ENERGY & RESOURCE

VENTILATED INDOOR FACILITIES

VENTILATED CORRIDORS

RESORATIVE GARDEN

- REDUCTION OF HEAT REFLECTION
- CHARACTERISTIC OF PLANTS (COOL & HUMIDITY)

FUNCTIONAL LAP POOL

SALT CHLORINATED POOL SYSTEM

INDOOR FITNESS

OUTDOOR CREATION

GREEN BELTS

THERAPEUTIC FEATURE

SANSIRI BACKYARD

MAXIMIZE GREEN AREA

REDUCTION OF DUST & BACTERIA LEVEL

LIV 24

HANDICAP ACCESS (RAMP & LIFT)

UNIVERSAL WC

- CONTACTLESS TOILET (COMMON AREAS)

UNIVERSAL MAIN WALKWAY IN THE GARDEN

MODULAR PRECAST

TEXCA WALL (prefabricated lightweight concrete)

STANDARD MODULAR WINDOW

EARTH BLOX

WASTE MANAGEMENT

- COMPOSTABLE WASTE
- INFECTIOUS WASTE
- HAZARDOUS WASTE
- GENERAL WASTE
- RECYCLE WASTE

SOLAR PANELS / SOLAR LIGHTING

LED LIGHTINGS

NATURAL LIGHTING

EV CHARGER

NATURAL HABITAT



WELL BEING & COOLIVING DESIGN



UNIVERSAL DESIGN



ZERO WASTE

ZERO WASTE DESIGN



CLEAN & EFFICIENCY ENERGY & RESOURCE





WELL BEING & COOLIVING
DESIGN



UNIVERSAL DESIGN



ZERO WASTE DESIGN



CLEAN & EFFICIENCY
ENERGY & RESOURCE





WELL BEING & COOLIVING
DESIGN



UNIVERSAL DESIGN



ZERO
WASTE

ZERO WASTE DESIGN



CLEAN & EFFICIENCY
ENERGY & RESOURCE



MODULAR PRECAST

WASTE MANAGEMENT

- COMPOSTABLE WASTE
- INFECTIOUS WASTE
- GENERAL WASTE
- RECYCLE WASTE

PIXEL PATTERN



COOLIVING DESIGN



UNIVERSAL DESIGN



WELL BEING DESIGN

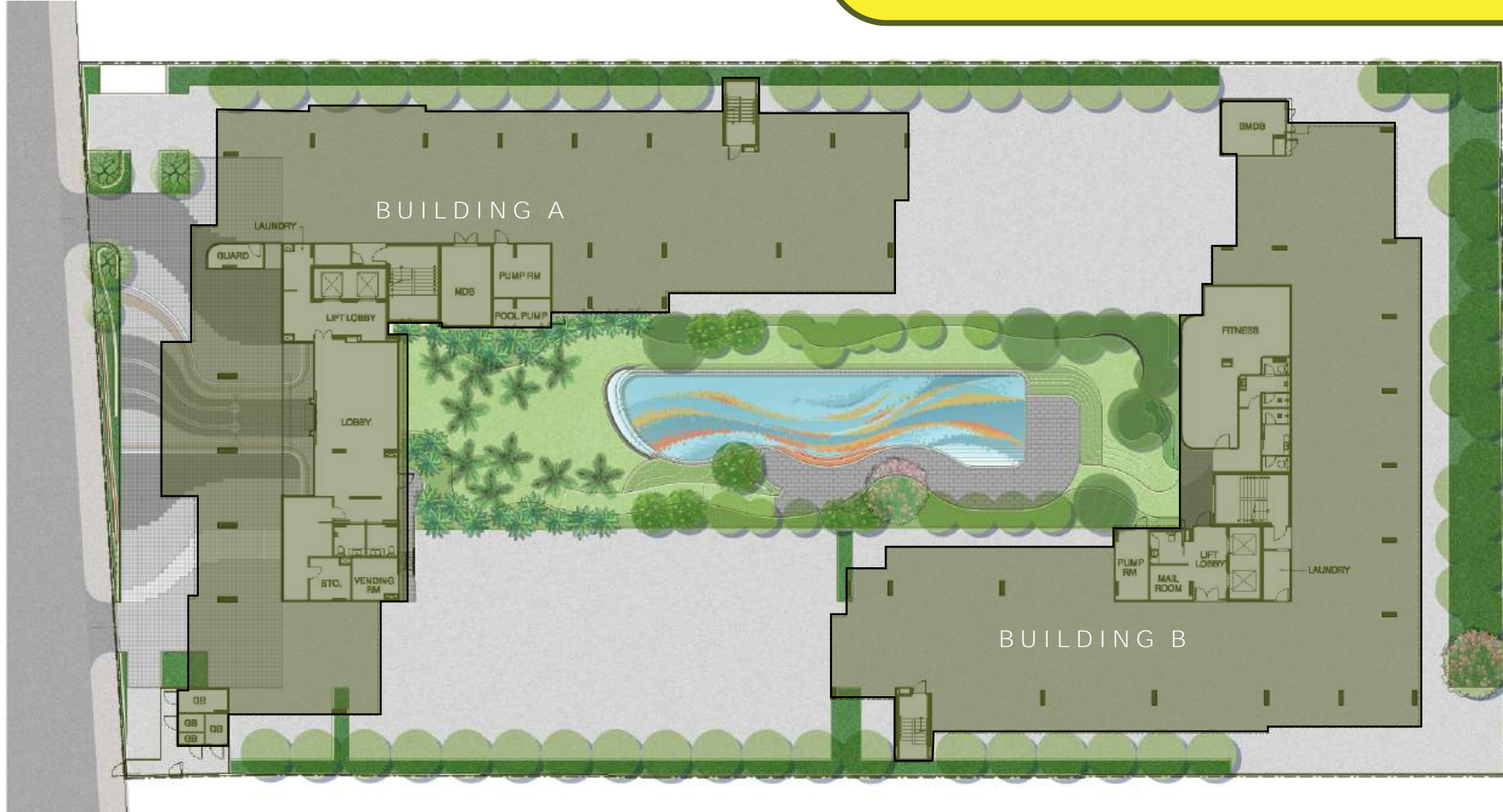


CLEAN & EFFICIENCY
ENERGY & RESOURCE



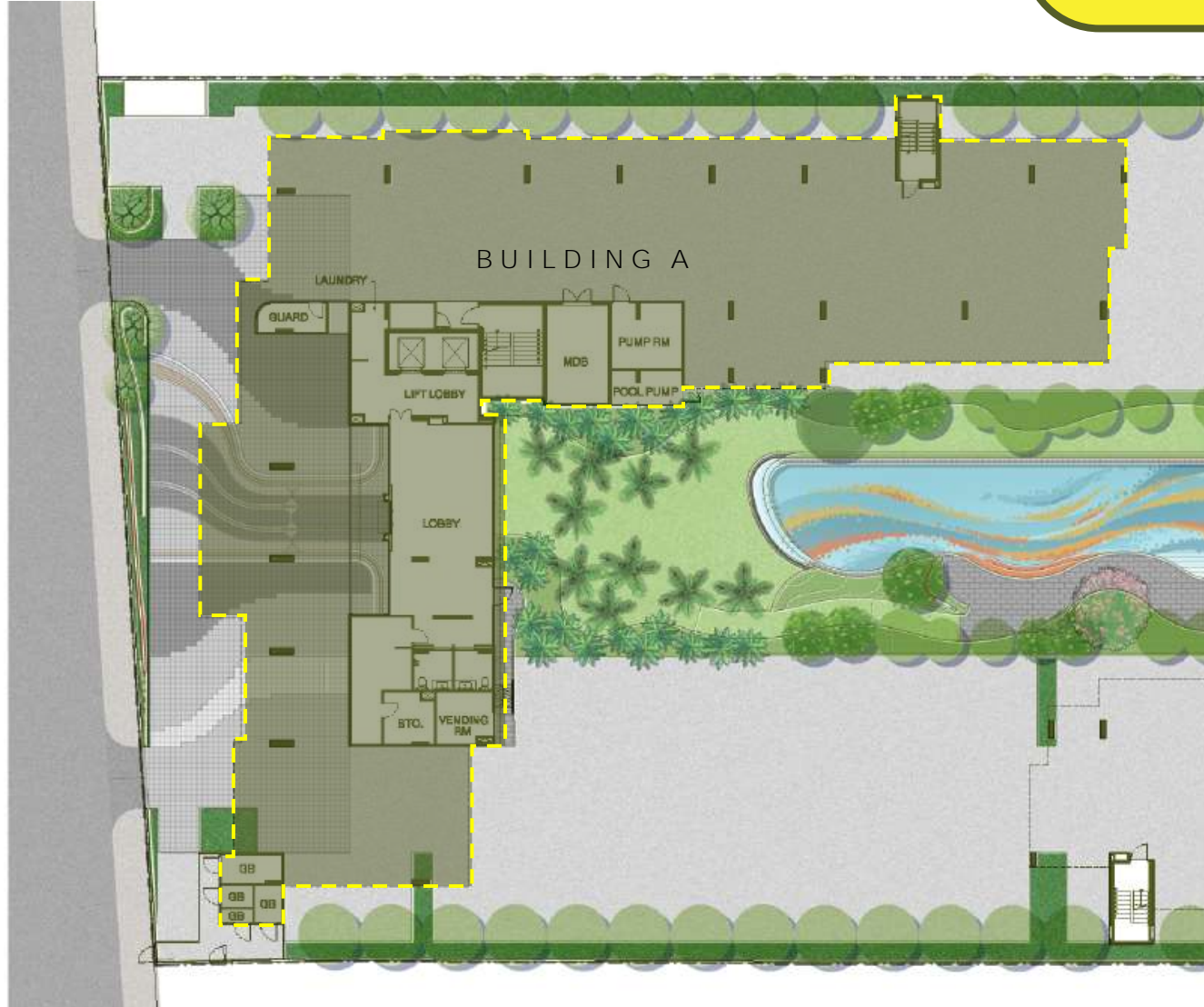
FLOOR PLAN

BUILDING

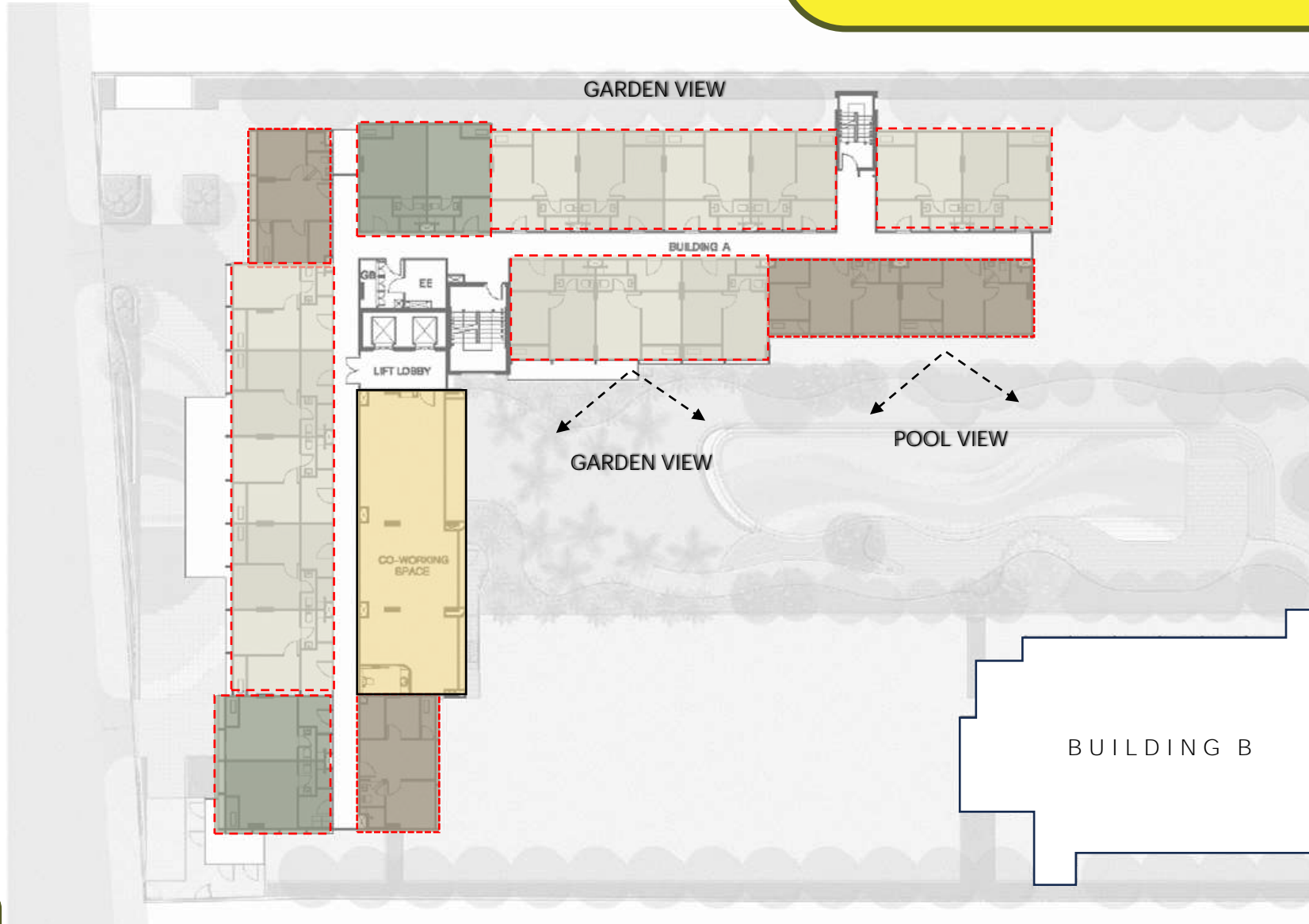


BUILDING A

BUILDING A
172
UNITS



FLOOR PLAN

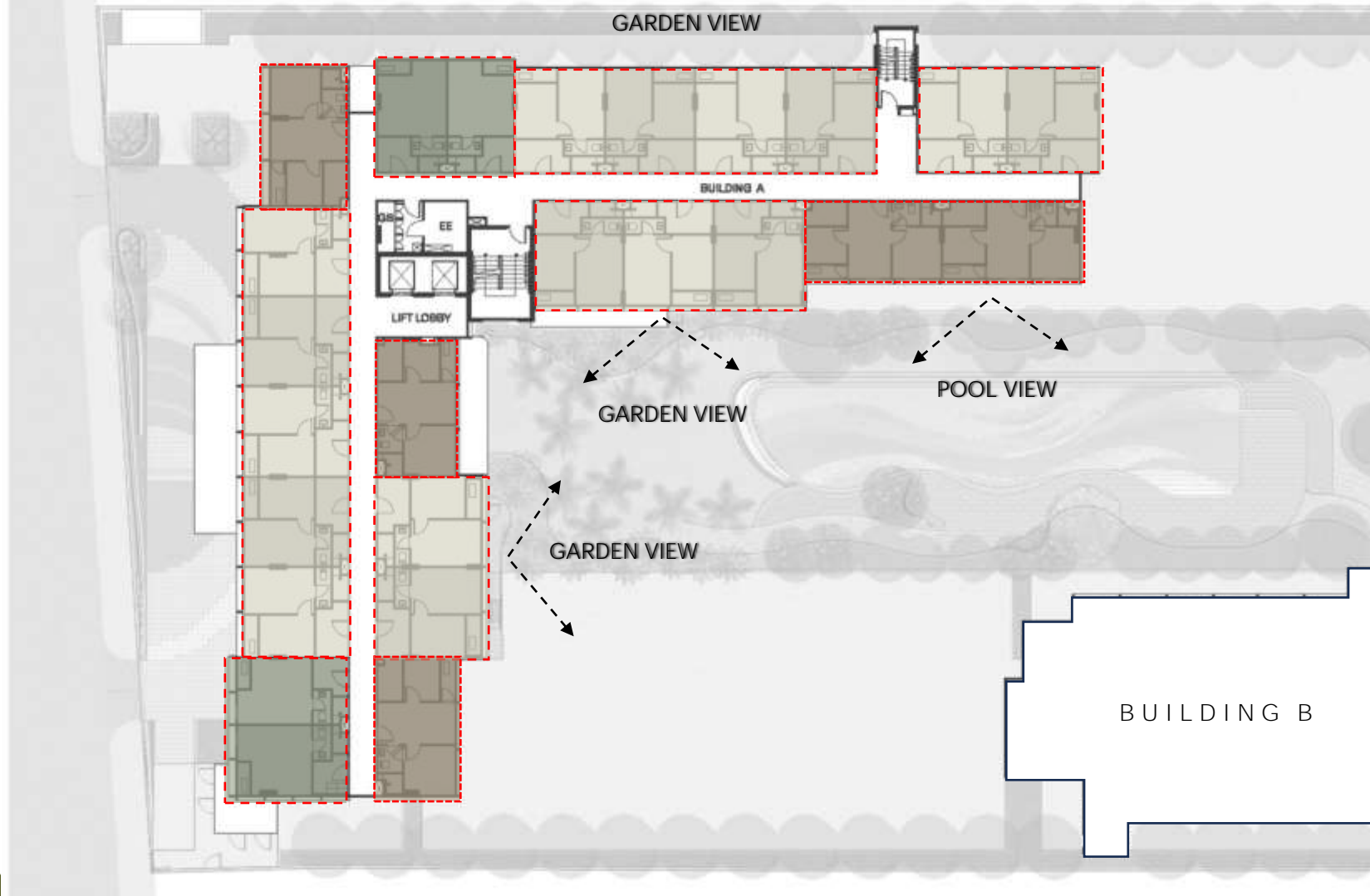


-  1B/1B S
-  1B/1B M
-  1B/1B PLUS


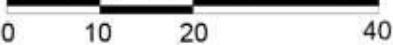


2nd FLOOR PLAN

FLOOR PLAN

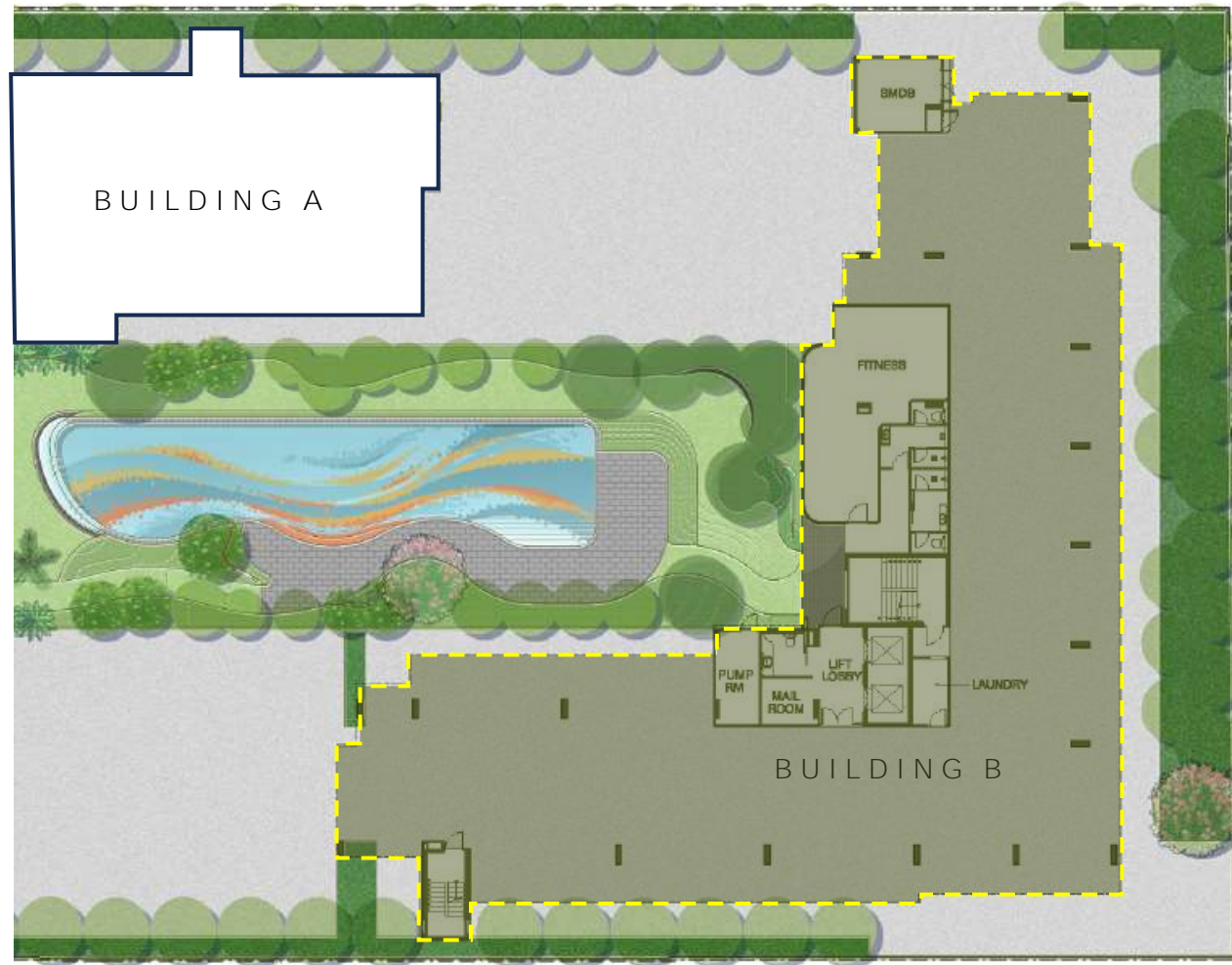


-  1B/1B S
-  1B/1B M
-  1B/1B PLUS

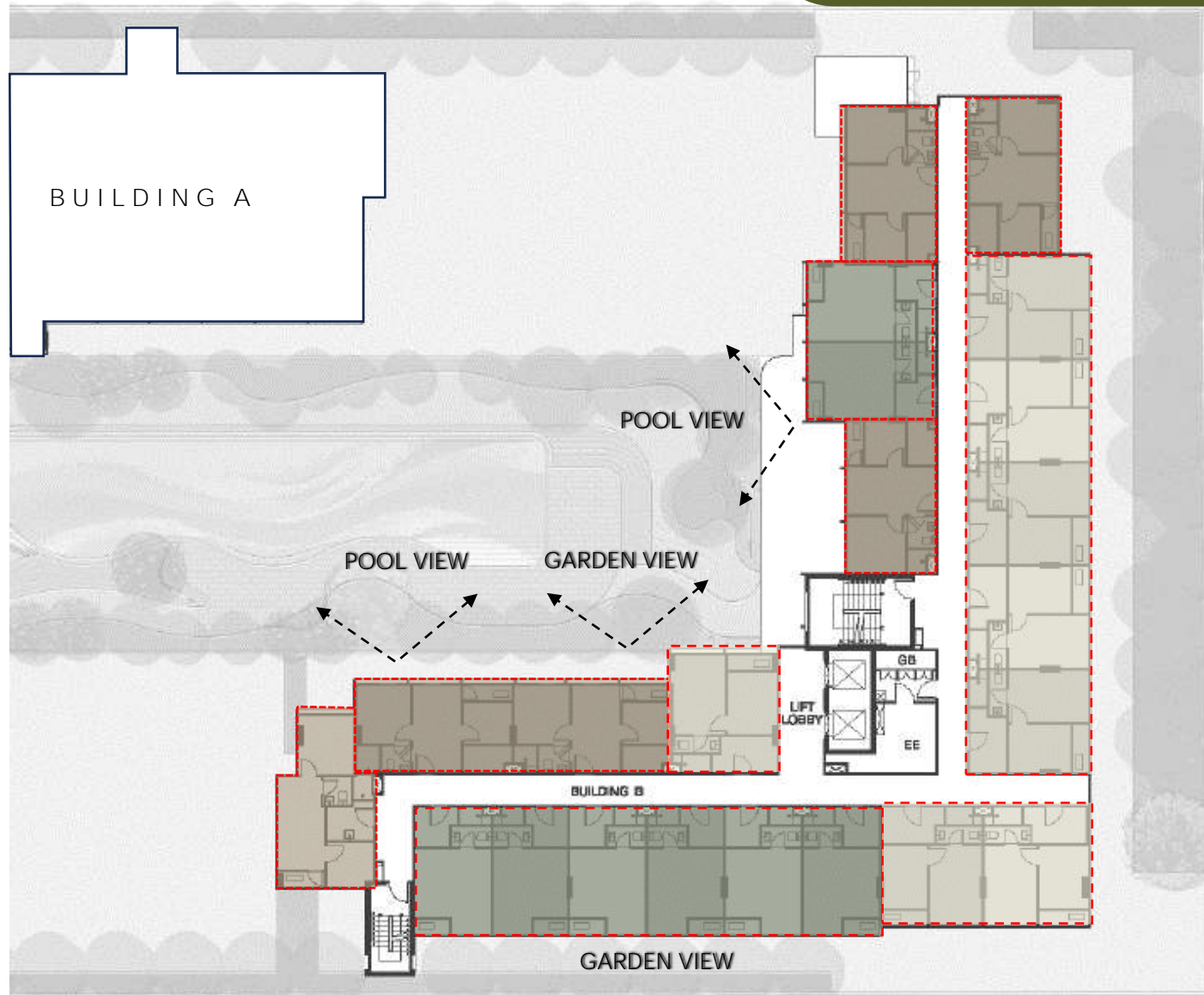

3rd - 8th FLOOR PLAN

0 10 20 40

BUILDING B

BUILDING B
154
UNITS



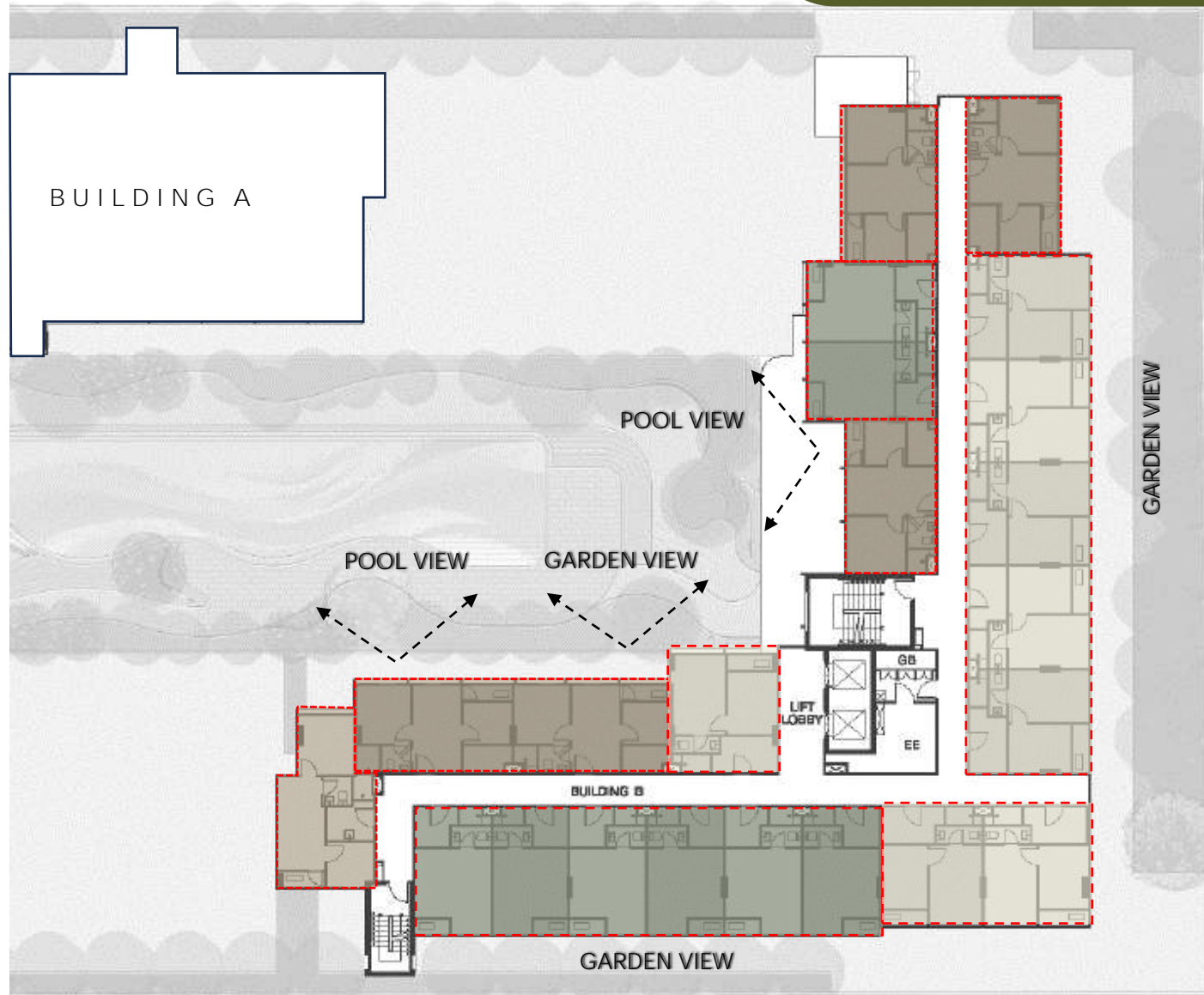
FLOOR PLAN



- 1B/1B S
- 1B/1B M
- 1B/1B PLUS



FLOOR PLAN

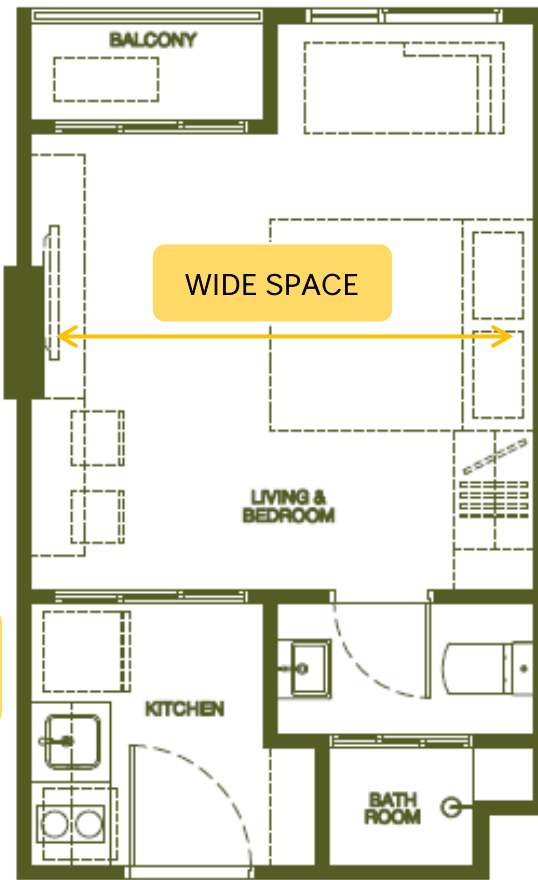


- 1B/1B S
- 1B/1B M
- 1B/1B PLUS



UNIT LAYOUT

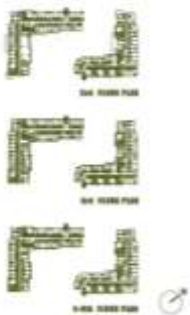
UNIT LAYOUT



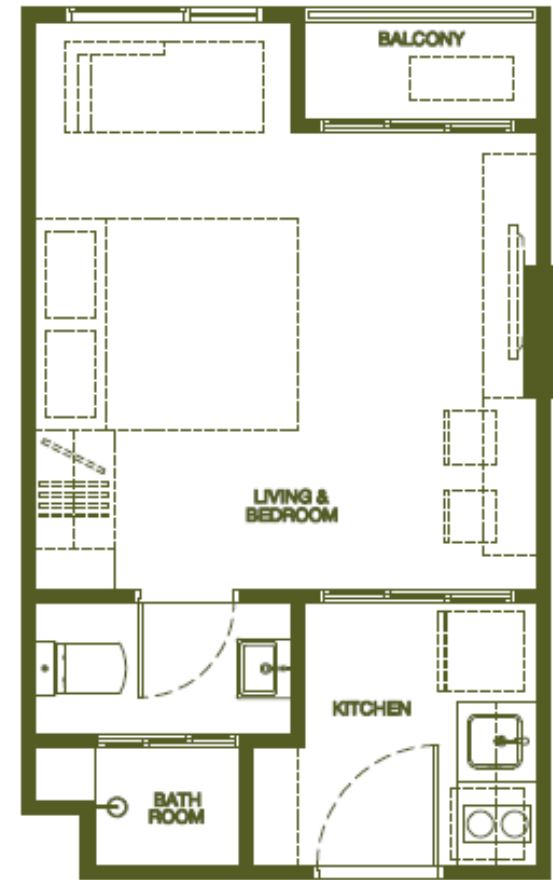
DAYBED

FULL
FUCTIONS
KITCHEN

EASY-ACCESS
BATHROOM



1A
24.75 - 25.50 SQ.M.

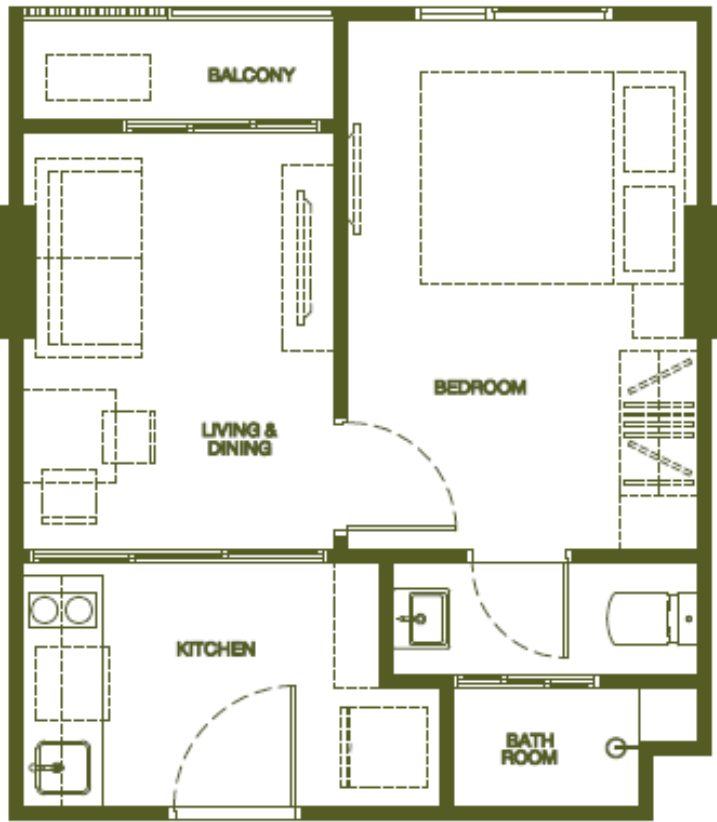


1AM
24.75 - 25.50 SQ.M.

UNIT LAYOUT

SEPERATED LIVING ROOM

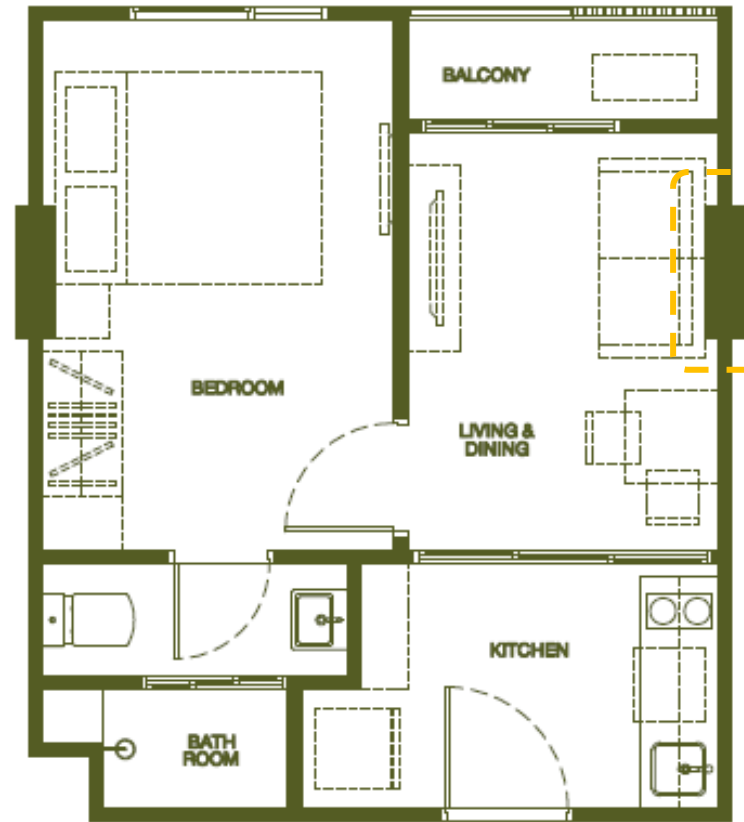
WIDER KITCHEN



← WIDE LAY-OUT →

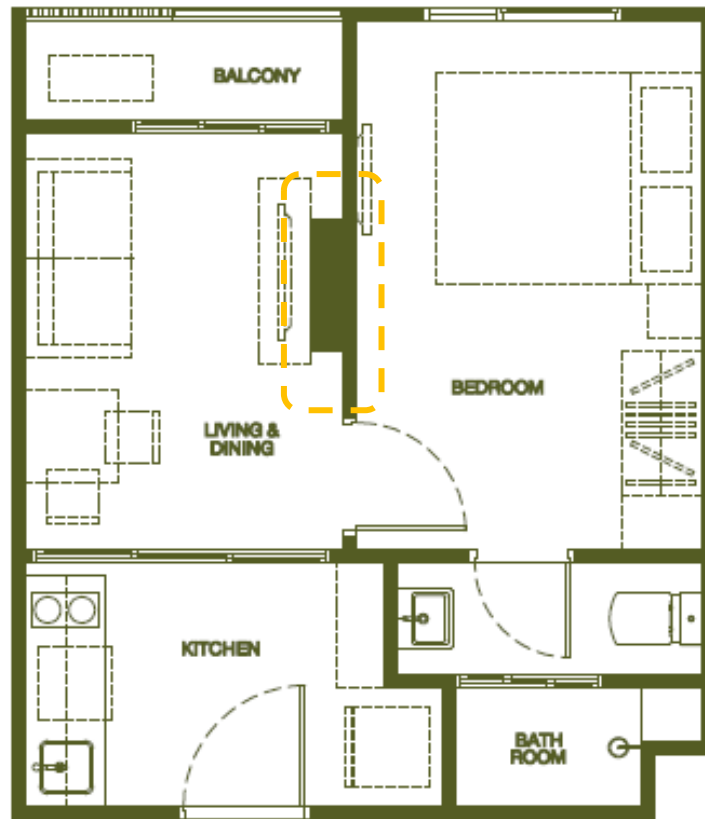
1B
30.75 SQ.M.

EASY ACCESS BATHROOM



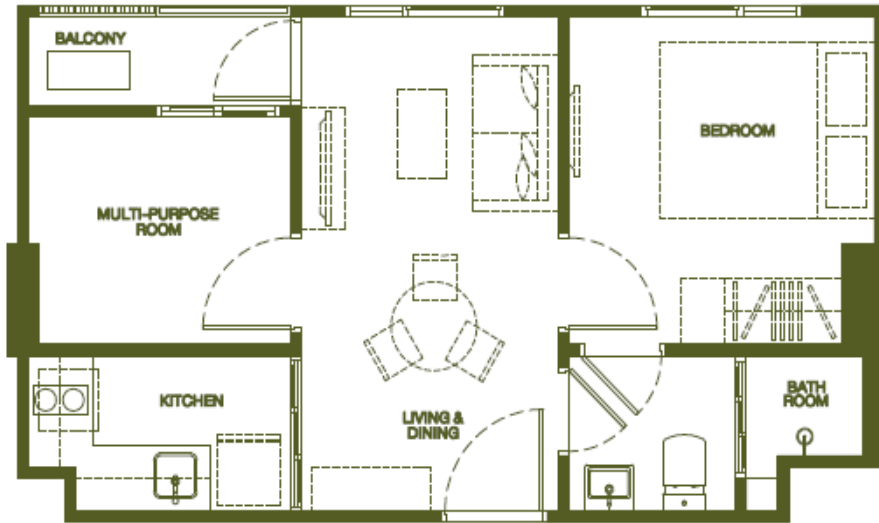
1BM
30.75 SQ.M.

UNIT LAYOUT



1B-1
30.50 SQ.M.

UNIT LAYOUT



MULTI-PURPOSE

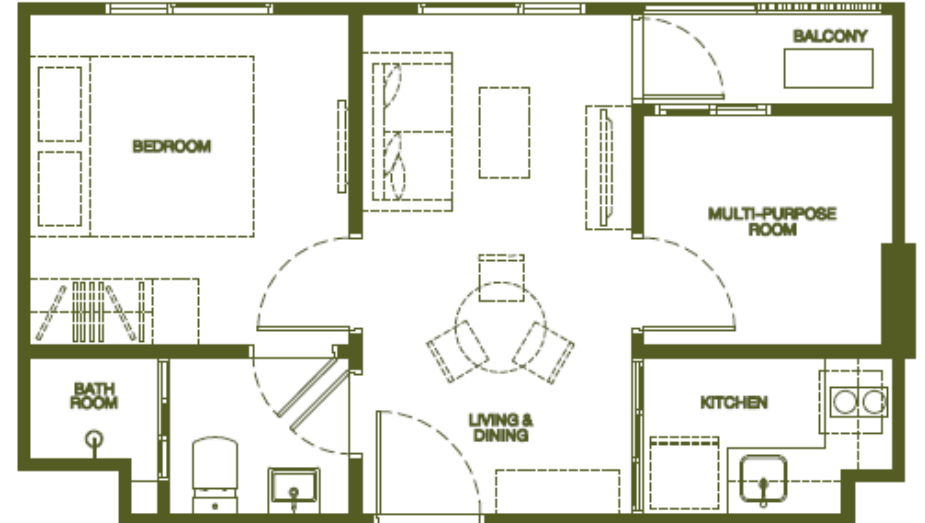
L-SHAPED KITCHEN

3 SEATED DINING SET

JACK & JILL ACCESS BATHROOM

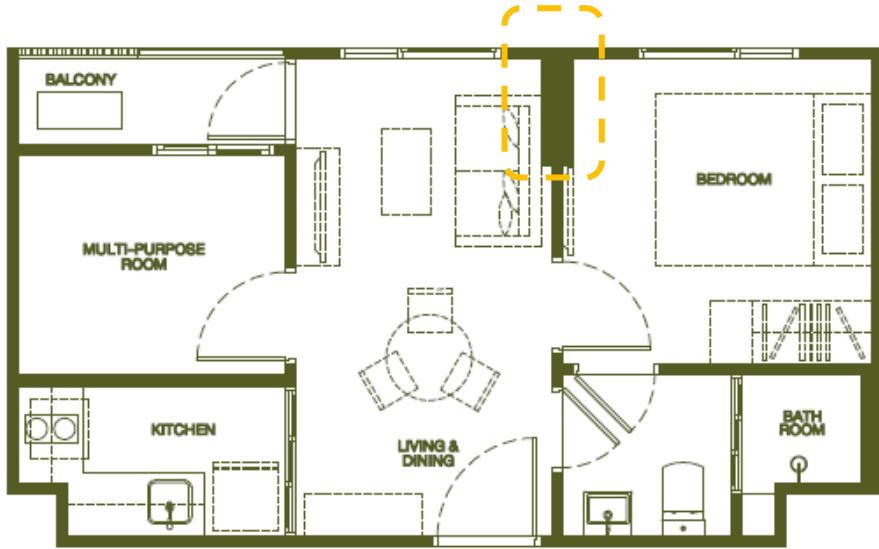
← WIDE LAY-OUT →

1C
34.50 SQ.M.

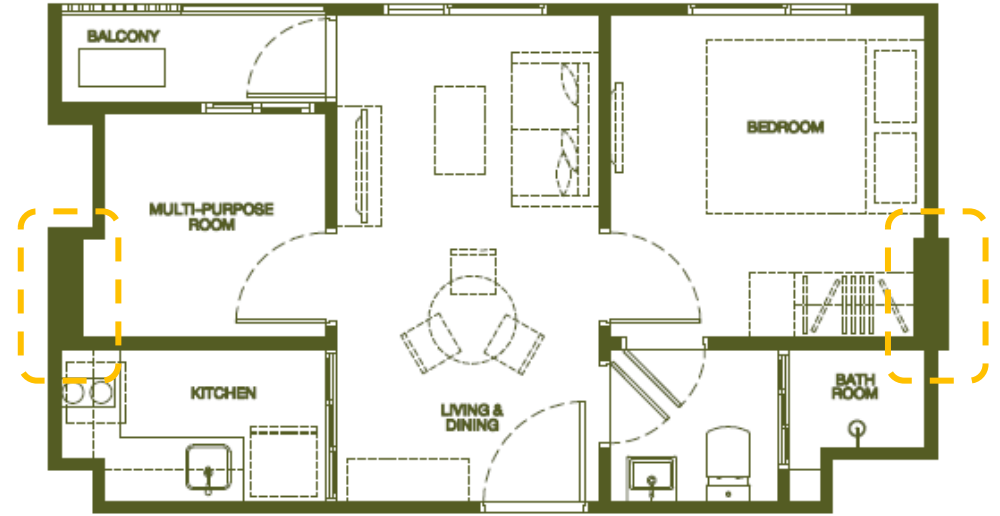
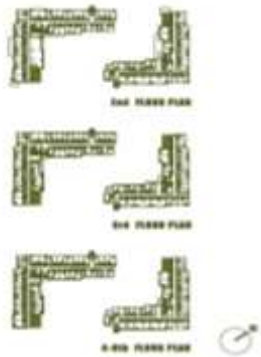


1CM
34.25 SQ.M.

UNIT LAYOUT



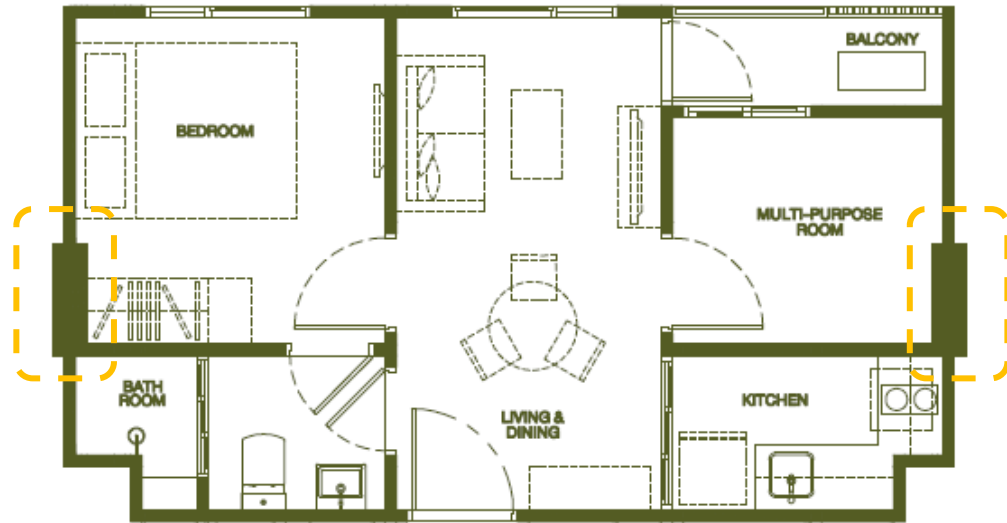
1C-1
34.75 SQ.M.



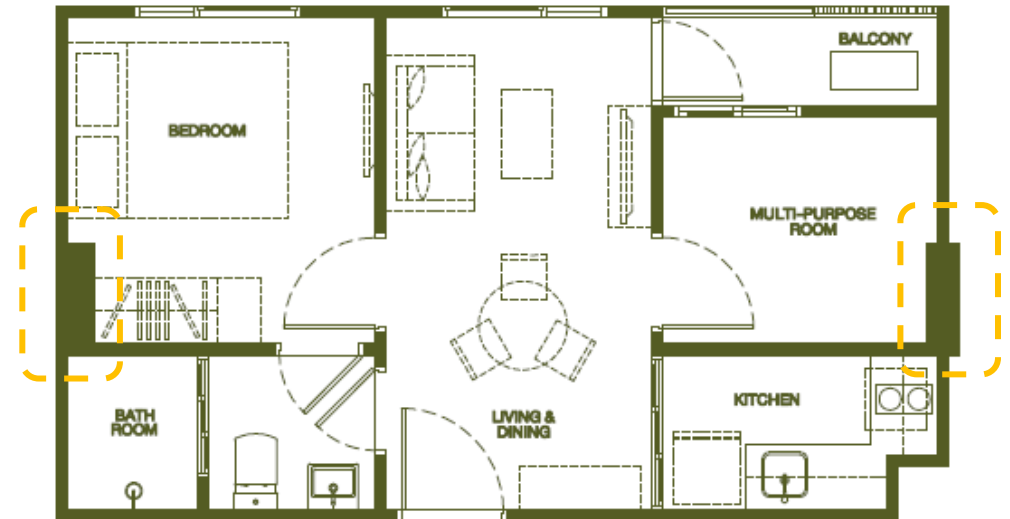
1C-2
34.75 SQ.M.



UNIT LAYOUT

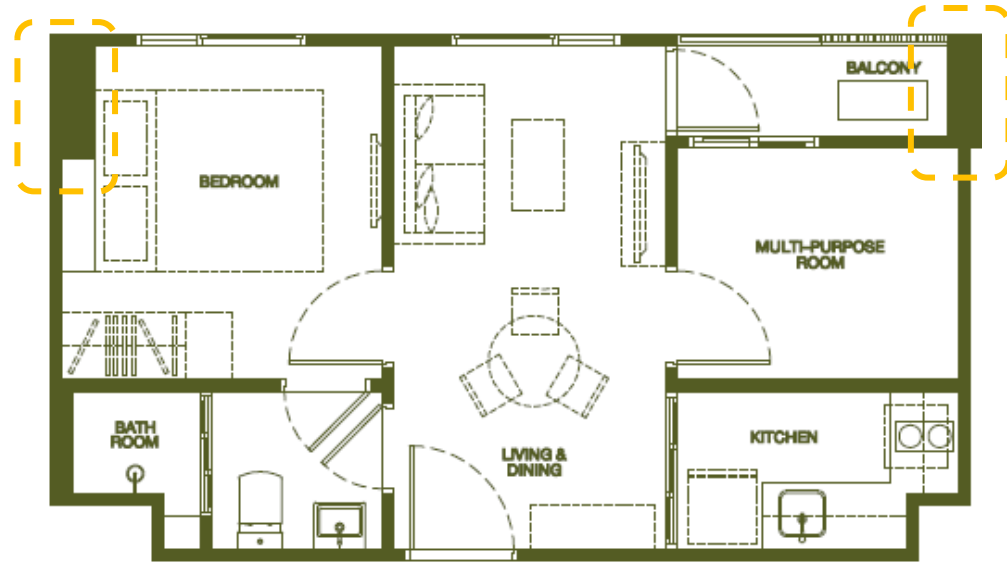


1CM-1
35.25 SQ.M.

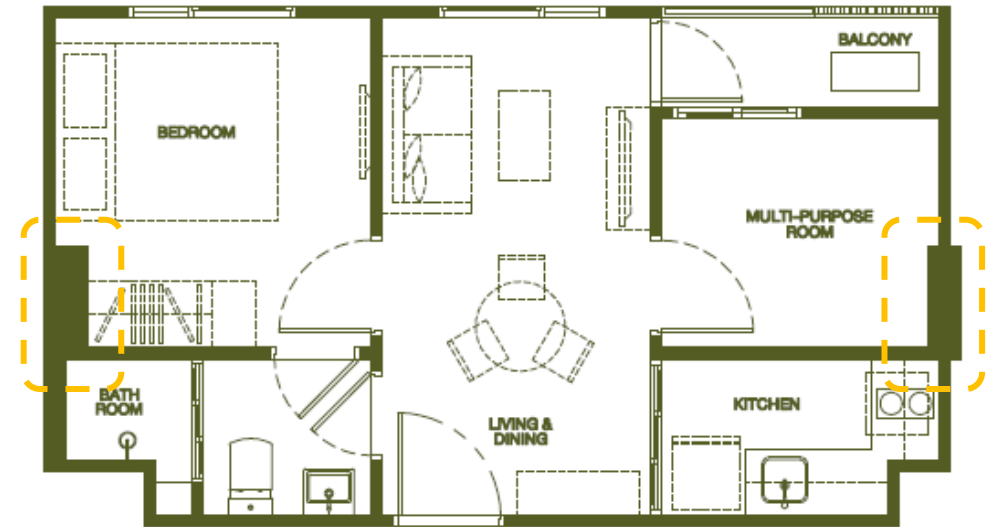


1CM-2
35.25 SQ.M.

UNIT LAYOUT



1CM-3
34.75 SQ.M.



1CM-4
34.75 SQ.M.

UNIT LAYOUT



MULTI-PURPOSE



4 SEATED DINING SET

SEPARATED LAYOUT BEDROOM

WIDER KITCHEN

1D
34.75 SQ.M.



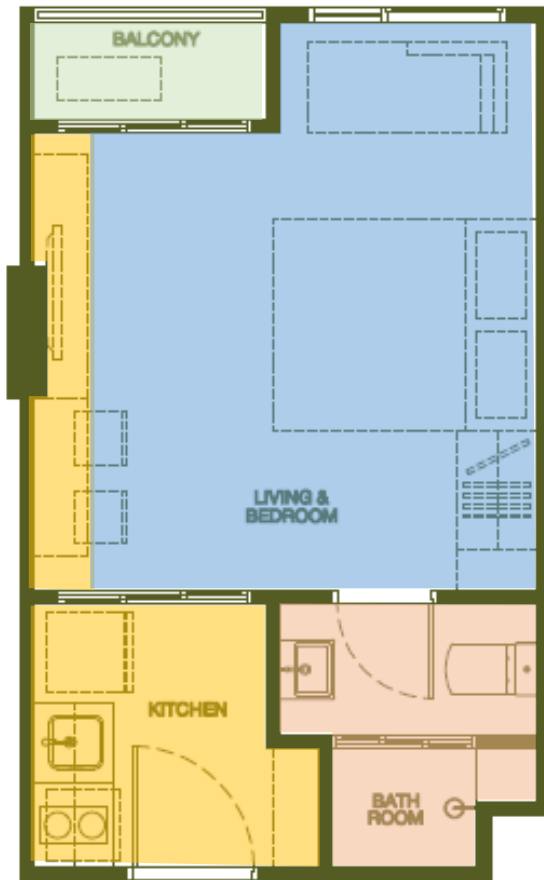
CEILING HEIGHT

+2.50 M.

+2.40 M.

+2.30 M.

+2.80 M.

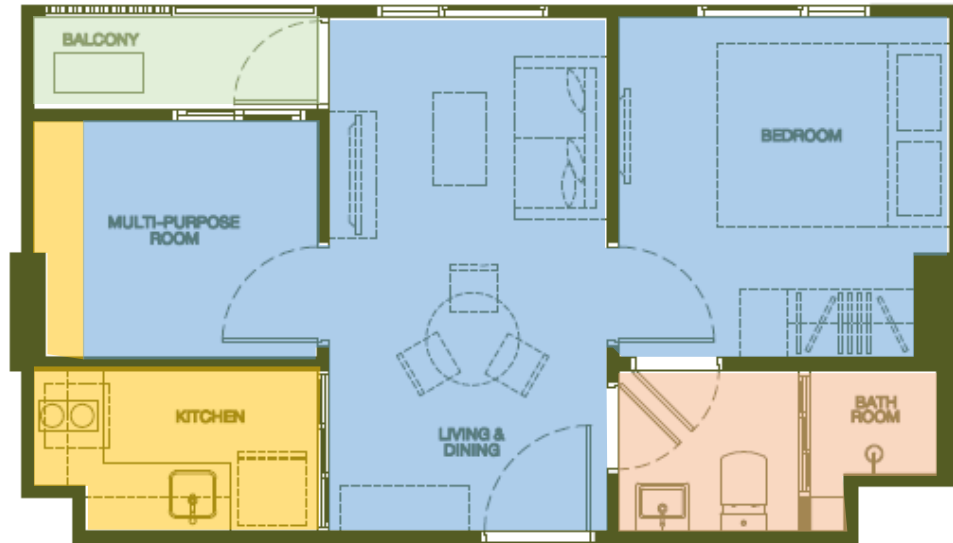


1 BEDROOM (S)



1 BEDROOM (M)

CEILING HEIGHT



1 BEDROOM PLUS (S)

+2.50 M.

+2.30 M.

+2.40 M.

+2.80 M.

UNIT SPECIFICATION

UNIT STANDARD SPECIFICATION



MAIN ENTRANCE
SIZE 0.90 x 2.20 m.

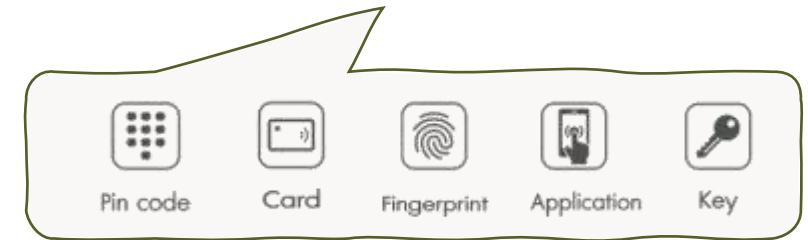


BEDROOM
SIZE 0.80 x 2.00 m.

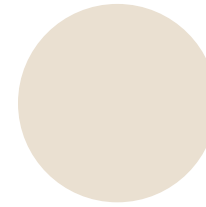


BATHROOM
SIZE 0.70 x 2.00 m.

LockMann®



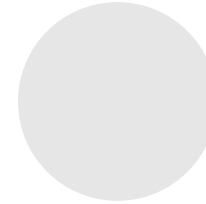
UNIT STANDARD MATERIAL FLOOR MATERIALS



KITCHEN
Polish Beige tile 60x60 cm.



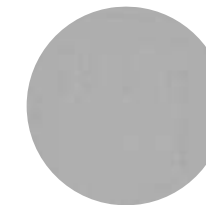
LIVING ROOM / BEDROOM
Laminate Wood Pattern



BATHROOM (Dry zone)
Matt Grey tile 60 x 60 cm.



BATHROOM (Wet zone)
Matt Beige tile 60 x 60 cm.



BALCONY
Matt Grey tile 30 x 30 cm.

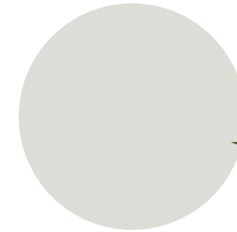
UNIT STANDARD MATERIAL KITCHEN & APPLIANCES



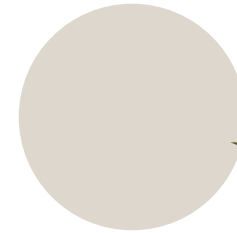
PANEL
Melamine Wooden Pattern



BODY
Melamine Solid Color



TOP COUNTER
Solid Surface



BACKSPLASH
Polish Beige tile 60 x 60 cm.

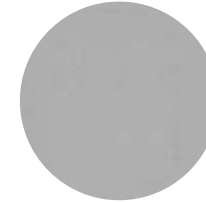
UNIT STANDARD MATERIAL KITCHEN & APPLIANCES



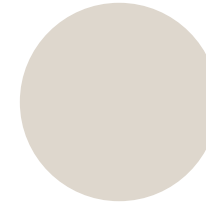
TEKA



UNIT STANDARD MATERIAL BATHROOM & SANITARY



FLOOR (DRY ZONE)
Matt Beige tile 30 x 30 cm.



WALL (DRY ZONE)
Polish Beige tile 60 x 60 cm.



FLOOR (WET ZONE)
Matt Beige tile 60 x 60 cm.



WALL (WET ZONE)
Matt Beige tile 60 x 60 cm.

UNIT STANDARD MATERIAL
BATHROOM & SANITARY



FURNITURE PACKAGE

FURNITURE PACKAGE



ROUND WELL

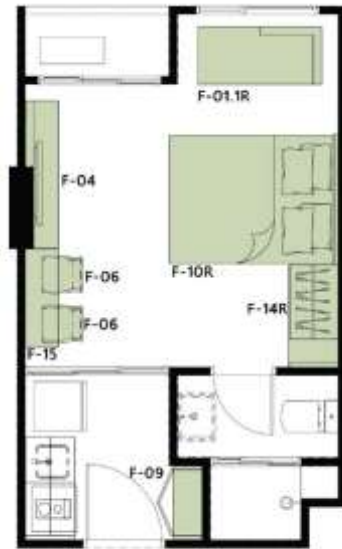
Round well designs will provide necessary support fir your safety



FURNITURE PACKAGE 1 BEDROOM 1A



DAYBED SOFA



UNIT LAYOUT PLAN



SHOE CABINET



POWDER DESK



WORKING CHAIR



WORKING TABLE



WARDROBE WITH SHELF



BED 5'



FURNITURE PACKAGE 1 BEDROOM 1B



TV CABINET



UNIT LAYOUT PLAN



WARDROBE WITH SHELF



2 SEAT SOFA



SHOE CABINET



DINING CHAIR



DINING TABLE

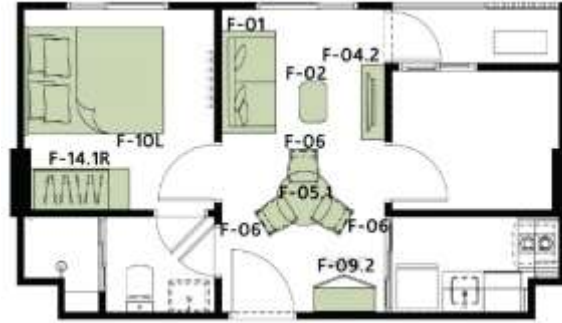


BED 5'

FURNITURE PACKAGE 1 BEDROOM+ 1C



TV CABINET



UNIT LAYOUT PLAN



2 SEAT SOFA



WARDROBE WITH SHELF



SHOE CABINET



COFFEE TABLE



DINING TABLE



DINING CHAIR



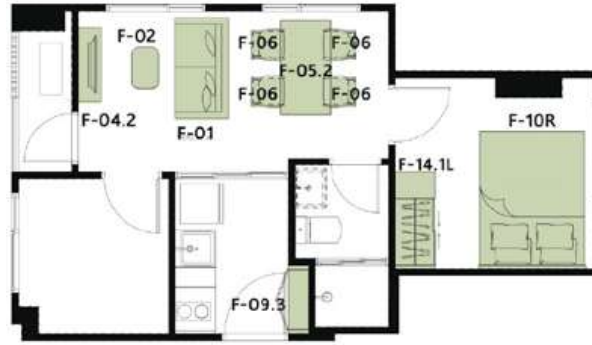
BED 5'



FURNITURE PACKAGE 1 BEDROOM+ 1D



TV CABINET



UNIT LAYOUT PLAN



2 SEAT SOFA



WARDROBE WITH SHELF



SHOE CABINET



COFFEE TABLE



DINING TABLE



DINING CHAIR

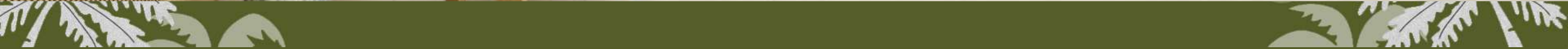


BED 5'

SALES GALLERY



SALES GALLERY
SEE YOU
JULY, 2024



SALES GALLERY



SHOW UNIT 1AM

DOCTOR

At Bangkok Hospital Siriroj

Demographic

Target : Man, Age 35
Single Living
Born in Phuket
Salary 80K

Profession

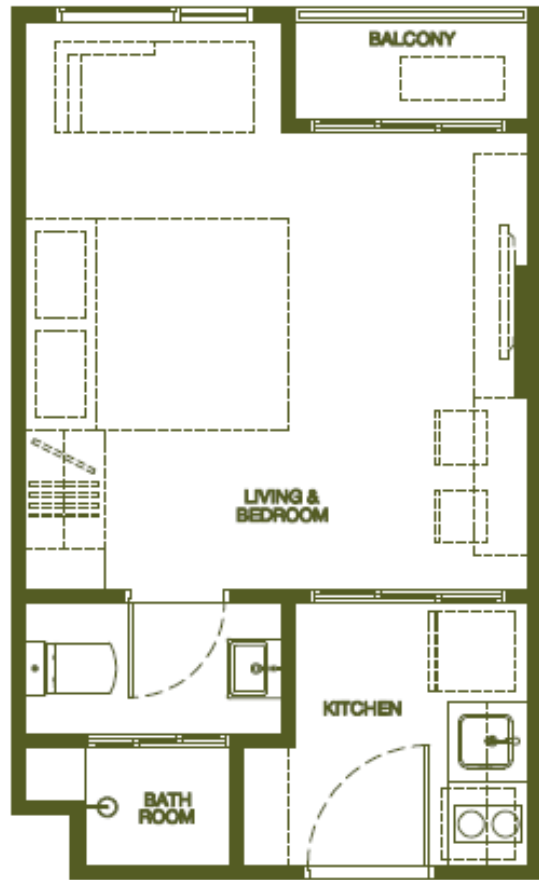
Doctor at Bangkok Hospital Siriroj
Work life integration
Looking for home near Hospital

Personality

Hobby : Gym, Swim,
Enjoy Reading
Stay in relaxing space



SHOW UNIT 1AM



1AM
24.75 - 25.50 SQ.M.



SHOW UNIT 1BM

DIVING TEACHER At Scuba deep Patong

Demographic

Target : Woman, Age 33
Single Living
Born in Russia
Salary 60K

Profession

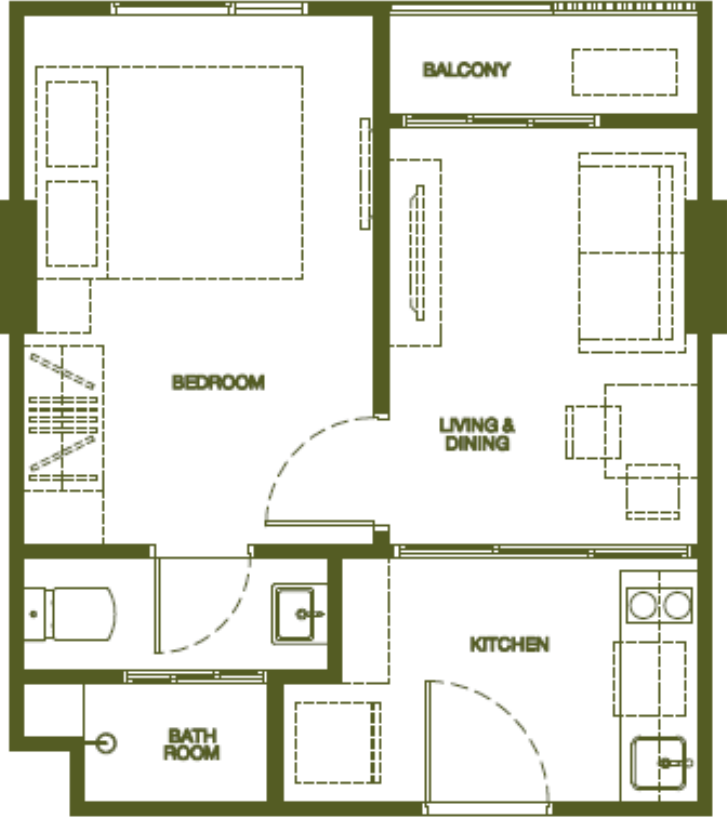
Diving School @ Patong Beach
Work life integration
Main family live in Russia
Looking for a rental condo

Personality

Hobby: Diving, Sunbath,
Massage, Planting



SHOW UNIT 1BM



1BM
31.50 SQ.M.



1CM

TEACHER

At Headstart Intl. School

Demographic

Target : Woman, Age 35

Single Living

Born in UK

Salary 80K

Profession

Teacher at Headstart Intl. School

Work life integration

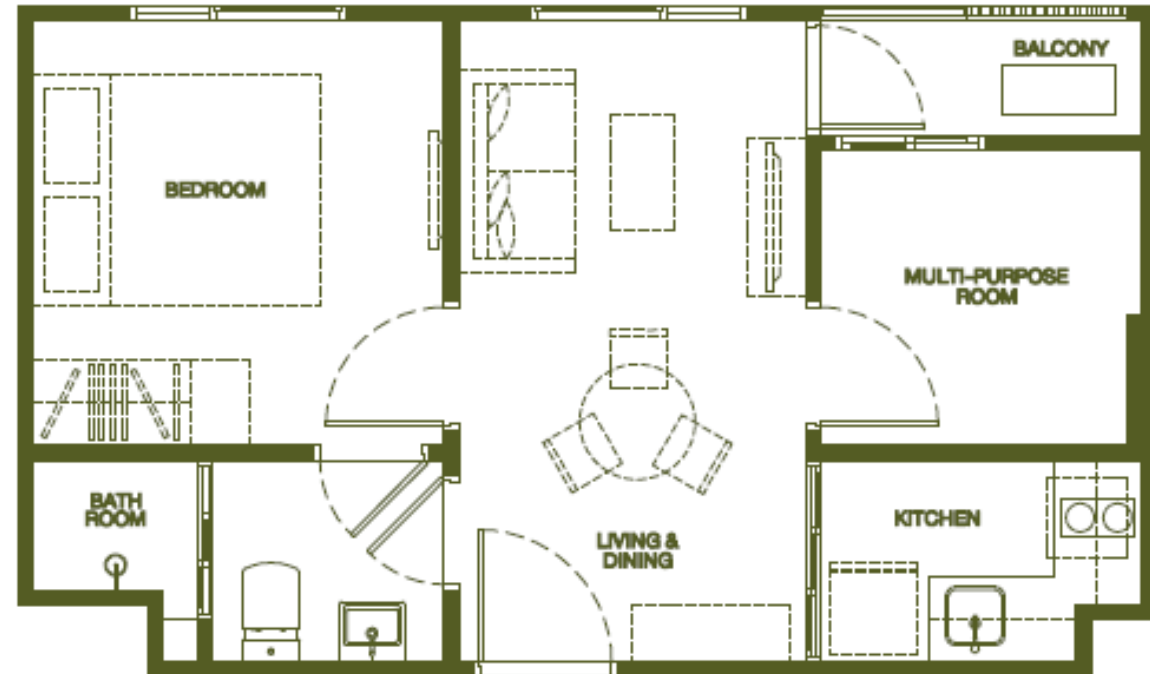
Looking for home near School

Personality

Hobby : Enjoy Art and Craft,
Home Cooking, Watching Netflix



1CM



1CM
34.00 SQ.M.

BEDROOM

LIVING & DINING
AREAS



MULTI PURPOSE ROOM

SHOW UNIT

KEY SELLING POINTS

KEY SELLING POINTS

LOCATION

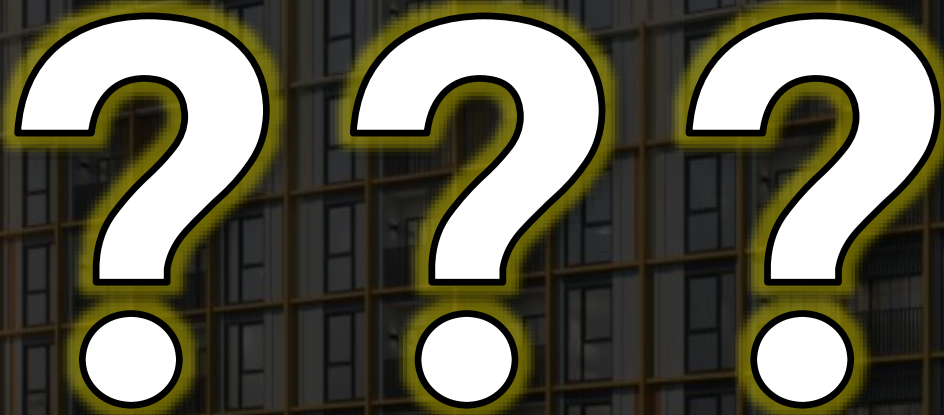
- Truly in the **"HEART OF PHUKET"** : Close to Central Floresta Phuket only 2 mins walk.
- **CONVENIENT LOCATION** : Right off the 2 main roads; Wichit Songkhram Road and Chao Fa Tawan Tok Road, making it a great travel in & out of the area.

PRODUCT

- **HIGH LEVEL OF PRIVACY** just only 326 Units
- Resort style condo with **COMPLETELY FACILITIES**
- **PARKING UP TO 45%** with 50 motorcycle parking lots
- 1BR Plus With **WIDTH ROOM LAYOUT**
- **FULLY FUNCTION KITCHEN**

YIELD 8 - 11%

START AT



THE
base
RISE

START AT

1.89 MB

THE
base
RISE

PROMOTION

PROMOTION

PROMOTION ON PRE-SALES PERIOD

- :) Fully Furnished
- :) RFC Package (Bedding, kitchenware, curtain, Props)
- :) Home Appliances (TV, Microwave, Refrigerator, Water heater, Washing Machine)
- :) 2% Discount + On top Max. value 200,000 Baht (Early bird and pre-sales booking only)

BOOK NOW



PROMOTION

Tier Discount (Early bird - Pre-sales)

Room Type	Tier	Discount	Ontop	E-Privillage	SanFam/FGF/K OL	Sansiri Priority	Standard DC + On top
All	All Customers	2%	30,000	20,000			130,000
	Sansiri Family				20,000		150,000
	Sansiri Priority				50,000	200,000	

Bulk Deal

All Customers	Max Discount	Remark
5-9 Units	5%	5 Units / 1 ชื่อ
>=10 Units	8%	* ฟรีโอนสิทธิ์เปลี่ยนชื่อหลังทำสัญญา 1 ครั้ง

PROMOTION

FRIEND GET FRIEND

1 BED 10,000 THB



TERM & CONDITIONS

Room type	Booking	Contract	Total Downpayment (8 months)		Total Downpayment (%)
			Installment (6 months)	Bullet (7,8)	
1 Bedroom (S)	20,000	30,000	8,000 – 20,000	30,000	7%
1 Bedroom (M)	20,000	30,000	15,000 – 25,000	30,000	7%
1 Bedroom Plus	20,000	30,000	20,000 – 28,000	30,000	7%

COMMON FEE

ปีที่ 1 - 2	ค่าส่วนกลาง 59 THB/Sqm
ปีที่ 3 - 4	ค่าส่วนกลาง 69 THB/Sqm
ปีที่ 5 ขึ้นไป	ค่าส่วนกลาง 75 THB/Sqm

SINKING FUND

550 บาท ต่อ ตร.ม.

Transfer Q2 2025

COMMUNICATION PLAN

PHASE1 : OBJ.
BUILD AWARENESS

W1

W2

W3

W4

MESSAGE

พบกับเดอะ เบส โฉมใหม่โครงการแรก!
“THE BASE Rise” แอสสิริคอนโดใหม่ สไตลรีสอร์ท
 ที่จะทำให้ลืมไปเลยว่าอยู่ใจกลางเมือง
 เริ่ม 1.89 ล.*
 เร็วๆ นี้



Performance Ads (Awareness & Conversion) / Website Teaser

ONLINE

(7) FB ACTIVITY
 > ทายชื่อ เดอะ เบสยุคใหม่! โครงการแรก

(12) FB VDO POST
 > THE BASE Rise Project

(19) FB POST
 > THE BASE Rise Location

LINE OA : THE BASE & Sansiri

LINE OA : THE BASE & Sansiri

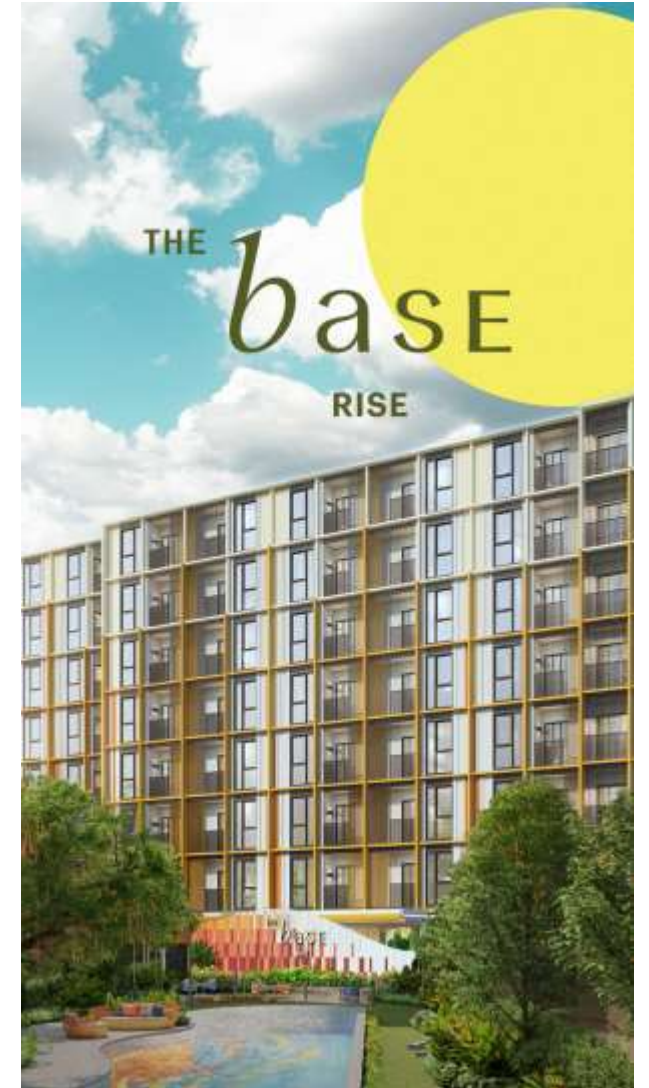
X Sansiri

(7) FB ACTIVITY
> ทายชื่อ เดอะ เบส ลุกใหม่! โครงการเบส

(12) FB VDO POST
> THE BASE Rise Project

(19) FB VDO POST
> LOCATION

ONLINE



PHASE1 : OBJ.
BUILD AWARENESS

W1

W2

W3

W4

MESSAGE

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 เริ่ม 1.89 ล.*
 เร็วๆ นี้



Performance Ads (Awareness & Conversion) / Website Teaser

ONLINE

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(12) FB VDO POST
 > THE BASE Rise Project

(19) FB POST
 > THE BASE Rise Location

LINE OA : THE BASE & Sansiri

LINE OA : THE BASE & Sansiri

X Sansiri

KOL/PR



LOCAL KOLS BOOST



7 JUN - TEASER

24 JUN – FULL MEDIA

W1

W2

W3

W4

OBJECTIVE

MESSAGE

พบกับเดอะ เบส โฉมใหม่โครงการแรก!
“THE BASE Rise” แอสสิริคอนโดใหม่ สไตลรีสอร์ท
 ที่จะทำให้ลืมไปเลยว่าอยู่ใจกลางเมือง
 เริ่ม 1.89 ล.*
 เร็วๆ นี้



Performance Ads (Awareness & Conversion)

ONLINE

(7) FB ACTIVITY
 > ทายชื่อ เดอะ เบสยุคใหม่! โครงการแรก

(12) FB VDO POST
 > THE BASE Rise Project

(15) FB POST
 > THE BASE Rise Location

(24) FB POST
 > SUMMARY KEY SELLING POINTS

LINE OA : THE BASE & Sansiri

LINE OA : THE BASE & Sansiri

X Sansiri

X / Tiktok Sansiri

KOL/PR



LOCAL KOLS BOOST

OFFLINE

SMS

SMS

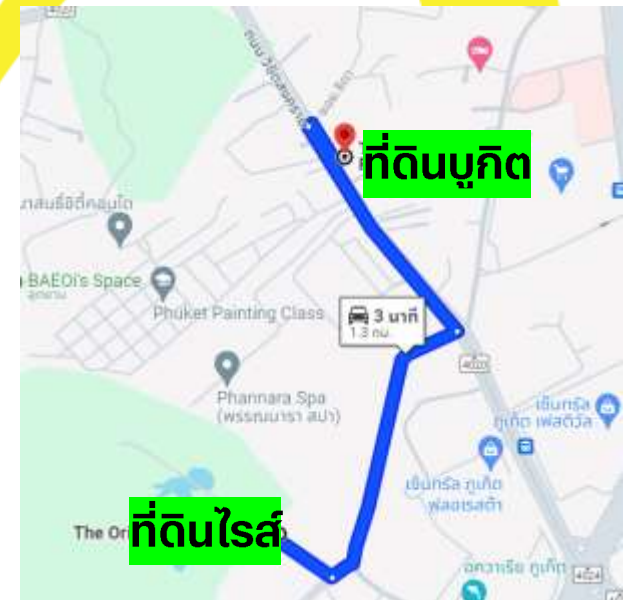
FENCE : PROJECT

LOCAL TV

OFFLINE



FENCE : Project



OFFLINE MEDIA

OFFLINE

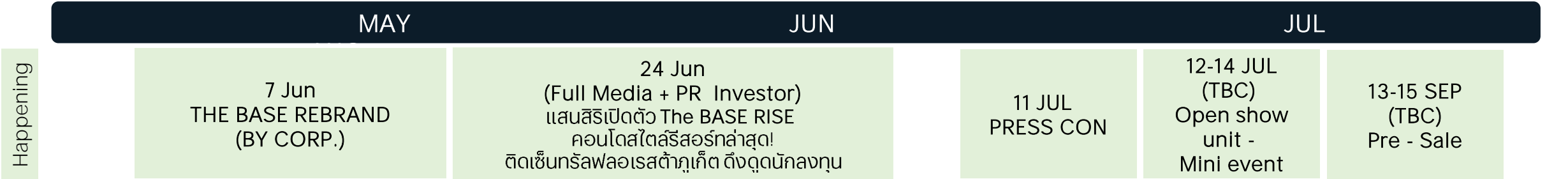


BILLBOARD

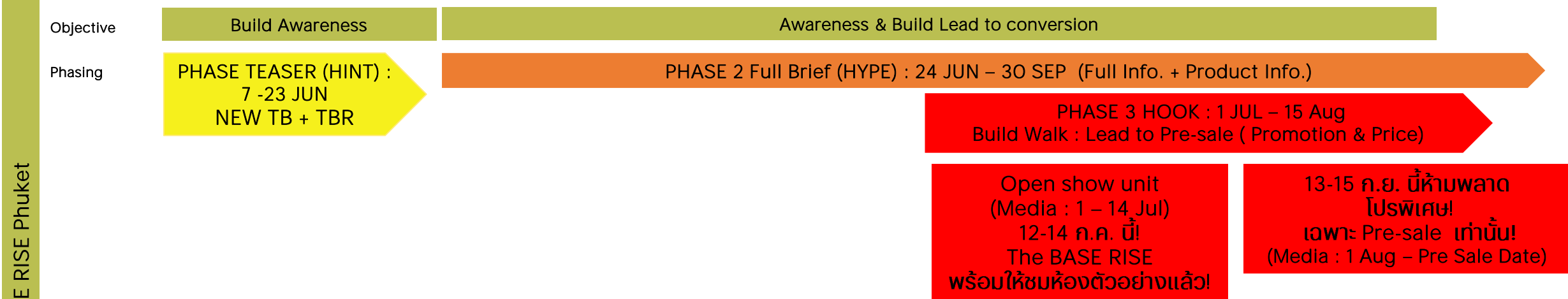


MEDIA AT CENTRAL

Communication plan: The BASE Rise Central Phuket



Full – Launch 2 Month




Project: The BASE RISE Phuket

CONTACT PERSON



P'JANE

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 WIPAWADEE@Plus.co.th



E - BROCHURE

THE base
RISE

30 LEVEL STORY Telling
Uniquely Yours

THE PERFECT LOCATION

2 UNIT
15 UNIT
25 UNIT

BLISSFUL LOBBY

CORAL GYM

CHILLING SPACE

TRDSPACE CO - WORKING SPACE

WILD CO - WORKING SPACE

FOR MORE INFORMATION

Q & A



พี่ๆ ทีม Sales ที่ภูเก็ต
24 JUN 17.00-18.00 น.
เรามีนัด Full Brief
แบบ Exclusive กันนะ 😊

THANK YOU