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## OUTLINE

- BRAND STORY
- ABOUT PHUKET
- LOCATION ADVANTAGE
- PROJECT OVERVIEW
- INVESTMENT PROGRAM



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the Wyndham Group

WYNDHAM  
GARDEN

# SEA HEAVEN

PHUKET NAITHON

*Broad story*

## WEERAWIT MANOTAMRAKSA

Co-Founder  
Deputy Chairman

The second generation of Manotamraksa family which is well-known among Thai people as a family who found JSP Property Public Company Limited, one of the biggest real estate business in Thailand

From 1990 which developed over 50 projects all over Thailand. The company expertise in commercial real estate development focusing in horizontal and housing new phenomena, up-country investment and big scale mixed-used complex.

In 2021, the JSP Property PCL has cooperated with SENA Development PCL, and changed the company name into SENA J Property PCL in 2022.

The second generation of family has refreshed the business concept by building the new empire which is focusing on housing developments in Bangkok and registered Bestart Heaven Co., Ltd which is focusing on investment property in tourist attraction city, especially southern of Thailand.



# Successstory

## SAMPENG II



PROJECT VALUE :  
7,585 MILLION THB



LOCATION :  
SATHON - KALAPAPRUEK  
BTS WUTTHAKAD, BTS BANG WAH



AREA :  
119 RAI



STATUS :  
SOLD OUT



TYPE:  
COMMERCIAL BUILDINGS  
3.5-4 STORIES



NUMBER OF UNITS :  
927



CONSTRUCTION PROGRESS :  
100 %



# Success story

## MIAMI BANGPU ≡



PROJECT VALUE :  
6,030 MILLION THB



LOCATION :  
BANGPU, SAMUT PRAKARN  
SWANG NAK NIWAT STATION, BTS KHEHA



AREA :  
120-0-5 RAI



TYPE:  
MIXED-USE, COMMERCIAL AND  
RESIDENTIAL CONDOMINIUM



NUMBER OF UNITS :  
GARDEN VILLA 2,048 UNITS  
BEACHFRONT VILLA 1,170 UNITS



CONSTRUCTION PROGRESS :  
80 %

# Success *story*

## JSP CITY SERIES



- SUKHUMVIT PRAKSAI
- RANGSIT-KLONG I
- BANG BUA THONG
- THUANON SRIRACHA
- BANGPU

- J-TOWN
- J-GRAND
- J-SQUARE
- J-VILLA
- J-LEGEND
- TULIP-SERIES

- TULIP SQUARE
- TULIP BLISS TOWN
- TULIP SHOPPING MALL
- J-CONDO
- MIAMI MALL AND BAZAAR
- SAMPENG II MARKET



# Success *story*



TULIP SQUARE

TULIP BLISS TOWN

TULIP SHOPPING MALL



# MIAMI CONDO BANGPU







SEA HEAVEN  
PROJECT NAI THON

## BEACHFRONT MIX-USE DEVELOPMENT



- COMMERCIAL BUILDINGS
- CONDOMINIUM
- VILLAS
- MICE
- HOTEL





PHUKET

Pearl of Andaman



## ABOUT PHUKET

Phuket is known as the Pearl of the Andaman. Phuket is Thailand's largest island, located in the southern tropics, the island offers up world-class beaches, intriguing culture & heritage, endless shopping opportunities, magnificent temples, energetic nightlife, Vast fine dining choices and some of the best street food that the kingdom has to offer. Phuket is a tropical paradise that offers great memories for everyone.

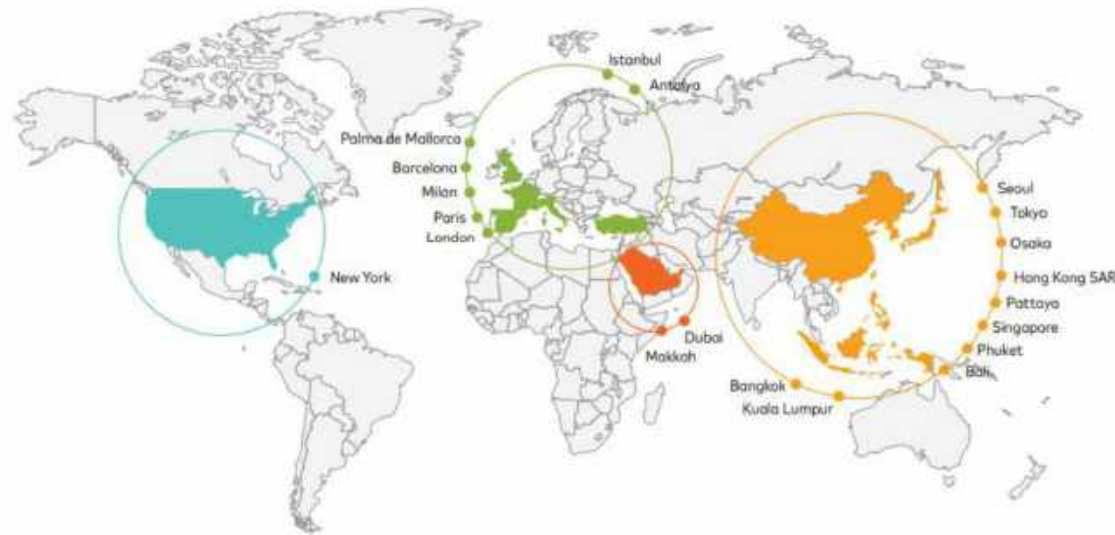


# FACTS ABOUT PHUKET

- ✓ The 2<sup>nd</sup> fastest growing cities in Thailand after Bangkok
- ✓ Ranked 8<sup>th</sup> "World's Best Places to Visit" in 2021 – a yearly ranking published by American media company US News & World Report.
- ✓ The 2<sup>nd</sup> highest hotel occupancy rate after Bangkok
- ✓ The highest traveler in southern part of Thailand, over 100,000 traveler per month. Generated income for 30,000 Million Baht per month or 400,000 Million Baht per year.
- ✓ A growth from international tourists. 11% Annual growth in visitations
- ✓ Highest per capita spending among all Thai provinces
- ✓ Investment-grade returns: ROE 31.3% and IRR 20.7%
- ✓ Advantage infrastructure
  - Smart City
  - Expansion of Phuket International Airport
  - Thailand's First Monorail
  - Southern Thailand MICE
  - Thailand Medical hub
  - Express way



## Top Destination Cities by Mastercard Global Research 2019



| Rank | City         | Total international visitors |
|------|--------------|------------------------------|
| 01   | Bangkok      | 22.78MM                      |
| 02   | Paris        | 19.10MM                      |
| 03   | London       | 19.09MM                      |
| 04   | Dubai        | 15.93MM                      |
| 05   | Singapore    | 14.67MM                      |
| 06   | Kuala Lumpur | 13.79MM                      |
| 07   | New York     | 13.60MM                      |
| 08   | Istanbul     | 13.40MM                      |
| 09   | Tokyo        | 12.93MM                      |
| 10   | Antalya      | 12.41MM                      |

| Rank | City              | Total international visitors |
|------|-------------------|------------------------------|
| 11   | Seoul             | 11.25MM                      |
| 12   | Osaka             | 10.14MM                      |
| 13   | Makkah            | 10.00MM                      |
| 14   | Phuket            | 9.89MM                       |
| 15   | Pattaya           | 9.44MM                       |
| 16   | Milan             | 9.10MM                       |
| 17   | Barcelona         | 9.09MM                       |
| 18   | Palma de Mallorca | 8.96MM                       |
| 19   | Bali              | 8.26MM                       |
| 20   | Hong Kong SAR     | 8.23MM                       |

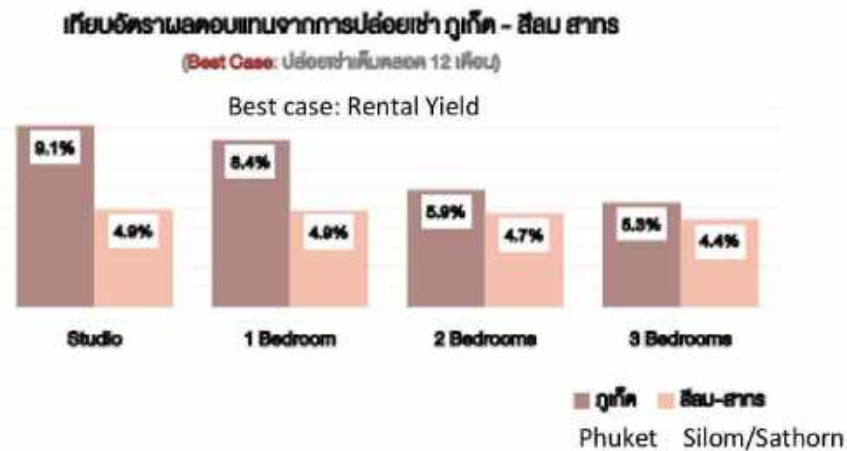
## Overnight International Visitor Spending Globally by Mastercard Global Research 2019



| Rank | City              | Total Spend (US\$) |
|------|-------------------|--------------------|
| 01   | Dubai             | \$30.82B           |
| 02   | Makkah            | \$20.09B           |
| 03   | Bangkok           | \$20.03B           |
| 04   | Singapore         | \$16.56B           |
| 05   | London            | \$16.47B           |
| 06   | New York          | \$16.43B           |
| 07   | Paris             | \$14.06B           |
| 08   | Tokyo             | \$13.77B           |
| 09   | Palma de Mallorca | \$12.69B           |
| 10   | Phuket            | \$12.01B           |

| Rank | City         | Total Spend (US\$) |
|------|--------------|--------------------|
| 11   | Kuala Lumpur | \$11.13B           |
| 12   | Seoul        | \$9.31B            |
| 13   | Las Palmas   | \$9.02B            |
| 14   | Bali         | \$8.86B            |
| 15   | Istanbul     | \$8.26B            |
| 16   | Los Angeles  | \$8.24B            |
| 17   | Sydney       | \$8.03B            |
| 18   | Barcelona    | \$7.86B            |
| 19   | Miami        | \$7.70B            |
| 20   | Antalya      | \$7.65B            |

## Rental Rate Comparison between Phuket – Silom/Sathorn BKK





# OVERVIEW OF INFRASTRUCTURE IN PHUKET

## PHUKET INFRASTRUCTURE

TERRABKK



เปิดดำเนินการ 2558  
• ทางลอด แยกดาราสมุทร  
มูลค่า 599 ล้านบาท

เปิดดำเนินการ 2559  
• ขยายถนนจอดเรือยอชต์  
มูลค่า 372 ล้านบาท



เปิดดำเนินการ 2560  
• ทางลอด แยกบางคู  
มูลค่า 600 ล้านบาท

เปิดดำเนินการ 2562  
• ทางลอด แยกสนามบินภูเก็ต  
มูลค่า 400 ล้านบาท

เปิดดำเนินการ 2562  
• จุดกลับรถต่างระดับ บ้านเกาะแก้ว-ท่าเรือ  
มูลค่า 100 ล้านบาท



เปิดดำเนินการ 2564  
• อุโมงค์ทางด่วนกะทู้-ป่าตอง  
มูลค่า 10,000 ล้านบาท

เปิดดำเนินการ 2558  
• ขยายสนามบินภูเก็ต  
มูลค่า 5,791 ล้านบาท



เปิดดำเนินการ 2559  
• ทางลอดสี่แยกสามกอง-โลตัส  
มูลค่า 800 ล้านบาท

เปิดดำเนินการ 2560  
• ทางลอด ห้าแยกฉลอง  
มูลค่า 800 ล้านบาท



เปิดดำเนินการ 2562  
• จุดกลับรถต่างระดับ แยกมุดดอกขาว  
มูลค่า 100 ล้านบาท

เปิดดำเนินการ 2564  
• รถไฟฟ้าทำนุน-ห้าแยกฉลอง  
มูลค่า 23,499 ล้านบาท





# PHUKET MEGA PROJECT

## เปิดใหม่ไลน์ส่วนขยาย 4 สนามบินหลักของทอท. ที่จะแล้วเสร็จช่วงปี 2563-2568



## Expansion of Phuket International Airport

Phuket International Airport expansion has been planned by Thai Government to be completed by 2023. The technical capacity of the airport has increased from 6.5 million to 12.5 million passengers per year and expect to be increase to 20 million in few years.

# PHUKET MEGA PROJECT

The Phuket Island Light Rail Transit project is a planned 58.6-kilometre (36.4 mi) MRTA light rail transit system for Phuket and Phang Nga provinces in Thailand. The line will consist of 24 stations running from Takua Thung District in Phang Nga Province to Phuket City and terminating at Chalong intersection. The line will have at-grade and elevated sections. The cost of the project is estimated at 35 billion baht





# PHUKET MEGA PROJECT

Thai government has announced the launch of Phuket Smart City, the first Smart City established in Thailand, with the aim to support foreign investors from ASEAN member countries. The Smart City project covers eight strategic plans in fostering the Digital Economy. Phuket's Smart City plan has a funding of 430 million baht (US\$13 million) to increase tourism, safety, improve the environment and boost the economy with technology. This will help to ensure that the town can keep up with the rising demand for new public services, which includes upgrading the city in the areas of connectivity, education and healthcare. The Phuket Smart City Innovation park will be launched to promote innovation development, technology learning and business consultation. Additionally, this park will also pave the way for major infrastructure development for supporting tech startups and fostering the Digital Thailand 4.0 initiative.



# PHUKET MICE DESTINATION



The Thailand Convention & Exhibition Bureau (TCB) has launched a campaign to help boost domestic MICE (Meetings, Incentives, Conferences and Exhibitions) business which aims to be the world-class MICE city that creates a new experience with the beautiful beaches and multi-cultural environments, particularly the exclusive and charming Peranakan culture and Sino-Portuguese architecture.

## Phuket's International MICE Visitors & Events



Source: Thailand Convention & Exhibition Bureau and C9 Hotelworks Market Research

Phuket earlier hosted many mega events, such as Phuket International Boat Show (PIMEX), APEC, The 15th Congress of Asia Pacific Blood and Marrow Transplantation (APBMT2010), World Congress of Malacology 2010, ICWEE 2011 : International Conference on Water, Energy and Environment, The 8th Congress of Asian Pacific Society of Atherosclerosis and Vascular Diseases (APSAVD 2012) and 2012 Amway China annual meeting. Phuket also welcome attendants of the International Rotary Convention 2012.

## PHUKET WORLD-CLASS OF MEDICAL HUB



Thai Government plans to turn Phuket into a world-class hub of medical tourism hub to debut at an event called "Expo 2028 – Phuket Thailand". An international medical and public health service centre called "Medical Plaza" is planned, complete with an international elderly care centre, a palliative care centre and a rehabilitation centre.



# A PREMIER HEALTH AND WELLNESS DESTINATION IN ASIA



Bangkok Hospital Phuket is a leading health and wellness destination in Asia. Bangkok Hospital Phuket is proud to be a member of the rapidly expanding Bangkok Dusit Medical Services PLC – BDMS, the largest hospital network in Asia-Pacific and recognized globally as one of the top five medical service providers in the world. The hospital is capable of delivering world-class tertiary care over a comprehensive range of medical sub-specialities which include Cardiology, Orthopaedics, Ophthalmology, Oncology, Gynecology/Obstetrics, Colorectal Disease, and many more.

The center places great emphasis on treating chronic conditions, complication prevention, and assisting elderly patients who are in need of special care. The expertise of our medical team is aided by the use of the latest medical technology and equipment, ensuring that our patients receive modern, safe and reliable treatment. Phuket International Hospital (PIH) or Siroj Hospital is an acute care general hospital providing a high standard of health care to the people of Phuket, as well as overseas tourists since 1990.



## LOCATION







## Naithon Beach Center







EXISTING / GOOGLE STREET VIEW



Surrounded by Sirinath National Park, the only place in the island to see thousands of turtles breeding ashore at zero distance.



Sirinath national park

Pullman Phuket  
Arcadia Nathon Beach

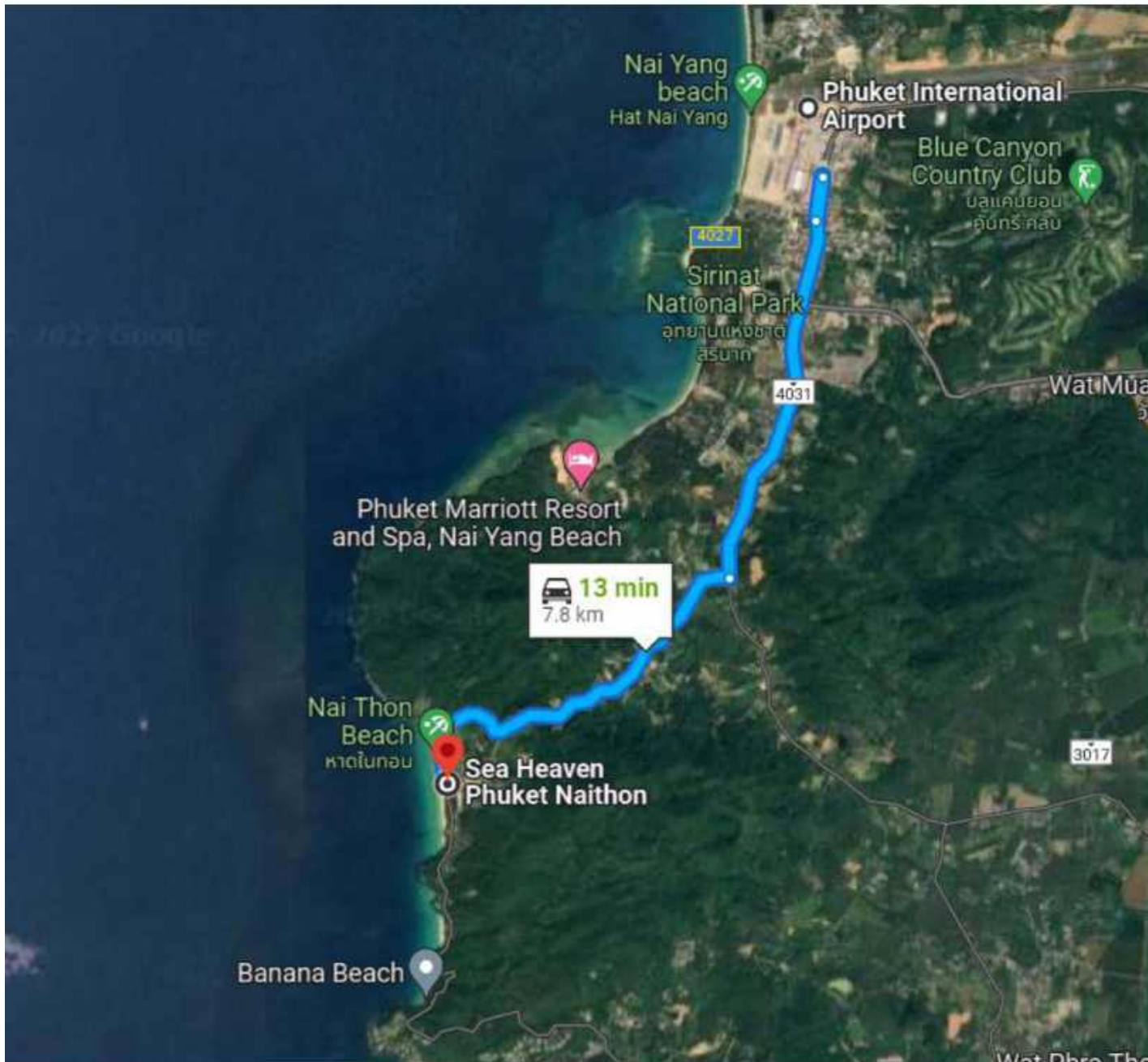
Vista Del Mar  
Villas Phuket

Elephant Jungle  
Sanctuary Phuket

SEA HEAVEN  
PHUKET

Malaiwana

Surrounded by Sirinat national park



The location is only 10-15 minutes away from Phuket International Airport which makes it very convenient for travelers who have late or early morning flight. The property aims to be Phuket Airport nearby landmark where will serve customers with different activities and lifestyle.








### Malaiwana

 Sakhu

**B105,000,000** (B169,000/SqM)

**3 Bedroom Villa for sale at Malaiwana**

Malaiwana is a modern tropical style villa and a luxury holiday home, which is 7.5 kilometers close to Naithon Beach and Phuket International Airport. It is situated in a tranquil location surrounded...

 3
  4
  605 SqM
  Villa

[Year Built 2015](#)
[Sea View](#)
[Private Pool](#)
[Private Garden](#)
[Terrace](#)








### Malaiwana

 Sakhu

**B135,000,000** (B274,000/SqM)

**4 Bedroom Penthouse for sale at Malaiwana**

Malaiwana is a modern tropical style villa and a luxury holiday home, which is 7.5 kilometers close to Naithon Beach and Phuket International Airport. It is situated in a tranquil location surrounded...

 4
  4
  480 SqM
  Penthouse

[Leasehold](#)
[Year Built 2015](#)
[Sea View](#)
[Private Pool](#)
[Terrace](#)
[Full Western Kitchen](#)








### Vista Del Mar

 Sakhu

**B53,000,000** (B165,000/SqM)

**4 Bedroom House for sale at Vista Del Mar**

Vista Del Mar, a luxury pool villa close to Naithon Beach, which is only 600 meters away and is only a 10-minute drive from Phuket International Airport. The villa is in a quiet and private atmosphere...

 4
  4
  314 SqM
  House

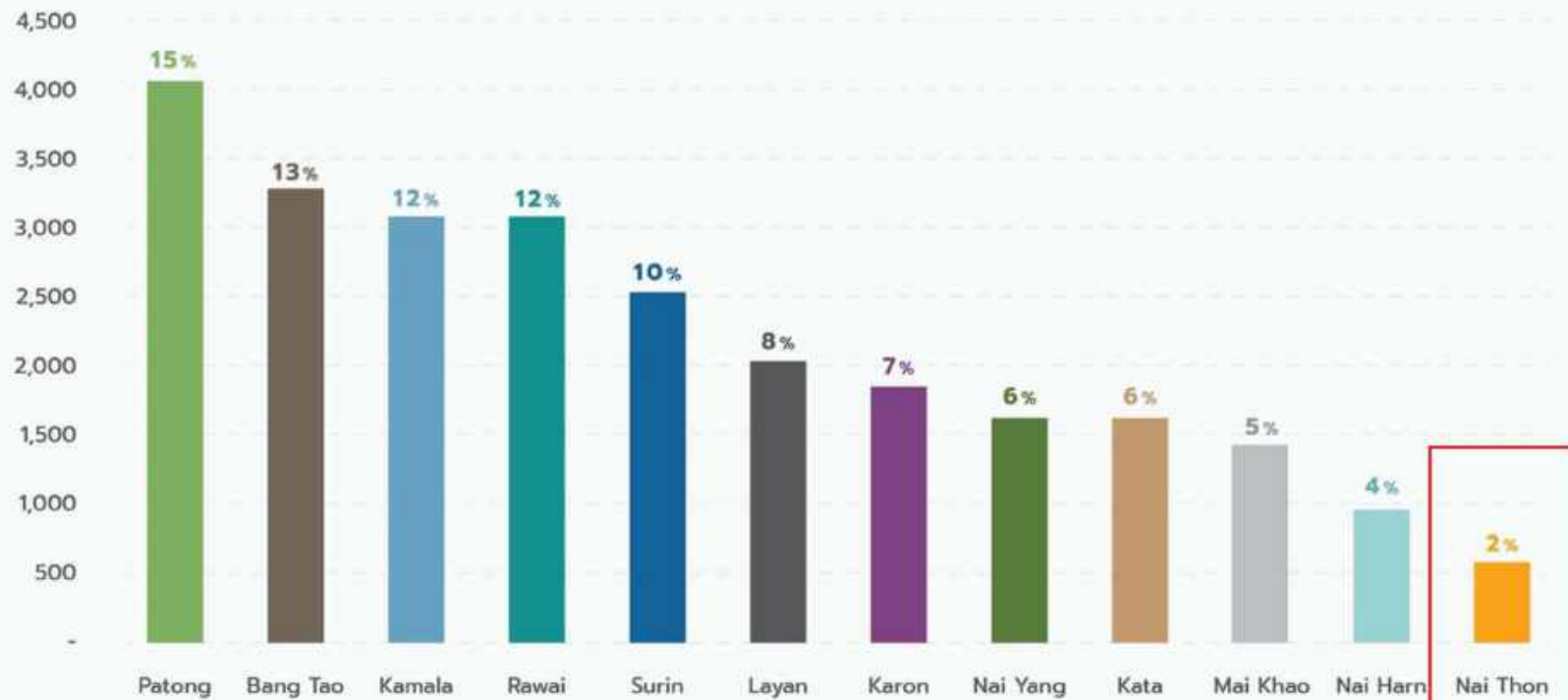
[Beach 1.25 km](#)
[Year Built 2018](#)
[Sea View](#)
[Terrace](#)



Naithon Beach has limited supplies and most of properties are luxury – ultra luxury scale.

# LIMITED SUPPLY

SUPPLY OF CONDOMINIUMS IN PHUKET AS OF 2021,  
BY LOCATION



Source: Knight Frank Thailand Research

## 4 – 5 stars hotels nearby



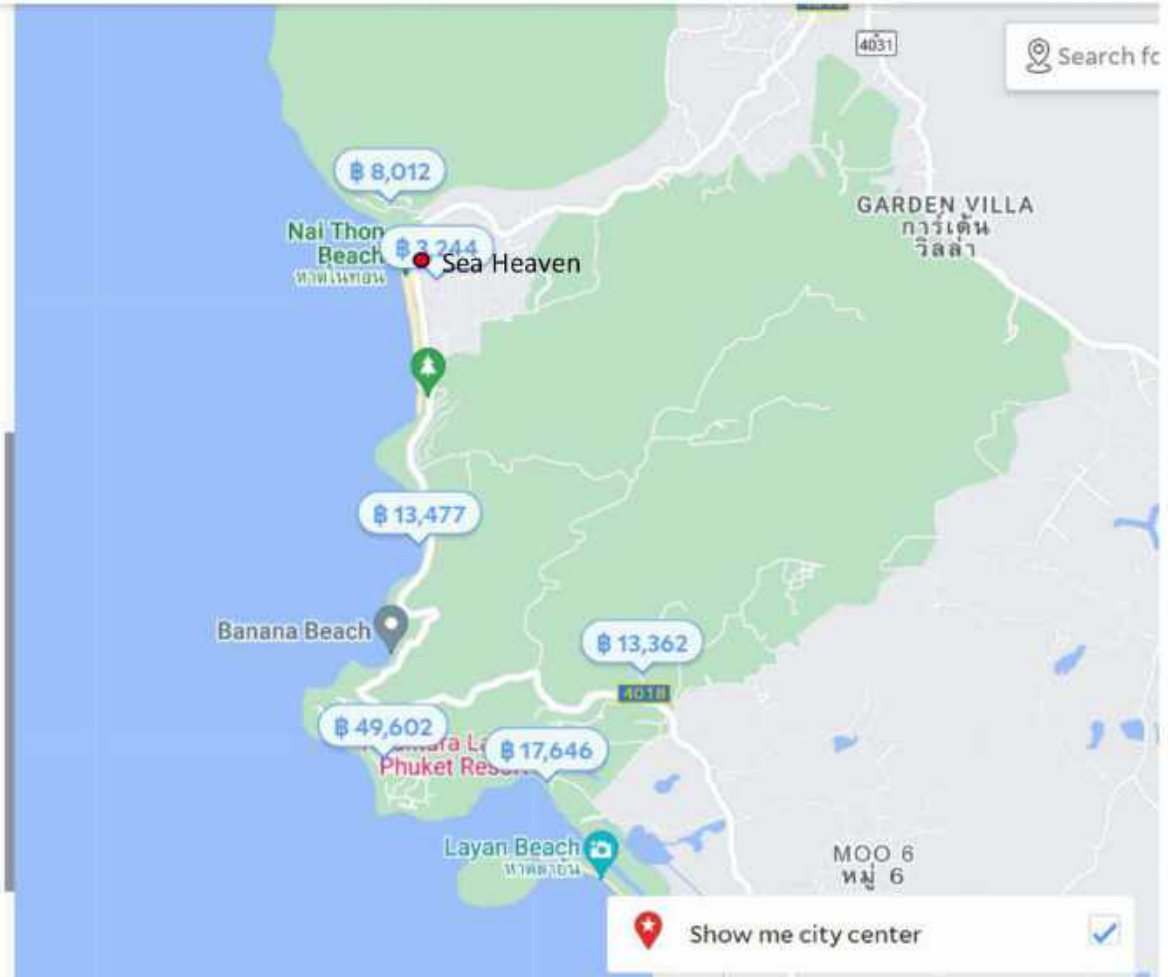
**Anantara Layan Phuket Resort (SHA Extra Plus)**  
★★★★★  
**9.0** Exceptional  
853 reviews  
Wi-Fi Breakfast  
**฿17,646**  
After tax & fees  
[Select room](#)



**Naithonburi Beach Resort (SHA Plus+)**  
★★★★★  
**9.0** Exceptional  
290 reviews  
Wi-Fi Breakfast  
**-28% TODAY**  
~~฿4,500~~  
**฿3,244**  
After tax & fees  
[Select room](#)



**Pullman Phuket Arcadia Naithon Beach Resort (SHA Plus+)**  
★★★★★  
**8.9** Excellent  
2719 reviews  
Wi-Fi Breakfast  
**-44% TODAY**  
~~฿14,401~~  
**฿8,012**  
After tax & fees  
[Select room](#)





## Phuket Elephant Care

Website

Directions

Save

Call

5.0 ★★★★★ 118 Google reviews

Tourist attraction in Sakhu

**Address:** หาดในทอน Sakhu, Thalang District, Phuket 83110

**Hours:** Open · Closes 5PM ▾

**Phone:** 061 248 8686

[Suggest an edit](#) · [Own this business?](#)



Located behind the project





## Project Overview











PROJECT / LAYOUT

Total area of 62 Rai





PROJECT / LAYOUT

