



CHAPTER 3

DATA COLLECTION

Before Analyzing the status of Real Estate Business in Rayong during crisis, two types of useful data have to be collected, namely

(1) Housing Data Collected Before Crisis (Table 3-1)– Provided by Agency For Real Estate Affairs, “Handbook for Marketing Planning in Urban Areas: Real Estate in 90 Towns”, 1996.

(2) Housing Data Collected After Crisis (Table 3-2) – This was done by Site Surveying

3.1 Housing Data collected before crisis

This data was provided by Agency for Real Estate Affairs, it contains names of projects, year of project launch, type of products offered for sales, prices, total units for sales and units left unsold (see Table 3.1). This data will be used for analyzing the trends of new projects launches and the trends of housing prices each year since 1993-1996.

The following data had been collected by Agency For Real Estate in 1996, just before the economic crisis.

Notes:

Type: 1 – Detached Houses, 2 – Duplex, 3 – Townhouse, 4 – Shophouse,
5 – Condominium and 6 – Vacant Land

Storey: This is a number of storeys of a house.

Price: This is a housing unit selling price. Unit is

Opened: This is an opened year offering for sales

Total Units: This is the total number offering for sales at the opened date.

Units Left: This is the units left unsold at the time of survey

Table 3-1: Housing Data collected at the end of 1996

Source: Agency For Real Estate Affairs, “Handbook for Marketing Planning in Urban Areas: Real Estate in 90 Towns”, 1996.

No.	Project's Name	Type	Storey	Price (Mill. Baht)	Opened	Total Units	Units Left Unsold
1	Korrakot Home Village	3	2	0.679	1995	19	0
2	Green Park Ban -Chang	6		0.371	1994	135	0
3	Krung Thai Phase 1-2	1	2	1.660	1994	220	0
		1	1	0.795	1995	39	15
		1	2	1.625	1996	21	0
		1	2	1.623	1995	13	5
		3	2	0.780	1994	64	0
		3	2	0.620	1994	77	0
4	Ban Ketaew	1	1	0.840	1994	37	0
		1	2	1.390	1994	20	0
		1	1	0.970	1994	24	0
5	Golden Village	1	2	1.867	1995	299	174
6	Golden Village Condominium	5	4	0.388	1994	152	3
		5	4	0.679	1994	16	4
7	Kong Koran Village	1	1	1.200	1995	36	8
8	Ban Jatuporn	1	1	0.600	1995	16	0

No.	Project's Name	Type	Storey	Price (Mill Baht)	Opened	Total Units	Units Left
9	Ban Jit Komon	1	1	1.400	1994	18	0
		3	2	0.820	1994	12	0
10	Chaleon Nan	1	2	0.870	1993	13	0
		1	2	0.470	1993	14	0
		3	1	0.395	1993	18	0
11	Chat Kaew Had-Pla	1	1	1.200	1995	13	7
		3	2	0.650	1995	20	0
		3	2	0.650	1996	57	41
12	Ban Chan	3	1	0.419	1995	94	0
		3	2	0.649	1995	48	2
		1	2	1.170	1995	46	11
		1	2	1.690	1995	30	29
13	Ban Chanakarn	1	2	1.250	1994	50	0
		2	2	0.800	1994	33	0
		3	2	0.750	1994	29	0
		3	1	0.399	1994	29	0
		6		0.400	1994	14	0
14	Ban Cholticha	3	2	0.585	1995	28	26
		3	2	0.705	1995	22	0
15	Ban Chaimitr	3	2	0.690	1994	39	
		3	2	0.590	1994	12	5
		4	3.5	0.900	1994	30	0
		2	1	0.680	1994	15	12
16	Ban Chokdee Map-Kha	1	2	1.500	1994	6	4
		1	1	0.980	1994	24	0
		2	2	0.890	1994	12	0
		3	2	0.720	1994	27	5
17	Chokedee Village	1	1	0.900	1993	16	0
		6		0.378	1993	88	0
18	Choke Nimitre 5	6		0.630	1996	78	29
		3	2	0.695	1996	32	21
19	Century Village 2000	3	2	0.845	1994	64	
20	Duang Tawan Phase 1	2	1	0.545	1996	117	0

No.	Project's Name	Type	Storey	Price (Mill. Baht)	Opened	Total Units	Units Left
21	The Flora Ville	1	2	1.720	1996	19	7
		2	2	1.220	1996	22	20
		3	2	0.729	1996	76	62
22	Ban Sup-Tawee	3	1	0.339	1994	72	0
23	Tawee Suk Garden Home	1	1	1.680	1996	43	27
24	Ban Tulip	3	1	0.435	1995	134	36
25	Tian Suwan Garden Home	1	2	1.550	1995	18	5
		1	2	1.450	1995	37	33
		2	2	1.100	1995	16	9
		2	2	1.100	1996	10	10
26	Ban Chanakarn	4	3.5	1.290	1994	10	0
		3	2	0.699	1994	16	0
		3	1	0.399	1994	50	0
		3	1	0.499	1994	46	8
27	Tham Charoen	3	2	0.445	1993	19	0
		3	2	0.477	1993	30	0
		3	2	0.497	1993	14	0
28	Tham Siri	1	2	1.599	1995	37	24
29	Tanthip Villa 1 and 2	3	1	0.390	1994	90	0
		3	2	0.670	1994	26	0
30	Tanthip Villa 3	3	1	0.430	1995	137	20
		1	1	0.870	1995	12	0
31	Taratorn Villa	3	1	0.400	1995	55	0
		3	2	0.730	1995	31	18
32	Ban Noppaket	1	1	0.750	1994	32	0
		3	1	0.439	1994	32	32
		3	1	0.439	1994	84	59
33	Nawasup Ville	1	1	0.720	1994	23	0
		3	1	0.389	1994	22	9
34	Ban-Chang Country -	1	1	0.840	1994	60	7
	-Ville Village Phase 1	1	2	1.400	1994	32	0

No.	Project's Name	Type	Storey	Price (Mill. Baht)	Opened	Total Units	Units Left
35	Ban-Chang Place Phase 1	1	2	1.780	1996	38	22
		2	2	1.393	1996	24	16
		3	2	0.920	1996	48	31
36	Ban Chanakarn 3	3	1	0.420	1996	29	15
		3	1	0.430	1996	52	52
		3	1	0.450	1996	80	80
		4	2.5	0.900	1996	12	12
		4	2.5	0.850	1996	5	5
37	Ban Nakorn Thai Phase 1	2	2	1.499	1995	58	0
		3	2	0.899	1995	14	4
38	Chinnawat Land Home	1	1	0.899	1994	5	0
		3	1	0.239	1994	19	0
		3	2	0.599	1994	222	0
39	Ban Suan Resort Phase 2,3	6		0.500	1994	35	29
		6		1.275	1994	17	17
40	Ban San-Dee	3	2	0.699	1995	32	0
41	Ban Prateep Thong	1	2	1.750	1994	13	0
		3	2	0.799	1994	78	0
42	Preecha Private Beech Rayong	3	2	0.990	1995	21	0
		1	2	2.590	1995	119	17
		1	2	4.040	1995	10	7
		1	2	4.090	1995	35	17
		1	2	5.490	1995	41	11
43	Phaka Walee Phase 1	3	2	0.845	1996	30	30
		4	3.5	1.400	1996	16	13
44	Pongpetch Park	1	1	1.284	1996	118	35
		1	1	1.284	1996	50	48
45	Ban Patcharin	1	2	1.950	1994	10	2
		1	1	1.367	1994	8	0
		1	1	1.156	1994	16	0
46	Ban Partiya	3	2	0.645	1995	28	19
		3	2	0.765	1995	22	13

No.	Project's Name	Type	Storey	Price (Mill. Baht)	Opened	Total Units	Units Left
47	Pantamitr	1	1	0.749	1995	12	0
		2	1	0.590	1995	22	0
		4	2.5	0.859	1995	8	0
48	Parl Park	4	3.5	1.300	1994	3	0
		3	2	0.855	1994	8	0
49	Pimran Condotel	5	9	0.481	1995	324	
50	P.M.Y. City Park	3	2	0.920	1995	136	19
		3	2	0.775	1995	92	0
51	Petchrat Villa	3	2	0.850	1993	21	0
52	Pleon Chai 2	6		1.120	1994	82	13
		3	2	0.850	1996	90	0
		3	2	0.845	1994	70	0
		6		1.400	1994	60	2
		4	3.5	1.490	1994	102	0
		3	2	0.850	1996	12	0
		6		3.600	1996	11	8
		6		1.120	1996	27	8
53	Ban Fa-Tawan	1	1	1.150	1996	11	10
		1	2	1.420	1996	35	27
		4	3.5	2.550	1996	8	1
54	Montha Village	3	2	0.579	1994	15	0
		1	1	0.899	1994	14	0
55	Montien Thong Garden	1	1	0.699	1994	49	0
		2	1	0.579	1994	20	0
56	Map Ta Phut Garden Home	1	1	0.830	1995	112	40
57	Map Ta Phut Muang Thong	5	9	0.289	1995	280	0
		4	3.5	1.700	1995	66	0
58	Map Ta Phut Muang Thong Condo Town	5	7	0.279	1994	217	0
		5	7	0.289	1994	300	0
		4	3.5	2.100	1996	34	29
59	My Land Country	3	2	0.935	1994	139	101

No.	Project's Name	Type	Storey	Price (Mil. Baht)	Opened	Total Units	Units Left
60	Rom Sook Village 7	1	2	1.180	1993	60	50
		1	1	0.825	1993	133	2
		1	2	1.970	1992	200	0
		3	2	0.599	1994	315	0
61	Rom Sook Village 8	3	2	0.599	1994	315	0
		3	2	0.599	1995	122	32
62	Rayong Garden Home Phase 2	3	2	0.880	1994	26	0
63	Rayong Condoplex2	5	7	0.259	1994	740	71
64	Rayong Complex Phase 1	4	4.5	2.200	1992	238	9
65	Rayong City Park Phase 2	3	1	0.690	1994	14	0
		3	2	0.690	1994	20	0
		1	1	0.950	1996	63	7
		1	2	1.490	1996	28	7
		3	2	0.750	1996	34	0
		4	3.5	2.100	1994	15	3
66	Rayong City Park 2	1	1	1.190	1994	80	0
		3	2	0.690	1994	56	0
67	Rayon Prateep Thong	1	2	1.750	1994	13	0
		3	2	0.750	1994	47	0
68	Rayong Modern Home	1	2	2.780	1994	159	0
69	Rayong Royal Ville	1	1	1.100	1995	29	0
		1	2	1.350	1995	30	0
		4	3.5	1.350	1995	33	9
70	Rayong Lake and Garden Phase 2	1	1	1.120	1995	33	0
		1	1	1.290	1995	33	0
		1	2	1.690	1995	33	0
71	Ratchapruek 8	1	2	1.790	1995	40	0
72	Ratchapruek 8 Phase 1	1	2	1.990	1994	40	4
		1	1.5	1.350	1996	5	3
		1	1	0.890	1994	53	0
		1	1	0.899	1995	47	0
		1	1	0.999	1994	35	1
		1	1.5	1.290	1995	50	0

No.	Project's Name	Type	Storey	Price (Mill.Baht)	Opened	Total Units	Units Left
73	Rim Tharn Garden Ville 3	3	1	0.395	1994	93	0
74	Rung Tawan Village	3	1	0.420	1992	40	0
75	Rung Arun Niwet	1	1	0.799	1995	23	2
		3	1	0.399	1995	71	6
76	Rung Arun Land 6	6		0.288	1996	11	4
		6		0.306	1996	21	10
77	Ban Ruen Kwan	2	2	1.400	1995	60	60
78	Ruen Kwan Place	5	9	0.445	1996	330	313
79	Wong Amat Villa	1	2	2.700	1993	110	0
80	Warangkul Map Ta Phut Phase 2	3	1	0.440	1995	413	0
81	Wang Mai Villa	3	2	0.739	1994	116	0
82	Victory View Building A	5	8	0.429	1994	200	41
83	William Garden	1	2	1.950	1995	60	60
84	Wianwalee Condotown Phase2	5	7	0.350	1996	158	102
85	Sri Sunton Resident	5	9	0.420	1994	237	79
86	Siri Ban-Chang Land	6		0.324	1996	205	15
87	Suppamongkol Ville	1	1	0.885	1995	20	0
		3	1	0.389	1995	25	0
		3	1	0.435	1996	13	2
		1	1	0.789	1996	32	20
88	Ban Sakul Thong	1	2	1.764	1995	58	32
		3	2	0.815	1995	19	0
89	Ban Somboon Suk	3	2	0.590	1994	74	0
90	Siam Eastern Home	6		0.390	1995	175	43
91	Ban Saranon	3	2	0.725	1995	10	3
		4	3.5	1.900	1995	11	3
92	Ban Suan Kaew	1	1	0.969	1995	17	12
		3	1	0.485	1995	30	24
		2	1	0.689	1995	12	12
93	Ban Suan Takad	1	1	0.870	1993	18	0
		1	1	0.710	1993	41	0
		3	1	0.340	1993	54	0
		3	1	0.350	1993	19	0

No.	Project's Name	Type	Storey	Price (Mill. Baht)	Opened	Total Units	Units Left
94	Suan Phaka Walee	6		0.553	1995	94	24
		6		0.462	1995	27	13
95	Sin Tawee Garden	1	2	1.870	1995	14	11
		3	2	0.895	1995	60	56
		2	2	1.370	1995	20	8
		3	2	1.240	1995	61	
		1	2	2.929	1995	4	4
96	Sin Tawee Park	1	2	2.020	1991	216	0
		2	2	1.450	1991	32	0
		3	2	0.950	1995	63	4
97	Sin Burapa Village	1	1	1.600	1995	76	24
		1	2	2.090	1995	34	12
98	Suk Taworn Private	1	1	0.875	1995	17	1
		1	2	1.380	1995	6	2
		1	2	1.290	1995	7	1
		3	2	0.650	1995	19	1
99	Suntornpu Garden Home	1	1	0.840	1995	144	44
100	Suntornpu Park Ville Phase1	6		0.500	1996	51	34
101	Ban Sena Villa	3	1	0.450	1995	44	0
102	Ban Sermsup	1	1	0.420	1993	86	0
103	Ban Hongsaram Tanee	3	2	0.560	1991	120	0
		1	1	0.890	1991	25	0
104	Ban Langsuan Suntornpu	1	1	0.690	1995	38	17
		1	1	0.850	1995	45	9
		4	2	1.250	1995	9	9
105	Wai Thong Ville	6		1.200	1993	10	0
106	Had Namrin Villa 3	6		0.539	1996	41	37
		6		0.624	1996	18	13
107	Ban Yoo Thaworn	3	1	0.450	1995	86	31
		3	2	0.750	1995	28	21
108	Ban Umporn	1	1	0.740	1996	36	0
		3	1	0.400	1996	46	19
		1	1	0.780	1996	34	21

No.	Project's Name	Type	Storey	Price (Mill. Baht)	Opened	Total Units	Units Left
109	Arromyen City	1	2	1.600	1994	8	0
		1	1	1.150	1994	49	0
		2	2	0.950	1994	14	0
110	Im-Umporn 8 Phase 3	3	2	0.350	1995	915	0
		2	2	0.650	1996	198	152
		3	1	0.298	1996	87	0
111	Eastern Village	1	1	0.790	1994	43	0
		1	2	1.400	1994	43	0
		3	2	0.450	1994	10	0
112	Eastern Star	1	2	2.310	1995	86	37
113	Ban Udomkiat	1	1	0.790	1995	43	5
		3	1	0.395	1995	98	77
		2	1	0.475	1995	22	1

3.2 Housing Data Collected After Crisis

This was done by site surveying. This data will provide knowledge on status of developers in Rayong during crisis– who still operate, who stop operating or who already gone bankrupt. The total units available for sales in Rayong can also be calculated.

Scope of Survey:

1. Use Table 3-1 as a guideline for survey. Visit all the projects appeared on the list of Table 3-1. There were 113 projects on the list, but 16 of new projects launches were found.

2. This survey started in May 1998, and it consumed 3 months, in order to complete visiting all the 129 projects.
3. Use a survey form, see Appendix A, to complete required data.

Notes: Recall from Section 3.1.

Type: 1 – Detached Houses, 2 – Duplex, 3 – Townhouse, 4 – Shophouse,
5 – Condominium and 6 – Vacant Land

Storey: This is a number of storeys of a house.

Price: This is a housing unit selling price. Unit is

Opened: This is an opened year offering for sales

Total Units: This is the total number offering for sales at the opened date.

Units Left: This is the units left unsold at the time of survey

Additional Note:

Status of Project: 1-Operating,
2-Stop Operating (Postpone the Project or Temporary Shut),
3-Bankrupt (The Office was Permanently Shut)

Table3-2: Surveyed Data (May 1998 – July 1998)

	Project's Names	Types	Storeys	Price (Mill Baht)	Opened	Total Units	Units Left	Status
1	Kong Koran	1	1	1.200	1995	36	8	1
2	Kum Luang	3	2	0.500	1998	82	0	1
3	Ban Chan	3	1	0.419	1995	75	23	1
		3	2	0.649	1995	67	32	
		1	2	1.170	1995	30	25	
		1	2	1.690	1995	46	43	
		2	2	0.980	1995	32	32	
4	Choke Nimitre 5	6		0.595	1996	7	2	1
		3	2	0.650	1996	24	0	
		3	1	0.450	1996	30	8	
5	Ban Nakorn Thai	2	2	1.499	1995	58	5	1
		3	2	0.899	1995	14	6	
6	Preecha Private Beach Rayong	1	2	2.600	1995	120	19	1
		1	2	4.050	1995	9	5	
		1	2	4.150	1995	35	18	
		1	2	5.500	1995	41	17	
		1	1	1.750	1998	56	48	
		3	2	1.050	1997	21	18	
7	P.M.Y City Park	3	2	0.775	1995	54	13	1
8	Rayong Condoplex	5	7	0.235	1994	740	20	1
9	Rayong City Park	3	2	0.690	1994	127	68	1
		1	1	0.990	1996	43	2	
		1	2	1.530	1996	64	18	
		4	3.5	2.200	1994	15	9	
		6		0.810	1998	48	48	
10	Ratchpruek 8	1	1	1.099	1995	31	3	1
11	VIP Condo Chain	5		0.574	1995	526	20	1
12	Victory View Building A	5	8	0.512	1994	572	20	1
13	Sri Suntorn Resident	5	9	0.480	1994	237	7	1
14	Ban Suan Kaew	1	1	1.109	1995	25	2	1
		3	1	0.510	1995	51	4	

	Project's Names	Types	Storeys	Price (Mill Baht)	Opened	Total Units	Units Left	Status
15	Samaphan	1	2	1.100	1994	80	35	1
		3	2	0.780	1994	81	61	
		3	3	0.950	1994	121	101	
16	Duang Ruetai	2	1	0.650	1997	20	20	1
		2	2	0.990	1997	24	22	
		1	1	1.150	1997	45	41	
		1	2	1.990	1997	28	28	
17	Ban Chat Thong	3	2	0.500	1995	64	10	1
18	The Royal Rayong	5	24	1.866	1997	200	4	1
19	Umporn 2	3	1	0.399	1997	121	0	1
		3	2	0.700	1997	25	0	
20	Montien Thong Garden	3	2	0.799	1997	14	14	1
21	Rom Sook Village 8	5	3.5	1.490	1997	10	4	1
22	Suan Takard Phase 3	1	1	0.854	1998	49	49	1
23	Ban Porn Tawee	3	1	0.399	1997	12	4	1
		1	1	0.750	1997	74	74	
24	Sompong Bay View	1	1	0.850	1997	89	46	1
25	Ma Sook	3	1	0.450	1998	52	47	1
26	Pongpetch Park	1	1	1.284	1996	166	85	2
27	Ban Chanakarn 3	5	2.5	0.850	1996	17	17	2
28	My Land Country	3	2	0.935	1994	139	38	2
29	Rayong Complex Phase 1	5	4.5	2.200	1992	238	9	2
30	Ban Suan Kaew	2	1	0.689	1995	12	12	2
31	Golden Village	1	2	1.867	1995	299	174	2
32	Golden Village Condominium	5	4	0.388	1994	152	3	2
		5	4	0.679	1994	16	4	
33	Lien Suwan Garden Home	1	2	1.550	1995	18	5	2
		1	2	1.450	1995	37	33	
		2	2	1.100	1995	16	9	
		2	2	1.100	1996	10	10	
34	Phaka Walee Phase 1	3	2	0.845	1996	30	24	2
		4	3.5	1.400	1996	16	16	
35	Siri Ban-Chang Land	6		0.324	1996	205	15	2

	Project's Names	Types	Storeys	Price (Mill Baht)	Opened	Total Units	Units Left	Status
36	Ban Sakul Thong	1	2	1.764	1995	58	32	2
37	Sin Tawee Garden	3	2	0.895	1995	60	12	2
38	Suk Taworn Private	1	2	1.290	1995	7	6	2
39	Ban Yoo Thaworn	3	1	0.450	1995	86	10	2
		3	2	0.750	1995	28	1	2
40	Piman Condotel	5	9	0.481	1995	324	324	3
41	Ban Ruen Kwan	2	2	1.400	1995	60	60	3
42	Century Village 2000	3	2	0.845	1994	64	64	3
43	The Flora Ville	1	2	1.720	1996	19	7	3
		2	2	1.220	1996	22	20	
		3	2	0.729	1996	76	62	
44	Tham Siri	1	1	1.599	1995	37	24	3
45	Ban Chang Place Phase 1	1	2	1.780	1996	38	22	3
		2	2	1.393	1996	24	16	
		3	2	0.920	1996	48	31	
46	Map Ta Phut Garden Home	1	1	0.830	1995	112	40	3
47	William Garden	1	2	1.950	1995	60	60	3

3.3 RESULTS SUMMARY

By comparing Table 3-1 and Table 3-2, it is found that:

1. 78 projects were completed at the time of survey (May – July 1998).
2. There were 12 new projects launches in 1997 and 1998, with total units of 514.
3. There were 25 projects (1,125 units) still offered for sales at the time of survey.
4. There were 14 projects (total of 515 units) stopped operating, however, these projects can be re-opened for sales whenever the developers wish to.
5. There were 8 projects (total of 730) went bankrupt due to financial problems.