



# **Cooperative Education Report**

**Title: Competitor Analysis  
of  
Pantip Suites**

**Written by**  
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**This Report Submitted in Partial Fulfillment of the Requirements for  
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**Title:** Competitor Analysis of Pantip Suites


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We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2018

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Credits : 5  
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### Abstract

The report contains the information of the three months internship held at Pantip Suites Hotel, Sathorn, Bangkok. It also contains the pictures and information about the company and its major competitors.

The internship report titled "Competitive Analysis of Pantip Suites" is about the information gathered through secondary resources of Pantip Suites competitors. This internship is conducted at Pantip Suites Hotel and Service Apartment, which is known as the 4-star service apartment/hotel. In this report, there has been an analysis of Pantip competitors, for instance, the facilities they provide and how can Pantip Suites can differentiate itself.

As mentioned, the secondary resources were used for the study in which competitor websites, reviews from the customers were analyzed.

In the study, the objective was to recommend the hotel for improvements. The key findings of the study were that the hotel management must focus on the customers satisfaction and improve the working conditions to motivate the employees working in the company. The results found that the online research was able to help recommend Pantip Suites and enhance and differentiate itself.

**Keywords:** Secondary Resources/ Competitors/ Customer Reviews

## Acknowledgement

I wish to extend my sincere thanks to Siam University for providing me the opportunity for an internship at Pantip Suites during February 5, 2018 – May 10, 2018. I would also like to acknowledge my academic advisor Mr. Chanatip Suksai for providing supervising and suggestions for improvement during the internship period.

This project has been successfully completed with satisfaction and memorable experiences. I would like to thank Pantip Suites for accepting me as an intern, my supervisors Mr. Rathasil Suvarnadol, Miss Phimket Rittiylang and the members of Pantip Suites Hotel for supporting me and guiding me throughout the internship period.

Lastly, I would like to thank my friend Jeny Shrestha for her support during the entire internship program.

Thank You.

Rubina Pradhan

The logo of Siam University is a large, circular seal. It features a central emblem with a crown and a shield, surrounded by a wreath. The text "SIAM UNIVERSITY" is written in a circular path around the inner border of the seal. The seal is rendered in a light gray, semi-transparent style.

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## Chapter 1: Introduction

### 1.1 Company Profile



Figure 1 Pantip Suites Logo



## Figure 2 Pantip Suites

Pantip Suites is a hotel & service apartment with the panoramic view of Bangkok, elegant decoration and top-quality facilities, the Pantip Suites provides professional services for quality stay in Bangkok.

Pantip Suites is an independent service business dedicated to providing the best services to its customers. It was established before 2000s, and ever since the business have been operating with quality services to its customers.

Pantip Suites Sathorn is an exclusive service apartment of 28 stories building with 147-bedroom suites. There are one bedroom and two-bedroom suites which is of 97 square meters and 162 square meters respectively. Pantip Suites showcases the host of in-room amenities including in-room massage and childcare services.

Pantip Suites is in the heart of the city with easy access to Silom-Sathorn-Narathiwas road with panoramic view of Bangkok surrounded by lush tropical gardens. Pantip Suites Sathorn offers excellent proximity to the city's most famous entertainment district. This four-star suite is close to landmarks such as Lumpini Park, Patpong Night Market, Queen Sirikit National Convention Center, Thaniya Plaza and Embassy of Australia.

Pantip Suites Sathorn offers quaint coffee shop, elegant bar/lounge, picnic area, spa treatments, fitness center, outdoor swimming pool, sauna for its guests. The hotel is also perfect for business travelers as it accommodates multiple conference rooms, classy banquet facilities, tour and ticket assistance, dry cleaning/laundry service, handy gift shop.

### Geographical Advantage:

- Magnificent view of the city
- 10 minutes walking distance to Lumpini MRT Train
- 20 minutes walking distance to Saladaeng BTS Station
- 10 minutes walking distance to Lumpini Park



- 20 minutes to Queen Sirikit Convention Center by Lumpini MRT

## 1.2 Organizational Structure

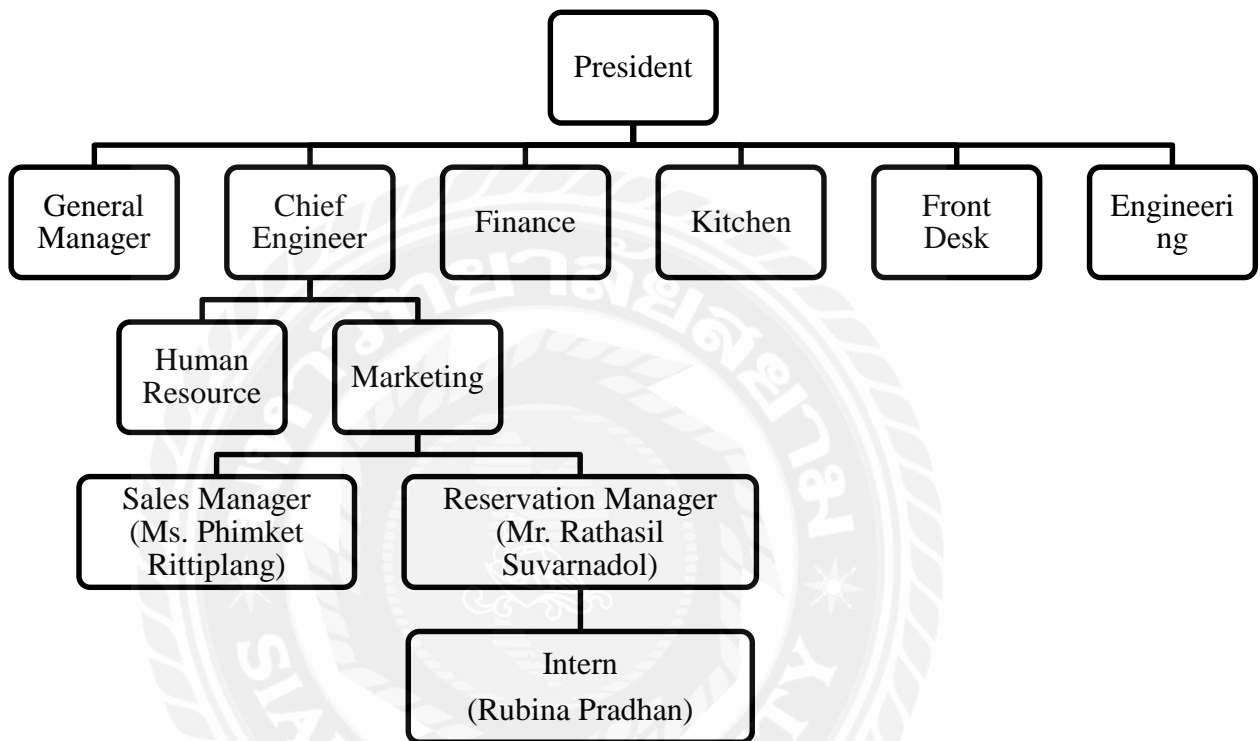


Figure 3 Organizational Structure

## 1.3 Objectives of the study:

The objectives of the study “Competitive Analysis of Pantip Suites” are as follows:

- To study the market
- To know where the business stand in the comparison with the competitors
- To gain real world experience

- To know the tourism industry in Thailand

#### 1.4 Expected outcomes

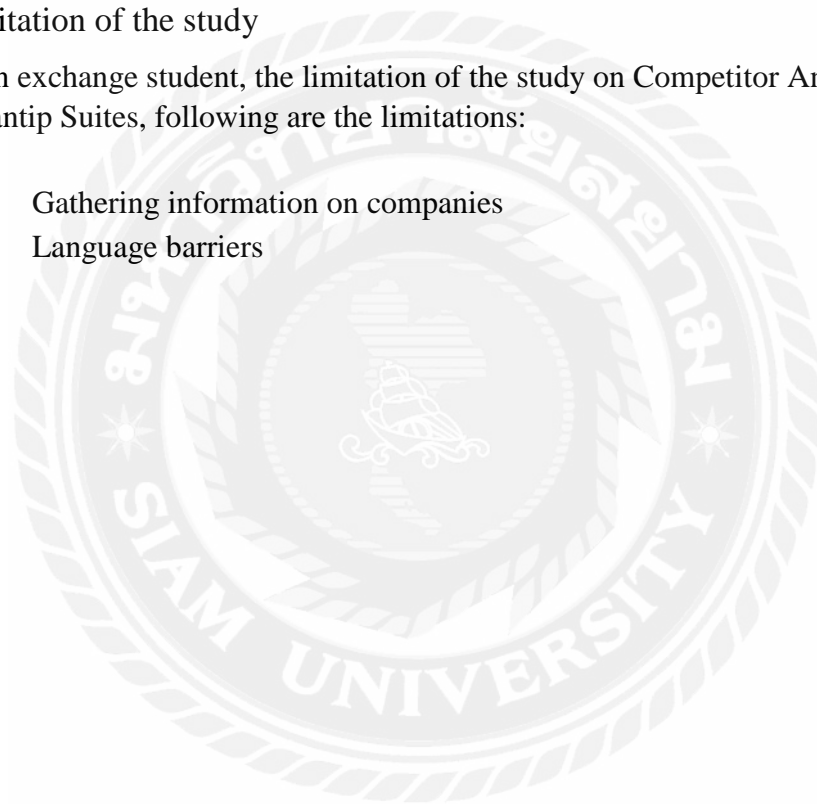
From the study of its competitors, the expected outcomes of the study are:

- Improvement in Pantip Suites

#### 1.5 Limitation of the study

As an exchange student, the limitation of the study on Competitor Analysis of Pantip Suites, following are the limitations:

- Gathering information on companies
- Language barriers



## Chapter 2: Literature Review

### 2.1 Tourism Industry in Thailand

Thailand, one of the popular destination for tourists to visit among the southeast countries which is why, tourism has been the major economic contributor for the country. The information from the World Travel & Tourism Council 2017, it indicates that tourism contributes 10% of global GDP, however, in the case of Thailand, this rise to over 17% of national GDP, generating THB 2.5 trillion for the domestic economy. According to the blog by Kelly Iverson (2017), about 25 million people visit Thailand each year. The country receives a variety of tourists, whether they visit for the stunning beaches or trekking in the north of the country. About 5,383,000 jobs were available in the tourism industry in Thailand as of 2014, according to the Authority on World Travel & Tourism. 14.1% of employment in Thailand is supported by tourism industry and is expected to grow continuously.

According to Forbes, Bangkok is the number one most visited city in the world. Tourists might come for the sex tourism, but it is not only the tourism in Thailand. Tourists visit Some of the Buddhist temples among 40,000 of it. Besides from these, people come to Thailand for parties, animal tourism, and relaxation.

Due to increment of the tourism, the country has various hotels to accommodate. In addition, the country has been benefitted from the competitive pricing of its accommodation. Around 65% of the total receipts to the sector from overseas tourist, who spend more per head and stay longer in tourist accommodations, than domestic tourists. In the past, investment in hotel business was typically concentrated in Bangkok, as it is both the central tourist destinations and the national travel hub. However, investment has increasingly been directed to the areas such as Pattaya, Phuket, Chiang Mai, Krabi resulting in double increment in the supply of hotel accommodation from 300,000 rooms in 2000 to over 600,000 in 2016 which includes both hotels operated by Thai investors as well the international hotel chains.

## 2.2 Related Theories

The article by the US News titled “6 hotel trends to watch in 2018” (News, n.d.) has listed a few trends which is necessary for 2018. Today is the era of mobile and internet which is why the companies needs to be active in social media and remain connected with the customers. When customers are satisfied or dissatisfied, they post their reviews regarding the service in the internet. To remain in the trend, Pantip has been keeping track of customer reviews through different client’s website.

Another article by Smart Meetings Staff titled “Top 10 trends impacting the hospitality industry” (Meetings, n.d.), it is stated that the hotels today needs to emphasis on health and well-being. In order to cope up with this, Pantip have installed well-equipped fitness centers, pools, steam rooms including Thai massage. Within the fitness center, travelers can energize through yoga spaces.

As a hospitality industry, one must insure that the company provides techs for its customers. Pantip has different meeting rooms with fully equipped techs for the business meetings and conferences. The article also states that the company should have destination promotion. Pantip now has #pantipsuites and location check-in as augmented reality ads.

Thailand have so much potential for improvements in the hotel industry. As Thailand is already developed in the technology, hotel industry can be benefitted from it. In other words, they can install artificial intelligence. The rooms can be more technological functioned instead of just Wi-Fi access. Guests can be able to check-in through their mobiles and also be the key of rooms instead of actual ones. Rooms can have temperature control from the mobile itself.

Hotel Industry can have the loyalty points for their regular customers. Thailand have lots of apps of different brands for loyalty points like The 1 Card, Grab Points and Tesco Points. So, hotels in Thailand can have their apps for loyalty points and this can help improve their tourism industry in terms of hotel industry.

## Chapter 3: Methodology

### 3.1 Roles and responsibilities assigned by company

Job Title	Intern
Department	Marketing
Internship Supervisor	Mr. Rathasil Suvarnadol
Designation of Internship Supervisor	Reservation Head
Work Duration	13 weeks
Working Hours	8am – 5pm

Table 1 Internship Details

As an intern, my major responsibilities were to confirm reservations for room according to its availability and rates which were currently in effect. The other responsibility was to handle all group tours from the initial blockage to the rooming lists. Since I was working under the reservation, I was responsible to handle customers through different medias like social networking sites, the booking websites and phone. I assisted my supervisor to support all the inquires in connection with individual room bookings in an accurate manner.

Monitoring channel manager and rate control were another responsibility. It was supposed to be updated every other day as the competition was fierce. Pantip Suites major customers came from the third parties. These partners sent several guests every month for which we had to make different billings from each customer as per the hotel procedure.

As an intern, I assisted my supervisor with responding mails. Following up with the long-term customers was another responsibility. Guest attending was assigned by the supervisor in order to learn to deal with the customers.

### 3.2 Project details

For the project, my title is “Competitive Analysis of Pantip Suites”. This project contains the information of three main competitors of Pantip Suites. Based on it, we will conclude how Pantip Suites can make improvements to be in the top of the market.

The methodology used for this project is secondary resources. From the hotel’s website, the information was obtained.

An in-depth investigation and analysis of our competition is one of the most important components of a comprehensive market analysis. It allows us to assess our competitor’s strength and weaknesses in our marketplace and implement effective strategies to improve our competitive advantages.

In context of Pantip Suites, they have 10 competitors within Sathorn area which are as follows:

1. Anantara Sathorn Hotel
2. Ascott Sathorn
3. Chatrium Residence
4. Bandara
5. Siri Sathorn
6. Somerset Park
7. Mode Sathorn
8. U Sathorn
9. Urbana Sathorn
10. Aetas Lumpini

Among these competitors, Pantip Suites considers the following 3 the major competitors:

- Anantara Sathorn Hotel
- Ascott Sathorn
- Chatrium Residence



To give more information, the next section contains the information on these hotels of Sathorn.

### 3.2.1 Anantara Sathorn Hotel



Figure 1 Anantara Logo



Figure 2 Anantara Hotel

Anantara Sathorn Bangkok Hotel is an attractive 4-star hotel with the mix of contemporary Thai décor throughout the lobby and clean glass and pine paneling with

an enviable location in Bangkok. It is in the business district where the tourists can discover the wonders of Bangkok from a base in the heart of the city.

The hotel has 310 guestrooms with both one and two-bedroom suites arranged over 38 floors. Anantara is a nice option for those who have a busy schedule and limited time to reach many areas of the city.

#### Anantara Accommodations:

Ananatarata has categorized its rooms in normal rooms, skyline rooms and Kasara rooms each having a premier room, one-bedroom suite and two-bedroom suite which are described in brief below:

1. Premier Room: It is a 39 square meter room with first rate amenities and contemporary designs throughout which has private balcony for every room. Bathrooms are equipped with a rain shower, adjoining the bedroom featuring wardrobe.
2. One-bedroom Suite: One bedroom is 64 square meters with an elegant living and dining area, furnished with seating for 4 and a work station with a personal balcony. The bathroom includes both rain shower and a tub.
3. Two-Bedroom Suite: For those who are travelling with friends or family, Anantara provides a 121 square meter of designer space. These suites have separate living rooms with personal balcony.
4. Skyline Suite: Skyline suites are the rooms between 14<sup>th</sup> to 31<sup>st</sup> floors having all premier rooms, one-bedroom suite and two-bedroom suites.
5. Kasara Suites: Kasara suites are the rooms between 32<sup>nd</sup> to 35<sup>th</sup> floors having all premier rooms, one-bedroom suite and two-bedroom suites.

#### Restaurants and Bars:

Within the hotel, there are 4 different restaurants and 3 bars/lounges named Zoom Sky Bar & Restaurant, 100 Degree East, Crust, Zin Bar, Dining by Design.

- 100 Degree East is a lavish array of Asian and Western dishes with Thai curries.
- Zin Bar is an ideal spot for breakfast or brief meeting. Located in the lobby, Zin Bar transforms into a social venue where guests can enjoy bar meals and cocktails.

- Crust offers the best pizza in Bangkok, fresh from a stone-fire pizza oven. Crust pizzas can be enjoyed either at the bar in 100 Degree East, out on the pool deck or in the room itself.
- In Kasara Executive Lounge, the guests can enjoy a complimentary breakfast buffet, soft drinks and snacks followed by sunset canapes and drinks in the balcony.
- Zoom Sky Bar & Restaurant presents an intimate evening experience with 360-degree cityscape views. Zoom serves exciting Gastronomic Cuisine with some Asian Delights. An extensive beverage menu includes classic cocktails, cool beers, fine wines and imaginative non-alcoholic creations
- Zoom Sky Lounge entertains guests by having live jazz three nights a week with drinks and Cuban cigars on the terrace overlooking the Chao Phraya River.
- Dining by Design is an embark upon a unique and tailored culinary experience. It serves Thai and western fine dining menus.

Jacuzzi, tennis court, spa and well-equipped gym with swimming pool are the variety of facilities in house to keep the guests entertained. The hotel also has fitness classes, tennis lessons and yoga classes in house. Anantara also provides the services for wedding and special occasions which has made the hotel different from others.

Anantara Sathorn Bangkok Hotel is in the business district which is why it provides a range of venues for meetings, conference and private functions as well. The guests can choose from 11 different meeting rooms with high speed internet, as well as audio-visual and video conferencing facilities in either 2<sup>nd</sup> floor or with the amazing view at 36<sup>th</sup> floor.

### 3.2.2 Ascott Sathorn



Figure 3 Ascott Logo



Figure 4 Ascott Hotel

Ascott Limited is a Singapore company which is known to be one of the leading international serviced residence owner-operators. Ascott Sathorn lies in the heart of multifaceted metropolis within 7-minute walk from Chong Nonsi sky train station and a short drive away from the renowned nightlife and shopping districts on the Silom road.

Ascott Accommodations:

Ascott has categorized its accommodations into 6 categories which are:

1. Studio Premier is a 58 square meter studio for maximum of 3 persons located on 5<sup>th</sup> to 7<sup>th</sup>, 14<sup>th</sup> to 20<sup>th</sup> floor with separate sleeping, living and dining areas. There are 25 units of Studio Premier.
2. 1 Bedroom executive is an embodying luxury apartment with 75 sqm, ideal for single or couple travelers. There are 46 units located between 3<sup>rd</sup> to 20<sup>th</sup> floor.
3. 1 Bedroom Premier is the same as the executive but the spacing is of 97 sqm with 39 units.
4. 2 Bedroom Deluxe is another modernly furnished with 106 sqm space. Ascott has 28 units of room of this category located between 8<sup>th</sup> to 20<sup>th</sup> floor.
5. 2 Bedroom Executive is a 123 sqm with 32 units located in 3<sup>rd</sup> and between 5<sup>th</sup> to 20<sup>th</sup> floor.
6. 3 Bedroom Executive is a grand space with 3 bedrooms, spacious 167 sqm. It is limited to 7 units only located in between 14<sup>th</sup> to 20<sup>th</sup> floor for maximum of 7 people.

Amenities provided in Ascott Sathorn:

- Children's play area
- Children's wading pool
- Fully-equipped gymnasium
- Jacuzzi
- Resident's programs
- Resident's lounge
- Sauna Room
- Steam Room
- Swimming Pool
- Business centre services
- Conference rooms
- Courier services
- Meeting rooms
- Babysitting services

Restaurants and Bars:

- Nanjya Monjya Japanese Restaurant
- M Pub Bar & Restaurant
- Aldo's Mediterranean Restaurant, Bistro and Wine Bar





### 3.2.3 Chatrium Residence



Figure 5 Chatrium Logo



Figure 6 Chatrium Hotel

Chatrium Residence is one of the 4-star hotel in Bangkok for both short and long stays with restaurants and bars, minimart, and other amenities. The hotel consists of 560 rooms and suites for guests to choose ranging from 45 sqm to 140 sqm.



### Accommodations:

The hotel has categorized its room in 4 different types which are:

1. Deluxe Studio Suites are ideal for those travelling alone or as a couple offering a 45 sqm of contemporary style
2. Deluxe One-Bedroom Suite is spacious and crafted with 70 sqm providing all the space the guests need to lounge and enjoy some down time.
3. Grand Deluxe Two-Bedroom Suite are for those travelers who are with their friends or a group of friends. This suite is 140sqm with en-suite bathroom as well as a shared bathroom attached to separate and spacious living area.
4. Grand Deluxe Three Bedroom Suite is a suite of 140 sqm with three bedrooms with living room and separate dining area and a very own private balcony.

### Restaurant and Bars:

Within the hotel, there are 2 different restaurants which provides variety cuisine.

- Albricias & Ochoko Restaurant:

The Albricias is inspired by the flavors from four corners of the culinary world with both local and international a la carte menus along with delightful Japanese and Mediterranean specialties and enticing themed dinner buffets.

- Flow Oasis Pool Lounge:

Guests can enjoy the delicious flavor creations and poolside favorites like juicy burgers and fries with the ambience of the outdoor surroundings. By night the pool lounge transforms into a happening night hangout spot with drinks of both international and local flavors.

### Facilities:

- Business Center
- Fitness Center
- Swimming Pool
- Kids Zone
- Green Leaf Spa

### 3.2.4 Recommendations to Pantip

Working as an intern has helped me note down some points which might make positive impact on the business if Pantip Suites Management imply it. Some of the recommendation are mentioned below:

Consider customers suggestions:

In a service industry, customer is always right. Pantip Suites needs to take the suggestions from the customers more seriously.

Maintenance:

Pantip Suites is a service apartment with more than 100 rooms. As an intern, I have noticed that the hotel has not able to maintain its rooms like the lights, carpets and even the sheets.

Language Barrier:

Many tourists arrive at Pantip from foreign countries. Management should make sure that all the staffs should know the basic English language. While making reservations or dealing with customers, I noticed that the staff had problem with the understanding of the language.

Refurbishment:

Pantip Suites has been established for over a decade. From the reviews of the customers, the hotel needs to refurbish their rooms in today's trend so that customer will have better experience and visit again.

Improve working condition:

As a company, it is necessary to keep track of employee motivation level by financial aid or non-financial aid. Pantip Suites can focus on employee satisfaction and make sure that the staffs don't overwork as it can lead to demotivation.

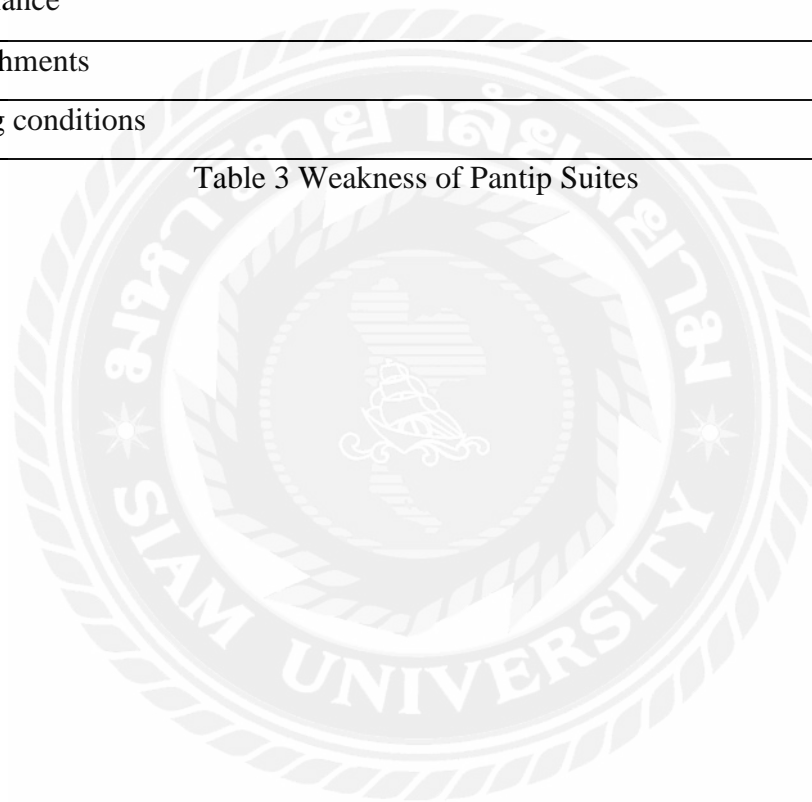
3.2.5 Comparison of Pantip Suites and its Competitors

<b>Strengths of Pantip Suites</b>	<b>Strengths of Competitors</b>
Brand recognition	Categorization of rooms
Friendly Staffs	Restaurants serving more cuisine
Geographical Advantage	Three-bedroom suites

Table 2 Strengths of Pantip and its Competitors

<b>Weakness of Pantip Suites</b>
Lack of maintenance
Lack of refurbishments
Lack of working conditions

Table 3 Weakness of Pantip Suites



## Chapter 4: Results and Discussion

### 4.1 Contributions as an Intern

- **Confirm the reservations:**  
The duty was to confirm the reservations by guests according to its availability and the rates which were currently in effect
- **Arranging the bills as per the hotel procedure:**  
Pantip Suites major customers came from the third parties like Vinythai and Thai Wan Xiang. These partners sent several guests every month for which we had to make different billings from each customer as per the hotel procedure.
- **Customer Service:**  
I was responsible to support all the inquiries from customers with individual room bookings in an accurate and time effective manner through different medias like emails, online chat, phone.
- **Guests and Inspection Attendant:**  
I was responsible to show the guests and the inspectors to show the room as per their request.
- **Rate change in the system:**  
There were some reservation and the rates didn't exist or it was outdated. I could change the rate in the system as per the supervisor's instruction.
- **Help the other departments:**  
As an intern, we were asked to help the other departments with their work.

### 4.2 Learning


During the 13 weeks of internship program at Pantip Suites, I was able to learn about the hotel systems in Thailand. The program has taught me to familiarize with the working environment in Thailand, the culture at Pantip Suites. I have learned to socialize with the co-workers as well as be a team player. At the very beginning, it was difficult to work because of the language barrier and the working system. As time passed, I learned to work more efficiently and effectively. I learned to deal with the customers and clients.



While working at the Pantip Suites, I learned about the room rates and how it is managed. I also got to know the hotel industry in Bangkok and how the competition is high. We had to continuously check on our competitors which is a part of marketing.

Punctuality, regularity at work, time management and working under pressure were other lessons I learned while working. Dealing with the customers were quite difficult as most of the times, the language and room rate became the major problem. However, dealing with customers time and again gave me confidence in myself and I grew out of it.

As interns, I helped with other departments as required, like in the administrative department and finance department. I learned that just working in one department is not enough. To know about the company and to be dedicated, one should know the work of other departments.



**Weekly Working Record**  
 Upon the completion of your internship,  
 Please return this form to both emails ONLY: co\_op2@siam.edu, chantrip.suk@siam.edu

Week	Description of work	Student (signature)	Job supervisor (signature)
1	Orientation week	<i>Rubina</i>	<i>[Signature]</i>
2	Confirm reservation for rooms	<i>Rubina</i>	<i>[Signature]</i>
3	Customer handling through phone	<i>Rubina</i>	<i>[Signature]</i>
4	Show rooms to customers & for inspectors	<i>Rubina</i>	<i>[Signature]</i>
5	Go learn about the competitor's price & Pantip's price	<i>Rubina</i>	<i>[Signature]</i>
6	Confirm reservation for rooms	<i>Rubina</i>	<i>[Signature]</i>
7	Customer handling through website replies	<i>Rubina</i>	<i>[Signature]</i>
8	Preparation for the staff party	<i>Rubina</i>	<i>[Signature]</i>
9	Confirm reservation for rooms	<i>Rubina</i>	<i>[Signature]</i>
10	Confirm reservation for rooms	<i>Rubina</i>	<i>[Signature]</i>
11	Assist supervisor with customers	<i>Rubina</i>	<i>[Signature]</i>
12	Rate change in the company's software	<i>Rubina</i>	<i>[Signature]</i>
13	Confirm reservation for rooms	<i>Rubina</i>	<i>[Signature]</i>
14			
15			
16			

Name of Student: RUBINA PRADHAN  
 Student ID: 5708040059

Figure 1: Weekly Report

## Chapter 5: Conclusion

### 5.1 Self-assessment as future professional

Working in a foreign country as an intern was one of the great opportunity for which I am very grateful to. Internship has helped us as students very much. It has prepared us to go and work after graduation without any problem. Industry might vary but the learning process is the same whether working in hospitality or a bank.

From the internship program, I have learned about the tourism industry in Thailand and hotels to accommodate. As tourism is one of the contributors for GDP in Thailand, there has been a lot of competition in the hospitality industry. Working at Pantip has helped me to realize that dedication and a bit of fun will help to success in workplace.

As stated previously, the tourism industry has led to 5 million jobs in Thailand itself. When there was a belief that only 10% of GDP is contributed from tourism industry, Thailand has 17% of GDP. Scope of the hospitality industry has increased in Thailand since 2000 and is expected to grow more over next 5 to 7 years. According to my research, many international hotel brands have been investing in the hotel industry and there is a growth within next 5 years.

### 5.2 Comparison of practical learning vs. theory

From the previous experience working as an intern in different sectors like Banking and Human Resource firm, I have learned to understand the practical learning and theoretical knowledge are two different things which needs to be incorporated together for the success of the workplace.

Theoretical knowledge has helped to gain the knowledge of the different companies and their stories and practical knowledge has helped to imply in it.

Whatever, we learned during the last 4 years, some were important, and some were less important. Learning about the competitors has been easier with the help of internet being a secondary source of researching.

As students, we were not only taught about the theory. KCM management has us involved in different projects on which event management and internship was the major one. The college has encouraged us to work which has helped us gain confidence within us to do something valuable in our life. Therefore, we should not underestimate the practical learning and theory as they both are very important to build up our careers.



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