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Samsung seeks bigger footprint in commercial air-conditioning segment



Chatchai Santatianant, vice president of consumer electronics business at Thai Samsung Electronics Co

SAMSUNG plans to make a bigger mark in the commercial air-conditioning industry with its new Super DVM S system. The company says the Super DVM S can reduce enterprises' operating costs as the system features groundbreaking innovations.

To double the growth rate of its commercial air-conditioning business, the company is bolstering this business unit with at least a 50-per-cent increase in its sales and consultant teams. Ultimately, Samsung hopes to gain 50 new clients by the end of the year.

"At present, the total value of the air-conditioning industry in Thailand is around Bt25 billion," said Chatchai Santatianant, vice president of consumer electronics business at Thai Samsung Electronics Co. "About 30 per cent of the industry's total value is generated from commercial air-conditioning systems, and Samsung expects that this segment will grow by at least 20 per cent.

"Our estimation is based on many significant expansions in real estate and public infrastructure, including the plan for 10 new rapid-transit rail routes in Bangkok and vicinity, as well as rising demands in housing before the implementation of the Asean Economic Community," he said.

Recovering purchasing power of the general public and needs from people living in neighbouring countries are also boosting development in retail and hospitality businesses. Consequently, new shopping malls, upscale hotels, high-rise condominiums or apartments, and skyscrapers must install air-conditioning systems to accommodate their tenants, patrons or clients.

As they factor in the need for air-conditioning systems, enterprises need to consider costs at every level - installation, operation, and maintenance. Samsung says it is well placed to appeal to them with its air-con systems.

"In 2015, Samsung is going to present 23 system air-conditioner models with an innovative inverter technology designed for commercial use," Chatchai said. "Our business unit is now 50 per cent larger than before with new staff such as product designers, engineers, marketing experts, sales consultants, and service staff. Related are working at full speed to raise awareness among building owners and real-estate developers on the benefits and highlighted features of the Super DVM S.

"We have set up many sales and after-sales programmes for our staff and we established a training centre to ensure that our clients will get the best service. For customers' convenience, we have appointed new authorised distributors for commercial air-conditioning systems and we now have 50 distributors nationwide."

Samsung already serves 150 projects in various business fields. Its shopping-mall clients include Platinum Fashion Mall Chiang Mai and Index Living Mall Surat Thani branch. Clients in the hospitality industry include Centara Grand West Sands Resort and Villas Phuket and Novotel Phuket Karon Beach Resort and Spa.

It also serves headquarters of well-known companies (TOA and Jaymart), educational institutions (Samut Songkhram campus of Suan Sunandha Rajabhat University and Mahasarakham University), hospitals (Bangkok Hospital and Synphaet General Hospital), the airport in Mae Sot district of Tak province, and the MVP Cineplex in Buri Ram.

