

CHAPTER I

BUSINESS SUMMARY

Business Overview

BTS Station's commercial areas have been impacted from inappropriate change and urban development by using potential of mass rail transit system to stimulate development in areas of the sky train stations. This report has explored the area of development in the sky train stations that driven by this mode of transportation and suggest the type of area of development that will not only respond to the changing situation but also can help to improve quality of life for the passengers.

In order to understand all factors affecting shopping areas of development in the BTS system as a key fact, and to be able to forecast future trend, this report has included site assessment using internal and external environment from different years to compare the commercial areas used. The analysis is conducted with the existing problems and potentials for development.

Purpose of the Study

The study recommends development guidelines for commercial areas compatible with BTS in urban design trend based on these four policies:

1. Increase passenger of BTS
2. Create different activity groups to support development and its user
3. Create linkage between BTS's commercial areas of each station
4. Link trading activities between BTS and other transportation system.

Product/Service Features

The recommendations have focused on three main issues; land use, circulation and open space, including implementation and procedures for the success of the study of area's station development. Commercial area development of the two new BTS stations can best be described as a combination of service facility systems, and transportation service system that convert shopping centre area into available shopping service on the stations which it will greatly increase the efficiency and effectiveness of the services to the end user. Available services include advertising media and commercial shops. (BTS 2009)

Scope of the Study

1. Developing commercial area management team

The project is divided to four major teams such as financing and accounting, purchasing, marketing, and engineering. All four major teams will be controlled and monitored by the project manager and the project manager will present all result to the responsibility manager or general manager. There are six members who have been selected to operate this project.

2. Study passengers' demand

This scope is to study for the passengers' service demand that they normally need to have on every stations.

2.1 Scope of study in passengers' demand

- Determine sample need to evaluate
- Develop questionnaire
- Evaluate the study from the questionnaire
- Apply the result to the work

2.2 Result of the study of passengers' demand

- Demand forecast of service needed from the passengers

Significance of the Study

Be able to apply concepts learned to develop commercial areas of the two new stations.

Exploring and preparing for future service demand.

To understand the need of the passengers.

Definition of terms

1. Project definition

Service of sky train project travelling between Wongwian Yai station and Saphan Taksin station has an average of about 65,000 passengers per day for the two stations which is lower than the expectation of about 45,000 passengers per station.

1.1 Types of areas on the Wongwian Yai station and Krung Thon Buri station

- Platform area is the area of the station where passengers wait for the train as shown in figure 1.



Figure 1 Platform area

- Concourse area is the area of operation by BTS management such as ticket counter and machines, elevator/lift, escalators, staff lounge, train crew, first aid, police room, and control room.

- Road area is the area where vehicles are able to stop for passengers to board or disembark from public or private transport.

- Commercial Area is where atm machines, public phones and small kiosk or stores are located.



Figure 2 Commercial area

Market Analysis

While the commercial area development of the two new BTS Stations hopes to cater for most of the Thon Buri district population, it will be targeting two different service types, the business advertising and the commercial shop.

Commercial area development of the two new BTS Stations has undertaken extensive surveys with passengers who usually use the Krung Thon Buri and Wongwian Yai stations. The results showed most passengers will need consumer products and banking services on the stations.

The two new BTS Stations lack of commercial area. The commercial area is expected to increase the number of passengers and revenue of the business. According to the surveys there are demands for commercial activity for both business and passengers.

Market Strategy

The commercial area development of the two new BTS Stations' marketing strategy provides advantages to the passengers and Bangkok Government, as well as offering opportunities for other business being one of its communication strategy. The research has shown the demand of service on the two new BTS stations according to the passenger.

Key Financial Objectives

The key financial objectives have been developed using previous commercial areas of the existing BTS stations, tracking trends in revenues and expenses.

The key financial objectives are:

- To control the operation budget of the commercial area with limited spending not more than 1 Million Baht.

