



THE PURVEYOR OF QUALITY

Yongutt Chaipromprasith, CEO of Aquarius, speaks to David Messiha.

“Success does not come by chance but in fact derives from well-gained experience,” says Yongutt Chaipromprasith CEO of Aquarius. Established in 2005, Aquarius has quickly gained a reputation for providing quality real estate solutions. Its two-fold goal is to offer project development and project management solutions for clients seeking to develop new building projects or first time investors.

With a charismatic CEO like Yongyutt who has over 15 years of experience working with the Sansiri project company and a Masters degree from the United States, Aquarius’ success has become increasingly evident in the Thai real estate market. Proving that a business mogul like Yongyutt has what it takes to lead a successful enterprise.

“When I set up this company I wanted to build an organisation not just a building to last 30 or 40 years,” he says.

In recent years Aquarius has dealt with over 20 projects worth over Bt30 billion. Two of which belong to Aquarius itself. The first project was the Shasa Resort and Residence project in Koh Samui; the second was the AEQUA residence in Sukhumvit soi 49. Both projects were initially challenging yet they established Aquarius as a leader in real estate and property management solutions.

As if underlining that position, the Shasa Resort and Residence in Koh Samui recently won the prestigious Asia-Pacific Hotel Award 2011, as the best new hotel in the construction and design category. This wasn’t the only award, two other awards were granted to the resort, which included the Thailand Property Awards in 2008, and a certificate of Excellency from Trip Advisor in May 2011.

This luxurious resort offers 164-330 square metre suites and villas along with spacious verandas and a variety of facilities needed for a pleasant stay with family or friends. All suites feature panoramic views of the ocean, along with hi-tech in-room amenities.

A striking feature of the resort is its design, which harmoniously blends in with its serene natural surroundings. Another notable feature is its pool. Actually three free-form swimming pools equipped with a hydrotherapy spa pool. The only one of its kind on the island.

Yongyutt believes that the Shasa Resort project was an important addition to Aquarius portfolio. “We wanted to prove to future clients that we know the market and we feel that choosing unconventional and striking ways of working in the Thai market will pay greater dividends to investors,” he explains.

But the Shasa Resort project is not the only project Yongyutt is proud of. Aquarius’ most outstanding achievement might still be in the works. The most recent project is the AEQUA condominium residence. The project has

already sold more units than expected. And this time Aquarius has once again relied on its power of innovation and creativity to get the attention of potential clients and investors.

Aimed at providing the finest lifestyle, the AEQUA condominium boasts on its eighth floor a fully equipped fitness centre, a hydrotherapy room, swimming pools for children and adults, a kids play area and a function room.

The property will provide extra services similar to the ones offered by a five-star hotel. Some of those extra facilities include a sky lounge located on the roof floor which will house a Japanese hot spa and tub, locker rooms, sauna rooms, BBQ area and a garden. Construction on the project began in July 2009 and will be completed in September 2011.

“We created the AEQUA residence condominium with the concept of living the finest life. I believe in quality branding,” Yongyutt says.

This project reveals that Yongyutt knows exactly what his customers have in mind. “Property market has a great potential, if you are in this busi-

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ness you have to think differently from the past," he adds.

Yongyutt believes that the new generation of property seekers think differently and their needs and wishes are rather different from their predecessors.

"Peoples' needs differ, most products in the market now serve the developers' needs not the clients' needs we need to consider clients first," he says. In order to serve clients better Yongyutt believes that one must research the market carefully for information and have an open mind when dealing with customers and initiating projects.

Another important factor for the

success of any business is finding the right people to work with, Yongyutt knows exactly how to do that. His vision of finding the right staff echoes that of other leading a successful business, "I believe in caring for people, valuing them and giving them a sense of importance. To lead challenges we need people in the same team spirit and the same vision."

Most companies now incorporate Corporate Social Responsibility (CSR), into their business model, Aquarius is no different. But for Yongyutt giving back to society is not just about good business, it is a genuine desire to help. Not surprisingly Aquarius has been

involved in numerous charitable projects. For example in April 2011 Aquarius raised money to help flood victims in Samui; the campaign 'Aquarius Charity for Samui floods' raised considerable funds.

For the campaign Yongyutt travelled to Samui to oversee it himself. The funds raised were split into two, the first initiative was aimed at providing survival kits to help affected people in the community, the second part was used to invest in the community by helping Samui in a sustainable way.

This is only one in a series of charitable missions undertaken by Aquarius; other charitable missions include building a creative room for disadvantaged children for schools on Samui. Known as the AQIQ creativity room, the creative room has books, computers, as well as art and craft materials to ensure that disadvantaged children have a creative outlet.

In addition, a 'Canteen of Happiness' was constructed for schools to provide sufficient nourishment to those affected. The most recent charitable project Aquarius was involved in was the Re-earth project, which was initiated to preserve the environmental habitat to support Samui.

With all this in mind, one might think that Yongyutt rarely has time for himself, but the truth is he does. During his time off work Yongyutt likes to exercise; his favourite activity is running. "I love exercise. It makes me pro-active and positive, I run five kilometres a day," he reveals. Even in the harsh winter conditions in the United States where he was living Yongyutt admits that he used to run. "It's the easiest way to be fit," he says.

Reflecting on his vision for the future Yongyutt believes that the secret for success of any business or enterprise is its people. "Success begins at home and at work," he declares.

"Property market has a great potential," he says. Yongyutt likens it to running a restaurant, "We need to prove to our customers that we serve better quality and tastier food than what they can do at home. Similarly it is easy to build a home or a condo but very difficult to get the right quality," he adds.

"Building a condominium is not too difficult to do, but building an organisational culture is a challenge, that is what will make my company a true success," he concludes. ■

