

Online	Nation	Link :	http://www.nationmultimedia.com/business/TCC-units-Horeca-Square-to-be-wholesale-centre-for-30297438.html	
PageView :	143,407	วันที่ :	12 ตุลาคม 2559	หน้า : ข่าว
Ad Rate :	25,000	AD Value :	25,000	PR Value : 75,000



Thailand's Independent Newspaper

noble REVOLV 2

Noble Revolve Ratchada 2
Propelling the Wheels of Happiness



Get Gift Voucher
50,000 Baht*

[CLICK](#)

[HOME](#) [NATIONAL](#) [POLITICS](#) [BUSINESS](#) [MY MONEY](#) [OPINION](#) [LIFE](#) [STARTUP AND IT](#) [TRAVEL](#) [SPORTS](#) [SUNDAY](#) [ASEAN+](#)

[Macroeconomics](#) [Corporate](#) [Investment & Finance](#) [Property](#) [Columns & Management](#) [Auto](#)

[GO](#)

October 12, 2016, 11:28 pm

[Log In](#) | [Hotel Directory](#) | [PRINT SUBSCRIPTION](#) | [CAREER](#)

BUSINESS

Text size +

Home » Business » TCC unit's Horeca Square to be wholesale centre for SMEs, start-ups

TCC unit's Horeca Square to be wholesale centre for SMEs, start-ups

[Ads by Google](#) | [TCC](#) | [Horeca](#) | [Smes](#) | [Mail Shops](#)

WATCHIRANONT THONGTEP
 THE NATION October 12, 2016 1:00 am










ASIA HORECA, a wholly owned subsidiary of TCC Assets, is investing Bt200 million to construct Horeca Square, a wholesale shopping centre targeting small and medium-sized enterprises and start-ups in the hotel and hospitality industry both at home and overseas.

Located on the third, fourth and fifth floors of CW Tower on Ratchadaphisek Road in Bangkok, Horeca Square will occupy 12,000 square metres.

The project aims to be a platform for knowledge centres and business networking for entrepreneurs striving for sustainable growth in their businesses.

So far, 60 per cent of the area has been booked by tenants. There will be a number of products in the wholesale shopping mall ranging from household and electrical appliances to equipment and appliances for hotels, as well as kitchen equipment.




Tiny Device Transforms Old Computer into a Blazingly Fast PC
 Xtra-PC
 by Taboola



Market-Comms Co.,Ltd
 12/123 VisionVille 5 Soi Samakki 34 Samakki Road
 T. Tha-Sai A. Muang Nonthaburi 11000 Thailand
 Tel. 662 575 2415-7 Fax. 662 575 2418
 Email. info@market-comms.co.th
 www.market-comms.co.th

บริษัท มาร์เก็ต-คอมส์ จำกัด
 12/123 วิชั่นวิลล์ 5 ซอยสามัคคี 34 ถนนสามัคคี
 ตำบลท่าทราย อำเภอเมือง จังหวัดนนทบุรี 11000
 โทรศัพท์ 662 575 2415-7 โทรสาร 662 575 2418
 อีเมล info@market-comms.co.th
 www.market-comms.co.th



Pongsak Nantawannakul, a member of the executive committee of Asia Horeca, said the company was spending about Bt100 million to Bt200 million on design, renovation, marketing and products to be displayed at the mall, which is scheduled to be in operation early next year.

TCC Assets' Horeca business group, founded in 2014, includes hotels, restaurants, cafes and catering services.

The total value of the market served by the Horeca business group is about Bt1 trillion per year.

The hotel segment alone is worth up to Bt527 billion, followed by the restaurant group at Bt385 billion, and the coffee, ice-cream, bakery and catering group at Bt62 billion.

According to the company's statistics, there now are 14,178 lodging businesses and 622,123 hotel rooms in Thailand, up 10.02 per cent from last year. Most of the growth is in the resort business, followed by the hotel business. The rise is expected to continue because of the increase in the number of tourists, both domestic and international. Last year, around 30 million people visited Thailand, generating Bt1.3 trillion in revenue.

Brand-building

Pongsak said that in the first three years of the new mall's operations, the company would concentrate on building its brand awareness. After that, the company wants to seek further opportunities to expand this business model to other key tourist destinations such as Chiang Mai, Phuket and Udon Thani.

Ladda Mongkolchaivivat, managing director of Asia Horeca, said the company would emphasise an omni-marketing strategy, including arranging a "Horeca Exposition" and e-commerce next year as well as overseas promotion.

The company targets trading value of up to Bt182.5 million in the first operational year.

In the first year, she expects more than 180,000 visitors to the mall.

Asia Horeca was formed under Bt215 million in registered capital and is wholly owned by TCC Assets, a member of TCC Group, the business empire of tycoon Charoen Sirivadhanabhakdi.



Thailand's floods kill three, submerges tens of thousand of homes



Authorities divert water in effort to prevent Bangkok flooding

by Taboola

TOP STORIES

- 'Thailand 4.0' should get GDP growth..
- Asean has become a 2-tier market..
- Thailand at core in Bosch's 1.2 bn..
- Dhanin warns of supply glut as robots..
- Samsung in hot water after 'new' phone..
- Bad experience inspires website for car..
- Sustainable Development Goals spur..
- Chevron may be forced to pay back taxes
- JCB Southeast Asia appoints DKSH as new..
- Myanmar investment law to be enacted

more >

Luxury Villas &

Market-Comms Co.,Ltd
12/123 VisionVille 5 Soi Samakki 34 Samakki Road
T. Tha-Sai A. Muang Nonthaburi 11000 Thailand
Tel. 662 575 2415-7 Fax. 662 575 2418
Email. info@market-comms.co.th
www.market-comms.co.th

บริษัท มาร์เก็ต-คอมส์ จำกัด
12/123 วิชั่นวิลล์ 5 ซอยสามัคคี 34 ถนนสามัคคี
ตำบลท่าทราย อำเภอเมือง จังหวัดนนทบุรี 11000
โทรศัพท์ 662 575 2415-7 โทรสาร 662 575 2418
อีเมล info@market-comms.co.th
www.market-comms.co.th

