

Abstract

This research is the study of facility management strategy in high-end residential developments in the city center. The objectives of the study are to investigate the life styles and behaviors of the residents during the use of facilities in a high-end condominium, to evaluate the satisfaction with such facilities, to examine the level of demands of such facilities in high-end condominiums and to propose the management guidelines for comfort facilities in high-end residential development. The research hypothesis is that the comfort facilities in upmarket residential developments are used not to their full capacity.

The research was conducted by studying two high-end residential projects that contained facilities for relaxation, public convenience and services in Sukhumvit area. Those two projects were Grandville House Project and Fairview Tower Project. The sampling groups consisted of 57 residents from Grandville House, 45 residents from Fairview Tower, 102 in total and one facility manager from each project.

The study reveals that less than 30 percent of the total residents actually use the provided comfort facilities. The majority of the residents do not use the same facilities to their full capacity, with an average of 0-3 hours per week between 3 pm and 6 pm. The reasons that the residents are not using those comfort facilities are the inadequacy of the facilities, poor quality or damage from a long period of use, life style behavior, working hours and that the comfort facilities can be used by a limited number of people at the same time. The proposed solutions are to provide more comfort facilities to match the demands, improve or replace the damaged with better quality facilities, to readjust the service period and change the unused facilities. Furthermore, solutions for the comfort facilities management are also proposed. There should be a clear target in the management of comfort facilities to satisfy the residents as well as the intended uses of the facilities . There should also be an assessment of specific demands for comfort facilities and consultation with tenants. There should be an adjustment of the existing facilities to meet the level of use as well as an after – service assessment.

Therefore the facility management should take the requirements of the residents into consideration in order to provide the comfort facilities in a high-end residential development that are responsive to their needs and life styles.