

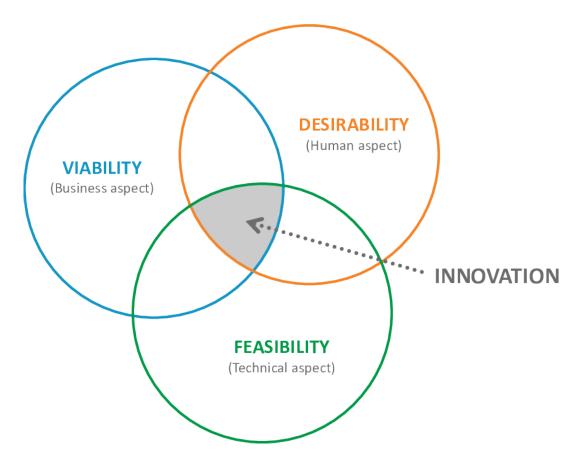


#### What is innovation?





#### What make innovation being successful?



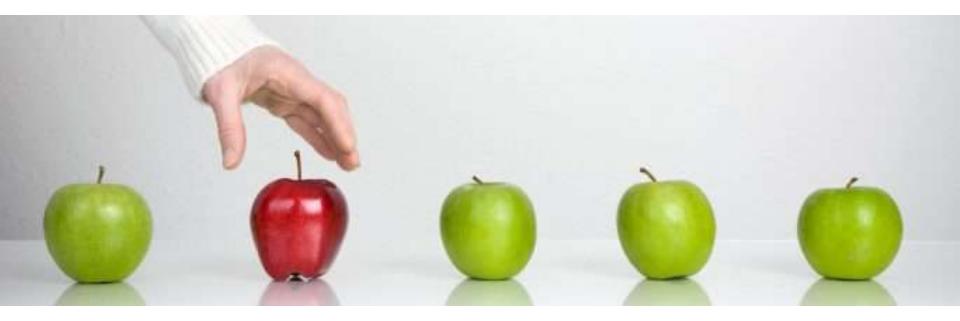




### why does spa need innovation?



#### why does spa need innovation?



Better Clients value *Competitive advantage* 

Higher Profitability Sustainability

Growth Strategy

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#### Asia's Top R&D Spenders

2017 Rank 🔺	Company Name 🔺	Country ▲ Ξ	Industry group	R&D Expenditures (\$US Billions)		Revenue (\$US Billions)		R&D Intensity	
				2016 🔺	2017 🔺	2016 🔺	2017 🗻	2016 🔺	2017 👝
56	Alibaba Group Holding Limited	China	Software and Services	2.0	2.5	14.7	23.0	13.6%	10.8%
75	ZTE Corporation	China	Technology Hardware and E	1.8	1.8	14.4	14.6	12.2%	12.6%
81	Tencent Holdings Limited	China	Software and Services	1.3	1.7	14.8	21.9	8.8%	7.8%
87	PetroChina Company Limited	China	Energy	1.7	1.6	248.5	232.9	0.7%	0.7%
94	China State Construction E	China	Capital Goods	1.2	1.5	126.8	138.2	0.9%	1.1%
99	Baidu, Inc.	China	Software and Services	1.5	1.5	9.6	10.2	15.3%	14.4%
108	CRRC Corporation Limited	China	Capital Goods	1.4	1.4	34.8	33.1	4.1%	4.2%
111	China Railway Construction	China	Capital Goods	1.3	1.4	86.5	90.6	1.5%	1.5%
112	SAIC Motor Corporation Lim	China	Automobiles and Components	1.2	1.4	95.4	107.6	1.3%	1.3%
123	China Communications Con	China	Capital Goods	1.0	1.1	58.2	62.2	1.8%	1.8%
126	Ctrip.com International, Ltd.	China	Retailing	0.5	1.1	1.6	2.8	30.3%	40.0%

Source: The 2017 Global Innovation 1000 study by PWC



#### How do we design innovative spa experience?





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#### What is spa customers experience journey?

• Spa Website



• Telephone

Application

EmailLine@

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• Pay Per Click



Awareness



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SPA ABOUT US PRODUCTS LIFE BLOG GALLERY CONTACTS

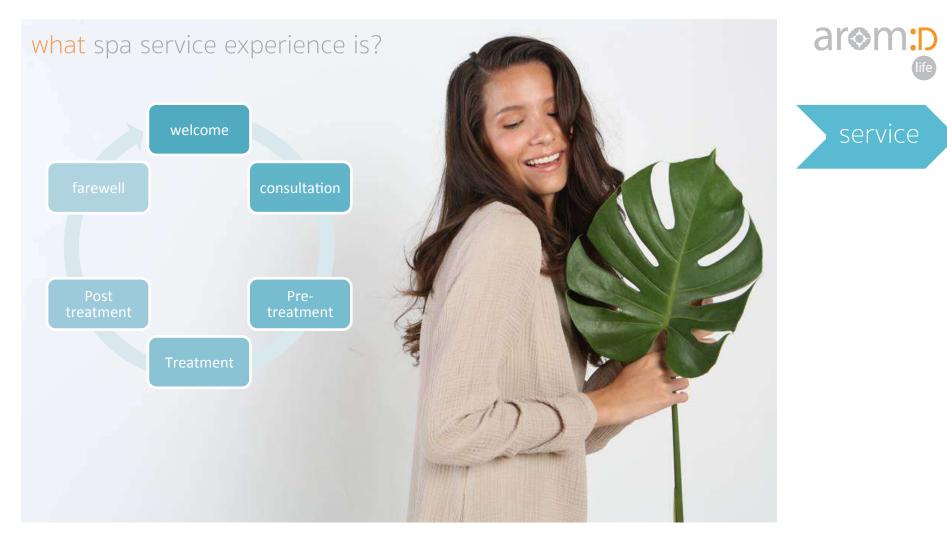


Booking

Notification

Satting

Appointment



#### service

### innovative spa experience design : welcome







#### service

#### innovative spa experience design : treatment



#### #MuayThaiMassage









#MuayThaiMassage









loyalty

innovative spa experience design : review and repurchase



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**CLIENT ACQUSITION** 

- FRIENDS & FAMILY.

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#### USING COMMUNITY TO DRIVE BUSINESS.

# **INNOVATION IS SEEING** wazoku WHAT EVERYBODY HAS **SEEN AND THINKING** WHAT NOBODY HAS THOUGHT. Dr Albert. Szentdiscovered vitamin C

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life