

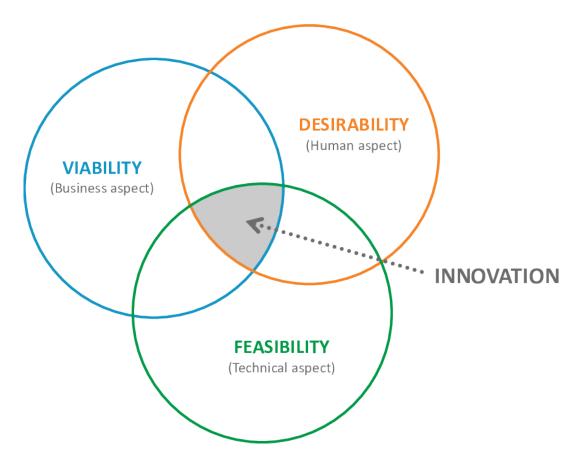


What is innovation?





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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HOME

SPA ABOUT US PRODUCTS LIFE BLOG GALLERY CONTACTS

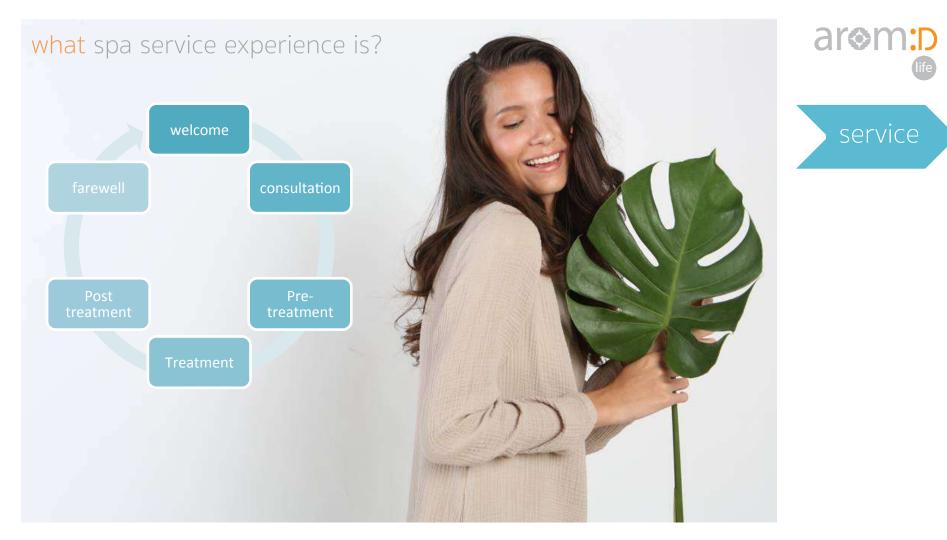


Booking

Notification

Satting

Appointment



service

innovative spa experience design : welcome

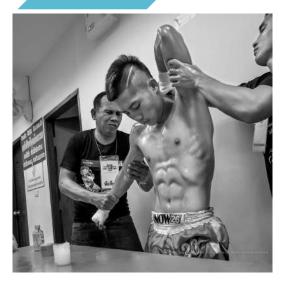






service

innovative spa experience design : treatment



#MuayThaiMassage









#MuayThaiMassage









loyalty

innovative spa experience design : review and repurchase



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USING COMMUNITY TO DRIVE BUSINESS.

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

arom:D



life