

SEATEC

MARKET RESEARCH

— Turning Data into Decisions —



Southeast Asia Technology Co., Ltd.

281 Soi Phanit Anan, Sukhumvit 71 Road, Klongton Nua, Vadhana District, Bangkok 10110, Thailand



Tel. +66 2 713 3888 Ext.225



Email: info@seatecmr.com



Website: www.seatecmr.com



facebook.com/seatecmr

CONTENTS

- 03 | About Us
- 04 | Our Services
- 05 | Our Methodology
- 06 | Key Industries
- 07 | Why SEATEC
- 08 | Our Approach
- 09 | Our Clients
- 10 | Contact Us
- 11 | Appendix: Research Team



Southeast Asia Technology Co., Ltd. (SEATEC Group), established in 1969, is one of Thailand's leading engineering consulting firms with over five decades of experience delivering major infrastructure, transportation, water resources, environmental, and urban development projects across Thailand and Southeast Asia.

Building on this multidisciplinary expertise, SEATEC Market Research serves as the Group's Strategic Research & Consulting division, helping organizations transform complex data into informed business and investment decisions.

Integrating market intelligence, socio-economic research, behavioral science, and advanced analytics, we provide evidence-based strategies that enable clients to anticipate change, reduce uncertainty, and create sustainable value.

Backed by the multidisciplinary expertise and technical excellence of the SEATEC Group, we deliver insights that are both analytically rigorous and strategically actionable.

SEATEC
CONSULTING ENGINEERS



04 | Our Services

We empower organizations with strategic research, market intelligence, advanced analytics, and evidence-based consulting that transform complex information into confident business decisions.

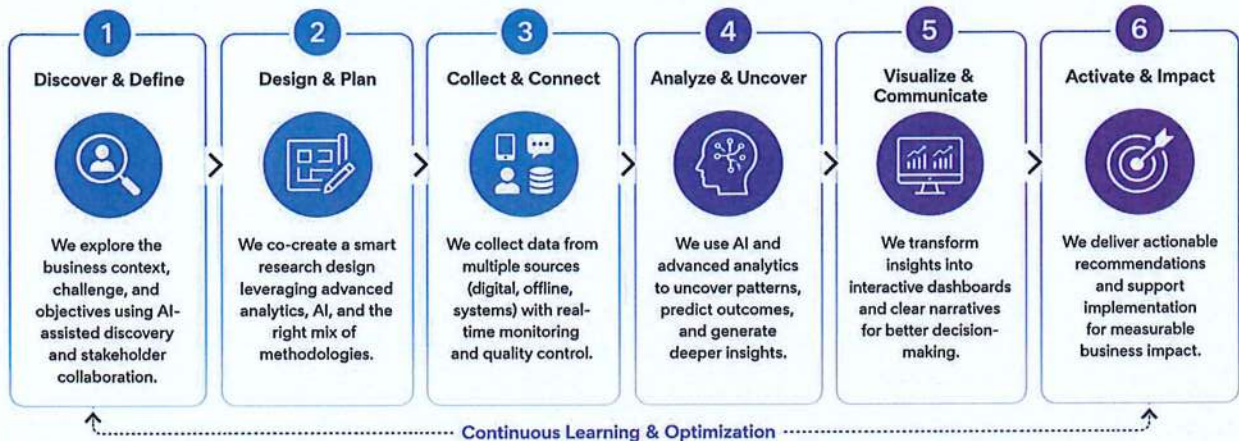
Supporting corporations, public sector agencies, development organizations, investors, and project owners, we help clients reduce uncertainty, identify growth opportunities, and develop practical strategies for sustainable success.

 01 Market Research & Customer Insight — Understand markets, customers, competitors, and emerging demand.	 02 Strategic Business & Market Intelligence — Market intelligence, industry analysis, and strategic planning support.	 03 Public Sector, Social & Policy Research — Evidence-based research for government, public policy, and institutions.	 04 Environmental, Social & Development Research — Community, ESG, sustainability, and development impact studies.	 05 Quantitative Research — Large-scale surveys, statistical analysis, and reliable measurement.
 06 Qualitative Research — Focus groups, IDIs, ethnographic and behavioral research.	 07 Advanced Analytics & Strategic Insight Modeling — Predictive analytics, segmentation, modeling, and strategic insight.	 08 Digital Data Collection & Modern Research Operations — CATI, CAPI, CAWI, online panels, mobile surveys, and field operations.	 09 Dashboard, Reporting & Decision Support — Interactive dashboards, reporting, and executive decision tools.	 10 Customized Research & Advisory Solutions — Tailor-made research and advisory services designed for your objectives.

 **Quality** |  **Integrity** |  **Insight** |  **Impact**

05 | Our Methodology

A modern, technology-powered approach to deliver deeper insights and real impact.



Our methodology combines rigorous research principles with advanced digital technologies to deliver reliable, data-driven, and actionable insights. Every project begins with a thorough understanding of our clients' business challenges and objectives, followed by the design of a tailored research framework that applies the most appropriate methodologies and analytical approaches.

We collect and integrate data from multiple trusted sources through secure digital platforms and robust quality control processes. Leveraging Artificial Intelligence (AI), Machine Learning, Big Data Analytics, and advanced statistical techniques, we transform complex information into meaningful insights that support evidence-based decision-making.

The findings are presented through intuitive visualizations, interactive dashboards, and strategic reports, enabling stakeholders to clearly understand key issues, opportunities, and future directions. Our process concludes with practical recommendations and implementation roadmaps that create measurable business and organizational impact.

Driven by innovation and continuous improvement, our methodology ensures the highest standards of quality, integrity, insight, and sustainable value for every client.

With extensive experience across diverse industries, we deliver tailored research and consulting solutions that transform data into strategic decisions, helping organizations achieve sustainable growth and long-term success.

 Automotive	 Banking & Financial Services	 FMCG	 Retail
 Healthcare	 Telecommunications	 Energy	 Education
 Travel & Hospitality	 Technology	 Public Sector	 Others

Your trusted partner delivering insights that drive real business results.



30+

Years of
Experience



120+

Full-time
Professionals



1000+

Projects
Completed



5+

Areas of
Expertise



**Deep Local
Expertise**



**International
Standards**



**Commitment to
Excellence**

Backed by decades of engineering excellence and multidisciplinary consulting expertise, SEATEC Group transforms data, research, and market intelligence into actionable strategies that empower organizations to make confident decisions and achieve sustainable growth.

Built upon this strong foundation and the experience gained from more than 1,000 consulting projects, SEATEC Market Research is a dedicated business unit delivering evidence-based insights, market intelligence, and strategic analysis that enable clients to make informed business decisions with confidence.

08 | Our Approach



With a deep understanding of people, we combine research expertise, market intelligence, and strategic thinking to transform data into actionable insights that create measurable value for our clients.

Our approach is built on four guiding principles:

People First – Understanding people in their real-world context.

Insight Driven – Transforming data into meaningful intelligence.

Strategy Focused – Connecting evidence with business strategy.

Impact Oriented – Delivering measurable outcomes that drive confident decisions.

At the heart of every meaningful insight is a deep understanding of people, because better decisions always begin with understanding people.

SEATEC Group is trusted by both public and private clients. Both domestically and internationally





SEATEC
MARKET RESEARCH

 Email: info@seatecmr.com
 Tel: +66 2 713 3888 Ext. 225 Mobile: +66 6 6091 2516
 Website: www.seatecmr.com
 Facebook: facebook.com/seatecmr

11 | Appendix: Research Team

Mrs. Natlada Saikaew: Research Director

A highly accomplished research and evaluation professional with over 30 years of extensive experience in research, consulting, monitoring and evaluation across the public and private sectors. She holds a Master's degree in Educational Research from Chulalongkorn University and is recognized for her strong expertise in research design, strategic analysis, and evidence-based decision making. Her professional expertise spans market research, policy research, program evaluation, feasibility studies, customer and stakeholder satisfaction assessments, socio-economic and environmental impact assessments, and strategic business analysis.

She has also served as a guest lecturer and research trainer for Master's and Doctoral programs, contributing to the development of advanced research capabilities among graduate students and professionals. Throughout her career, she has successfully led and managed numerous multidisciplinary research and consulting projects for government agencies, state enterprises, international organizations, academic institutions, and leading private corporations.

She possesses extensive experience in designing research methodologies, conducting quantitative and qualitative research, performing advanced statistical analyses, and translating research findings into practical recommendations that support strategic planning, policy formulation, and organizational development. Her professional experience also includes serving as a university lecturer, research consultant, project evaluator, and executive of a leading research consulting firm, demonstrating strong leadership in managing complex research assignments and multidisciplinary project teams.

Her portfolio includes a wide range of national and international projects involving market intelligence, business feasibility studies, public policy evaluation, customer satisfaction surveys, environmental and social impact assessments, and institutional performance evaluations. She has provided consulting services to organizations including government ministries, state enterprises, international organizations, and multinational corporations, consistently delivering high-quality research outputs that support evidence-based decision-making and sustainable organizational development.

11 | Appendix: Research Team (Continued)

Dr. Phumisak Smutkupt: Senior Research Consultant

A highly accomplished research and consulting professional with more than 19 years of experience in market research and consulting. Previous appointments include Innov8asia, Vitamins Consulting & Research, and YouGov. Specialized in quantitative research, with extensive experience in customer experience (CX), market segmentation, customer dissatisfaction analysis, and concept and product testing. Holds a Ph.D. from the Asian Institute of Technology and possesses strong expertise in applying advanced analytical techniques, including Cluster Analysis and Structural Equation Modeling (SEM), to generate meaningful insights and actionable business recommendations.

Mr. Vipathara Thotsawat: Research Analyst

A research and business analyst with experience in technology commercialization, market research, feasibility studies, and innovation assessment. Proven expertise in evaluating the commercial, technical, and financial viability of research and development (R&D) projects, particularly in the medical technology and healthcare sectors. Experienced in developing online evaluation platforms, conducting market intelligence, and supporting innovation funding projects in collaboration with government agencies and private organizations.

Graduated with a Master of Engineering in Computer Engineering from Chulalongkorn University, providing a strong foundation in data analysis, information systems, and technology-driven research. Also holds a Bachelor of Engineering in Control Systems Engineering from King Mongkut's Institute of Technology Ladkrabang (KMITL), with a solid background in engineering principles, automation, and systems analysis.

Research Team (5 In-house Researchers)

Data Processing Team (5 In-house Specialists)