



Kitchens are still in high demand in Hua Hin, where the CABINET also has a big furniture showroom...

to do this. From 6pm to midnight. It was a fun challenge. We made a lot of preparations and I told our people that we had around five hours to do the job but that I thought we could make it in four hours. No one believed me, but it was very well organized and we did it in less than four hours. My wife Apinya and I had booked one night there to be sure, a very nice room with a swimming pool. They were so happy with the work that they let us stay the night for free."

Joakim: "Don't you think the coming years look very promising for us?"

Janeric: "They certainly do. In Hua Hin things are looking better than ever. It is mainly kitchens we're doing there but we also have a lot of different projects lined up. There's talk about the property market going down, but I'm quite surprised since it's only going up for us. /I mean, this year in Hua Hin have we increased nearly 40 per cent even though we get more and more competitors. Here in Bangkok we've increased even more, especially thanks to our customers ThailandMäklarna and Logans whom it's been going extremely well for."

Joakim: "We sure must have quite good marketing when people have heard so much about us."

Janeric: "We stand for Trust, Quality and Service and that's why people come to us."

"By the way Joakim, you if anyone should know we normally don't have any time for marketing. Do you remember when you started working here and were going to set up that website? Where is it!? It really doesn't look very professional without a website, now does it? But we do have local advertising in Hua Hin and Electrolux helps us with the layout, so it is looking really good."

Joakim: "I get your point.."

Janeric: "Yes, but we should talk

you always want to save money for the customer so you did a quotation for a projector screen. But then I told you that you should also do one more quotation for the LCD TV and of course, I was right! They took the quote with the car-priced TV. Second memory was about the earthquake that led to the Tsunami. We could feel it all over All Seasons and our people were afraid and wanted to go home. Lucky it was in the middle of the night so there weren't so many people in the building. Third thing was that this job we did was selected by our staff as the best job of that year. We even got a 50,000 baht tip for finishing according to schedule.... not bad."

Joakim: "I think that offices are some of the most fun and rewarding jobs to do, but I think some customers wonder why we ask them so many questions. In the end though I think they come to understand why we keep asking them all these things."

Janeric: "Yes of course, if we can ask and get to know a lot about their business and work flow then the design will be much better, more functional and better adjusted to the way they want to operate. We did two meeting rooms and a garden for Anantara. It was great! Normally, they use a company where they are shareholders but at that time they were fully booked so we got the order. Everyone in Anantara was very nervous when the owner Mr. Heinecke came to inspect. So, they called me so I could be where at the same time. He came with his wife and his mother. When he came out, he simply said "Well done" and his mother came to me afterwards and said "if he said 'well done' then he thinks it was very good"."

"Then we also did another office for Evason. We had only six hours