

Kiluth



# ORG. PROFILE

2025

[www.kiluth.com](http://www.kiluth.com)



# AGENDA

01

**ABOUT US**

05

**CASE STUDIES**

02

**WHAT WE OFFER**

06

**HOW WE WORK**

03

**ORG. STRUCTURE**

07

**SERVICE RATE**

04

**OUR TEAM**

08

**FUTURE ROADMAP**



# ABOUT US

01

We are an end-to-end  
technology studio established  
in the digital era of 2025.

ကံ့လံ

နီရံ



# OUR MISSION

01

Craft intuitive, beautifully designed experiences.

---

02

Apply cutting-edge technology to solve real business challenges.

---

03

Deliver holistic results — efficiency, engagement, and sustainable growth.

---





# OUR VISION

01

Shape industry standards for creativity and innovation.

---

02

Be recognized for influence and impact, not just size.

---

03

Create meaningful change for businesses and the communities they serve.

---



# OUR PRINCIPLES

01

Integrity – We do the right thing, always.

---

02

Innovation – We constantly push  
boundaries and embrace new ideas.

---

03

Excellence – We hold ourselves to the  
highest standards.

---



# OUR CULTURE

01

Craftsmanship — building things the right way, with care and attention to detail.

03

Ownership — taking responsibility for outcomes, not just tasks.

02

Transparency — keeping communication open, direct, and constructive.

04

Empathy — understanding people and balancing work with life.









Ogilvy

Chula  
Chulalongkorn University



remobie



BG



BONSOIR®

NED



ttb

Thai  
Life  
Insurance

SEIKO



SMALL®  
ROOM

PETA

WASH LAB



# WHAT WE OFFER

02



# SOFTWARE DEVELOPMENT

01

End-to-end technology solutions tailored to each client's needs, from custom applications to infrastructure security.

## Core Services

Custom Software Development – Scalable, secure, and tailored to business needs.  
AI & Data Analytics – Machine learning integration, predictive analytics, and process automation.  
System Architecture & DevOps – Cloud deployment, CI/CD pipelines, and server optimization.  
Cybersecurity & Network Engineering – Secure infrastructure and compliance solutions.

## Deliverables

Fully functional, production-ready systems  
API integrations & documentation  
Deployment and hosting configuration  
Security audits and compliance reports



# CREATIVE & DIGITAL MEDIA

02

Design and media solutions that inspire,  
engage, and connect with your audience.

## Core Services

UI/UX Design – Research-based user flows, wireframes, and high-fidelity interfaces.  
Branding & Visual Design – Logo creation, design systems, and identity kits.  
Photography & Videography – Corporate, product, and marketing media production.  
Video Production & Motion Graphics – Editing, effects, and storytelling for campaigns.

## Deliverables

Complete brand identity kits (logos, colors, typography)  
Interactive design prototypes  
Edited photography and videography packages  
Campaign-ready video assets



# BUSINESS & CLIENT SOLUTIONS

03

Operational, strategic, and client-facing solutions that strengthen business relationships and efficiency.

## Core Services

Project Management – End-to-end planning, task coordination, and client communication.  
Account Management & Sales – Business development and relationship building.  
Customer Service & CRM – Support systems, loyalty programs, and retention strategies.  
Legal & Compliance Advisory – Contract reviews, policy drafting, and regulatory guidance.

## Deliverables

Project plans, timelines, and status reports  
Sales strategies and lead tracking systems  
CRM configuration & training  
Legal and compliance documentation



# MARKETING & GROWTH

04

Comprehensive strategies and campaigns that drive brand visibility, engagement, and market share.

## Core Services

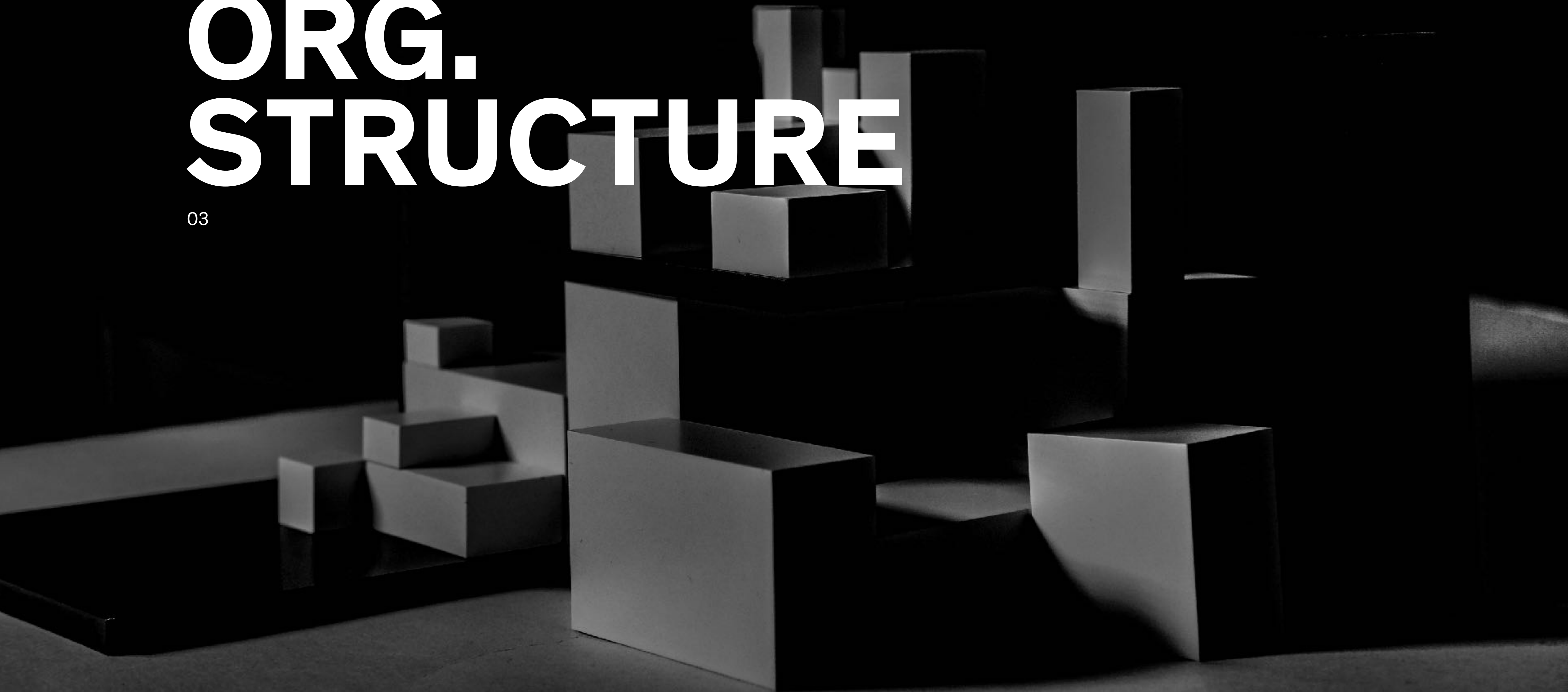
Digital Marketing Strategy – SEO, social media, and paid ads campaign management.  
Brand Positioning & Messaging – Differentiation strategies for target markets.  
Content Creation – Social media assets, ad creatives, and blog articles.  
Market Research – Competitor analysis and industry insights.

## Deliverables

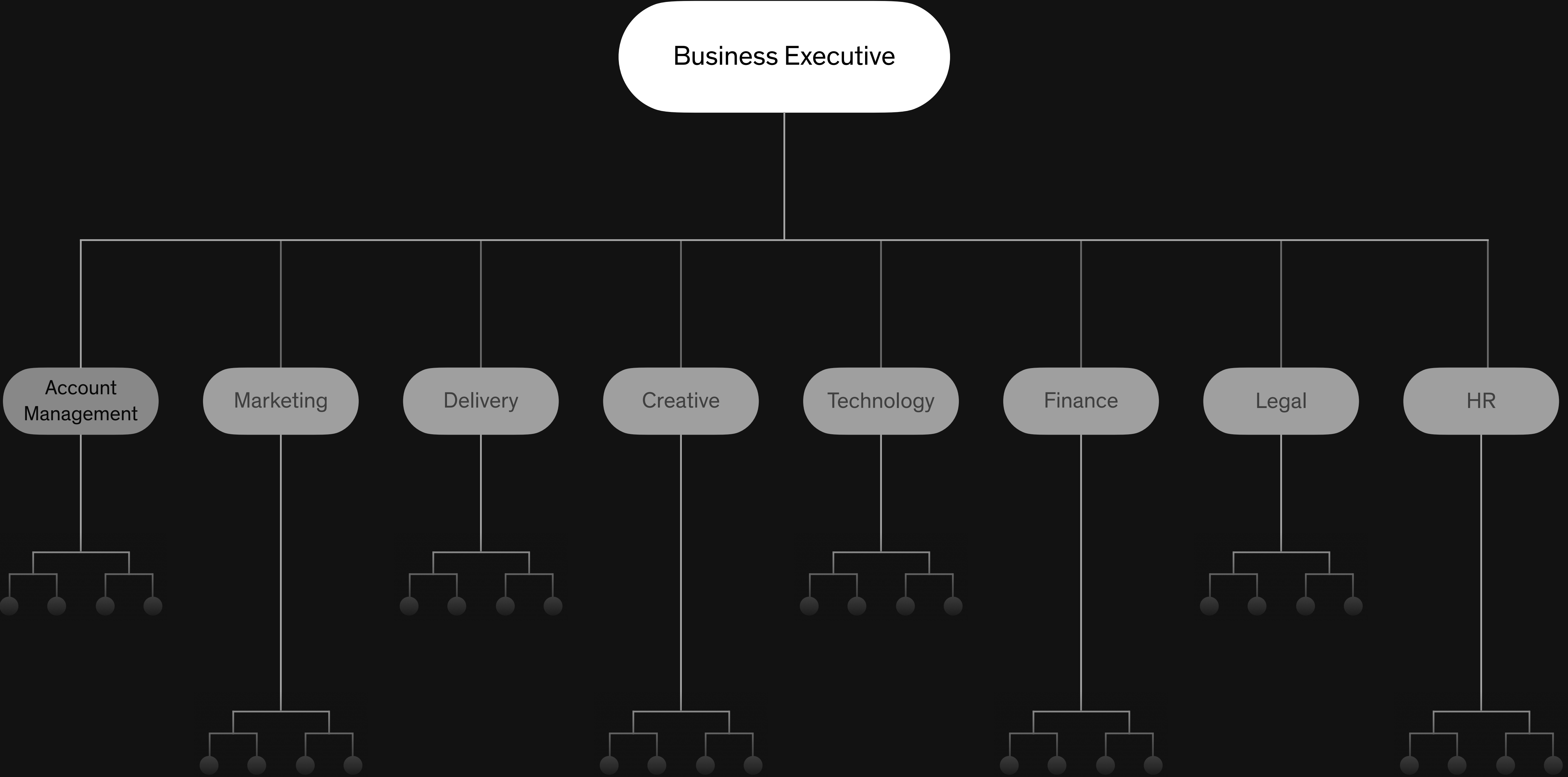
Marketing campaign calendars  
Ad creatives and content sets  
SEO audit reports and keyword strategies  
Market research and analytics reports

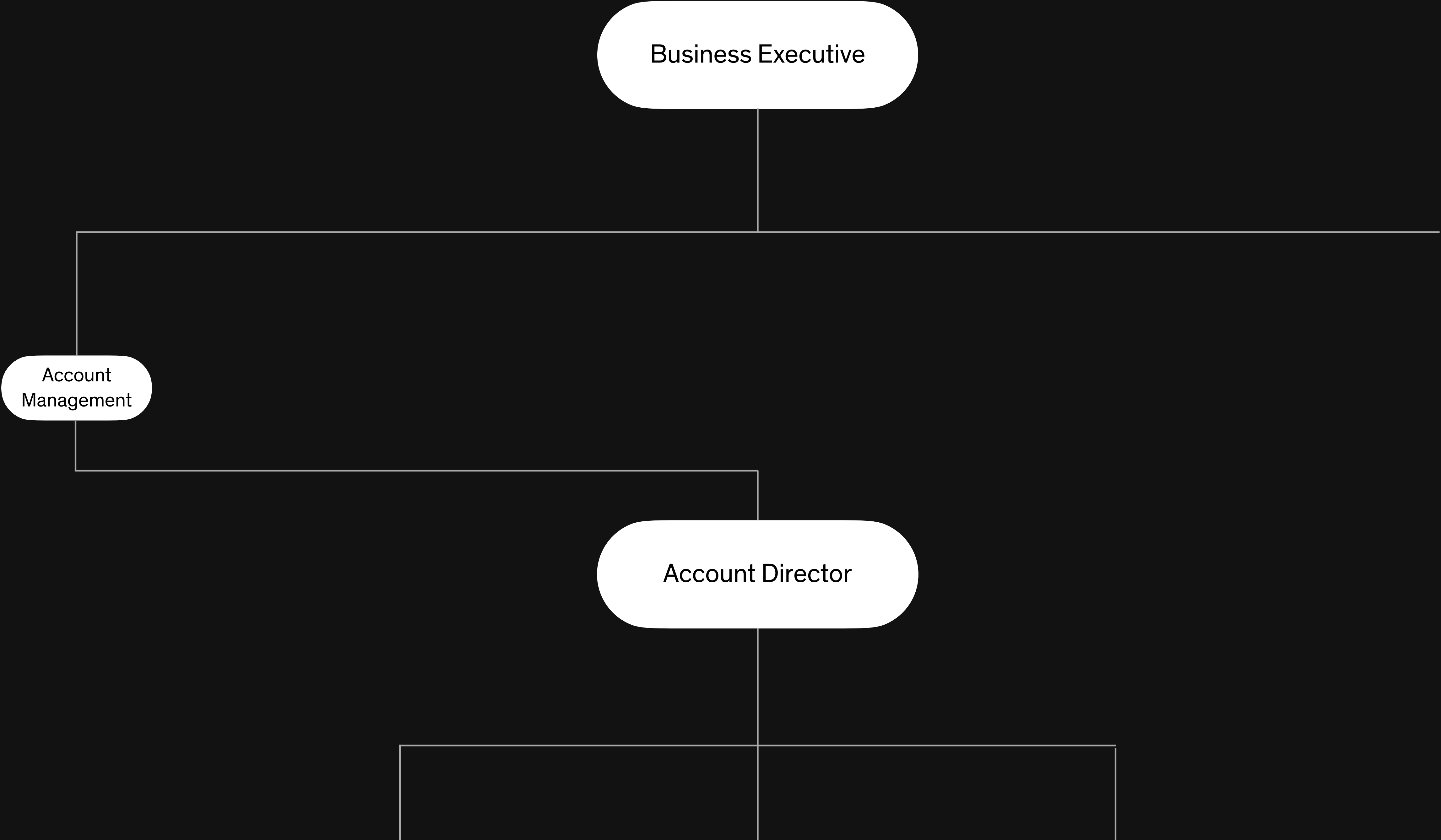
# ORG. STRUCTURE

03

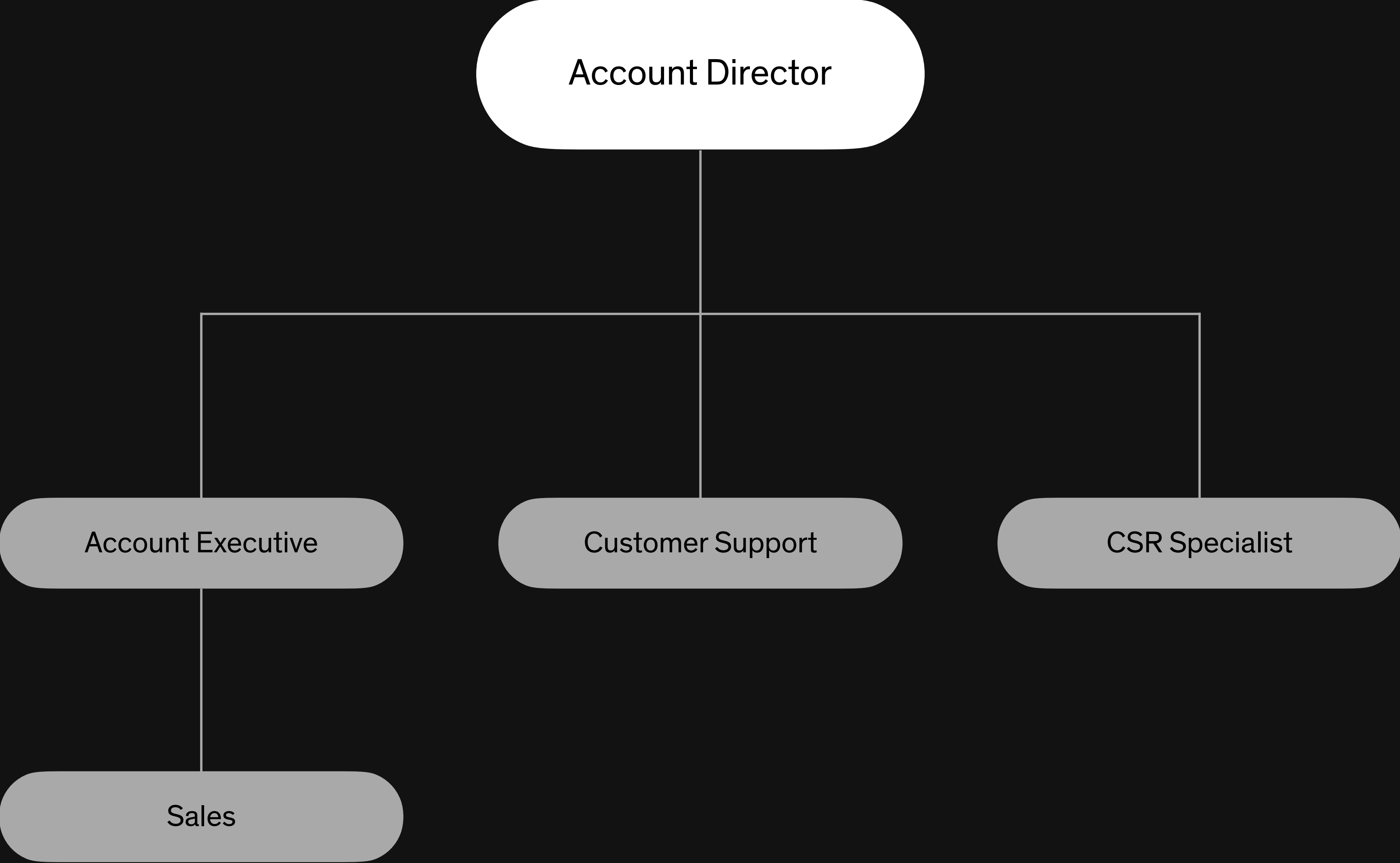






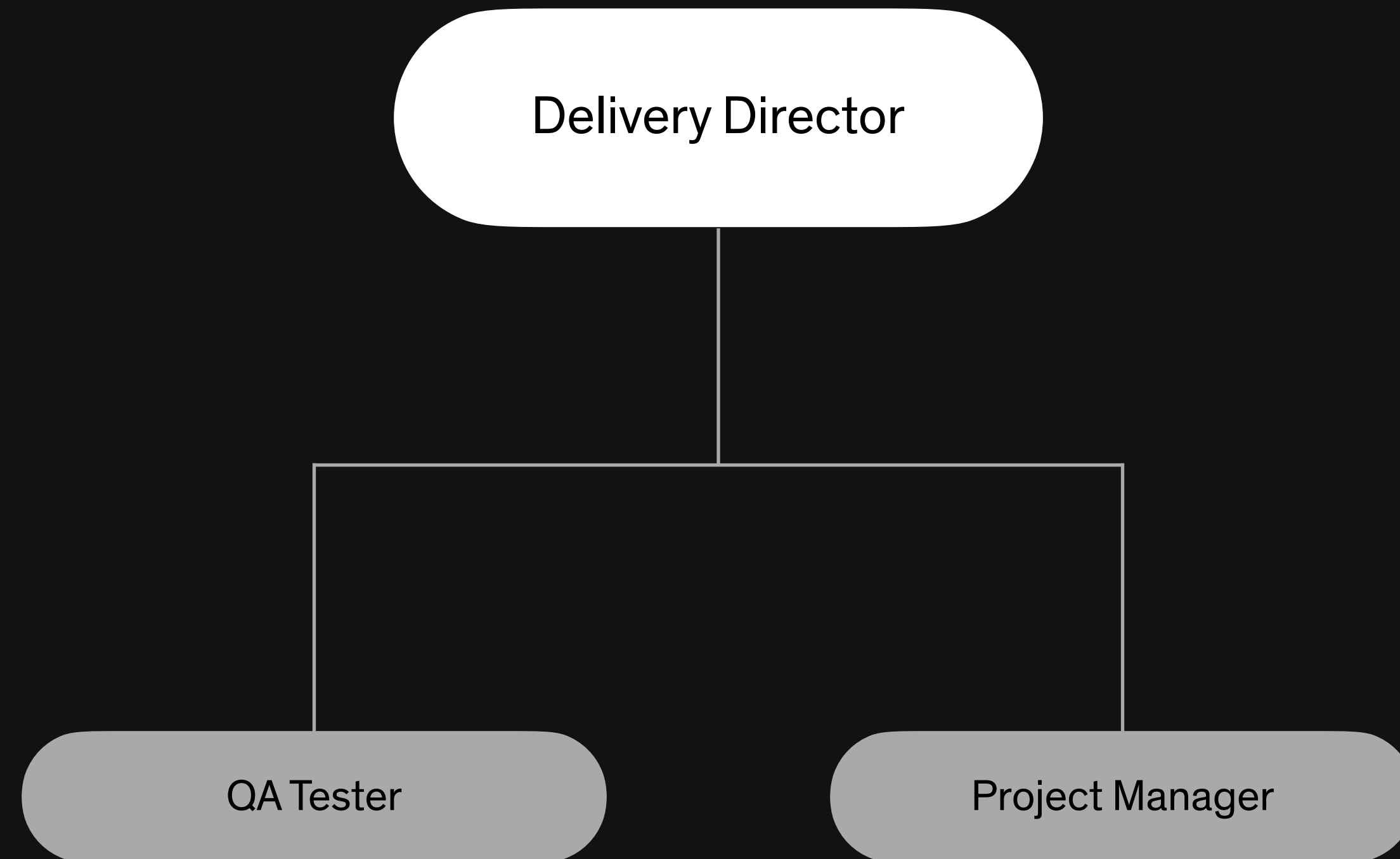


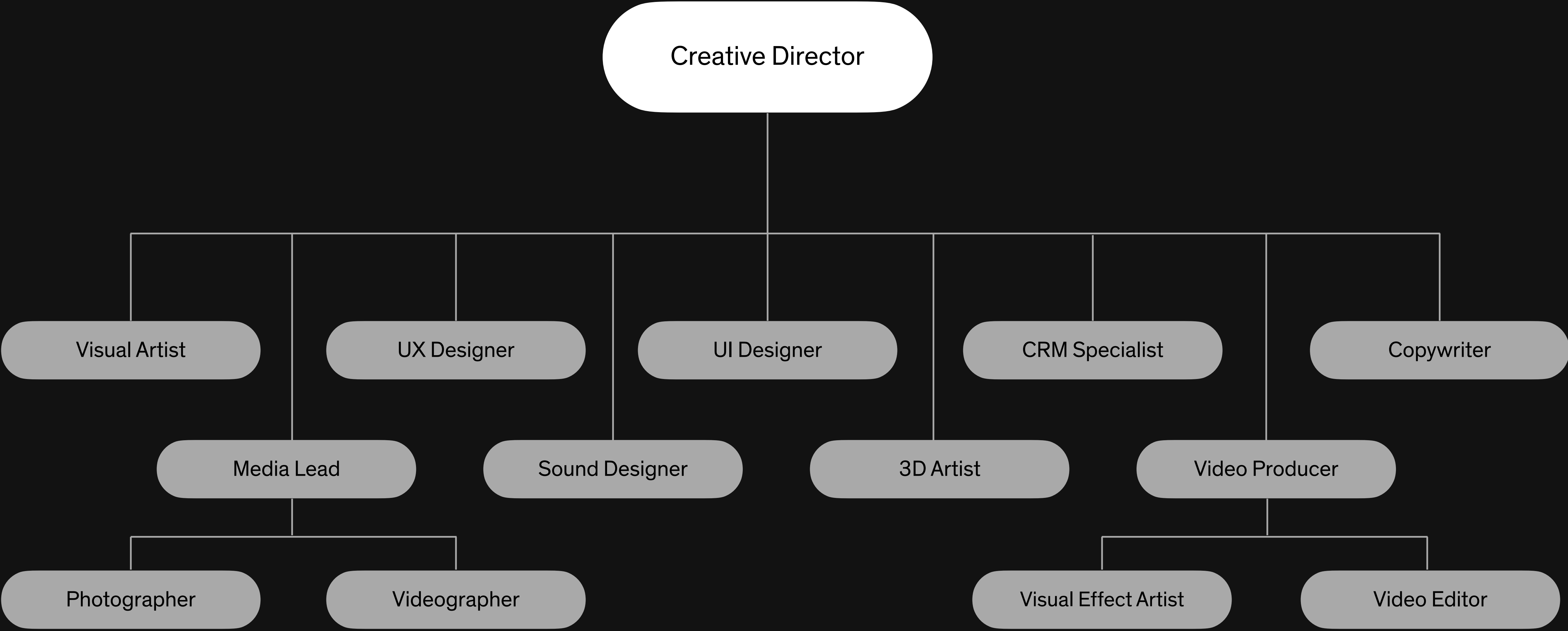




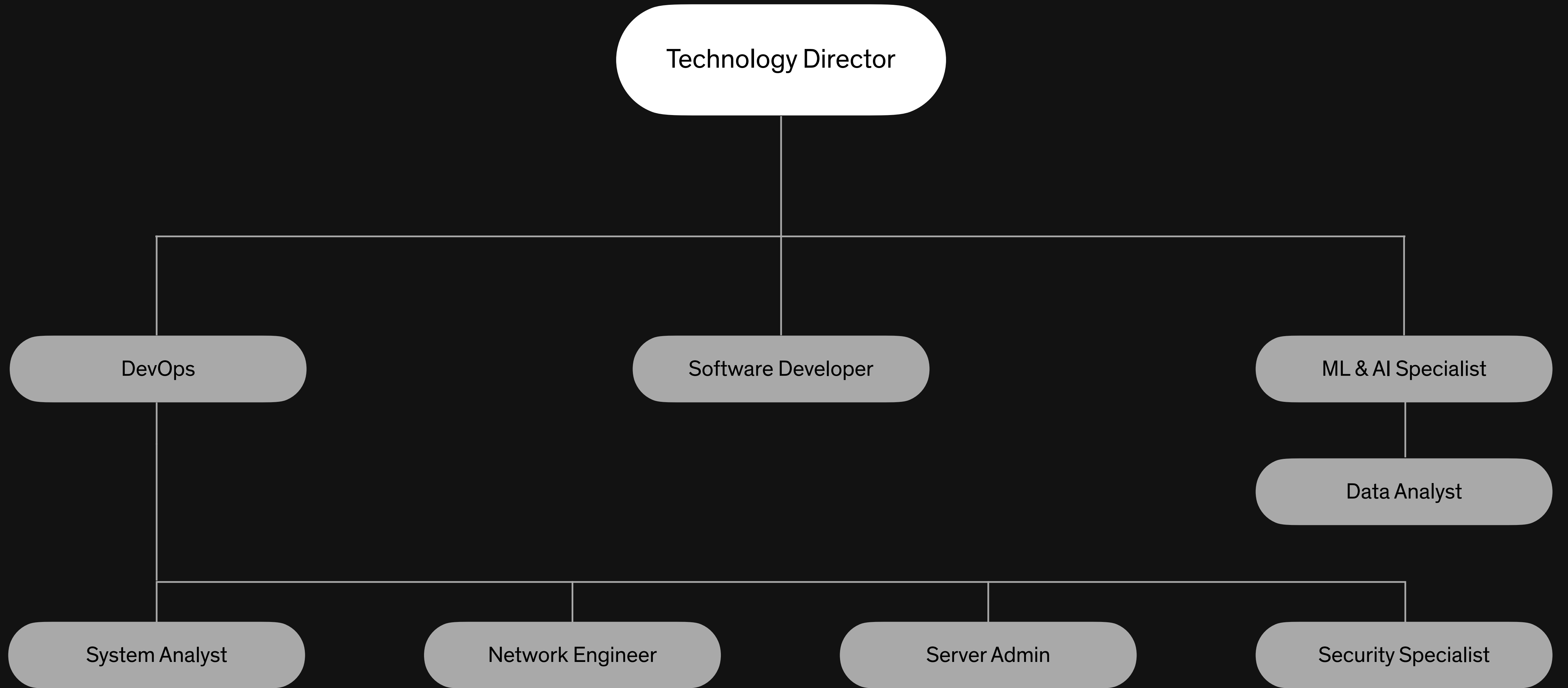


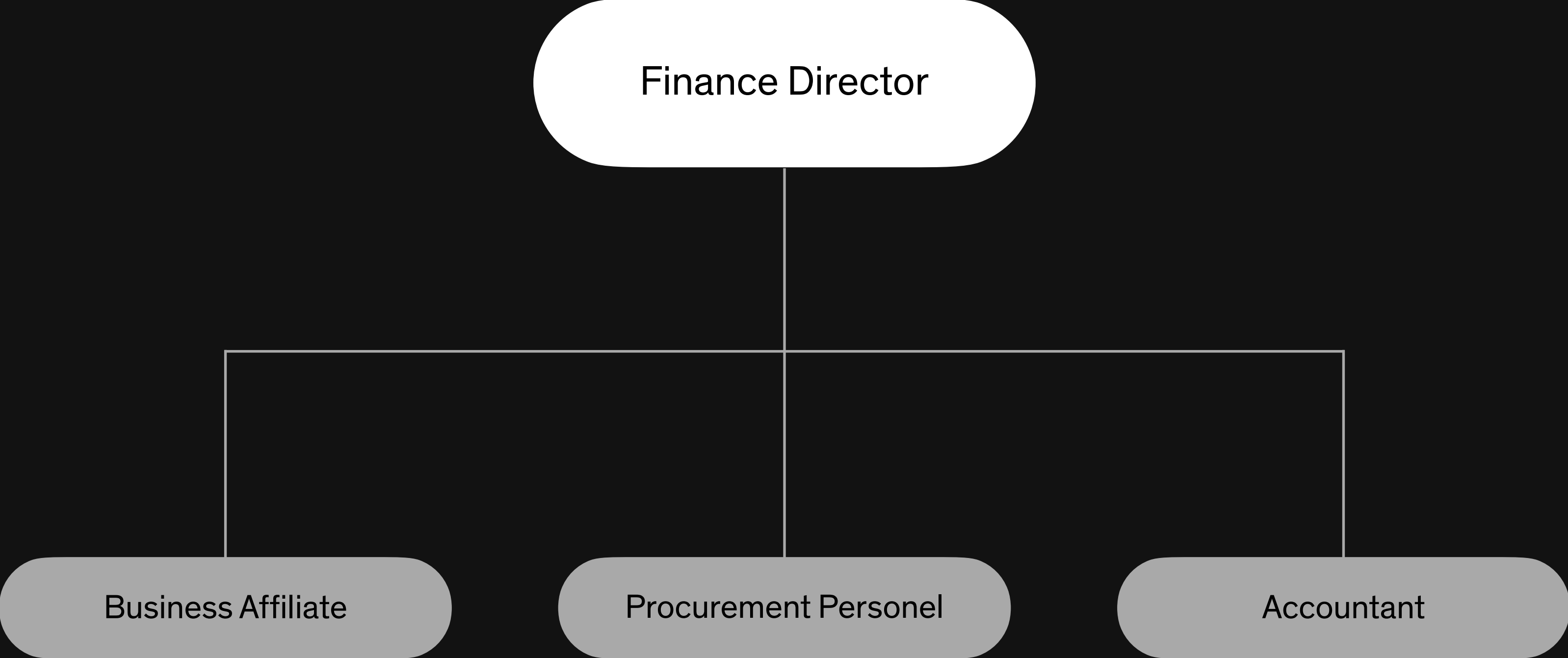




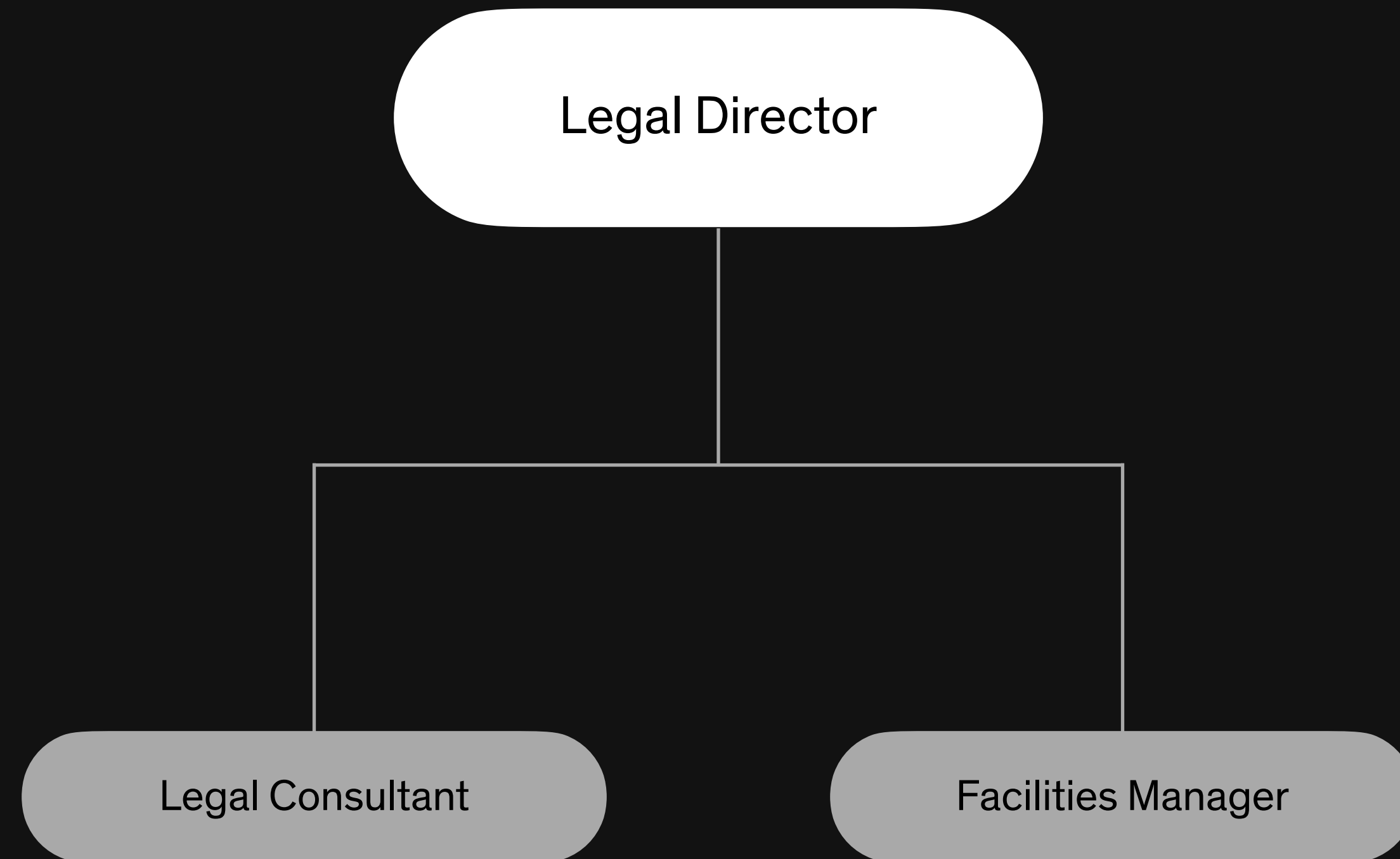


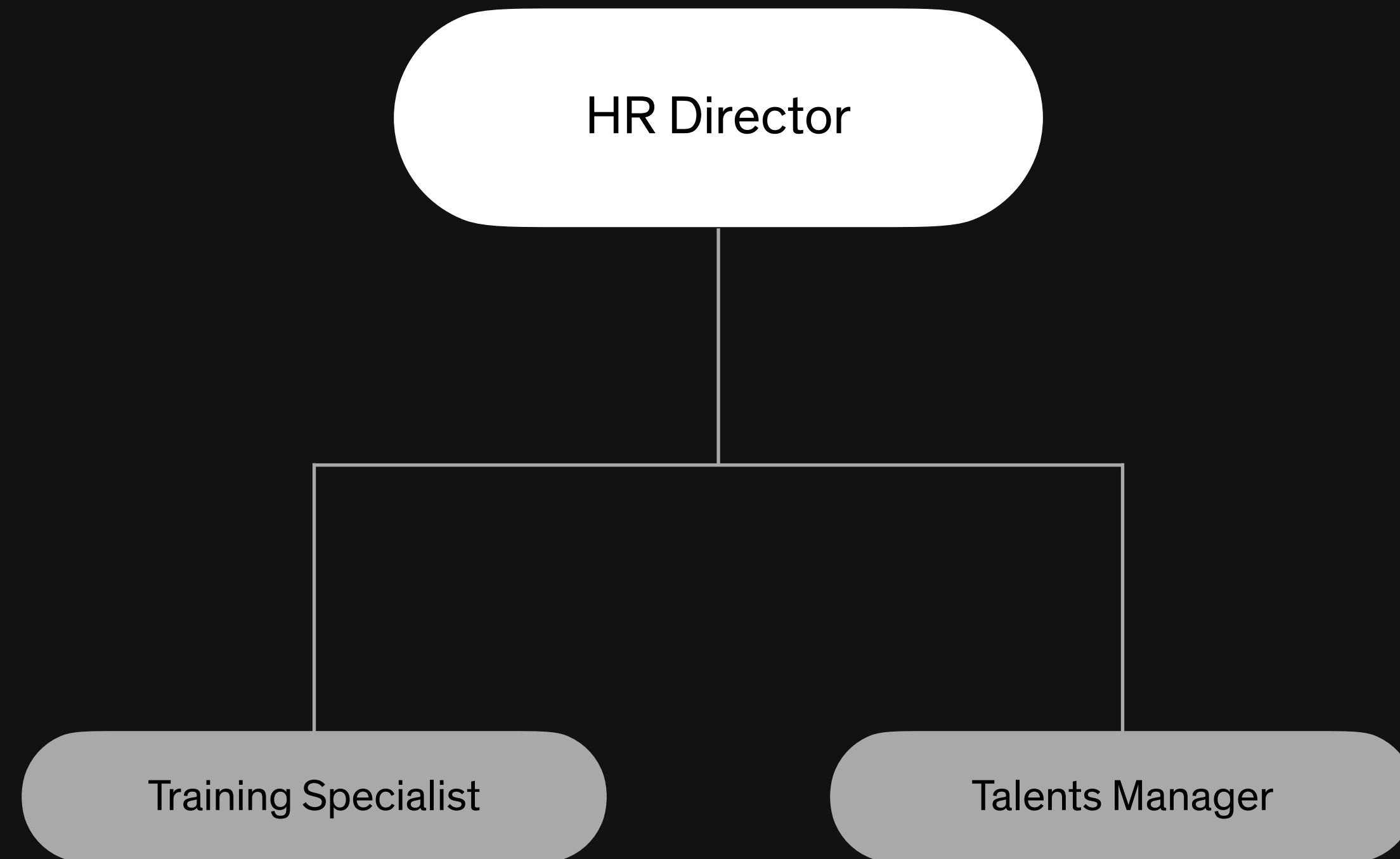














# OUR TEAM

04

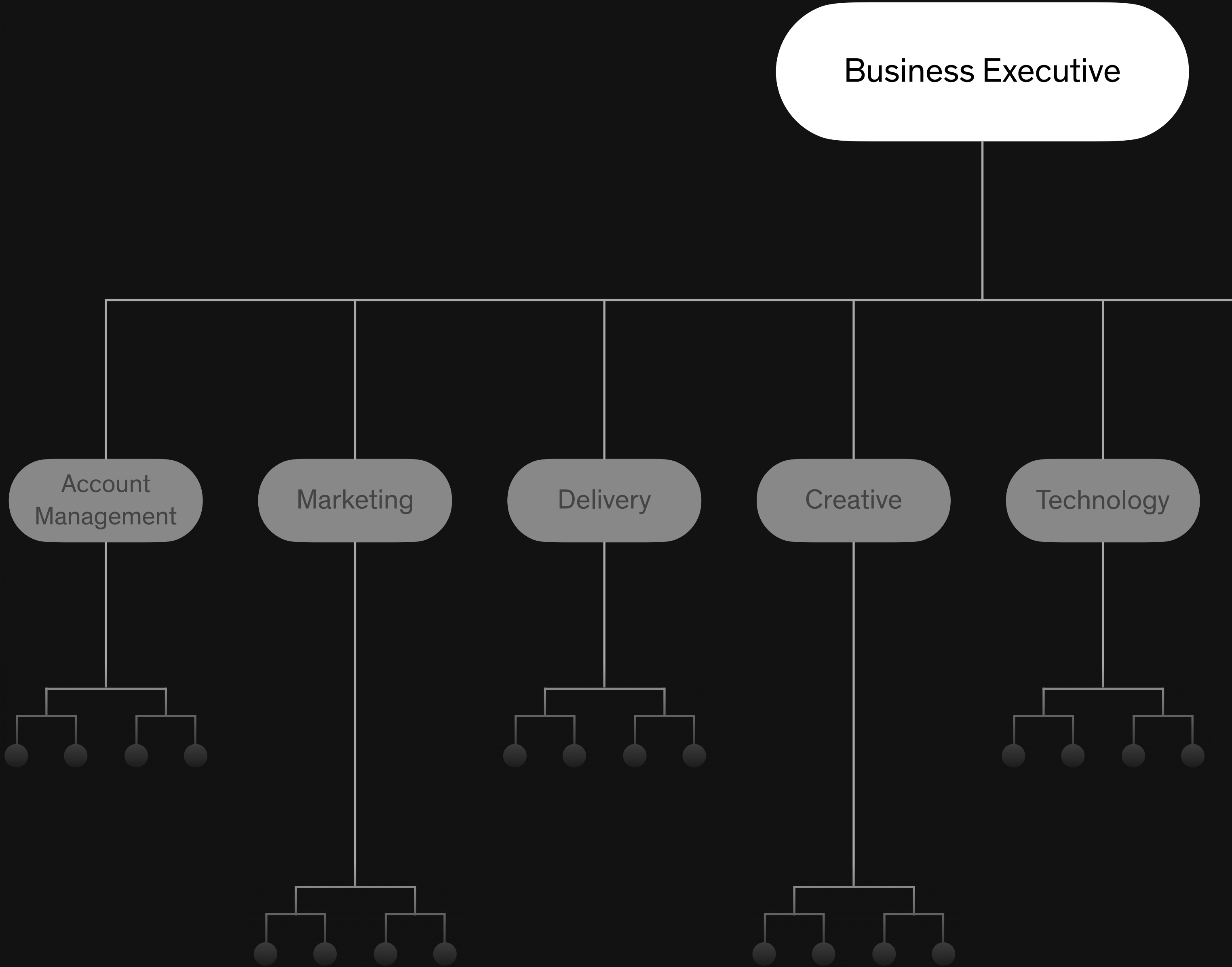
# Business

Business Executive



Reaw

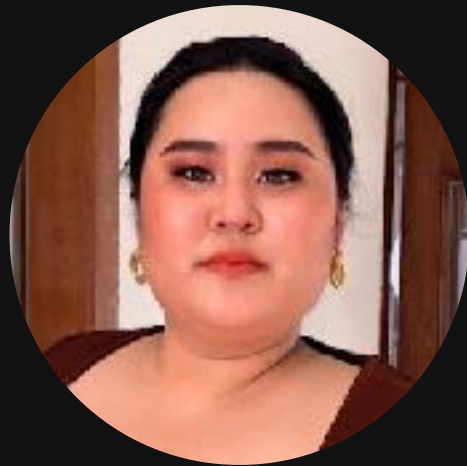
Phuttipan Samranruen





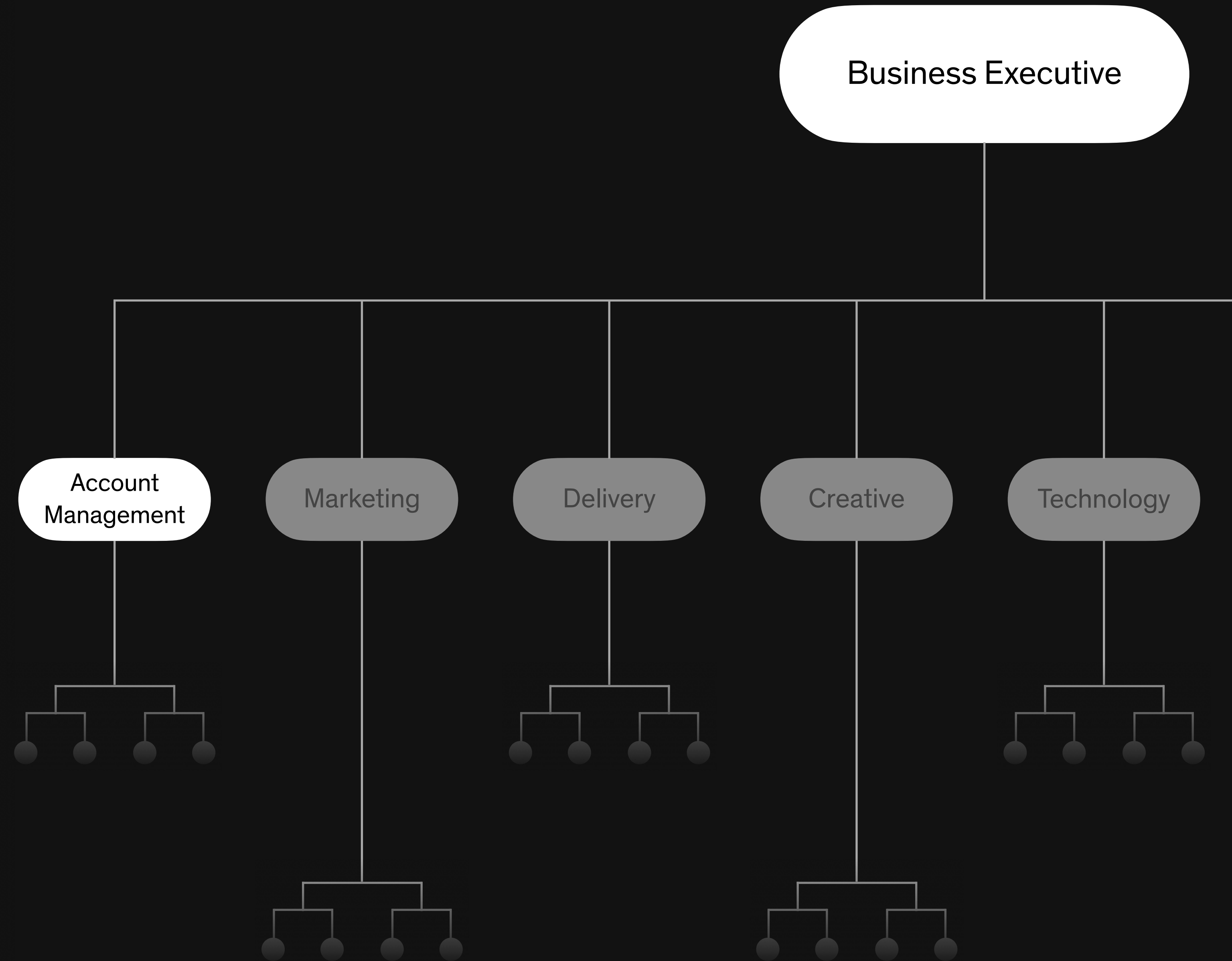
# Account Management

Account Executive



Oil

Treerat Danvilai



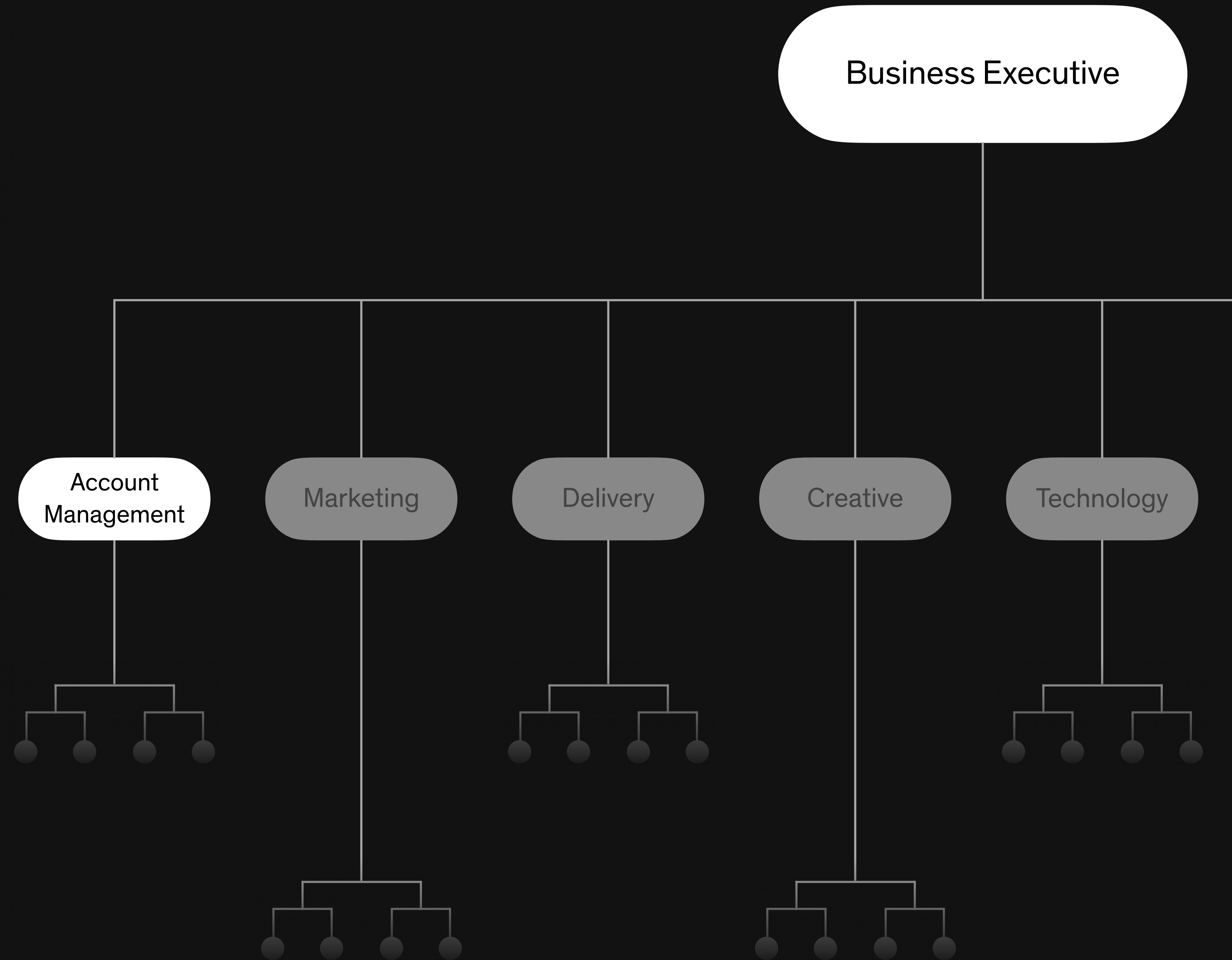
# Account Management

Head of Sales



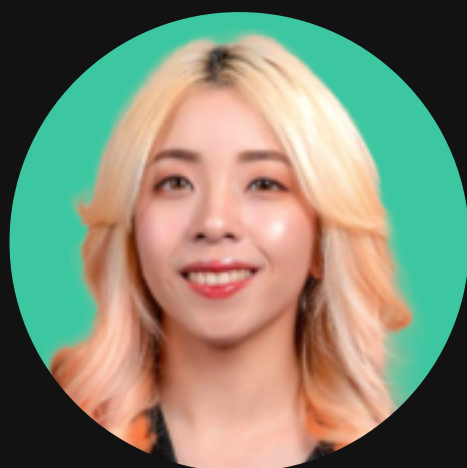
City

Napreeya Aroonpai



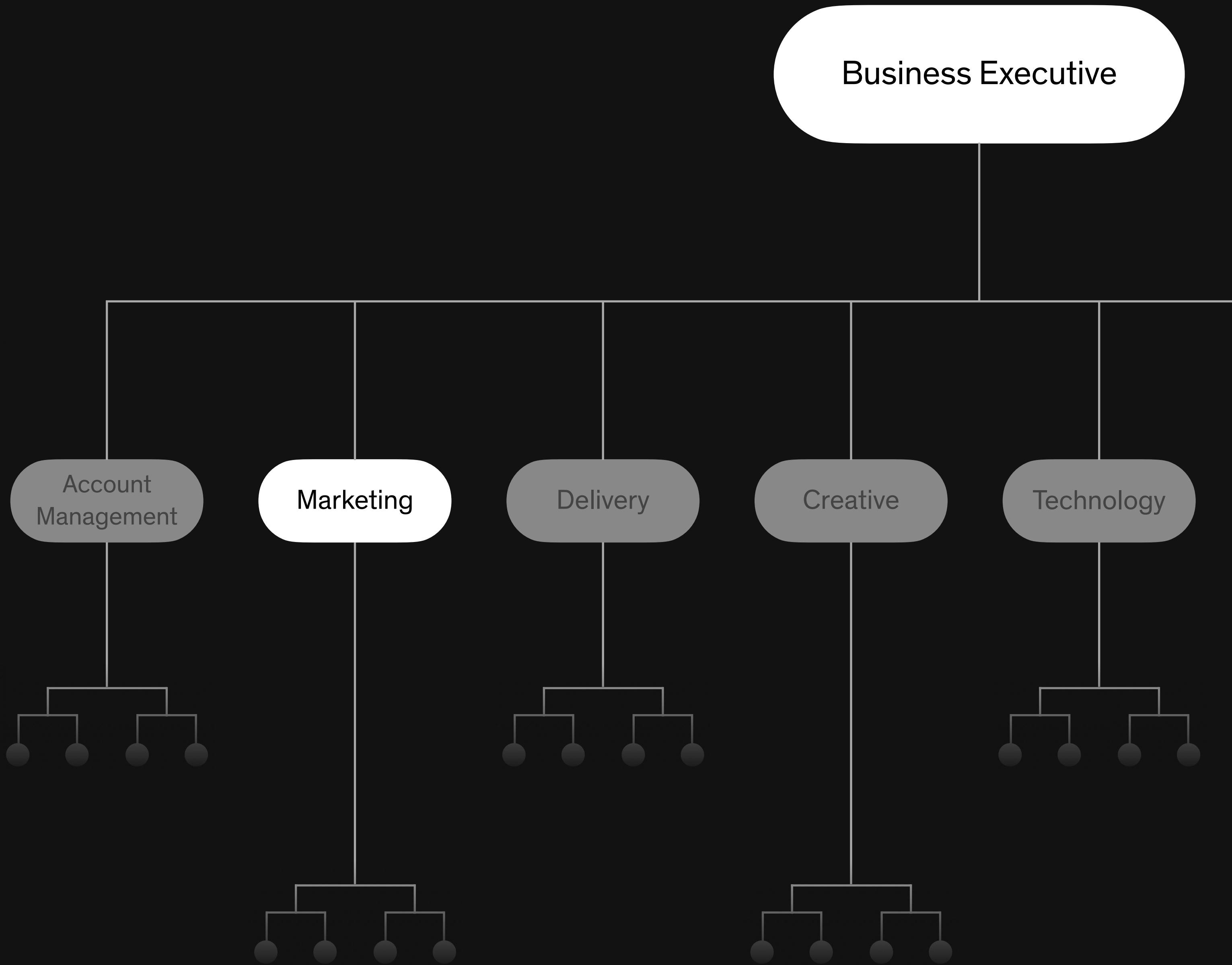
# Marketing

Marketing Strategist



World

World Varisara





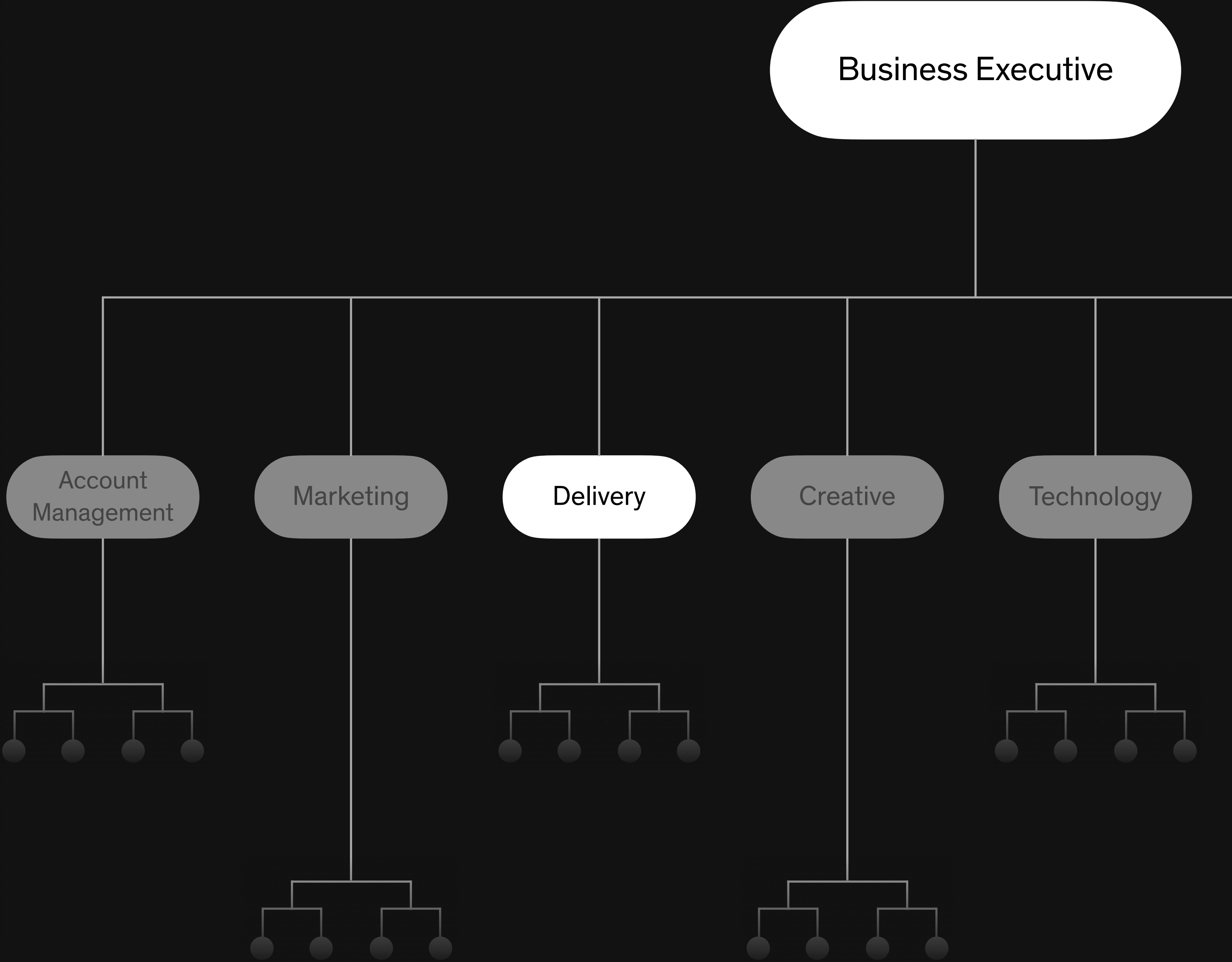
# Delivery

Project Manager



Joy

Noprada Jirarattanapan



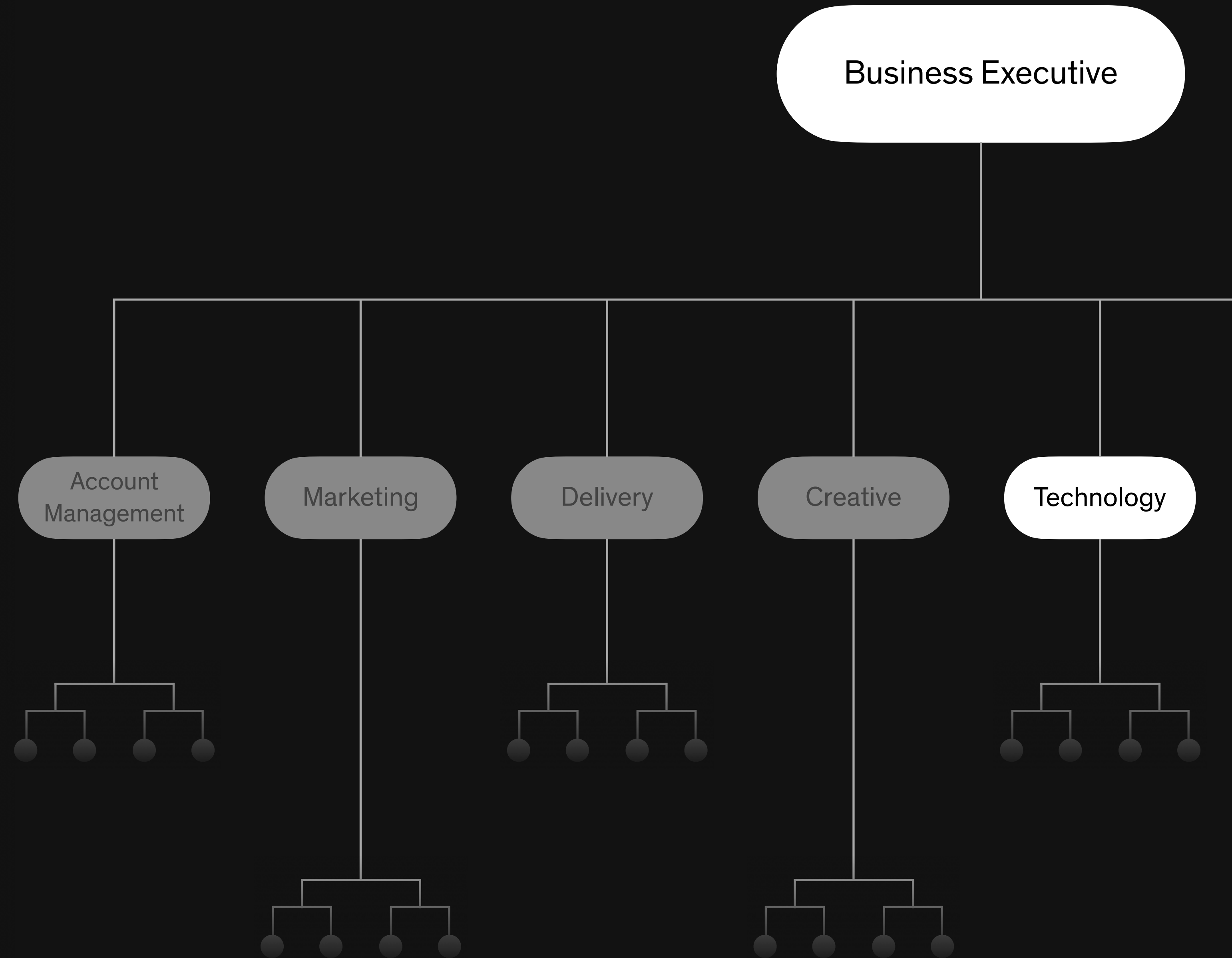
# Technology

Software Developer



Poom

Pavaruth Pengcharoen





# CASE STUDIES

05









## PRUKSA

LIFETIME  
*Well*  
LIVING

ອຢູ່ດີ...ກັ່ງສິວັດ

**Q** พิมพ์ชื่อโครงการ หรือตัวเลขที่คุณสนใจ

**FILM**

ทาวนโฮม

บ้านเดี่ยว

คอนโด

บ้านแฝด

อาการพาณิชย์

โครงการต่างจังหวัด

## PRUKSA HIGHLIGHT

**THE PALM RESIDENCES**  
WATCHABAROI

**THE RESERVE**  
SATHORN

## THE PLANT







สู่สุคติ

คัมภีร์งานสวดพระอภิธรรม

คัมภีร์หาชีวิต

เข้าสู่ระบบ

🏠 จอจกเวลา

# สู่สุคติ

จัดงานศพดังญาติที่รู้ใจ  
เพื่อช่วงเวลาสุดท้ายของคนที่คุณรัก

จุดเด่นของ สู่สุคติ



คัมภีร์หาชีวิต



ร่วมไว้อาลัย



ส่งพวงหรีดดิจิทัล



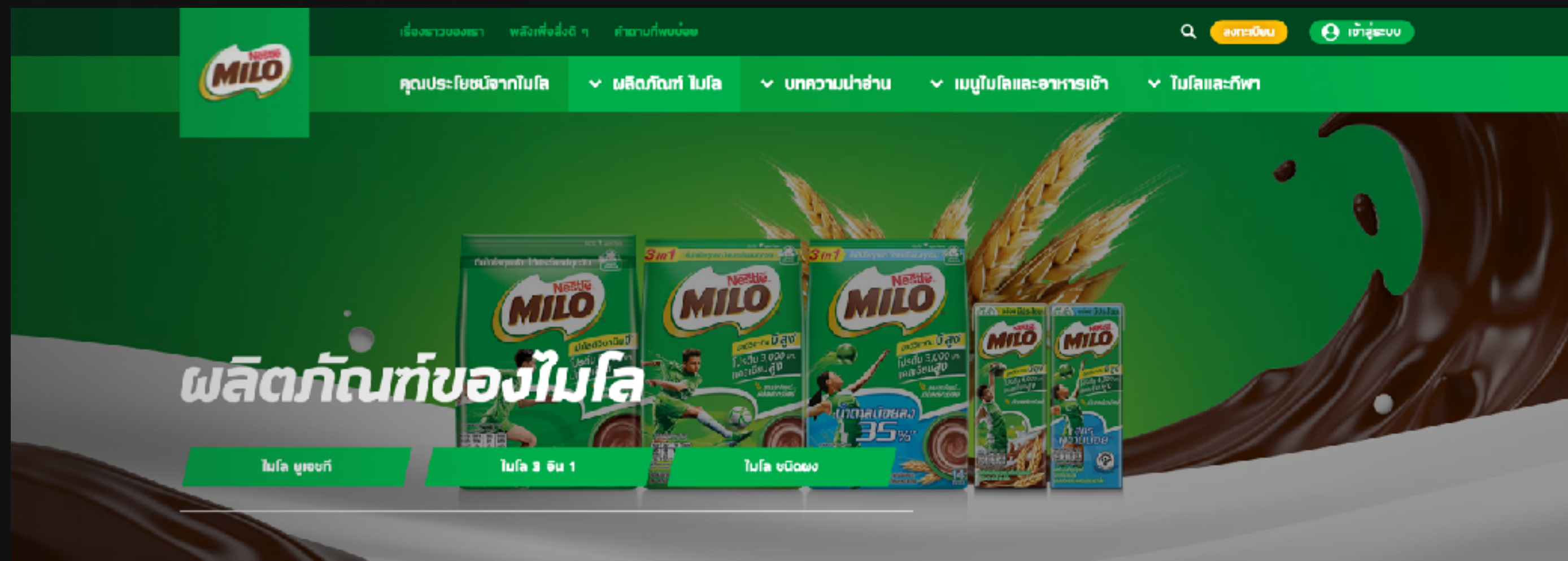
ร่วมทำบุญกับเจ้าภาพ

## คัมภีร์หาชีวิต

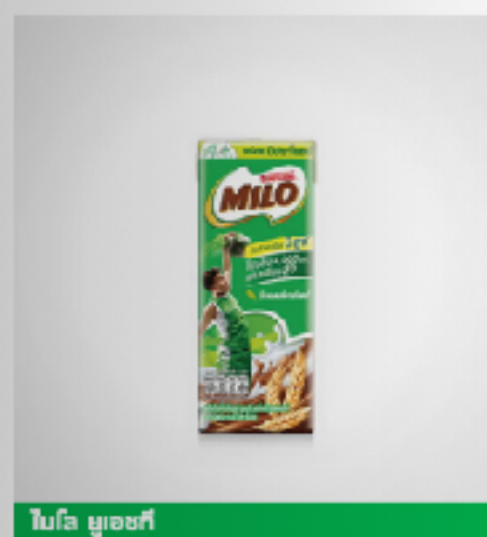
ให้คุณหาสถานที่สุดท้ายให้คนที่คุณรัก  
อย่างเหมาะสม ตรงตามความต้องการ







5 ผลิตภัณฑ์ที่จะแนะนำ:



### ไมโล ยูเอชที สตรอว์เบอร์รี่ นมอล

170 มล.

ไมโล ยูเอชที สตรอว์เบอร์รี่ นมอล ให้คุณประโยชน์และพลังงานเต็ม ๆ พกพาสะดวก ดื่มได้ง่าย ๆ ในทุกที่ ทุกเวลา เหมาะสำหรับดื่มเติมพลังงานช่วงวัน หรือ เป็นเครื่องดื่มรองท้องเวลาหิว



### ไมโล ยูเอชที สตรอว์เบอร์รี่ นม

170 มล.

ลดปริมาณน้ำตาลลงเพื่อสายรักสุขภาพ แคสเรียน 2 เท่า เติมน้ำดื่มได้ทุกที่ ทุกเวลา



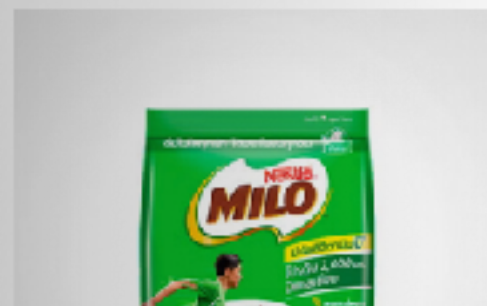
### ไมโล 3 อิน 1

ขอชื่นชมพลังตัวเองเข้า ไมโลบรรจุสำเร็จพร้อมดื่มง่าย ให้เป็นแรงพร้อมลุยทุกกิจกรรม



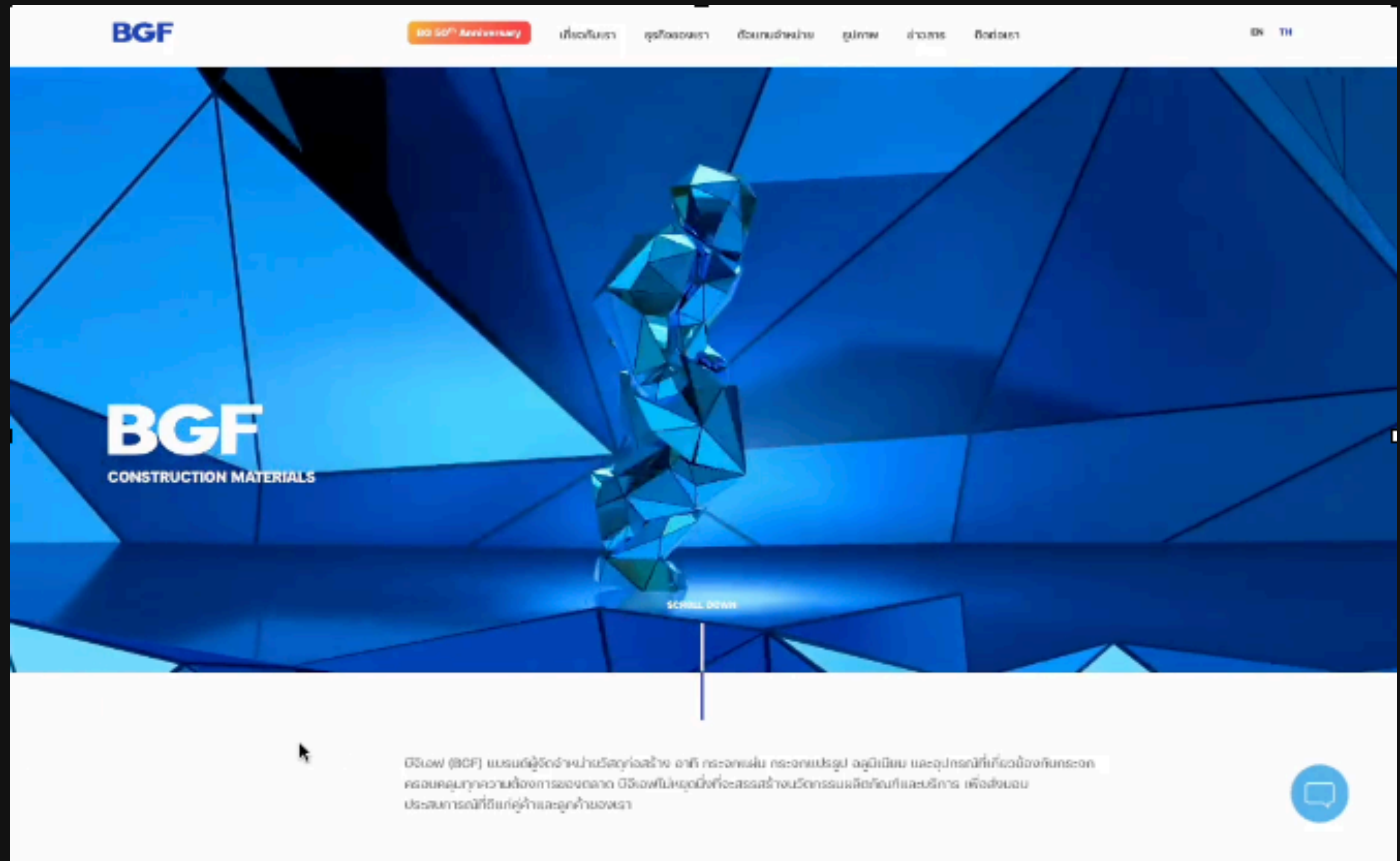
### ไมโล 3 อิน 1 สตรอว์เบอร์รี่ นม

ขอชื่นชมพลังตัวเองเข้า ลดปริมาณน้ำตาลลง แคสเรียน 2 เท่า เพื่อสายรักสุขภาพ





# BG







All Users

All Cases

CMCC

2025

User Management

Summary

All Teams

All Users

Case Management

Master Data

Home Carousel Slides

Settings

Logout

## Summary

S Susan Chan

### All Team

More →

All Teams (1304 members)

357

Joined (1055 members)

211

Case Round 1

2

Full (1200 members)

240

Created (104 members)

117

Case Round 2

0

### All Users

More →

All Users

2023

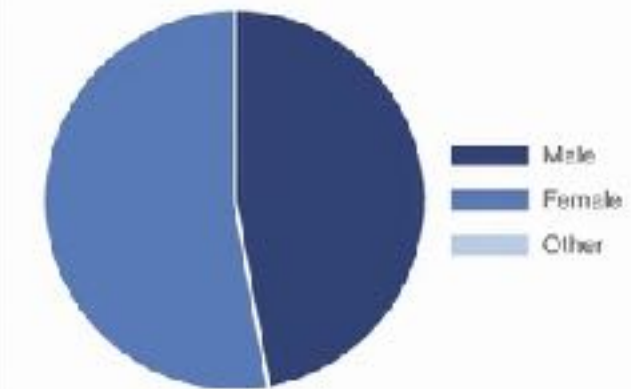
Verified

1915

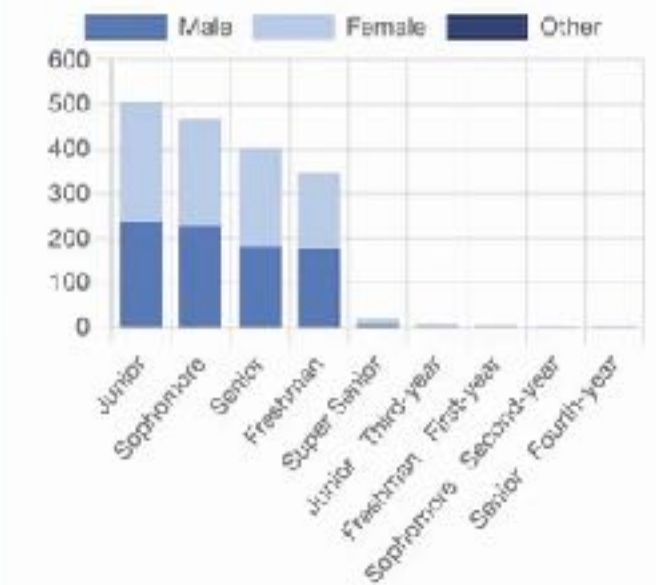
Joined

1304

#### Gender



#### Classification and Gender





### University

Amount





 แวนท็อปปเจริญ  
TOP CHAROEN



 TH 

# บริษัท ร่วมเจริญพัฒนา จำกัด (มหาชน)

70+  
ปีของความเชี่ยวชาญ  
ด้านสายตา

2000+  
สาขาครอบคลุมทุก  
พื้นที่ของไทย

40+  
แบรนด์ พันธมิตรที่ร่วม  
จุดพลังแห่งการมองเห็น

 1/3

## ผู้นำการบริการด้านสายตาในอาเซียน ทั้งในวันนี้และอนาคต

### Power Up with Partner

ร่วมมือกับแบรนด์ระดับโลก  
เพื่อให้ลูกค้าได้รับสิ่งที่ดีที่สุด


### Vision Specialist

พร้อมดูแลคุณด้วยบุคลากร  
ที่ผ่านมาตรฐานการอบรมขั้นสูง

### Perfect Vision Nearby you

สะดวก เข้าถึงง่าย  
ด้วยสาขาที่ครอบคลุมทุกพื้นที่

 แวนท็อปปเจริญ  
TOP CHAROEN




# บริษัท ร่วมเจริญพัฒนา จำกัด (มหาชน)

70+  
ปีของความเชี่ยวชาญ  
ด้านสายตา

2000+  
สาขาครอบคลุมทุก  
พื้นที่ไทย

40+  
แบรนด์ พันธมิตรที่ร่วม  
จุดพลังแห่งการมองเห็น

 1/3

## ผู้นำการบริการด้านสายตาใน อาเซียน ทั้งในวันนี้และอนาคต

### Power Up with Partner

ร่วมมือกับแบรนด์ระดับโลก  
เพื่อให้ลูกค้าได้รับสิ่งที่ดีที่สุด

แวนท็อปป



# BONSOIR®



SUGAR  
P&P

SUGAR & PEPPER







**HSN** x **amazing THAILAND**

## THE HUNT FOR AMAZING CULTURES

Take our survey, and get rewarded  
with the latest game items and a chance  
to win a flight ticket to Thailand.

Take the quiz



***PETA***

By replacing the everyday pictures  
with images exposing animal cruelty,



**BEST ADS**  
ontv.com



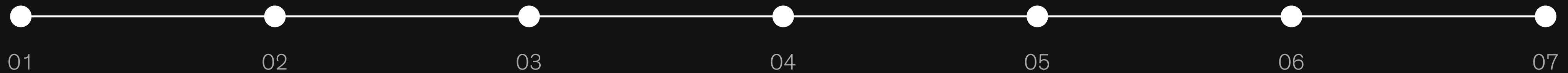
# HOW WE WORK

06



# OUR PROCESS

We follow a proven seven-stage process to ensure every project is delivered on time, within scope, and to the highest quality, while keeping clients engaged throughout.





# ONBOARDING & BRIEFING

01

Initial client meeting to understand goals and challenges  
Project scope definition & agreement on objectives  
Assigning dedicated Project Manager & team

AE, PM

# RESEARCH & STRATEGY

02

Market and competitor analysis  
User research & technical feasibility  
Solution architecture & success metrics

PM, UX, UI, DEV



# UX DESIGN

03

Wireframes, user flows, and prototype creation  
Collaborative feedback sessions with client  
Iteration until approval

PM, UX

# UI DESIGN

04

High-fidelity interface design following brand guidelines  
Responsive layouts & component systems  
Design handoff to development team

PM, UI



# DEVELOPMENT & TESTING

05

Frontend & backend development in agile sprints  
Continuous integration & QA testing  
Security & performance optimization

PM, DEV

# PRODUCTION & LAUNCH

06

Final product deployment to live environment  
Client training and documentation handover  
Post-launch support period

PM, DEV



# SUPPORT & GROWTH

07

Ongoing maintenance & updates  
Feature enhancements based on real-world usage  
Optional marketing & automation add-ons

AE, PM

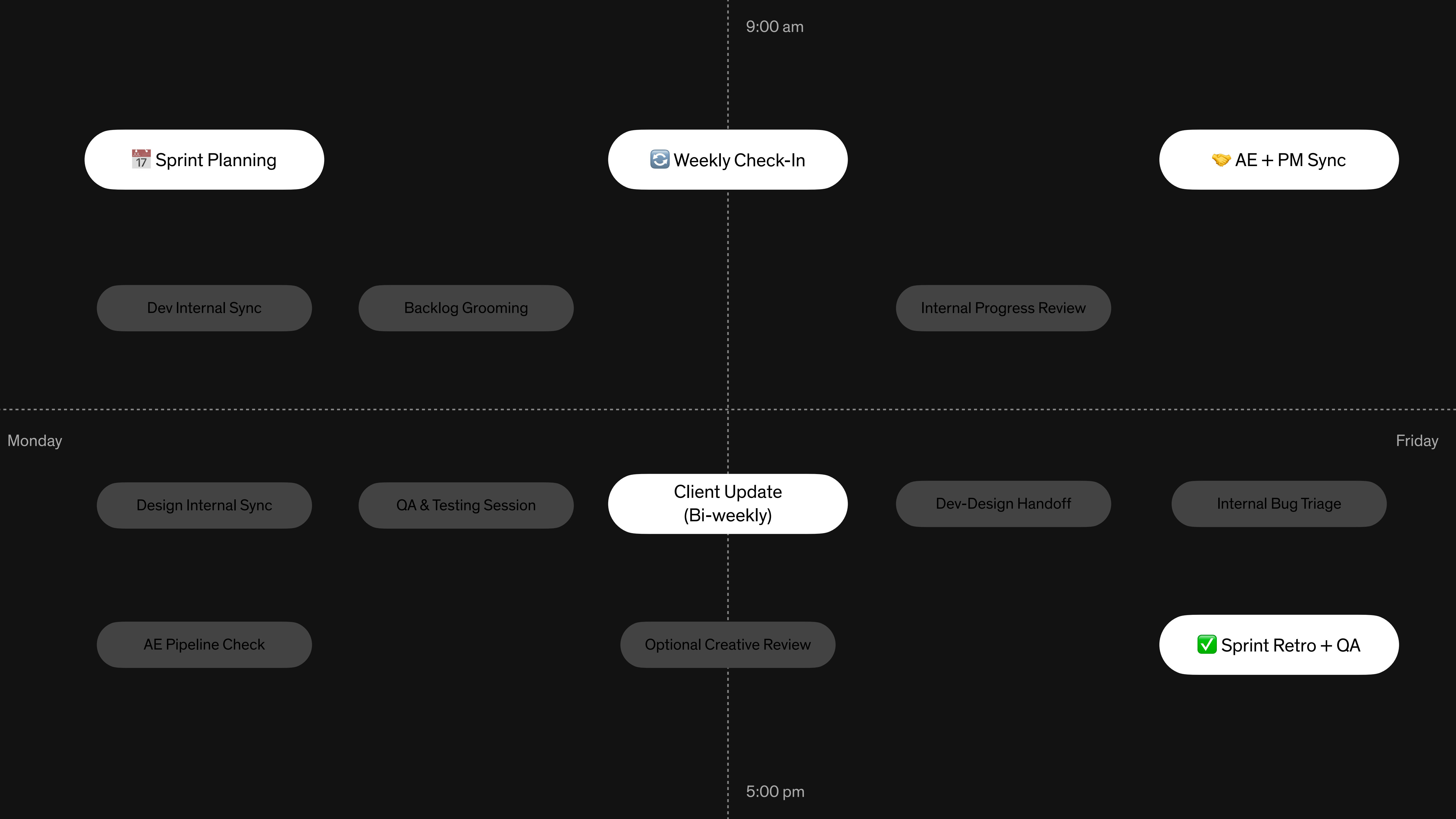
# AGILE & COLLABORATIVE

We work in structured sprints to deliver value in short, measurable increments, ensuring flexibility and rapid feedback.

## Highlights

Continuous delivery in 1–2 week sprints.  
Clear communication via regular check-ins.  
Adaptability to evolving requirements.







# SERVICE RATE

07



# FLEXIBLE MAN-DAY

01

Flexible, pay-as-you-go pricing for design, development, and consulting work. Ideal for projects with evolving scopes or when agility is needed. Billed based on actual time spent, with a minimum of 4 hours per engagement. Clients can also purchase man-day tickets to use on any task, with usage determined by the Project Manager.

Department	Role	Core Responsibilities	Rate / Day
Marketing	Branding Specialist	Brand identity, positioning, messaging	5,000
	Marketing Strategist	Campaign planning, digital marketing	5,000
	CRM Specialist / Researcher	Customer retention programs, market research	5,000
Delivery	Project Manager	Scope control, timeline tracking, coordination	8,000
Account Management	Account Executive (AE)	Client communication, sales, requirement gathering	5,000



Department	Role	Core Responsibilities	Rate / Day
Creative	UI Designer	High-fidelity design, design systems	5,000
	UX Designer	Wireframes, user flows, usability testing	5,000
	Photographer / Videographer	Media production, editing, post-processing	5,000
	Visual Artist / 3D Artist	Branding visuals, 3D assets, animation	5,000
	Copywriter	Campaign copy, product descriptions, SEO content	5,000

Department	Role	Core Responsibilities	Rate / Hour	Rate / Day
Technology	ML & AI Specialist	Data analysis, predictive modeling, AI automation	1,000	8,000
	Software Developer	Web/mobile apps, backend systems, API integration	1,000	8,000
	DevOps / Infrastructure Engineer	Server setup, CI/CD, cloud optimization	1,000	8,000
	QA Tester	Manual/automated testing, bug tracking	875	5,000



Department	Role	Core Responsibilities	Rate / Hour	Rate / Day
Legal	Legal Consultant	Contract drafting, compliance checks	1,250	10,000
HR	Training Specialist	Onboarding programs, skills workshops	875	5,000

# FIXED PACKAGES

02

One-time or recurring service packages with a clearly defined scope and price. Perfect for foundational technical setups and maintenance needs such as hosting, domain, DNS, backups, or security updates. Provides predictable costs and deliverables.



Package	Description	Price
Domain Name Registration & DNS Setup	Secure your domain, configure DNS records, and set up SSL for secure access.	฿3,500 (one-time)
Hosting Setup & Configuration	Set up cloud/VPS hosting, optimize server performance, and apply security hardening.	฿5,000 (one-time)
Email Setup & Management	Create and configure professional email accounts with spam filtering & integrations.	฿4,000 (one-time)
System Monitoring & Maintenance	Monitor uptime, apply security patches, and keep systems running optimally.	฿3,000 / month
Backup & Recovery Service	Scheduled backups with rapid restoration in case of incidents or data loss.	฿2,500 / month

# COMMISSION PROGRAM

03

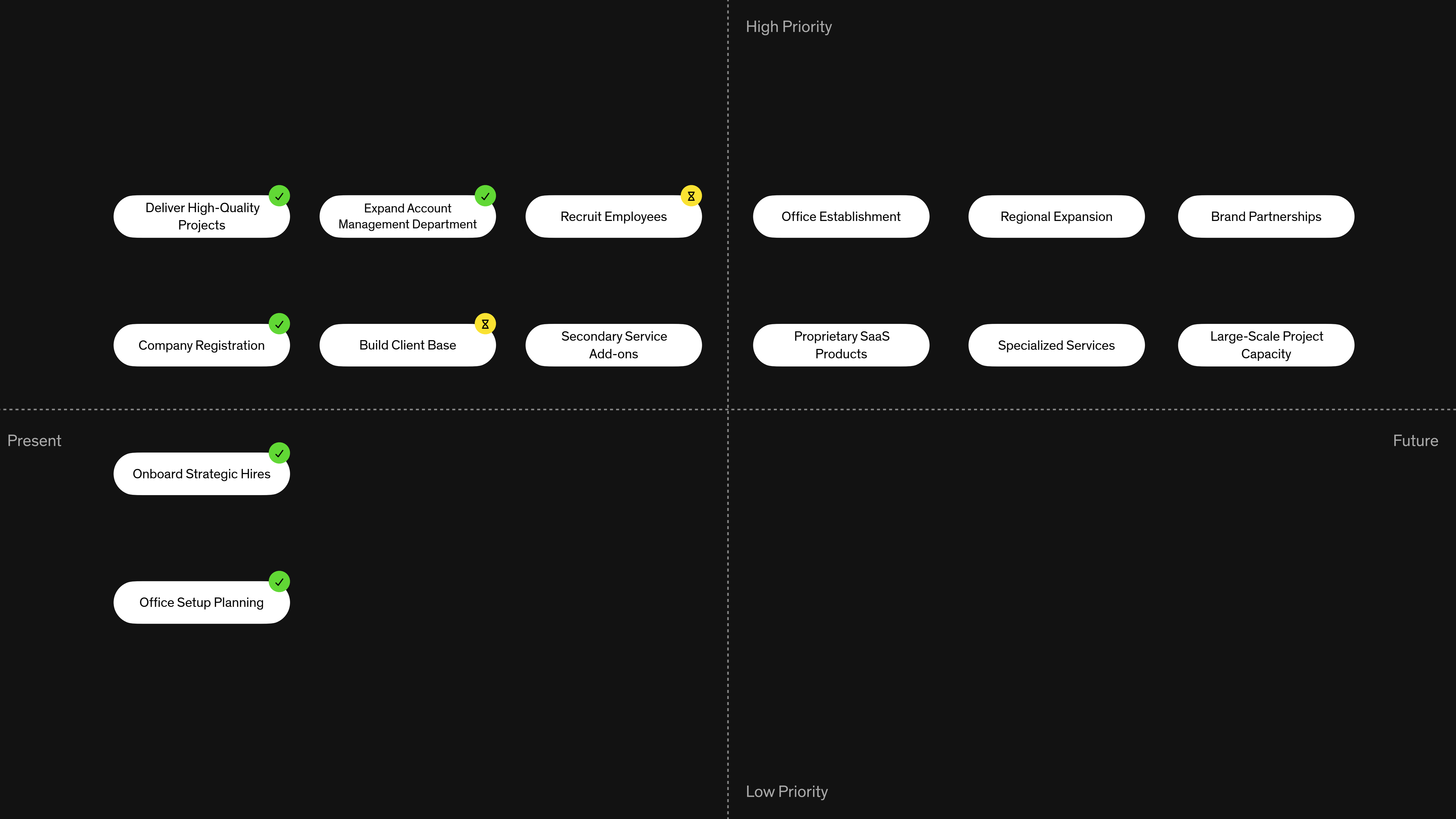
An incentive-based reward system for partners and referrers who bring in successful projects. Earn 15–20% commission per project, 10–15% per month for retainer packages and fixed packages, and 3–5% for closed qualified leads. Designed to encourage long-term, win–win collaborations.



# FUTURE ROADMAP

07





High Priority

Low Priority

Present

Future



# CONTACT US

01

[www.kiluth.com](http://www.kiluth.com)

---

02

[hello@kiluth.com](mailto:hello@kiluth.com)

---

03

+66 (0) 97 998 9292

---