

CENTRALPLAZA MAHACHAI – MAHAVANA | The Ship of Happiness



CentralPlaza Mahachai, CPN's 32nd shopping centre, embarks its legacy as the “Best Highway Destination” in the southwest of Bangkok. Decorated under the concept of “East Meets West”, the ambient ‘Fisherman’s Wharf’ themed structure boasted a stylish design with a profound cultural heritage of the Samut Sakhon province on 97 rai of land through an investment of 3,470 million baht that spanned approximately 76,250 square meters. The latest “Center of Life” for the urban commuters of Bangkok, as well as the local communities of Mahachai and nearby provinces, features a complete shopping center, dining destination, entertainment complex, financial services hub, souvenir centre that showcases local produces, and the centrefold EATALAY that offers the most popular seafood restaurants of Samut Sakhon province.

Grand Opening 23rd November 2017

Location 97-rai plot of land located on Rama II Road (main road between Bangkok and Hua Hin District, Prachuab Khiri Khan Province), in Meuang District, Samut Sakhon Province

Positioning The “Best Highway Destination” in the southwest of Bangkok under the concept of MAHAVANA – “The Ship of Happiness”. It includes a shopping center, dining destination, entertainment complex, financial services hub, souvenir center and EATALAY, the iconic seafood destination.

Project Components **Shopping Complex:** *G.F.A. of 76,250 sq.m. / 4 levels (G, 1-3)*

The lifestyle entertainment shopping complex houses

- Robinson Department Store^{/1}
- Specialized anchor stores – Tops Superstore, SuperSports, PowerBuy, B2S and OfficeMate
- World-class entertainment complex

- Over 300 retail shops featuring popular Thai and international brands.
- EATALAY – the seafood-centric destination that showcases the most renowned and decorated seafood restaurants in the country and a dynamic and unique dining experience
- SAM SAMUT – the complete souvenir center in an outdoor market that offers a wide range of local produces and gifts
- Lifestyle dining destination for the Mahachai communities to fulfill top-class dining experience close to home

Parking Facility: *G.F.A. of 55,000 sq.m.*

Capable to accommodate more than 1,500 cars and 1,000 motorcycles.

Note: ¹The area is developed and invested by a joint-developer-Robinson Department Store.

Best Strengths

Best outstanding signatures of CentralPlaza Mahachai

Best Location:

- The strategic gateway of southwest Bangkok: Located in a setting with high potential on the Rama II Road (the connecting gate to the south) surrounded by potential economic sources and major industries of the province Gateway that links to surrounding AEC countries
- Travel from Bangkok is convenient, with the expressway connecting to the front of the shopping center and a large parking space that can accommodate public transport and buses.

Best Merchandising Mix for Local Communities and Commuting Travelers:

- Convenient one-stop destination for both travelers and locals: includes convenience stores, fast food restaurants, coffee shops, souvenirs and a lifestyle market.
- Enjoy the freshness from port to table through a stylish seafood market, featuring fresh seafood together with great service from the chefs, who can prepare a variety of dishes for customers.
- The best souvenir market in Mahachai, which features a large selection of local and OTOP delicacies and specialty products.

- The most splendid dining experience for everyone: Most extensive food destination on a 10,000 square meters space to accommodate everyone's lifestyle: just hanging out, eating, drinking and chilling out, having a family day out, or eating from cafés, bakeries and take-home food.

Best Design - "The Ship of Happiness" Theme:

- The building is designed to become a new landmark for the Samut Sakhon province under the concept of 'Mahanava', a ship that brings happiness to the people of Mahachai.
- A unique blend of atmosphere between fisherman's village and urbanization, bringing together the world where 'East Meets West'.
- Interior design of the shopping center is decorated with over 250 ship models from around the world, making it a hot spot to snap pictures and share on the social media.

Target Customers

- Local communities of Mahachai, the city area of which is 5 km. away, and the Samut Sakhon province within close proximity of the Rama II main road
- Bangkok and foreign commuters that frequently travel between Bangkok and the southern provinces, which includes some of the popular vacation destinations, namely Cha-am and Hua Hin

Stores and Services

SHOPPING

The best highway destination under the concept of **Fisherman's Wharf** brings a unique blend of fishery and metropolitan lifestyles with products and services from



- **Robinson Department Store** (~19,700 sq.m.) featuring new shopping experiences with its new concept of 'Hello Beauty', the beauty kingdom that gathers the most famous beauty brands in one place along with 'Shop Justbuy', 'Working Space' and 'Home Gallery'



- **5 Specialty Anchors** (totaling ~7,300 sq.m.)

- **Tops Super Store** – international supermarket that brings over 30,000 selection of fresh and high quality consumer products to Mahachai people



- **SuperSports** – sporting goods and equipment store that new shopping experiences for all lifestyles



- **PowerBuy** – electronics retail outlet offering various world-class quality electronic appliances, IT, gadgets and accessories fit for a digitalized lifestyle



- **B2S** – a center of books, entertainment and stationery that address all lifestyle and learning preferences



- **OfficeMate** – office solutions provider that offers a wide selection of office supplies, stationery, furniture and IT products

- **4-Level Shopping Mall** (~25,600 sq.m.)

A modern one-stop shopping complex, housing over 300 leading local and international retail shops.

- **Sam Samut Market**

A unique open-air market that offers a wide selection of locally made food and specialties, such as mackerel, sea salt, pottery and other decorative goods.

- **Fashion Plus** (~300 sq.m.)

A trendy mix & match fashion center with the most up-to-date apparels, accessories and many more at your eclectic styles.

- **E-Center** (~180 sq.m.)

Attraction for on-the-go high technology equipment and gadgets.

DINING



- **EATALAY (~650 sq.m.)**
The new seafood destination that offers a distinctive and memorable dining experience, featuring 5 different zones:
 - DIY Seafood: the do-it-yourself experience where you can choose fresh seafood of your choice and cook them how you like them be provided with all the tools you need, such as skewers and grills
 - The Grill: featuring 'Paiboon Kungpao', the infamous seafood restaurant that features the freshest prawns, crabs, fish and squids served on the grill.
 - The Live & Kitchen: featuring locally renowned seafood diner with distinguished and memorable tastes and atmosphere, such as 'Krua Nai Wang' and 'Bangkok Seaview Seafood'.
 - The Raw Bar: taste the freshness of fish, oysters or clams straight from the port at this specialized zone inside Tops Superstore.
 - Ready to Eat: for those seeking fresh seafood on the plate where you can instantly enjoy, whether they be fishcakes, crab cakes, seasoned mackerels and many more, this is the spot to go to.
- **The center to dine and enjoy**
Features the all-in-one food destination zone as well as the most popular fast food and restaurant chains delivered to the local people of Mahachai and Samut Sakhon province.

ENTERTAINMENT



- **SF Cinema (~3,700 sq.m.)**
Full-format world-class cinema offering entertainment experiences in 6 movie theaters that features the ZIGMA CINESTADIUM, a stadium layout in front of a duo-projector giant screen, giving the ultimate movie experience. The complex also features the latest audio technology, such as Dolby Digital Surround 7.1, and crisp clear visual technology, such as Sony Digital Cinema 4K.
- **Toys World by Fun Planet (~1,000 sq.m.)**
The first indoor theme park in Mahachai to offer a complete learning and exciting experience for children and youths. The area that allows full exploration of imagination and creativity through some of the featured amusements, such as bouncing big bag and volcano slider, as well as a casual place to hang out for teens at the karaoke booths inside the complex.