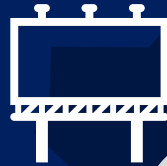


Dusit Education Strategy

Program Diversification

- Diversify education programs in response to current trends (upskilling, reskilling, micro credentials)
- Design education programs in response to market demand (e.g., service excellence training for non-hospitality companies, hospitality training for health & wellness sector, professional culinary programs)
- Develop top-up Programs in response to demand for life-long learning



Resource Optimization

- Ensure a sufficiently competent & qualified workforce to develop & deliver our education
- Utilize currently facility to ensure optimum occupancy in programs
- Ensure optimum deployment of instructors and support staff
- Review streamline, and manage variable and fixed expenses



2024

Enhanced Synergy

- Integrate the multi-level of education from non-degree to degree thru credit transfer among 3 education units and micro credentials
- Collaboration within Dusit Education and with Dusit BUs to maximize synergies between Dusit Hotels and Dusit Education



Market Penetration and Expansion

- Professionalize & enhance digital marketing efforts and social media presence
- Develop & implement international student recruitment plans
- Enhance student retention efforts
- Ensure TFS, LCBD, DTC are top-of-mind brands for culinary education



Management

- Have clear vision and direction
- Have clear Strategic goal, KPIs, OKRs
- Focus on responsibility and accountability beyond flexibility
- Have clear roles and responsibilities
- Focus on productivity
- Reduce complicated process and slow on decision making
- Enforce the rule



Internationalization

- Understand the context of Thai/ASEAN Higher Education
- Improve international - Curriculum / Staff / Student
- Create international - Environment / English proficiency
- View Thai Hospitality as an export education



People

Improve:

- Communication (Top-down and bottom up)
- Rewards and Recognition
- Work-Life Balance
- Growth mindset, open-minded
- Respect and dignity
- Staff Engagement / Teamwork
- Equality / Freedom / Right Attitude / Good Personality



Resource

- Require sufficient tools and resources
- Require - Storage / Equipment / Technology support
- Focus on resource optimization – People, Infrastructure, Product
- Renovate in what need to renovate
- Improve control process

