

Providing comfort and confidence to apartment residents.



Customer

Guocoland Binh Duong Property Co. Ltd.

Guocoland Binh Duong Property Co., Ltd (Guocoland) was established in 2006, as part of the development of residential, commercial and integrated real estate in Vietnam.



Implemented product

Installed Sharp's home appliances to 60 unit apartments.

- Television: **61 units**
- Air conditioner: **270 units**
- Rice cooker: **63 units**
- Microwave oven : **61 units**
- Refrigerator: **61 units**
- Washing machine: **61 units**

This is what we realized.

Challenges before implementation

Canary Heights is located in Binh Duong, one of the fastest growing provinces in Vietnam, and a region with high foreign investment. It is developed to serve modern lifestyles and progressive lives. Guocoland intends to provide residents with reliable quality and a comfortable life.

Guocoland chose Sharp, a well-established Japanese brand with reliable quality and reasonable prices.

The installation of the first 40 units apartment was extended to another 20 units as the products and services installed were so well received.

Guocoland also hopes to install Sharp's products on future development sites.



Background of Implementation

Guocoland was considering a home appliance brand to be installed in a corporate rental unit of a newly developed luxury apartment.

The Canary Heights is strategically located in a premier location nearby Ho Chi Minh City. The project comprises three modern high-rise residential towers that contribute to the life and work of the community in Binh Duong. Taking this opportunity, Sharp Vietnam approached Guocoland's leasing department to introduce Sharp's products.

Reasons for Selection

Sharp is a well-established brand from Japan with good quality and reasonable price.

Renown as home appliances manufacturer, Sharp is an established brand from Japan that produces high quality products at reasonable prices. With the strong perception of good product quality and advanced technology, Sharp's products are well-suited to Canary Height's modern urban lifestyle concept.

Effect after implementation

Guocoland received positive feedback from tenants regarding product installations.

A total of 577 home appliances and electronic products were installed in 60 unit apartments in two stages. The installation in the first 40 unit apartments were very well received with positive reaction. Due to the popular demand, and service quality, this project has been extended to another 20 unit apartments.

Future prospects

Installation of Sharp's products in Guocoland's future property development in Vietnam.

Guocoland is planning further development sites in Vietnam. In the future, further collaboration with Sharp Vietnam is also being considered.



Sharp's washing machine installed in one of the tenant units



Inverter AC unit to promote energy saving.



Kitchen appliances installed.