



BA 291

PRESENTATION



# MEMBERS

- **Nutnaree Kesa 6004640097**
- **Patchanunt Chaiwattanakunvanit  
6004640675**
- **Pattraporn Chongpermsup 6004640923**
- **Sulakkhana Sangsubsin 6004641681**



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# TECHNOLOGICAL ENVIRONMENTS



# TECHNOLOGICAL ENVIRONMENTS



Technology including everything from physical devices to information technology networks has a deeply transformative influence on the modern world and economy. Every marketer knows how important technology has become for businesses as well as what the effects of technology on a business environment are. There are both positive and negative effects of technology for a business.

# LIST OF BUSINESSES THAT ARE AFFECTED BY TECHNOLOGY

## • ONLINE SHOPS : EBAY , WALMART



### eBay

On this auction style online marketplace, you'll be able to score great deals on everything from antique collectibles to designer purses.

Shop for everything you might need on eBay. Whether you want to bid in an auction or just click to buy an item immediately, you're sure to get a great deal. You can browse cars, jewelry, clothes, toys and anything else you could possibly want to buy.

- ✔ Deals always ship for free.
- ✔ User generated seller reviews



### Walmart

The Walmart website has even more to choose from than your local store. That's just more opportunities for you to save.

Besides offering even more selection, there's so much to love about Walmart.com. Even if you don't want to order items online, it helps utilize your local store with services like photo ordering and grocery ordering with curbside delivery.

- ✔ Free two day shipping on millions of items
- ✔ Free same day pick up available
- ✔ Free curbside grocery pickup

## • NEWSPAPERS, MAGAZINE, AND BOOK STORE : I-LIKE , KWANRUEN



# LIST OF BUSINESSES THAT ARE AFFECTED BY TECHNOLOGY

- BANK : KASIKORN BANK , SIAM COMMERCIAL BANK



- INDUSTRIAL BUSINESS : CP





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# **SOCIAL ENVIRONMENTS**



## SOCIAL

THERE IS NO DOUBT THAT THE SOCIETY IS CONTINUALLY CHANGING. CHANGES IN THE SOCIAL FACTORS CAN IMPACT A FIRM IN MANY DIFFERENT WAYS. FOR EXAMPLE, CHANGE IN PEOPLE'S ATTITUDE TOWARDS DIET AND HEALTH AFFECT OUR ATTITUDES, OPINIONS AND INTERESTS. SO, IT CAN IMPACT SALES OF PRODUCT AND REVENUES EARNED OF COMPANY.



A GOOD EXAMPLE IS HOW PEOPLE'S ATTITUDE TOWARDS DIET AND HEALTH IS CHANGING.



THE "WII FIT", IT IS AN EXERCISE GAME CONSISTING OF ACTIVITIES USING THE WII BALANCE BOARD PERIPHERAL. IT ATTEMPT TO DEAL WITH THE SOCIETY'S CONCERN ABOUT CHILDREN'S LACK OF EXERCISE. SO, THESE IS POSITIVE IMPACTS FOR WII FIT.





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# LEGAL ENVIRONMENTS



# ONLINE TAX COLLECTION ACT

06:47:21



## พ.ร.บ.เก็บภาษีผู้ค้าออนไลน์



บุคคล และ นิติบุคคล ที่มีความเคลื่อนไหวทางบัญชี

- รับโอน/ฝากเงินทุกบัญชี เกิน 3,000 ครั้ง/ปี
- รับโอนเงินทุกบัญชีรวมกัน ตั้งแต่ 400 ครั้งขึ้นไป
- และยอดรวมของธุรกรรม ตั้งแต่ 2 ล้านบาทขึ้นไป



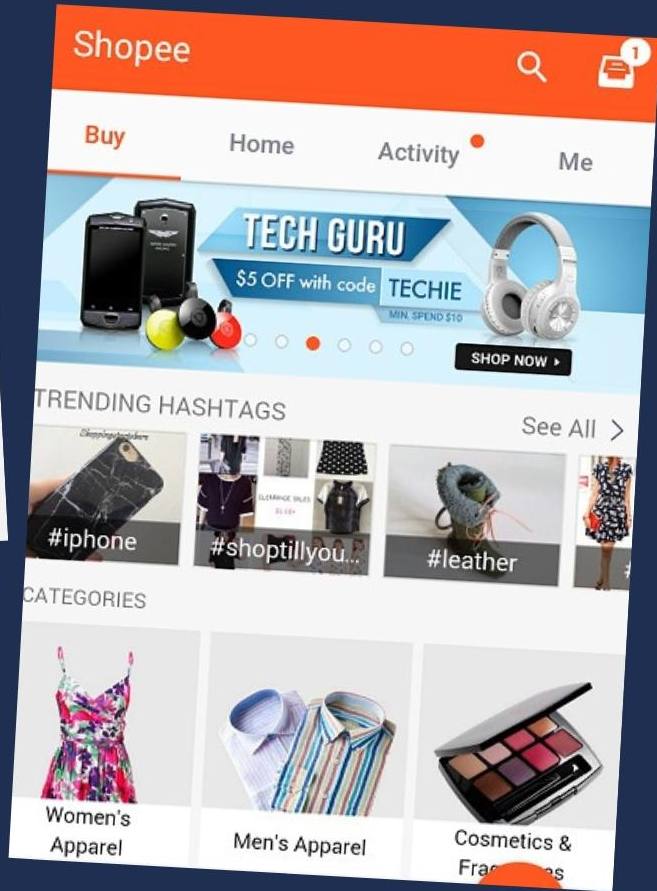
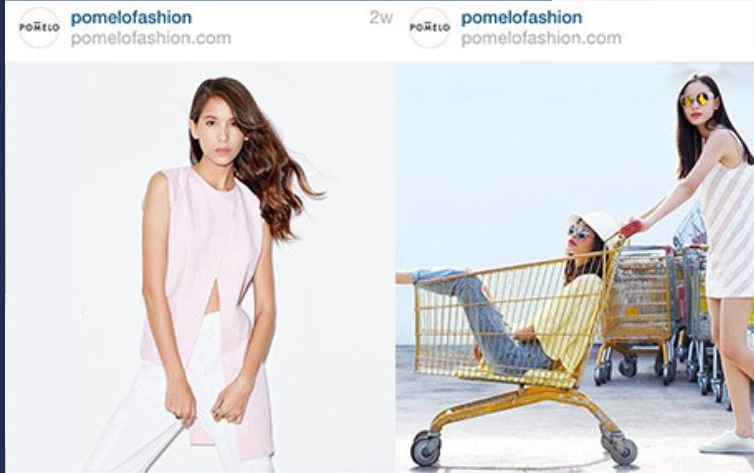
ต้องส่งให้กรมสรรพากรตรวจสอบเพื่อเก็บภาษีได้ถูกต้อง



พนักงานราชการกระทรวง นส.รอดกเบิก 6 เดือน

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# THANK YOU



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