

**REACTION PAPER**  
**MARKETING AND BRANDING STRATEGIES IN CLMV**

The brand is the thing that will be able to design or build in a unique symbol of that particular thing is the name some symbols to demonstrate the identity of what it's like to communicate the identity of those things. The concept of branding, product or service is an overview of the brand owner, or the person who created the brand should be clearly defined. In order to create effective brand all this characteristic of the concept, the brand will have to be created to appear. Obviously from a product or service that consumers receive by creating decorations, including the use of the corresponding packaging. Even a perceived emotional element that is determined to create, to appear. Elements of tangible and intangible. Every element must be consistent.

The market of each country is difference Therefore, we must be careful about such factors before starting to understand the local language and culture, which is crucial for advertising in foreign friends no boost for everyone interested. Not just a matter of marketing or the economy because it required attention, such as language and local culture, including religion, because these things would make a good start because we can reach people in a country, it would make a great credit of your brand, we might be successful in a particular business. Or even existing brands on the market, it should have an image or concept of the brand. Up to date, consistent with the modification of the society and to changing customer. To promote the brand's contemporary. And to keep in mind that it will not affect the existing customer groups.

In the assignment in room that make the new product for target group. In my topic is about the soft drink for pregnant. In my mind, this topic is very interesting. And In my assignment that we consider the soft drink at the present and then it has many of sugar and caffeine. So, we make the new soft drink that low sugar and no caffeine for benefit the pregnant person. And our thinking the soft drink is made from fruits and vegetable. It is not

bad impact for the person. In addition, we promoting in every hospital and sell in mall or convenient shop. And the price is thirty baht per bottle and the bottle has smaller than normal soft drink.

In summary, production and market of a new product or service to market other products already. Necessary to find a clear and distinct ideas to incentivize the consumers interested. Satisfies The important point to place the brand concept. The essence is to determine the value of the brand. The Position or stance of the brand and the corresponding personality and are using all forms of communication that are appropriate to the customer access to familiar and trusted brand in the lead group. Because consumers are feeling a particular brand as a person, any inconsistencies or changes in a short period will make the brand and the people cannot remember.

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### LOGISTICS AND SUPPLY CHAIN DEVELOPMENT IN CLMV

Cross border trade or import through border, which means that a country with borders allowing consecutive transport goods through their territory to export to Third countries Mutual benefit based on the relationship of the individual countries which are granted through the territory shall abide by all rules and conditions of the country of transit goods to allow export. Under the framework, the scope of that country, including Thailand's trade. the CLMV group, via the border crossing and trade grow because of previous years, the direction and the expansion of investment and trade with countries in the Working Group of the CLMV Thailand. And there is added throughout the logistic cross border of Thailand contact with four neighboring countries including Myanmar, Cambodia, Laos and Malaysia . So, the cross border is less formal than international trade. There are some limitations.

The Unilever used to be successful from Thailand to Myanmar and later they realize they should locate new Unilever in Myanmar to cut transportation good. In the other way, infrastructure and minority group of political issue in Myanmar make doing business hard in Myanmar. Such as when you want to Transport product to other places in Myanmar. They need to pay under the table to send it to other places. The Unilever is international firm and they cannot transport by giving informal fees. The people want to boarder trade instead of international trade because It is easier than the international trade and the next reason that is about known in each other before, you will do not trust it and you must think by yourself. Such as if you want to trade with the third country but you do not understand their language. So that make you cannot do anything.

In china country, Fruits are mainly product from china in the market. In the past, we transport the product only by sea. So, at that time, the logistic is not convenience for the people who need. Because it takes the product in the longtime about 25 days, when the goods

are arrived that make the goods in bad quality but the Chinese people do not have choice to select it. The aim is one belt one road policy from china that mean to produce cost of transportation, technology exchange, china can export more products and want to expand the market for increase the demand and then china can export the product more than before. In the supply side, Chinese person invest a lot of money in Laos and their government allow to hire land 99 years to do thing including banana, rubber, palm oil and beans. China has a lot of land for framing but it is not suitable for every crop that make the Chinese people must import the product from other countries. In addition, in last year the government stop to Chinese people who use too many chemicals because it effects to water and others. With china, we have Mekhong river that connect us even we don't have connected boarder, it is called cross border. But not with Europe and America because there is no boarder. China invest a lot in Myanmar after sanction was relief. In the same way, between Thailand and china have some tariff as this particular product if Thailand export to china that have tariff but if the product come from Laos that do not have the tariff. Even though there are a lot of Burmese in Mae-Sai but the later in evening they will go back to their country. The reason the Chinese do the activities by themselves instead of using Thai service that is lower transportation cost and do not want money to flow out of country.

In summary of my lecture, now we have three specials economic zone the first is Mae-Sai for trading from china and to Myanmar. Most are retail the business and we can see a lot of Burmese in every day. The second is Chiang Sean that is the river port and the biggest casino between Thai and Laos. The last is Chiang Khong that is the bridge of land transportation and stop at Laos first to change truck. In addition, Chiang Sean and Chiang Khong are closely on Mekhong river. And from this topic, I can get the small sentence but I like that is do not trust anyone, the world is changing every time and you must trust yourself.

## **REACTION PAPER**

### **DEVELOPMENT ECONOMICS**

The over view is the process that produces economic growth consistently continuous for a period long enough to cause the changes improve social conditions by focusing on living to the next level of the country up that Contributes to the increase of per capita real income over a long enough period of time to achieve equal income distribution, living standard of the people by the public that better. And we think when we have better technology give the better health to people so people live longer. The industrial revolution that make to observe the fast growth of economy. And the economic growth in sea of Singapore is the most fluctuate. The purpose of economic development that is every country in the world wants to raise the country's economic development to high up. And Developed countries need to maintain a good standard of living and prosperity of Cambodia. Developing countries need to raise the standard of living of the people and increase the wealth of the country, equivalent to developed countries.

SME and small business always complain with the rise of economic growth that it is not true. They haven't experience any. Because sometime the small business or SME not depend on the economic growth. The summary with the Asian miracle topic that is beginning in 6 countries with the growth economic increase continuously. From Krugman's view, Thailand being affected from this situation. Since 2540, it really brings up the economic crisis occurs, funds flow out of the region. Many countries in this neighborhood until start with economic issues and in the end. Thailand is the first country that economic assistance from the International Monetary Fund or IMF. And in the other topic about development thinking path that can separate in two waves of development thinking which is structuralism and neoliberalism. And the next topic is the middle-income trap that is the conditions of a country

that can develop from low income to middle income countries, as in no time, but economic expansion after a very slow. Result in such countries must be included as income, moderate again several decades and also is not likely to raise as high income. In the same side of the nature of modern economics then when you want to improve some product, the other producer can copy the same product because it do not have the law to protect.

In addition to engaging with the global economy, these high-growth countries share other important characteristics which includes low inflation and avoidance of excessive debt. And helping to achieve high investment and saving rate and continued to grow all the way to high-income levels with industrialized nations.

The process of industrialized have problem that called comparative advantage always change. In addition, Thailand and Malaysia have lost comparative advantage on labor and we need to improve the labor productivity instead. The benefit of comparative advantage that one of the countries which will have full advantage in the production of all types of products but also create international trade benefits to the participating trade country. For countries that do not have the full advantage in the production of all types of goods. The country should produce and export goods that they are not completely minimal advantage. Countries with full advantage in the production of all types of goods which they have it. The roles of FDI in industrialization and FDI is the one of the tool. Moreover, technology spillovers from FDI. So, when you want to learn about technology that have been developed. And in hopefully that FDI will have technology transfer.

In over view of the productivity, why the productivity important because it is improved efficiency for the production to increase of quantity. In addition of labor productivity that has important too because the development of labor productivity that is the efficiency of the use of a factor of production, labor or services used to track metrics in business units of the organization. Labor Productivity is equal to the proportion between the number of output to the amount of labor used. In the same way, the competitiveness is the factors used to measure the relative ability to Development potential which is superior to competitors.