

Comment Seminar paper : Why craft beer business does not prosper in Thailand?

The research is trying to answer 1) Is domestic demand for craft beer large enough to change the performance of beer industry? 2) Whether or not constraints limited by laws affect the growth of craft breweries in Thailand? , 3) Does monopoly power limit the existence of craft beer? And if so, how?

Methodology are survey with 300 observations and depth interview. The observations are from 30 restaurants/bars around Khao San road and Ratchathewi.

The question is interesting enough due to it focus on every side of the players in the market which are production, demand, monopoly, and government. The benefits is for person who interested in investment in craft beer market. The result show that monopoly player did not play the significant also depth interview is deep information enough support business plan.

Economic theory were used in this paper are Oligopoly and Strategic Behavior such as Predatory pricing, Limited pricing, Raising Rivals' Cost Strategy.

The method is appropriate due to the demand of beer is different among people. Interview is provide more depth information. Survey also provide individual information. The result is not that convincing.

To comment this paper, Theoretical framework part, They adapt many economics theory which is obviously related to craft beer market. For analyzed topics part. It easy to understand due to they divide into 4 factors from every side of player in the market.