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Short Essay 8 (18th June 18) WEEK 2

“Thinking global act local”, a very good short phrase for marketing morning class. It’s the branding, how to create highest value of each brand forever. Branding is one of the most important thing for companies, it does have live in term of marketing. It has its own identity to each brand. It represents the image of the brand, how people see and remember it. So that is why it is so important.

When coming up with category of something, for example fast food, what will people think of? It could be McDonald’s, KFC, or Subway. These are the top of mind of the category of fast food. The objective of each company is to make their own brand to be a top-of-mind for as many people as they can. In order to do so, there must be some way to expand the market to be global. The problem is there are so much differences in each region. Not the same strategy can be implemented in everywhere. People are different, cultures are different, many things are different. So, marketing plan on expanding strategies, creating a awareness of the brand to the final level of to be a top-of-mind brand will have to be different too. For example, the commercial of AXE that has been done in many countries. AXE used the sexual attraction concept to promote the brand. The method was very successful for the brand. On the other hand,

if it were to be done in many countries in Asia, especially in Thailand, the outcome might have been so different. It might have gotten a lot of negative feedback. Because the culture is different, people are different, people see things differently, so it might not have worked out like it did in many other European countries and The USA. What could have been done might be slightly different, it could have been less of sexual appeal, to be acceptable by cultures, more for cuteness like BNK48 instead of sexy models.

Marketing is about visual, to have such a creative way of thinking to connect consumers to the brand, The phase of thinking global, act local is to bring a creative idea, be adapted to have such an appropriate communication to each local.

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Short Essay 9 (18th June 18) WEEK 2

Logistic has an average cost of 10% of the cost of production, which is counted as a one big part. For our region, which needs a lot of development on this sector, to expand market, making more efficient on trading in regions. Apart from having fresher of food products from having better logistic, there are flows, coming from this which are people, product, and capital.

Logistic has been a big concern, it can be seen that China has done a lot of work on logistic, building trade channels through many other countries around China, not only on land but the aviation as well.

After the assembling of ASEAN, trade will be more efficient, less in barriers on each country, logistic will play a big roll for this. China, as a big brother of our region, building up and investing in the logistic system all around, as it is a powerful tool of trading. Not only, the export of China will be great, the import will also do better as well, as it is two ways logistic.

For economics, trying to reduce the cost of production as much as possible, to gain the highest profit from this way, another one for sure is logistic which we still need an improvement on this sector. For The US, the average cost of logistic is only 7% out of the product, while Thailand is twice the number, and it could be more for our neighbour countries. It is a good opportunity for us that we have a chance to improve on our logistic so that we can be more competitive in the world market.