

Condo price

The objective of this presentation is to find the factors that affect the price of condominium along the BTS line. The price of condominium in Thailand has fluctuated from many factors such as global economic situation and internal demand.

For condominium market in Thailand, this market has oligopoly structure which means more than 50% dominated by the big players. The supply of condominium in BTS line also grows a lot on peripheral areas. To analyze the result, the secondary data collected from the website and use linear regression method to answer the research question. The regression model is divided into 3 parts: 1. Big Model that combines external and internal factors together 2. Only external factors 3. Only internal factors.

This presentation clearly explains the structure and process to find the answer which makes me easy to understand. Moreover, the variables that make the price of condominium differ are also clearly explained such as the size, the class, and the distance. Also, it provides the theoretical framework and how he adapts with this topic. I am very interested in the result in the big model that the distance from the condominium and all public transportation is insignificant at all which contrasts with my perception. Moreover, the third model has only the distance from BTS to the condominium that is significant. However, there is a limitation in the size of the population sample when compared with the area of Bangkok that makes the result may not be accurate enough.

K-pop industry

This presentation want to find that how k-pop band can strive the k-pop industry. This industry has high market value and very competitive, so the objectives of this study want to find the strategies that the companies use. Also, they provide the example of very successful k-pop boy band.

The method that this topic has used are quantitative research and s-c-p analysis. In each strategies that the big company has used are clearly explained by the statistical information from different companies, so this is easy to compare the advantage and the benefit from using each strategies. Moreover, They provide in strategies of the small companies to compete with big companies which mean they consider this business as a whole. The information from both size of the firm can make the obvious result and easy to compare. In addition, the presentation and the speaker has attractive way to present, so this topic become more interesting for both k-pop fans and non k-pop fans. The process to find the result has arranged in systematic way. The results is easy to understand by the evidence and the approach that the company has been used.

In my perspective, this is very interesting topic for me since i have been k-pop fan for long time, but I never consider about how they become more successful compare with the other countries music industry. However, some companies in the example cannot consider as

small size, but it is medium size which means they may have different strategies to use in order to succeed.