

Commends on past seminar paper

The paper from past seminar paper is “Why craft beer business does not prosper in Thailand?”. In this paper they discussed about the craft beer business in Thailand, what is craft beer business, what type of demand in craft beer market in Thailand. Their methodology is clarifying the factor into 4 main factors which are production, demand, monopoly, and government. The data that they will analyze are quantitative data and qualitative data which are derived from both survey, and interview.

Then, on background information part, they gave detail more about structure of craft beer business in other country and compared with structure of craft beer business in Thailand.

The result is their methodology can explain only 3 factors out of 4 factors, the factor that they omitted is monopoly power of exist company because there is evidence not enough to conclude this factor.

In my opinion, I strongly admire them that they can collect qualitative data from specific expertise in many fields. Their methodology is easy to understand separated in 4 main factors which is can answer their question. I concern about the market of craft beer in Thailand is niche, might be it is popular in some place in Thailand, it might be located in tourist places such as Pattaya, Chiangmai, etc. I do not sure that this research can access to people that lived in there.