

Reaction Essay class # 9 (Aj.Suthep) : Logistics in ASEAN

In the future, the global economy will expand more, every resource will be counted. Therefore, logistics will become very important for business owners. The logistics refer to the system that used a cross border to export the product. If the company has efficient logistics, the business will have huge advantages in the market. This essay will be focusing on the logistics and supply chain development in south-east asia.

We will start with logistics International Logistics and Cross Border Trade. Logistics has 2 levels which is macro logistics and business logistic. Macro Logistic is focused on transportation between countries. On the other hand, business logistics is focused not only on transportation, but also packaging design and customer management. Thailand is one of the very good logistic hubs in ASEAN community because of its linkage between many countries. That explains why Thailand is the most popular destination for products and tourists. The most popular way to transport products and goods in ASEAN region is by road. Industry 1.0, 2.0, 3.0,and 4.0 came from Germany because their country has a lot of scientists who can create some equipment and technology. 1.0, 2.0, 3.0 are focused on how to produce in a low cost concept as a mass production which is how to achieve our economy of scale based on red ocean strategy. Industry 1.0 , 2.0, and 3.0 are examples of Business to Business relationships because these types of industry need other companies to get to the customers. With industry 4.0 it focuses on how to make your product different from other people by using internet things or networks which are based on the blue ocean strategy. Industry 4.0 is included in Business to Customer relationship. One of the most essential border cities for development in ASEAN region are trading city of Mae-Sai, port city of Chiang Saen, and logistic city of Chiang Khong. After covid19, logistic

development in ASEAN has to stop because the product can't be exported and we also need to clarify the products that achieve the minimum standard.

The logistics development and logistics linkage is so important that without it you might not succeed in the real business world. In my opinion, I think that logistics is the basis of business. By having better logistics the better business can be performed . So I suggest that we should start by developing the logistics to impress the customer. It might also reduce your cost and benefit your business in the long term. For example, If the company can collaborate with a good logistics partner it can easily negotiate the price and the amount of products. Moreover, from the outbreak of Covid 19 it caused lock down in the country. As far as I am concerned, people are changing in consumption behavior and people need to turn to learning about online systems because they can't leave home. So, more people order the product via online and have logistics to deliver then the logistics company should have to be developed and have a good management to manage the product.

Reaction Essay class #10 (Dr.Amonthep) : Post-COVID19 CLMV Economy

During March 2020, there was a widespread outbreak of COVID19 to every country in the world. There are more people infected and dying every day. In many countries, it is necessary to lock down the country and disallow people to leave their home in order to prevent people from becoming infected. The COVID19 is a global crisis because it has many effects. For example, living, environment, economic, etc. Fortunately, nowadays many countries are able to control the outbreak of COVID 19 and have a new normal of living outside. In this class Dr.Amonthep is mentioned about the post COVID19 CLMV economy.

CLMV is Cambodia, Laos, Myanmar, and Vietnam which are members of the ASEAN country group. CLMV also the country that shares border with Thailand. In every country it has a different culture means that it also has different behavior although it is in the same region. With Laos, it is a small country and has no area adjacent to sea but it can attract foreigners to come to their country to invest because Laos has less competitors, more demand on new technology, and it has connectivity with other countries which investor produce the product in Laos and export to other countries such as Southern China or Vietnam. Laos has Special Economic Zone about 10 zones but Vietnam has the highest number of Special Economic Zone in ASEAN which is 18 zones and Vietnam gains the most benefit by exporting crude oil. In may 2020, the most exported product from Thailand to 15 major trading countries is precious stones and jewellery and the share of exports is 9.79%. On the other hand, Thailand gains the most benefit from producing and export refined petroleum products to CLMV. While Vietnam gains the most benefit from exporting crude oil, Myanmar obtains the most benefit from exporting natural gas, and Indonesia earns the most benefit from not only crude oil but also natural gas. Therefore, our country has

been investing in these CLMV countries, but according to COVID19 situation the number of money invested in these countries has decreased exponentially.

From breakout of COVID19 is affecting the CLMV economy slow down because many countries need to shut down the country and it causes direct affection about export. From my point of view, I think that the post of COVID19's breakout the CLMV needs to start to create new business opportunities for themselves. For example they should develop their tourism and focus on manufacturing and exports, which are their main income in the countries in CLMV. The purpose is to stabilize the economy to prepare for the second breakout of COVID19. Moreover, by developing the economic structure will also benefit the countries in the future.