

Everything has to be characterize themselves by their own characteristics and life, as well as the brand. We should give them a life, a chance to grow up and the good feeling to the public to create them a business.

“Brand is a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition.” The brand element is what the brand use to identify themselves out of the competitors. The things that the brand want to sell is not a product but the brand want to sell the brand experience.

The brand should have an activation with the consumer. It should be activated their brand for the strongest results to reach their goal which is brand royalty. There are four steps to for a brand building.

Firstly, the brand should target the group of customers to scope and directly attack to those target customers by have no resources wasted. Secondly, it should position themselves to follow their target. For example, the brand wants to target the middle class, but it positions itself to be a high quality and set the high price that contrast with the target groups. Furthermore, the brand should have a good brand element for communication with the consumer which can convince the consumer to purchase their product. Lastly, if the previous step can be done properly, it will be a bonding of brand loyalty.

So, it means that everything can be branded even a drinking water or a tiny activity which create the happiness to the consumer. Every single brand creates their own experience to the customer. It can measure by the happiness of the consumer. As the video in the class shown the example campaign of Coca-Cola that they put the name on its product that can make people who

consume the Coca-Cola products smile and be happy. From this campaign, it can make the sales of Coca-Cola significantly increased because people wants to be happy like each other.

In conclusion, every single brand has their own signature to contribute and differentiate the brand from another by their own brand elements which can bring the happiness to the society. I suggested that if the CLMV countries can create more value by branded their country name in the right, it will bring those country to go further than they expected.

If there is only a producer and the product, it should not be reach to the goal. The only system that will deliver the product to the customer hand and let they experience the brand is the logistic system. The brand will be known wider, so we should make it international.

As we known that the CLMV countries and Thailand is a good neighbor country which the trading in the border is also important in our economy and the logistic system be a part of the trading. The logistic between Thailand and CLMV countries today is much better than the ancient time. Moreover, there is the cooperation with China that bring more development into the CLMV logistic system.

For example, the project, “One belt, one road”, of China that will connect the roads from China to the ASEAN countries. From this project it will make our logistic system between the ASEAN countries and China more convenience, save more cost and improve the quality of product that will make our economics developed. However, the intervention of China, let the Chinese freely invest and operate in CLMV country by no tariff, which gives the disadvantage that will make the economic grow slower than it should be.

I suggested that the CLMV countries should pack the power with the other ASEAN countries to balance the power with China this will policy will be more effective.