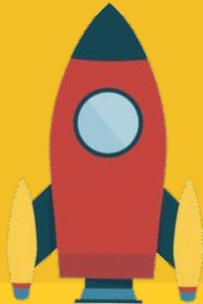


BUSINESS ENVIRONMENT

- MARKET ENVIRONMENT
- ECONOMIC ENVIRONMENT
- LEGAL ENVIRONMENT



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Market Environment

Target customers, buying influences and competitors

Dust pollution in Bangkok



**No plastic bag
campaign**



**Shopping
online trend**

Market Environment

Target customers, buying influences and competitors

Dust pollution in Bangkok

The Pollution Control Department reported PM2.5 dust in Bangkok was in the dangerous level and appealed to residents to wear face masks.

N95 masks were out of stock in the market.



Impacts

MEDICAL INDUSTRY

- (+) more demand for masks
- (+) high demand for saline nasal wash
- (+) more income

Market Environment

Target customers, buying influences and competitors

Impacts

Department store, physical store

- (-) less customers and revenue

Online stores

- (+) gain customers and revenue

Banks

- (+) more transfer through banks
- (-) fraud

Delivery provider

- (+) more jobs and revenue
- (-) workloads and missing items



Online shopping trend

The rise of e-commerce

Customers behavior shift toward online shopping due to

Convenient

Fast and multiple options of delivery

Variety of products both domestic and international

Market Environment

Target customers, buying influences and competitors

No plastic bag campaign

MoU with convenience stores and shopping malls to reduce the use of single-use plastic bags

15 supermarket chains have agreed on "no plastic bag" shopping days on the 15th of each month



Impacts

Plastic bag producer

- (-) lower income

Cloth bag business

- (+) gain customers
- (+) more revenue

Environment organization

- (+) less environmental damage

Stores engaged in the campaign

- (+) public opinions

source :

<https://www.khmertimeskh.com/50556080/thailand-launches-no-plastic-bag-campaign/>

<https://www.bangkokpost.com/news/general/656156/15-chains-launch-no-plastic-bag-shopping-days>

Economic Environment

Conditions and forces that affect the cost and availability of goods, services and labor

Policy rate

Thailand prepare for a rise in policy rate



Bus price

BMTA raises bus price



Welfare card

Government funded card for low income people



POLICY RATE



Monetary policy committee decided to raise policy rate from 1.50% to 1.75% for the first time in 7 years

To build up policy space for monetary policy under growing economic and political uncertainty

Reduce the risk of financial instability

Impacts

Banks

- (+) more deposit

Businesses/borrowers

- (-) pay more for the same amount of loan
- (-) less incentive to invest

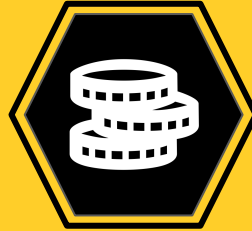
SET

- (-) fall in stock prices

Impacts

BMTA

- (+) generate more income
- (-) reputation in public eyes



BUS PRICE

BMTA price hike

Normal bus from 6.50 to 8 thb.

Overnight bus from 8 to 9.50 thb.

AC bus from 11-23 to 13-25 thb.

All expressway bus must be added up
by 2 thb.

WELFARE CARD



Funded by Government

200-300 thb/month in account for every purchase in blue flag store

Support for electricity and water bill for 10 months

Support for house rental 400 thb for 10 months (60+)

Assist hospital transportation cost for 1000 thb (65+)

Support for transportation cost

All the money in welfare account can be withdraw from the bank as cash

Impacts

Blue flag store

- (+) generate more income

Government

- (+) positive feedback from those with welfare card
- (-) tax payer feedback

Mom and pop stores/ Grocery stores

- (-) less income

Legal Environment

Laws and regulations that restrain, support, and protect business

Grab car/bike



Legal or illegal?

DLT



New announcement on
medical conditions
prohibited to drive

Visa on arrival



Extension of visa on
arrival fee waiver



Legal or illegal?

High demand for a convenient way to go place to place with exact price and time

DLT states that the application itself is legal to use for grab taxi

Grab car/bike is illegal due to license plate

Impacts

Grab

- (-) less customers for grab car/bike
- (+) public opinions

Taxi

- (+) more customers
- (-) public opinions

BTS/MRT/BMTA

- (+) more usage due to time and price



Department of land transport
(DLT)

Impacts

Car showroom

- (-) less customers

Police

- (+) less road accidents

Hospital

- (+) less patients from road accidents

DLT

- (-) lower income from driver license registering

DLT announces new regulation to prohibit 5 medical conditions that may cause road accidents

Heart disease

Epilepsy

Severe Diabetes

High blood pressure

Those who went through brain surgery

Visa on arrival



Government approved the extension of visa on arrival fee waiver until 30th April

Promote and stimulate tourism sector in Thailand

heighten Thailand attractiveness to tourist during high season

This include: China, India, Lithuania etc.

Impacts

Tourism industry, tour guide, shops near tourist attractions, hotels/guesthouses

- (+) more tourist
- (+) more income

Environment organization

- (+) sustainable tourism
- (-) overuse of resources that might destroy the attraction

THANK YOU

