

Marketing & branding strategies in CLMV

Marketing strategies is important for doing business in order to attract people to buy our product. Brand is a part of marketing that communicate the meaning to the consumer. To make the consumer interest, brand should identify and differentiate themselves from the others.

Brand actually created awareness and reputation in the marketplace. Every brand want to be the top of mind which mean the first brand that come into consumer's mind when thinking about one product. In order to do that, brand must maintain the product and value. The key of the brand is making consumer perceive differences among brands. Moreover, brand differentiate themselves by associating with product, concept and competitor. For example, Nike associate with sport concept using athlete as presenter.

Each country has different symbolic to be the brand. Thailand use elephant to represent kindness and friendly. Myanmar use Peacock as the compassionate watchfulness in buddhist mythology. Culture and technology become important role in marketing. For instance, the presenter of victoria secret that look sexy in the U.S.A and western country, but there is culture restriction in asia that the brand may use BNK48 that look cute instead of using victoria secret model. As technology play vital role in digital economy now, each brand must adapt the marketing by using social network or technology related to expanded the value of the brand. Central has snoopy snap and share project that people take picture with snoopy model and get free pepsi or snack. When people come to take picture with snoopy it's increase the opportunity of consumer to spend, then Central can create more revenue from this project.

Logistic and supply chain in CLMV

Society has been expanded and developed the trading system from domestic trade to international trade, from rural to urban. In Asean, border trade become very important as there is less regulation and cost transportation lower compare to other trade.

Cross border trade and international become crucial role to expand the market due to the high competitive. Moreover, Asean country has benefit from cooperation by less regulation, free trade and etc. For Thailand, there are special economic zone, the purposes are trading for AEC and attract the investment from FDI. Sixty percent of export from Thailand is cross border trade and it's become rapid growth for 20% within 10 years which represent good sign for GDP and SMEs in Thailand. Moreover, there is transit trade that Southern china want to expands the market in CLMV and Thailand. The biggest development policy in China is one belt one road to reduce the cost of transportation and china itself can export their products easier.

In my perspective, there still some problem in cross border trade in Thailand because the infrastructures and different minority group along the way that firm need to pay the illegal money, so it's difficult in running business. Moreover, It is not 100% borderless like EU then Asean still have limitation in border trade system.

Development economics

Technology improvement is the beginning of industrial revolution in 18th century. This revolution made important changes in many fields which have an effect until now.

The economics development leads to the very quick prosper in GDP in the last 2,000 years. From that, it effect the sky rocket increase in populations in late century due to the decreasing in chance of infant mortality rate and increasing in life expectancy. However, there's not only the revolution the effect, but also the inclusive growth which mean the growth that every type of people can support by the factor. Inclusive growth is the share benefit and gets equal opportunities. For instance, Thailand education, TCAS exam need to pay a fee, so the student whom parents have high income can afford for the fee more than the lower one and student can get higher chance to entry in the university. This can represent the unequal opportunity in education.

In the growth of economics, there is a middle income trap which mean the low income country can goes to middle income country, but they cannot goes to high income country. This reflect the lack of efficiency in production and innovation. Thailand still in this trap for 40 years that represent the support in technology, labor and trade development.

Country development depends on many factors. Outside country factor is the change in revolution that change bring the country to higher stage. In my view, the country need support from inside country factor such as the growth in education, skill labor which government can be the important part to support in order to improve country to high income stage.

