

Comment on Understanding the Thai Music Festival Industry

The group has done their research on their topic, music festival market in Thailand. It is interesting to know that they have mentioned that the event usually happens in the beginning and the end of the year due to Thai's national holiday and not because of their competitors. The firms are not competing with each other that much, they in fact support each other and they need many sponsors to have one event. Moreover, for the competition strategy part, I think they done pretty good job in categorising the strategy that firms adopted for each event, such as the way they discussed about Economies of Scales, Horizontal Integration, product differentiation, and pricing strategies(both second and third degree price discrimination) it is very detailed and well-explained.