

5504641068	Peamdej	Jombunud
5604640218	Chatchanok	Meesit
5604640317	Duangnapha	Limpipolpaiboon
5604641489	Sanrawee	Saelao
5604641687	Suprachaya	Chinda
5704640100	Aphivich	Tiyaboonchai

Group Assignment 1

1) Research current economic conditions (interest rates, inflation) using The Wall Street Journal, other library resources, or the World Wide Web. Based on current economic conditions, what actions would you recommend to people who are saving and borrowing money?

Thailand Economic Outlook

Thailand's economy grew steadily throughout the first three quarters of 2015 mainly is encouraged by robust in government spending and healthy growth in private consumption that more than offset faltering external demand. According to the recent indicators point, the economy in the final quarter in 2015 is deceleration. Decreasing in farm incomes, slowing growth in wages as well as raising household debt because of limited in private consumption. In addition, private investment is decreased due to lackluster prospects for exports, soft consumption spending, and spare industrial capacity. Actually, the manufacturing hardly grew in November and consumer confidence is still pessimistic in December. However the trade surplus combined with stronger income from tourism to more than double the current account surplus for the same period in 2014.

Earlier of December, the Thai military approved reforms that Thai government purchased hundreds of thousands metric tons of rubber at much higher price higher than what is quoted on international markets, Since the government want to capture all of the demand in domestic market and sell it to international market at more higher price. Furthermore, the government tried to help and support rural and remote area that was attacked by drought and low price in agricultural product as well as activated small and medium business size.

Both fiscal measures and large plan for infrastructure projects and also improving in prospects for exports to major industrial economies next year tend to generate GDP growth in 2016 by just over 1 percentage point from 2015 and Inflation seems to high at 1.5%.

Economic data

	2010	2011	2012	2013	2014
Population (million)	67.3	67.6	68.0	68.3	68.7
GDP per capita (USD)	4,725	5,130	5,385	5,689	5,449
GDP (USD bn)	318	347	366	389	374
Economic Growth (GDP, annual)	7.8	0.1	6.5	2.9	0.7

<u>variation in %)</u>					
<u>Consumption (annual variation in %)</u>	4.8	1.3	6.7	0.3	0.3
<u>Investment (annual variation in %)</u>	9.4	3.3	13.2	-2.0	-2.8
<u>Manufacturing (annual variation in %)</u>	14.2	-8.5	2.2	-3.2	-4.6
<u>Retail Sales (annual variation in %)</u>	17.1	4.1	18.5	-0.4	-6.1
<u>Unemployment Rate</u>	0.7	0.4	0.5	0.6	0.6
<u>Fiscal Balance (% of GDP)</u>	-1.5	-1.6	-4.4	-2.4	-2.2
<u>Public Debt (% of GDP)</u>	42.3	40.8	43.6	45.8	46.3
<u>Money (annual variation in %)</u>	10.9	8.6	13.0	3.9	1.2
<u>Inflation Rate (CPI, annual variation in %, eop)</u>	3.1	3.5	3.6	1.7	0.6
<u>Inflation Rate (CPI, annual variation in %)</u>	3.3	3.8	3.0	2.2	1.9
<u>Inflation (PPI, annual variation in %)</u>	9.4	5.5	1.0	0.3	0.1
<u>Policy Interest Rate (%)</u>	2.00	3.25	2.75	2.25	2.00
<u>Stock Market (annual variation in %)</u>	59.1	38.4	12.4	36.0	-13.6
<u>Exchange Rate (vs USD)</u>	30.10	31.64	30.58	32.76	32.92
<u>Exchange Rate (vs USD, aop)</u>	31.67	30.44	31.04	30.68	32.44

Current Account (% of GDP)	3.1	2.6	-0.4	-1.0	3.5
Current Account Balance (USD bn)	10.0	8.9	-1.5	-3.9	13.1
Trade Balance (USD billion)	29.5	17.0	6.7	6.8	24.6
Exports (USD billion)	191	220	226	226	225
Imports (USD billion)	161	203	219	219	200
Exports (annual variation in %)	26.4	15.2	2.7	0.2	-0.5
Imports (annual variation in %)	36.4	25.8	8.0	0.2	-8.6
International Reserves (USD)	172	175	182	167	157
External Debt (% of GDP)	31.6	30.1	35.7	36.5	37.6

GDP per capita (U.S. Dollars)

Economy decelerates slightly in Q4 amid weak external sector

The Thai economy decelerated slightly in the final quarter of 2015, although growth remained healthy. GDP expanded 2.8% annually in Q4, which was down from the 2.9% increase seen in the third quarter and matched market expectations. In 2015 as a whole, the economy accelerated markedly over 2014's 0.8% growth—the slowest in three years—and grew 2.8%. The result broadly reflected an increase in government spending, which more than offset faltering exports. Last year, the economy benefited from an accommodative monetary policy and a calmer political scenario following the military coup in 2014.

Q4's expansion came on the back of strong domestic demand, while the external sector continued to drag on growth. Government expenditure recorded the largest expansion in three years, rising 4.8% in Q4, which was up from the 2.3% increase tallied in the previous quarter. The expansion was underpinned by the military government's stimulus measures. Last year, budget spending accelerated in an effort to help both businesses and farmers and to boost private consumption. In fact, in Q4, growth in private spending accelerated from 1.8% in Q3 to 2.5%, thus marking the fastest increase in three quarters.

Moreover, fixed investment rebounded in the final quarter of 2015 and grew 9.4% (Q3: -2.6% year-on-year).

On the external side of the economy, weak global demand weighed on exports, which recorded a 3.5% annual decrease in Q4. The figure contrasted the 1.7% expansion observed in the third quarter. On the other hand, the contraction in imports softened from a 2.6% decrease in Q3 to a 1.3% drop in Q4. Overall, the external sector shaved off 1.9 percentage points from overall economic growth, which contrasted the 3.3-percentage-points contribution to growth recorded in the previous quarter.

Sequential data corroborated the moderation suggested by the annual data as GDP expanded 0.8% in seasonally-adjusted terms in Q4, which was down from the 1.0% increase tallied in the third quarter.

	2010	2011	2012	2013	2014
GDP per capita (USD)	4,725	5,130	5,385	5,689	5,449

GDP

Thailand's gross domestic product (GDP) is one of the most important measure for evaluating Thai economy's performance (Economic Growth, GDP). Thailand's Office of the National Economic and Social Development Board (NESDB) publishes GDP figures on a quarterly basis. According to the below table, it shows a change of price-adjusted GDP for Thailand which can refer as a Thailand's economic growth rate.

	2010	2011	2012	2013	2014
Economic Growth (GDP, annual variation in %)	7.8	0.1	6.5	2.9	0.7

Inflation (end of period)

Consumer prices record softer annual drop in January

In January, consumer prices fell 0.26% over the previous month, which followed the 0.39% decrease seen in December and marked a three-month high. According to the Ministry of Commerce, January's fall mainly resulted from lower prices for energy and communication.

Consumer prices in January fell 0.5% over the same month last year. The figure was above December's 0.9% drop. Inflation is below the Central Bank's tolerance margin of plus/minus 1.5 percentage points around its target of 2.5%. Core consumer prices, which exclude prices for energy and fresh food, increased 0.07% over the previous month, thus contrasting the 0.02% decrease seen in the previous month. Core inflation inched down from 0.7% in December to 0.6% in January, which marked the lowest reading since April 2010. The Bank of Thailand projects inflation to average 1.2% in 2016.

	2010	2011	2012	2013	2014
Inflation Rate (CPI, annual variation in %, eop)	3.1	3.5	3.6	1.7	0.6

Interest rate

Bank of Thailand keeps one-day repurchase rate unchanged in January

At its 3 February monetary policy meeting, the Bank of Thailand (BOT) decided unanimously to maintain the one-day repurchase rate at 1.50% as the markets had expected. The Bank commented that the Thai economy is expected to have recovered in the final quarter of 2015 because it was broadly supported by an increase in public expenditure and a pickup in tourist arrivals, especially from China. Nevertheless, the country's external sector remains a significant risk to the economy as a slowdown in the other Asian economies is weighing on merchandise exports. Regarding price developments, the Bank said that inflationary pressures continue to decline due a slower-than-projected recovery in global oil prices, thus causing the annual variation in consumer prices to remain in negative territory. The Bank added that consumer prices will likely recover and start increasing in the first half of 2016.

	2010	2011	2012	2013	2014
Policy Interest Rate (%)	2.00	3.25	2.75	2.25	2.00

Exchange rate

Thai baht plummets to new-record low in late-September

On 29 September, the Thai baht is sharply decreased as it traded at 36.4 THB per USD. The figure was 1.9% weaker on the same day in the previous month and 12.8% weaker on an annual basis. The baht has lost over 10.0% of its value since the beginning of the year.

The currency has been in freefall from August owing to the factors such as the devaluation of the Chinese yuan and the 17 August Bangkok bombing. Recently, the government is worry about Thai exports that seem like to weak in annual variation in the third quarter due to underperforming global demand. Moreover, anticipation of an interest rate hike in the U.S. later this year is adding pressure on the currency. Later soon on 13 October, Thai baht is a bit against dollar back since it has appreciated from 36.4 THB per USD to c35.4 THB per USD. According to the figure, Thai baht has appreciated at 1.5% over the same day in the previous month and 9.5% depreciation on an annual basis. In 2016, it appears to appreciate more in Thai baht as a trading at 35.4 THB per USD.

	2010	2011	2012	2013	2014
Exchange Rate (vs USD)	30.10	31.64	30.58	32.76	32.92

Saving and Borrowing Plan

To begin with, if depositors want to save money and also concern with liquidity at the same time meaning that depositors tend to withdraw or deposit their money all the time and are not sure that they will need to use their money in the near future or not, this type of depositors may prefer to use savings deposit service which each bank will offer different deposit interest rate. Hence, depositors can carefully choose which bank provides them best offer. However, if the customers are sure that they will not need to spend their money in the near future, they might probably suitable for depositing their money in fixed deposit account which will give customers higher return.

To illustrate, if depositors prefer liquidity or they want to use cash during the saving period, the saving account and special saving account would be good choices for them. According to our research,

Bangkok Bank is the best choice in term of liquidity as depositors can have maximum daily withdrawal of up to 500,000 Baht. Moreover, depositors can manage banking 24 hours via ATMs or cash machine which has more than 9,000 ATMs located in the country. However, if depositors want higher return, they have to overlook the liquidity problem. The fixed saving account is more preferable for depositors preferring higher return. However, among the four biggest banks in Thailand which are Bangkok Bank, Kasikornthai Bank, Krungthai Bank and The Siam Commercial Bank, Krungthai Bank seems to charge on opening account fee and annual fee higher than that of others. In case of inter-regional transfer, KTB charges 10 baht per transaction after 3rd transaction onwards while other 3 banks charge 10 baht per transaction after 6th transaction onwards.

According to the four biggest banks in Thailand, we consider that they have lowest risk. Hence, the deposit rate is quite low. By comparing these four banks to each other, the deposit interest rates (percentage per annum) of The Siam Commercial Bank is highest. However, Krungthai Bank offers highest return of each period for fixed deposit account. Also, Krungthai Bank has ZERO TAX MAX promotion giving highest fixed deposit interest rate which are 2.70% per year for saving period of 24 months, 2.95% per year for saving period of 36 months and 3.20% per year for saving period of 48 months.

In case of borrowing money, we believe that it might not really be a good choice to borrow and invest as current economic condition in Thailand is not quite well even though the military government tries to maintain the direction of Thai economy. There is still some factor that investors should concern especially political events and new imposed regulations. Also, prices is another one key indicator for investment as they are seen turning up because inflation rate increases. These factors can become the direction indicators of Thai economy. Hence, it would be better for investors to not invest in such economic condition.

2) Collect advertisements and promotional information from several financial institutions, or locate the Websites of financial institutions. Create a list of factors that a person might consider when comparing costs and benefits of various savings plans.

Advertising and Promotional information

1.) SCB



Link:<http://www.scb.co.th/th/personal-banking/deposit/thai-baht-deposits/fixed-deposit-accounts/flexible-fixed-deposit-account>

Link: <http://www.scb.co.th/th/personal-banking/deposit/thai-baht-deposits/savings/rom-pho-savings>

2.) KBANK



Link:<http://www.kasikornbank.com/TH/Personal/BankAccounts/Fixed/Pages/HappySeniorFixedDeposit.aspx>

Link:<http://www.kasikornbank.com/en/personal/bankaccounts/fixed/pages/flexible%20fixed%20deposit%20plus%20family%20protection.aspx>

3.) KTB

เงินฝากประจำ

เฮง รับตรุษจีน
รับอั่งเปาดอกเบี๋ย
จาก KTB

1.80%

เงินฝาก KTB อั่งเปา ตอนรับตรุษจีน...รับดอกเบี๋ยสูง

เงินฝากประจำ 8 เดือน	เงินฝากประจำ 14 เดือน**
ฝากตั้งแต่ 50,000 บ. ไม่ถึง 10 ล.บ. 1.65% ต่อปี	ฝากตั้งแต่ 50,000 บ. ไม่ถึง 10 ล.บ. 1.75% ต่อปี
ฝากตั้งแต่ 10 ล.บ. ขึ้นไป 1.70% ต่อปี	ฝากตั้งแต่ 10 ล.บ. ขึ้นไป 1.80% ต่อปี

โทร 1-29 กรุงเทพฯ 2559 หรือสาขาเป็นรายการมีรายละเอียด
CALL CENTER 02 111 1111 | www.ktb.co.th | KTB Care | KTB Care | KTB_Care | KTB_Care | KTB_Care

KTB GROWING TOGETHER | กรุงเทพฯ ก้าวไกล ไปกับคุณ | 50th ANNIVERSARY | ธนาคารกรุงไทย KRUNGTHAI BANK

Link:<http://www.ktb.co.th/ktb/th/product-detail-personal.aspx?product=dj%2fgLJrpIijUFaQWcgAYS%3d%3d&type=c>

Link:<http://www.ktb.co.th/ktb/th/promotion-detail.aspx?promotion=maqlrUNge%2by8o8Bk4kRfw%3d%3d&cat=fy2ZBNPzmo%2f15133B4MdPg%3d%3d>

4.) CIMB

๒๐๑๖ สุขุมขึ้น
อันลิฟ

เปิดบัญชีเงินฝาก
ประจำพิเศษ 8 เดือน

ดอกเบี๋ย

2.1

% ต่อปี*

Link:http://www.cimbthai.com/CIMB/personal/promotion/deposit/8month-speedsaving_feb2016/

Link:http://www.cimbthai.com/CIMB/personal/product/deposit/fixed_deposit/

5.) Bangkok Bank

บัญชีเงินฝากประจำ 5 เดือน 7 เดือน และ 10 เดือน

ยิ่งออม ยิ่งงอกงาม กับเงินฝากประจำดอกเบี้ยพิเศษ



Link:<http://www.bangkokbank.com/BangkokBankThai/PersonalBanking/DailyBanking/Accounts/FixedDeposits/Pages/SpecialFixedDeposits.aspx>

6.) Thanachart Bank



เงินฝากประจำ ผลตอบแทนสูงกว่า พร้อมอนาคตที่มั่นคง

เป็นบริการที่ให้คุณสามารถเลือกระยะเวลาฝากที่แน่นอนและเหมาะสมกับคุณได้อย่างอิสระ ทั้ง 3, 6, 12, 24 หรือ 36 เดือน โดยรับดอกเบี้ยในอัตราที่สูงตามระยะเวลาที่เลือกฝากเงิน



เลือกระยะเวลาฝากที่แน่นอน และเหมาะสมกับคุณได้
อย่างอิสระ ทั้ง 3, 6, 12, 24 หรือ 36 เดือน

รับดอกเบี้ยในอัตราที่สูงตามระยะเวลาที่เลือกฝากเงิน



ได้รับความคุ้มครอง
จากสถาบันคุ้มครองเงินฝาก

• ระยะเวลาออมเงินเริ่มต้นนับจากวันแรกการฝากเงิน

Link:<http://www.thanachartbank.co.th/tbankcmsfrontend/personalTHDetail.aspx?PTypeID=9&ProID=59&PName=personal>

7.) TMB

ธนาคารทอมบิ (มหาชน)
TMB BANK PUBLIC COMPANY LIMITED

บัญชีออมทรัพย์

บัญชีเงินฝากประจำทั่วไป

เลือกฝากสั้น ฝากยาวได้ตามใจคุณ
ได้ดอกเบี้ยคงที่ สูงกว่าออมทรัพย์

ฝากประจำเป็นบัญชีเพื่อออม ที่ช่วยสร้างวินัยให้ตนเอง ช่วยเก็บออมให้ได้เงินก้อนเป็นระยะเวลาตามที่กำหนดไว้ พร้อมทั้งได้รับอัตราดอกเบี้ยที่แน่นอนและสูงกว่าบัญชีออมทรัพย์



เลือกฝากสั้น ฝากยาวก็ได้

ฝากได้ทั้งประเภท 3, 6, 12, 24 และ 36 เดือน



ใช้เป็นหลักทรัพย์ค้ำประกันเงินกู้

เพิ่มความคล่องตัวทางการเงิน



เริ่มต้นเพียง 1,000 บาท

ออมเงินได้ง่ายๆ เปิดบัญชีครั้งแรก ขั้นต่ำ 1,000 บาท

Link:<https://www.tmbbank.com/accounts/savings/time-deposit.html>

Comparison Chart

	SCB	KBANK	KTB	CIMB	BBL	Thanachart	TMB
Credit Rating (Moody's, Fitch)	Baa1, BB B+	Baa1, BBB+	Baa1, BB B	Baa2, AA-	Baa1, BBB +	A (Fitch)	Baa2
Saving Deposit rate	0.50%	0.50%	0.50%	0.40%	0.50% - 0.625%	0.40%	0.125 %
3 Months Time Deposit Rate	1.00%	0.90%	0.90%	1.05%	1.00%	0.95% - 1.00%	0.75%

6 Months Time Deposit Rate	1.25%	1.15%	1.35%	1.30%	1.25%	1.15%-1.20%	1.00%
12 Months Deposit Rate	1.40%	1.30%	1.50%	1.55%	1.50%	1.50%	1.15%
24 Months Deposit Rate	1.55%	1.45%	1.70%	1.80%	1.75%	1.70%	1.40%
36 Months Deposit Rate	1.80%	1.60%	1.70%	1.80%	1.75%	1.75%	1.65%
Minimum Deposit (Saving Account)	฿500	฿500	(฿1,000 3,6 and 12 months) ฿10,000(24 and 36 months)	฿1,000	฿500	฿500	฿1,000
Insurance	฿400,000 (Rom Pho Saving)	฿3,000,000 (Super Senior Fixed Saving)	-	-	-	-	-
Conditional Saving Deposit Rate	0.125% (Rom Pho Saving)	-	-	-	-	0.75% (less than ฿30,000) 1.50% (฿30,000-฿1,000,000) 1.75% (฿	-

						1,000,000- 10,000,000) 1.00% (more than ₱ 10,000,000)	
Conditional Time Deposit Rate	1.50% (8 Months, minimum ₱ 50,000) 1.60% (8 Months, minimum ₱ 50,000,000) 1.60% (13 Months, minimum ₱ 50,000) 1.70% (13 Months, minimum ₱ 50,000,000)	1.25% (Flexible Fixed Deposit plus family protection, ₱ 9,000 to ₱ 1,000,000) 1.60% (30 Months Super Senior Fixed Deposit, ₱ 100,000 to ₱ 3,000,000) 1.45% (7 months, ₱ 200,000 to ₱ 100,000,000) 1.55% (11 months, minimum	1.65% (8 Months, minimum ₱ 50,000) 1.70% (8 Months, minimum ₱ 10,000,000) 1.75% (14 Months, minimum ₱ 50,000) 1.80% (14 Months, minimum ₱ 10,000,000)	2.10% (8 Months, minimum ₱ 800,000)	1.50% (5 Months, ₱ 200,000 to ₱ 50,000,000) 1.625% (5 Months, minimum ₱ 50,000,000) 1.625% (7,10 months, minimum ₱ 200,000)	0.65-0.75% (7&14 days, minimum ₱ 1,000,000) 0.75-0.85% (1 month, minimum ₱ 1,000,000) 0.80-0.90% (2 months, minimum ₱ 1,000,000)	-

		฿ 100,000, 000) 1.50% (11 months, minimum ฿ 200,000)					
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List of factors that a person might consider when comparing costs and benefits of various savings plans

Interest rate

Many people will firstly look at the interest when considering. Since we save money in the bank, we expect a return compensating the opportunity. The higher an interest rate, the more preferable. Small bank like LH bank will provide a higher interest rate than a large bank such as Kasikorn or Bangkok bank to attract the customers. Moreover, time deposit will provide a better return than saving account since it has a low liquidity. For Kbank, 36 months deposit rate is 1.6 percent which is a lot higher than saving rate which is 0.5 percent.

Time period

It represents when we will receive the return from saving. The saving accounts have different duration of interest payment, some pay annually while others pay semi-annually or quarterly depended on the agreement with the bank. As a result, we have to make a decision whether the interest rate is compounded or not. We will have an opportunity to gain a compounded rate. The shorter the period, the more we will gain.

Bank stability

To deposit in any banks, we must make sure that the bank can be trusted and has no risk for bankruptcy. Each financial institution has different credibility so customers have to find information before making decision. For instance, we can look at the liquidity risk, which means a bank may be unable to meet short-term financial demands and it incurs because of the inability to convert a security to cash and finally ends up with bankruptcy. If they trust wrong financial institution, they may end up losing their investment money.

Special offer

Bank service or an additional benefit of saving a high amount of money may attract certain rich people to save for the priority service and being a special member. For example, you can ask a special deposit rate which is higher than normal rate according to your deposit such as 5 million, 10 million and

so on. Moreover, for Kasikorn Bank, there are special lounges known as Wisdom Lounges for customers who have at least 10 million in their account which will provide an individual fast service. You don't have to wait for a very long queue and it also has a snack and beverage for you. Besides, there is a lounge in the airport which has a room for you to sleep while waiting for your traveling.

Minimum deposit

If the minimum amount is too high, certain people may be unable to access that deposit. Furthermore, if the bank charges a somewhat high fee and charges the customer various times, customers may fail to open an account. Compared between Siam Commercial Bank and CIMB Bank, the minimum deposit of CIMB is double to that of SCB Bank. Hence, CIMB may lose some customers.

Convenience

A gigantic amount of branches is also another essential factor because people love convenience. They may choose the one that is near to their house or has branches in a shopping mall owing to an easy transaction. In addition, a high number of ATMs like SCB may attract a number of customers to open accounts.

Economic condition

The economic represents the income, which means that if the economy is boom, people will have higher income, they tend to have more money to save for their future use or they can consume more as well. However, if the economy is recession, people are poorer and they tend to consume and save less than before.

Additional option (insurance)

Insurance is a means of protection from financial loss. Insurance from a number of banks will provide you a safe and the size of it depends on how much you buy an insurance. The more you buy an insurance, the bigger a safe size. Moreover, many of them will have a special oil or hotel voucher for free.

Rate of inflation

Inflation is an increase in price level of goods and services over a certain period of time causing the individual's purchasing power to fall. In other words, people need more money to purchase the same amount of goods and services when the inflation rate rises. According to the Fisher equation, inflation also plays an important role in savings decision as the higher inflation rate reduces real interest rate on savings account. Inflation rate in 2016 is projected by the Bank of Thailand to be around 1.2%. Thus depositors should deposit in banks that offer interest rate higher than 1.2%; otherwise savers will end up losing money in bank accounts.

Periodic deposit

Fixed deposit accounts and tax exemption deposit accounts require periodic payments over a period of time. Thus, depositors who desire to save or are able to make payments periodically should choose these accounts. On the other hand, those who do not have periodic income every period may avoid these types of accounts. For instance, Bangkok Bank offers 3, 6, 12 or 24 month terms for fixed deposit accounts.

The right of withdrawal before the maturity

For some types of bank accounts such as saving accounts, a depositor cannot withdraw the money from the account until the end of the period. Hence, a holder who wants the flexibility would rather open checking accounts. For Bangkok bank, if a customer withdraws money from a fixed deposit account prior to three months, there will be no interest on your deposit.

Online and mobile banking facilities

Online and mobile banking facilities become the major factor nowadays. Those services make the transactions easier since customers can access these facilities everywhere through internet connection. Moreover, the application process should be easy and free. Therefore, any bank that has free online and mobile banking facilities is more likely to attract more customers. For Bangkok bank, Bualuang iBanking is the internet banking service that helps transferring funds, paying bills, checking your balance and so on whereas K- Cyber Banking from KBank has similar features.

Security of funds

Depositors tend to select any financial institution which is insured by the Deposit Protection Agency (DPA). Since the DPA provides protection to deposits in financial institutions system. The insured financial institutions are BBL, KTB, Kbank, TMB and so forth.

Fees

Some banks provide most transactions with free of charge. For example, Bangkok bank does not charge entrance and annual fees; however, customers are charged for transfers to third party. Thus, if a customer generally transfers funds to third parties, the one should compare fees for third party transfer between banks before making a decision.

Liquidity

Depositors should select banks that have high liquidity. The reason is that during the crisis those banks would have higher ability to find the cash to meet demands for deposit withdrawals relative to banks with low liquidity. For instance, Bangkok bank has liquidity risk management which diversifies its sources of funds to manage the liquidity risk.

Add-on benefits

Several banks offer add-on benefits to account holders in the bank. For instance, Bangkok bank has the promotion called "Bualuang Thank You Rewards" which account holders can redeem gifts from the bank by spending through its credit cards.

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