

Reaction Paper: Week2Marketing/Branding Strategies in CLMV

Everything can be branded and brand is giving life. Country is also a brand especially tourism. Each country has a different symbol represent their characteristics for example, elephant is a symbol of Thailand representing victory, friendly and also it is a high class animal because in the part King of Thailand usually use an elephant as a vehicle in the war. Brand is a baby that we have to take care of it. Nowadays technology is growing over time. Moreover, brand value fluctuate because time has change so we need a brand manager to take care of brands. Top of mind can determine brand value because it shows the important of the brand strategy such as if we talk about computer, we usually think about Microsoft. In Asia, culture plays an important role of consumer behavior in society. As marketing you need to know how to communicate with consumers, individual or corrective. Furthermore, technology is a part of branding especially online. Therefore, pricing get cheaper since there is more customers and more competitors

Brand needs to be energetic all the time with customer to deliver tangible and beneficial value to clients and brands. This called brand activation. Everything could become viral because if one activate, it would affect others and so on. Someone invest a lot of money in order to promote the retail. This because the company needs brand association. To increase the revenue, some company creates a campaign ongoing brand activation, not only focus on a taste, but also focus on happiness, sharing, adding value in their product and trying to connect consumers for example Coca-Cola creates campaign "Share A Coke" by writing common name on Coke can and advertise by giving a Coke can to people whom we love and care. They tell everyone that they sell open happiness and bring happiness to many countries. This drive a lot of successful and build up emotion. To create a brand, we need to focus on 4 steps, targeting, brand positioning, brand elements and brand personality.

In my perspective, marketing is very important especially in advertisement. Because people or we called consumers are the main factor determining brand value. We need to make our brand to be the top of mind, make them remember our brand when they need

the product as we have. We couldn't avoid the competitor in the market but what we can do is how can we make our brand have higher brand value than others.

Logistics and Supply Chain Development in CLMV

Cross border can use land, air and sea transportation. Border trade is a part of inter business but it is a less formal system so we use friendship and it would be not success without logistic linkage. ASEAN try to be a borderless. Logistic provide opportunity but somehow there is an obstacle. In Myanmar, there is a lower rate but the problem is infrastructure and politic. This is limitation about cross border. Nowadays many countries create cross border development plan for example, China started with "one belt, one road" to link countries around the world in order to increase demand and try to present their product. However, this trade cause bad environment as well. Thailand has around 100 border. That's why GDP of Thailand is based on cross border and the main gate from Thailand to China is on the upper north of Thailand. Mae-Sai cross border is the best practice of border development because Burmese can work in Thailand and back home in the evening. China tried to control logistic in ASEAN because they want to trade with us. They control level of mae-khong river and need to eliminate illegal port in Myanmar. Moreover, they don't want their money flow out to others. This is Chinese business culture. Thailand also get advantage from China's trade because they use Thailand as a transit. However, Lao PDR buy a lot of thing in Thailand and re-export to China because Thailand logistic is not good so there is many foreign investor own our company and manage by themselves. Moreover, produce in Thailand and Laos is lower cost comparing to China so Chinese refuse to invest in Thailand because of more regulation,

less resource and using higher cost transport. I think this increase Laos border export value on the other hand Thailand also lose relationship with China. Chinese can export a huge product because of economic of scales, quality of production system, weather and government subsidies.

Furthermore, cross border not only affect trade system, but also affect tourist system. A lot of Chinese came to Thailand by car, driving in the same route as trading system.

In my views, developing countries are taken an advantage in term of lower local tax comparing to Thailand. China plays a big part in ASEAN trade. China used to trade with Thailand and we get a lot of income from them. Nowadays developed countries decided to invest in developing countries even China. Recent year, Lao PDR invite Chinese to live in Lao PDR because of increase their population and government has hidden agenda that they need Laos learn trading and commerce with Chinese business man. That really affect Thailand because China move to invest in Laos instead of Thailand. Moreover, Thailand doesn't have a direct border with China so Thailand has less competitiveness with developing countries especially Laos

Development Economics

After 18th century, there is a industrial development so it observe fast growth for economy. Growth in corporation and business will be economic development and SDGs. We focus on "per capita" because it show in average how much each one earn. Another factor is technology, better technology give the better health to people so they have an ability to increase the productivities and live longer. Economic development also has a lack of measurement. SMEs and small business always complain the rise of economic growth is not true and they haven't get it. Thailand stuck in middle-income trap. This is because the countries in this trap didn't have enough high economic growth to move up into high-income countries and also they have less competitiveness with some

developing countries because of lower wage, more resources and some regulation that developing countries have less tariff in order to export to big developed countries.

Nowadays innovations and technology need to grows together because the nature of modern economics, once you develop or create something new, others can copy because there is no protected law. In order to make high growth be sustained, stability, saving, opportunity, allocate resources and leadership are very important. We need to make sure the there will be no economic shock and be affected by other countries as it already happen in Asia crisis,1997. Most government need to develop their countries by using industrial policy but it usually failed because comparative advantage always change for example, Thailand and Malaysia have lost comparative advantage on labor compared to CLMV so we need to improve labor productivity instead. As I said before, technology is very important in order to improve GDP. Developing countries can learn developed technology from foreign investment. That's why FDI will create technology transfer.

In my opinion, every country needs to be developed and leaders also need to increase their country's GDP. But the important things is they need to use tools that is efficient to their countries the most. I think there is no right or wrong, good or bad for tools, but they need to grow with present and apply their countries with the proper steps and strategies. Don't be too self-confident because everyone moves forward to the future everyday. If you stop, you're going to be a follower instead.