Date : 18 JUNE 2018 (MORNING) THANAPORN SUMIPHAN 5904641411

MARKETING AND BRAND STRATEGIES

Today in the morning class we learned about marketing and brand strategies. We learn what the brand is. The brand is a name, term, sign, symbol or design or a combination of them to describe goods and services it or to differentiate them from others. The things that we use to identify or differentiate product is what we called brand elements. Brand is more than that, it can create awareness, reputation, prominence in the market. The product is anything we can offer to the market for attention, acquisition, use or consumption that might satisfy a need or want. It can be physical goods, service or even an idea. Brand is like our little baby, we need to take a lot of care of it. It need a lot of love, attention and need time to grow. Brand has life, it had also has emotional and quite sensitive. In year 2017, the world top 3 most valuable brand are all in electronic industrial, such as, Google, Apple and Microsoft. The brand value can go up and down all the time, so, we need talented brand manager to make the brand strong, and stronger overtime. Thing that marketers need to do is to make the brand be the top of mind awareness in consumer head, for example, when we think about the fast-food restaurant, most people will always think of McDonald before other brand. So, this mean McDonald had done very good in making brand awareness. In order to increase brand awareness, we need to do more of brand association. Like, when we think about Nike, what had come up in consumer mind is not only their products but also their competitors, their related concepts like enjoy and motivation and their brand attributes such as cool, awesome and expensive etc. Brand also have the negative associated too. Everything can be branded. After that we talk more on brand essence in Asia in term of culture and technology. Culture and technology had play in a significant role in consumer behavior and digital economy in today's society. We are all have the different level of cultural dimension. For example, the United States and England are more individualism than China and Korea which has more collectivism. In nowadays, it is very important to adapt technology to brand building especially in Asia because the number of people using social media is very high and grow healthy every year. Next is about brand activation. This one is very exciting and also important because we have to do something in order to connect with our consumer, build stronger relationship and expand groups of customers. Our case study are the snoopy snap and share campaign that was launched by Central group and share a coke campaign. Both of these campaign is very successful, it can created the talk of town and a lot of people associate in this campaign. The share coke campaign is success because they don't only try to sell coke but they also sell the special feeling to someone. Finally, don't forget that understanding culture and language is the most important key if you want to succeed in multinational business.

Date : 18 JUNE 2018(Afternoon) THANAPORN SUMIPHAN 5904641411

LOGISTICS IN CLMV

In the afternoon class we learn about logistics and supply chain development in CLMV countries. The border trade is the trade that has less formal than international trade. It changes from B - B to B - C or business to business to business to consumer, the demand push and pull are from consumer satisfaction. Thailand connected with four countries Myanmar, Laos PDR, Cambodia and Malaysia. We have border trade to all of these countries and also with China. Government try to promote trade integration among ASEAN partners, formal trade link is still facing several constraints. And the reason why many investors prefer doing border trade than international trade because it easier, they know each other before and they trust in their own old experience so they don’t want to shift their investment. There are push and pull factors for the informal cross-border trade or ICBT, for example, lack of knowledge of advantage of the trade within ASEAN and the information on existing trading opportunity, high transaction and compliance costs, difficulties in getting entry permit and politics stability and economic recovery in neighboring country economics. Our case study is about cross border and transport management in Chiang Rai borders. The main stakeholders are importer, exporter, customs, licensing authorities and transport operators etc. Chiang Rai has 2 borders, one, trade one with Myanmar another one is trading with Laos and have transits also has transit trade with China. Chiang Rai’s GPP had grow rapidly by the expansion of border trade with neighboring countries and southern China. Chiang Rai border trade situation, there are 3 special economic zone. First is Mae Sai border, it is called trading city. This one aims for trading from China through Myanmar to Thailand. Goods are mango, melon, watermelon, avocado and orange etc. Next, is Chiang Khong border which we called logistics city. This border use for the land transportation. At first Laos doesn’t get anything from this economic zone. So, they think that if you want to pass our country, you need to use our Laos truck in logistics, in order for, Laos to get something from this economic zone. Then, the last one is Chiang Sean which is the river port. This port city aims for GMS tourism, water transportation, trading and tourism. Here is the biggest casino between Thailand and Laos. In this economic zone nowadays, condominium, restaurant, hotels and many other business operating by Chinese people. By doing this border trade, there are 3 flows which are people, products and capitals. First, people come in term of tourists and labors. After we have R3a road, the number of Chinese tourism had double increase, but this also make a negative effect to the local people. Traffic is worse, less clean and hygienic. Second flow is product, After we have FTA with China in agricultural product, the tariff equal to zero and our competitiveness is lower because China has the better economy of scale. The last flow is the capital flow, Chinese come into Thailand to grow banana in the northern part and imported back to their country, by doing that Thailand does not get anything from this business. In this day, a lot of foreigner had buy a lot of land and real estate so I think we have to be aware of this flow , otherwise, our land will be belong to other instead of Thai people.

Date : 19 JUNE 2018 THANAPORN SUMIPHAN 5904641411

DEVELOPMENT ECONOMICS

Today class, we talk about the development economics, the teacher had show the graph of the evolution of global and per capita GDP in last 2000 years. From the graph we can say that the world economics grow very fast after the industrial revolution. In that period, technology became more advance lead to better medical, the infantion mortality rate, diseases and the mortality rate had reduced. Less people die, then, it means the higher number of population. The economic growth in South East Asia is very fluctuated. Teacher also show another graph that about of economics growth but what I want to know is the reason why in 1997 when we have financial crisis all South East Asia countries had effected but Vietnam seem like it doesn't effect by that crisis. In 19960 to 1990s, Thailand, South Korea, Hong Kong, Singapore, Taiwan and Indonesia have very high growth rate. It's because they have high interest rate to attract foreign investments, rapid industrialization, policies supporting exports which driving economics growth rapidly. The high economics growth or higher GDP growth is not our end goal because not everyone would benefit from this growth. things that we want is a higher inclusive growth. we wish to have more employment and opportunity and a better education, financial services, infrastructure and health service. While Other countries that had the same level as Thailand before became the high income country now but Thailand still trap in the middle-income level. After we are in the middle income country, we had lost the privilege of trade, so, we have to pay the higher tariff then before and that make our country compete harder with the lower income country because they has the lower cost. Thailand don't have enough high economic growth to move for middle income country to high income country. There are five key to sustained the high growth rate. First economic stability, this one is to ensure that nothing going to interrupt investors when they invest in that country like inflation. Next, higher saving, higher investment. Third, market allocate efficiently. Forth, good governance and the last one is the openness, knowledge transfer and exploit the demand. Be aware that when we have rely on the world economics. When they going to down that mean you also declined as well so in order to stable you need to have more market to do the business with. If you want to high economic growth, we need to change from agricultural base to become more in industrial sector because product in industrial sector can create more value added to the country. By this transitioned someone who can not adapt would be left out of the system. In order to become developed country, developing country need to learn from the technology transfer and then develop your own one. But to do that you must have enough skilled labor that ready to learn. Don’t be just production contractors.