

## ABSTRACT

This project is concerned with chemical products. Chemical product is the product used to mix in the process, to reduce the pollution of water from wastewater treatment plant, to clean the water from bacteria and virus before sending to end-users to drink or use. The simple way by which we can transfer chemical products from one place to another is by using a chemical pump to feed them.

Prominent Brand Chemical Pumps is a very famous brand in Thailand, very well-known and established in Thailand for a long time. This project was established for the purpose for making marketing plan of Prominent Brand Chemical Pumps. This project will show how the marketers work to set the strategies and make everything to compete with their competitors and after that will expand the market to be the specialist for chemical system within 3 years and to be the maker of water treatment products in the future.

The plan is for 3 years. The first covers year 2004 that all marketing plan is mainly focused on Prominent Brand Chemical Pumps. The second covers year 2005 for the remaining market of chemical pumps, expand it not much and try to sell other products related to chemical pumps. The third covers year 2006 and beyond. During this period, we will sell all chemical products: Chemical components, mixers, pumps, controllers etc. and will try to sell other products related to water.

After the plan is started, we will monitor sales volume. We will keep track of monthly and quarterly deviations of actual sales from projected sales. We can then find ways to return sales to back on track. There is a contingency plan if the suggested marketing plan is not successful. However, we believe that this plan will be successful.