ABSTRACT

This project, PP Corrugated Sheet Market Research, is to study the industrial market information of PP Corrugated Sheet Market, potential, direction, consumption, attitude, and customer’s need including analysis of PP industrial marketing plan of Thai Petrochemical Industry Public Company Limited (TPI) for supporting decision making of PP Product Manager of TPI in marketing planning, sales forecasting, production planning, developing of product and service including gaining competitive advantage.

This project is divided to two parts such as the part of analysis of PP marketing plan of TPI by using face to face interviews with PP product manager of TPI and the part of PP Corrugated Sheet Market Research. The market research is divided to two levels of survey such as sheet manufacturers by using face to face interviews for 100 percent of sheet manufacturers and sheet converters by using telephone interview for random converters including using the structured questionnaire which is designed to cover all the objectives.

After studying this project, we will know the potential, the future consumption, and customer’s need for PP Corrugated Sheet Market. This project is accomplished for the utilization of PP sales forecasting and production planning including developing of product and service of TPI.