

ABSTRACT

This project was done for the Boon Rawd Brewery, specifically for Singha beer. The company background was discussed, and then a review of the various literatures of marketing was included. Time was then devoted to the situational analysis, which included such things as the PEST analysis, SWOT analysis for the company, and a discussion of competitors' strengths and weaknesses. The competitors included Kloster, Chang, and Heineken.

Afterwards, marketing strategies for both the long term and short term were created. The short term marketing strategies were aimed for about one year of implementation. Some of the strategies included maintaining the quality control of the company, cultivating relationships with distributors, organizing beer gardens, holding sweepstakes, and doing good for society through donations to charity or other community projects. The long term marketing strategies were placed in order to ensure the continued existence and survival of the company, including additional product lines, adjusting product image, and rewarding loyal consumers for their support of the company through repeat purchases of Singha beer.