

## ABSTRACT

The main objective of this project is to strengthen the business of retractable awning, Thaweewat Canvas-Aluminum Company Limited is selected as a case study, which is a company specializing on canvas, awning and tents. In this project shows how to use various marketing strategies to maximize sales & profit, and at the same time keep the company's image and get as much market shares as possible.

The company has various kinds of products for customers' choices, e.g. canvas, awnings, tents, canopies, blinds, etc. This project focuses on the new product that is the "Tropical Awning" that is a retractable awning that has been newly imported from Taiwan. Both advantages and some disadvantages of this product are analyzed (see detail on SWOT Analysis) and variety of strategies in Marketing Mix, as well as Brand creating and Brand Positioning Analysis are used. A new brand and the web-site to promote this product are created and the company expects it will be popular and gain more market share in this industry.

From this project there is a chance for the company to study the research, figures and information both from external and internal sources and the competitors', that assist the marketing decision plan. Furthermore, various managerial strategies and tactics are used to improve the management skills and the skills of the firm in order to optimize the operation on the business.