A Feasibility Study on Establishing an Electrical Components Retailer

by

Ms. Prathana Tatiyapongpinij

A Final Report of the Three-Credit Course
CE 6998 Project

Submitted in Partial Fulfillment
of the Requirements for the Degree of
Master of Science
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The Graduate School of Assumption University has approved this final report of the three-credit course, CE 6998 PROJECT, submitted in partial fulfillment of the requirements for the degree of Master of Science in Computer and Engineering Management.

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ABSTRACT

This project is feasibility study on establishing an electric components retailer. The objectives of this study are to apply all theoretical knowledge to do feasibility in market plan and finance projection and to suggest a good business opportunity to the new investors.

The capital budgeting analysis is used to analyze the feasibility of this investment and after studying this feasibility, it shows that this is a good investment as it gives positive NPV and higher internal rate of return (IRR). Moreover, the financial ratios analysis can support the investor that the project has the opportunity in returning a high worth with not much investment.

In addition, people nowadays are more concerned about their living and good product using so we set this kind of business into fast food industry, this business can gain competitive advantage by serving high quality goods with lower price to face with the current economic condition.

The results of the project were obtained by gathering pertinent information, preparing both marketing plan and financial projection based on a certain assumption and adoption the solution whether this project is worth or not however the result of this study is expected to be beneficial to the investors.

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I. INTRODUCTION

1.1 Significance of the Project

In today's turbulent environments, competition has gone far beyond the traditional product-based competition and taken on an increasingly new look, with its nature and rules changing fundamentally. Accordingly, firms are competing with one another at multiple levels at the same time and as a result building and enhancing multilayer competitive advantage is becoming the focus of competition for any firm to succeed. They try to develop an effective framework for companies to deal with the challenges of turbulent environments by integrating existing theories and techniques together and applying them as a whole finally, provide an integrated framework with a practical.

Under the current economic situation, many large and middle businesses had to be closed downs whereas small businesses are still growing. In addition, the number of consumer is still the same while purchasing power is declining. When buying goods or services, people are concerned more about their need resulting in consuming less for the luxury goods. However, electric appliances and equipment are still in demand, as it is a necessity. It has pointed out that no matter how difficult Thailand's economic situation is, electric business is still important for human life and all the industries need electric equipment to run their business also.

Electricity is an integral part of life. It is indispensable to factories, commercial, establishments, homes, and even most recreational facilities. Lack of electricity causes not only inconvenience, but also economic loss due to reduced industrial production. Various aspects of the electric power industry are provided in this overview. Whether you are an electric utility, municipality, cooperative, industrial company, manufacturing business, or institution, you need safe, reliable, and affordable power. To achieve that goal, you face some tough challenges in today's energy market. You must reduce energy costs yet increase power reliability. You must eliminate power shortages, outages, and downtime. You need to offer a safe and environmentally conservative solution. And at the same time, you must have the flexibility to meet your customers' unique energy needs, while achieving your own financial objectives. Electric company's marketing and sales understands these issues, and offers energy solutions tailored to meet your needs.

As people know, the Klongtom market which sells the electric equipments and electrical appliances. There are many new comers investing and existing companies (more than 30 companies and many stalls) are always redecorating their companies to attract and convenient to buy the products for their customer. So we are the new company to invest in electric business and the first place which will be located is at Klongtom area market. To make the marketing plan and do the business in this industry we offer a complete range of products and services for electrical equipment and appliances. We are one of the lowest-cost wholesaler and retailer in Thailand. The company will plan to expand the new branch to get more customers and to be well known for people in Thailand.

This project will cover how to start, create, and operate electronic appliances and equipments. It includes the company's objectives, the situation analysis, the SWOT analysis (Strength, Weakness, Opportunities, and Threat), Marketing overview, Competitive advantages, Business analysis, financial analysis, and Future plan. Finally, Marketing Plan also supports the business more efficiently and effectively.

1.2 Objectives of the project

(1) To conduct the feasibility study for investment electric company.

(2) To design a marketing mix program for the company.

1.3 Scope of the Project

1) To set the short term and long term plans of the company.

2) To conduct situation analysis.

3) To set marketing mix (4Ps) and set the activities plans.

4) To conclude decision.

II. LITERATURE REVIEW

In conducting feasibility study, there are three areas to be considered whether they are feasible or not. Those three areas are marketing study, technical study and financial study.

2.1 Marketing Study

Businesses today face three major challenges and opportunities: globalization, advancements in technology, and deregulation. Marketing is typically seen as the task of creating, promoting, and deliveries goods and services to consumers and businesses. Effective marketing can take many forms: It can be an entrepreneurial (individual), formulated (small company), or entrepreneurial (large company) markets. Marketers are involved in many types of marketing entities: goods, services, experiences, event, persons, places, properties, organizations, information, ideas etc. They are skilled at managing demand: They seek to influence the level, timing, and composition of demand. To do this, they face a host of decisions, from major ones such as what features a new product should have to minor ones for example, the color of packaging. They also operate in four different marketplaces: consumer, business, global, and nonprofit.

For each chosen target market, a firm develops a market offer that is positioned in the minds of buyers as delivering some central benefits. Marketers must try to understand the target market's needs, wants, and demands. A product or offer will be successful if it delivers value and satisfaction to the target buyer. The term markets cover various groupings of consumers. Today there are both physical marketplaces (as one goes shopping in a store) and digital marketplaces (as when one goes shopping on the internet), as well as meta-markets (a cluster of complementary products and services that are closely related in the minds of consumers but are spread across a diverse set of industries).

Markets reach their targets through various channels such as communication, distribution, and selling. Marketers operate in a task environment and a broad environment. They face competitions from actual and potential rival offerings and substitutes. The set of tools marketers use to elicit the desired responses from their target markets is called marketing mix.

However, the marketing concepts hold that the key to achieving organizational goals consists of determining the needs and wants of target markets and delivering the desired satisfactions more effectively and efficiently than competitors. It starts with a well-defined market, focuses on customer needs, coordinates all the activities that will affect customers, and producer's profits by satisfying customers.

As market-oriented strategic planning is the managerial process of developing and maintaining a viable fit between the organization's objectives, skills, and resources and its changing market opportunities, the aim of strategic planning is to shape the company's businesses and products so that they yield target profits and growth. Strategic planning takes place at four levels which are corporate, division, business unit, and product.

The strategic planning for individual businesses entails the following activities : defining the business mission, analyzing external opportunities and threats, analyzing internal strengths and weaknesses, formulating goals-what a business want to achieve, formulating strategies to achieve its goal, formulating supporting programs, implementing the programs, and gathering feedback and exercising control.

To carry out their responsibilities, marketing managers whether at the corporate, division, business, or product level follow the marketing process. Working within the plans set by the levels above them, product mangers come up with a marketing plan for individual products, lines, or brands. The marketing process consists of analyzing marketing opportunities, researching and selecting target markets, designing marketing strategies, planning marketing programs, and organizing, implementing, and controlling, the marketing effort.

To evaluate its various opportunities, it needs to manage a reliable marketing research and information system. Marketing research is an indispensable marketing tool to assess buyer's wants and behaviors to assess the market size. The marketing people can research secondary sources, run focus groups, and conduct telephone, mail, and personal surveys. By analyzing the collected data, it will gain a better picture of the size of each market opportunity.

Once its market opportunities are analyzed, it is ready to a select target market. Modern marketing practice calls for dividing the market into major market segments, evaluating each segment, and targeting those market segments that the company can best serve.

Target marketing involves three activities which are market segmentation, market target, and market positioning. Target markets can be set at four levels: segments, niches, local areas, and individuals. Market segments are large identifiable groups within a market. A niche is a more narrowly defined group. Marketers are localizing their campaigns for trading areas, neighborhoods, and even individual stores.

Finally, more companies are practicing individual and mass customerization. The future is likely to see more self-marketing; a form of individual marketing in which individual consumer takes more initiative in designing their products and brands. The major segmentation variables for consumers markets are geographic, demographic, psychographic, and behavioral. These variables can be used separately or in combination. Business markets use all these variables along with operating variables, purchasing approaches, and situational factors. To be useful, market segments must be measurable, substantial, accessible, differentiable, and actionable.

Once a firm has identified its market-segment opportunities, it has to evaluate the various segments and decide how many (segments) and which ones to target. In evaluating segments, it must look at the segment's attractiveness indicators and the company's objectives and resources. In choosing which segments to target, the company can choose a single segment, several segments, a specific product, a specific market, or the full market to focus on. If it decides to serve the full market, it must choose either differentiated or undifferentiated marketing.

For developing marketing strategies, the products strategy will need modification at the different stages in the product life cycle: introduction, growth, maturity, and decline. Furthermore, strategy choice will depend on whether the firm is a market leader, challenger, follower, or niches. Finally, changing global opportunities and challenges will have to be taken into account. To transform marketing strategies into marketing programs, marketing managers must make basic decisions on marketing expenditures, marketing mix, and marketing allocation.

In controlling the marketing effort, there are three types of marketing control as follows:

(1) Annual-plan control is the task of ensuring that the company is achieving its current sales, profits, and other goals.

(2) Profitability control is the task of measuring the actual profitability of products, customer groups, trade channels, and order sizes.

(3) Strategic control is the task of evaluating whether the company's marketing strategy is appropriate to market conditions. Because of rapid changes in the marketing environment, each company needs to assure its marketing effectiveness periodically through a control instrument known as marketing audit.

Nevertheless, each product level within a business unit must develop a marketing plan to achieve its goals. The marketing plan is one of the most important outputs of the marketing process. It should contain the following elements which are executive summary and table of contents, overview of the marketing strategy to be used to achieve the plan's objectives, analysis of the opportunities and issues facing the product, summary of the plan's financial and marketing objectives, an overview of the marketing strategy to be used to achieve the plan's objectives, description of the action programs to be implemented to achieve the plan's objectives, project profit and loss statement and summary of the controls to be used in monitoring the plan's progress.

2.1.1 SWOT Analysis

The overall evaluation of a company's strengths, weaknesses, opportunities, and threats is called SWOT analysis.

(a) External Environment Analysis (Opportunities and Threat Analysis)

For each trend or development, management needs to identify the associated opportunities and threats. A marketing opportunity is an area of buyers' need in which a company can perform profitably. Opportunities can be classified according to their attractiveness and their success probability. The company's success probability depends on whether the business strengths not only match the key success requirements for operating in the target market but also exceed those of its competitors. More competence does not constitute a competitive advantage. The best performing company will be the one that can generate the greatest customer value and sustain it over time.

Some developments in the external represent threats. An environment threat is a challenge posed by an unfavorable trend or development that would lead, in the absence of defensive marketing action, to deterioration in sales or profit. Threats should be classified according to seriousness and probability of occurrence. To deal with these threats, the company needs to prepare contingency plans that spell out changes the company can make before or during the threat.

Once management has identified the major threats and opportunities facing a specific business unit, it can characterize that business's overall attractiveness. There are four outcomes as possible:

1) An ideal business is high in major opportunities and low in major threats.
2) A speculative business is high in both major opportunities and threats.
3) A mature business is low in major opportunities and low in threats.
4) A troubles business is low in opportunities and high in threats.

(b) Internal Environment Analysis (Strengths/Weaknesses Analysis)

It is one thing to discern attractive opportunities and another to have the competencies to succeed these opportunities. Each business needs to evaluate its internal strengths and weaknesses periodically.

The business does not have to correct all its weaknesses, nor should it gloat about all its strengths. The big question is whether the business should limit itself to those opportunities where it possesses the required strength or should consider better opportunities where it might have to acquire or develop certain strength. Sometimes a business runs poorly not because its departments lack the required strength but they do not work together as a team. Therefore, it is critically important to assess interdepartmental working relationships as part of the internal environment.

2.1.2 Marketing Research

Marketing research calls for developing the most efficient plan to gather information. The marketing manager needs to know the cost of the research plan before approving it. The research would lead to an improved pricing and promotional plan and a long term profit, that is worth doing.

In collecting marketing information, entrepreneurs can make marketing decisions based on intuition alone, or they can base their judgment on sound marketing information. Marketing managers often commission formal marketing studies of specific problems and opportunities. They may request a market survey, a product preference test, a sales forecast by region, or an advertising evaluation.

Marketing research is the systematic design, collection, analysis, and reporting of data and findings relevant to a specific marketing situation the company is facing. Companies can conduct their own marketing research or hire other companies to do it for them. Good marketing research is characterized by scientific methods, creative, multiple research methods, an accurate model building, cost benefit analysis, healthy skepticism, and an ethical focus.

The process consists of defining the problems and research objectives, developing the research plan, collecting information, analyzing the information, and presenting the finding to management. In conducting research, firms must decide whether to collect their own data or use data that already exist. The researcher can gather primary data, secondary data, or both (data source). They must also decide which research approach and which research instrument to use. In addition, they must decide on a sampling plan called sampling unit (who is to be surveyed), sample size (how many people should be surveyed), sampling procedure (how the respondents should be chosen), and contact methods to know how the subject should be contacted by mail, telephone, personal, or on-line interviews.

Research approaches are as follows:

1) Observational is to gather by observing the relevant actors and settings.

2) Focus group is to gather six to ten people who are invited to spend a few hours with a skilled moderator, who needs to be objective, knowledgeable on the issue, and skilled in group dynamics, to discuss a product, service, organization, or other marketing entity.

3) Survey is the best suited for descriptive research.

4) Behavioral data is customers leave traces of their purchasing behavior in store scanning data, catalog purchase records, and customer databases.

5) Experimental is to capture cause and effect relationships by eliminating competing explanations of the observed findings.

6) Two main research instruments in colleting primary data are as follows:

Questionnaires are a questionnaire consisting of a set of questions presented to respondents for their answers. It needs to be carefully developed, tested and debugged before they are administered on a large scale. Questions should be simple, direct with unbiased wordings and it should be pre-tested with a sample of respondents before it is used then it should flow in logical order.

Medical Instruments are occasionally used in marketing research for examples Galvanometers measure the interest or emotions aroused by exposure to a specific picture. An audiometer is attached to television sets in participating homes to record when the set is on and to which channel it is tuned.

One major reason for undertaking marketing research is to discover market opportunities. Once the research is complete, the company must carefully evaluate its opportunities and decide which markets to enter. Once in the market, it must prepare sales forecasts based on estimates of demand.

There are two types of demand which are market and company demand. To estimate current demand, companies attempt to determine total market potential (the maximum amount of sales that might be available to all the firms in an industry during a given period under a given level of industry marketing effort and given environmental conditions), area market potential (market potential of different cities, states, and nations), industry sales, and market share. To estimate future demand, companies' survey buyers' intentions, solicit their sales force input, gather expert opinions, or engage in market testing. Mathematical models advanced statistical techniques, and computerized data collection procedures are essential to all types of demand and sales forecasting.

2.1.3 Marketing Plan

After preliminary marketing analysis are completed such as market research, market analysis, and sales forecasting. It is ready to construct the formal marketing plan. It is important to remember that each business venture is different and therefore each marketing plan will be unique. The marketing plan should include sections on market analysis, competition, and marketing strategy.

(a) Market Analysis

For market analysis, the marketing managers should discuss target market customers. The description of potential customers is commonly called a customer profile. Information complied with market research both secondary and primary data, can be used to construct this profile. A detailed major customer benefits characterizing the new product or service should be included. Another major element of the market analysis is the sales forecast. It is usually desirable to include more than such one sales forecast as "most likely", "pessimistic", and "optimistic". This provides investors and the entrepreneurs with three sales scenarios upon which to base their evaluation.

(b) Competition

Existing competitive firms should be studied carefully. A brief discussion of competitors' overall strengths and weaknesses should be a part of this section. Managers need to conduct a customer value analysis to reveal the company's strength and weakness which are related to competitors. The aim of this analysis is to determine the benefits that customers want and how they perceive the relative value of competitors' offers.

Michael Porter identified five forces that determine the intrinsic long run profit attractiveness of a market or market segment which are industry competitors, potential entrants, substitutes, buyers, and suppliers. The threats these forces pose are as follow:

(1) Threat of intense segment rivalry

A segment is unattractive it already contains numerous, strong, or aggressive competitors, the segment is stable or declining, planting capacity additions are done in large increments, fixed costs are high, exit barriers are high, and competitors have high stakes in staying in the segment. These conditions will lead to frequent price wars, advertising battles, and new product introductions will make it expensive to compete.

(2) Threat of new entrants

A segment's attractiveness varies with the height of its entry and exit barriers. The most attractive segment is the one in which entry and exit barriers. The most attractive segment is the one in which entry barriers are high and exit barriers are low. Few new firms can enter the industry, and poor-performing firms can easily exit. When both entry and exit barriers are high, profit potential is high, but firms face more risk because poorer-performing firms stay in and fight it out. When entry and exit barriers are both low, firms easily enter and leave the industry, and the returns are stable and low. The worst case is when entry barriers are low and exit barriers are high. Here firms enter during good times but find it hard to leave during bad times. The result is chronic overcapacity and depressed earning for all.

(3) Threat of substitute products

A segment is unattractive when there are actual or potential substitutes for the product. Substitutes place a limit on prices and the profit that a segment can earn. The company has to monitor the price trends in the substitutes closely. If technology advances or competition increase in these substitute industries, prices and profits in the segment are likely to fall.

(4) Threat of buyers' growing bargaining power

Buyers will try to force prices down, demand more quality or services, and set competitors against each other all at the expense of the seller profitability. Buyers bargaining power grows when they become more concentrated or organized, the product represents a significant fraction of the buyer costs, the product is undifferentiated, the buyer switching costs are low, price sensitive because of low profits, or buyers can integrate upstream. To protect themselves, sellers might select buyers who have the least power to negotiate or switch suppliers. A better defense consists of developing superior offers that strong buyers cannot refuse.

(5) Threat of suppliers growing bargaining power

The company suppliers are able to raise prices or reduce quantity supplied. Suppliers tend to be powerful when they are concentrated or organized, there are few substitutes, the supplier's product is an important input, the costs of switching suppliers are high, and the suppliers can integrate downstream. The best defenses are to build win-win relations with suppliers or use multiple supply sources.

Today, competition is not only rife but growing more intense every year. Because markets have become so competitive, understanding customers is no longer enough. Companies must start paying keen attention to their competitions. Successful companies design and operate systems for gathering continuous intelligence about competitors.

(c) Marketing Strategy

A well prepared market analysis and a discussion of competition are important to the formal marketing plan. There are four areas of marketing strategy called the four Ps of marketing or marketing mix that should be addressed within the marketing plan.

First, the plan includes marketing decisions that transform the basis product or service idea into a "total product". Second, the plan includes promotional decisions that will communicate the necessary information to target markets promotion. Third, there are decisions regarding the distribution of a product to customers (place). Finally, there are pricing decisions that will set an acceptable value on the total product or service (price).

(1) Marketing mix

Marketers use numerous tools elicit desired responses from their target markets. These tools constitute a marketing mix. It is the set of marketing tools that the firm uses to pursue its marketing objectives on the target market.

Marketing mix decisions must be made to influence the trade channels as well as the final consumers. The company prepares an offering mix of products, services, and prices, and utilizes a promotion mix of sales promotion, advertising, sale force, public relations, direct mail, telemarketing, and internet to reach the trade channels and the target customers. Typically, the firm can change its price, sales force size, and advertising expenditures in the short run. It can develop new products and modify its distribution channels only in the long run. Thus, the firm typically makes fewer period to period marketing mix changes in the short run than the number that marketing mix decision variables might suggest.

The four Ps represent the seller's view of the marketing tools available for influencing buyers. From buyer's point of view, each marketing tool is designed to deliver a customer benefit. It suggested that the sellers four Ps (product, price, place, and promotion) correspond to the customers four Cs (customer, cost, convenience, and communication).The most basic marketing mix tool is product which is the firms tangible offering to the market. It includes the product quality, design, features, branding, and packaging. As part of its product quality offering, the company may provide various services, such as leasing, delivery, repair, and training. Such support services can provide a competitive advantage in the globally competitive marketplace.

A critical marketing mix tool is price which the company has to decide wholesale and retail prices, discounts, allowances, and credit terms. Its price should be commensurate with the offer's perceived value. Otherwise, buyers will turn to competitor's products.

Place includes the various activities the company undertakes to make the product accessible and available to target customers. The company must identify, recruit, and link various marketing facilitators to supply its products and services efficiently to the target market. It must understand the various types of retailers, wholesalers, and physical-distribution firms.

Promotion includes all the activities the company undertakes to communicate and promote its products to the target market. The company has to hire, train, and motivate salespeople. It has to set up communication and promotion programs consisting of advertising, sales promotion, public relations, and direct and on-line marketing.

Then, wining companies will be those who can meet customer needs economically and conveniently and with effective communication.

(a) The product and the Product mix

A product is anything that can be offer to the market to satisfy customers' want and need. Products are the marketed which include physical goods, services, experiences, event, persons, places, properties, organizations, information, and ideas. It is the first and most important element of the marketing mix. Product strategy calls for making coordinated decisions on product mixes, products lines, brands, and packing and labeling.

In planning its market offering, the marketer needs to think the five levels of the product through the core benefit is the fundamental benefit or service the customer is really buying. At the second level, the marketer has to turn the core benefit into a basic product. At the third level, the marketer prepares an expects product, a set of attributes that buyers normally expect and agree when they buy the product. At the fourth level, the marketers prepare an augmented product that includes additional services and benefits that distinguish the company's offer from services and benefits that distinguish the company's offer from that of competitors. At the fifth and final level, the marketer prepares a potential product which encompasses all the augmentations and transformations the product might ultimately undergo.

Products can be classified in several ways. In terms of durability and reliability. Products can be nondurable goods, durable goods, or services. In the consumer goods category, products are convenience goods (staples, impulses goods, and emergency goods), shopping goods (homogenous and heterogeneous), specially goods or unsought goods. In the industrial goods category, products fall into one of three categories such as materials and parts (raw materials and manufactures materials and parts), capital terms (installations and equipment), or supplies and business services (operating suppliers, maintenance and repair items, maintenance and re-services, business advisory services).

Most companies sell more than their product. A product mix can be classified according to width, length, depth, and consistency. These four dimensions are the tools for developing the company's marketing strategy and deciding which product lines to grow, maintain, harvest, and divest. To analyze a product line and decide how many resources should be invested in that line, product line managers need to look at sales and profits and market profile.

A company can change the product components of its marketing mix by lengthening its product via line stretching (down-market, up market, or both) or line filling, by modernizing its products, by featuring certain products, and by pruning its products to eliminate the least profitable.

Branding is a major issue in product strategy. It is expensive and time-consuming, and it can make or break a product. The most variable brands have a brand equity that is considered an important company asset. In thinking about branding strategy, companies must decide to produce manufacturer brands, or distributor or private brands, which brand name to use, whether to use line extensions, brand extensions, multi-brands, new brands, or co brands. The best brand names suggest something about the product benefits, suggest product qualities. Brand names should be distinctive easy to pronounce, recognized, and remembered. They should not carry negative meanings or connotations in other countries or languages.

Many physical products have to be packaged and labeled. Well designed packages can create convenience value for customers and promotional value for producers. In effect, they can act as “five second commercials” for the product. Marketers develop a packaging concept and test it functionally and psychologically to make sure it achieves its desired objectives and compatible with public policy and environmental concerns. Physical products also require labeling for identification and possible grading, description, and product promotion. Sellers may be required by law to present certain information on the label to protect and inform consumers.

(b) The Price

Despite the increased role of non-price factors in modem marketing, price remains a critical element of the marketing mix. Price is the only one of the four Ps that is producer revenue and the other three Ps products cost. In setting its pricing policy a company follows a six step procedure. First, it selects pricing objectives (survival, maximum current profit, maximum market share, maximum market skimming, or product quality leadership). Second, it estimates the demand curve, the probable quantities that will sell at each possible price. Third, it estimates how its costs vary at different levels of output, different levels of accumulated production experience, and differentiated marketing offers. Fourth, it examines competitor’s costs, prices and offers. Fifth, it selects a pricing method. Finally, it selects the final price, taking account of psychological pricing, the influence of other marketing mix elements on price, company pricing policies and the impact of price on the other parties

Companies do not usually set a single price but rather set a pricing structure that reflects variations in geographical demand and costs, market segment requirements, purchase timing, order levels, and other factors. Several price adaptation strategies are available which are geographical pricing, price discounts and allowances, promotional pricing, discriminatory pricing that the company sells a product at different prices to different market segments and product mix pricing. They include the setting prices for product lines, optional features, captive products, two-part items by products, and product bundles. After developing pricing strategies, firms often face situations in which they need to change prices. A price decrease might be brought about by excess plant capacity, declining market share, a desire to dominate the market through lower costs, or an economic recession. A price increase might be brought about by cost inflation or over demand.

There are several alternatives to increase price, including shrinking the amount of product instead of raising the price, subtracting less expensive materials or ingredients, and reducing or removing product features. The firm facing a competitor's price change must try to understand the competitor's intent and the likely duration of the change. The firm's strategy often depends on whether it is producing homogeneous or no homogeneous products. Market leaders who are attacked by lower-priced competitors can choose whether to maintain price, or raise the perceived quality of their product, or reduce price, or increase price and improve quality, or launch a low price fighter line.

(c) Marketing channels (place)

Most producers do not sell their goods directly to final users between producers and final user's stands for one or more marketing channels, a host of marketing intermediaries performing a variety of functions. Marketing channel decisions are among the most critical decisions facing management. The company choosing channels intimately affects all other marketing decisions.

Companies use intermediaries when they lack financial resources to carry out direct marketing when direct marketing is not feasible. The use of intermediaries largely boils down to their superior efficiency in marketing goods widely available and accessible to target markets. The most important functions performed by intermediaries are information, promotion, negotiation, ordering, financing, risk taking, physical possession, payment and title.

Manufactures have many alternatives to reach a market which they can sell direct or use one, two, or three level channels. Deciding which types of channel to use calls for analyzing customer needs, establishing channel objectives, and identifying and evaluating the major alternatives, including the types and numbers of intermediaries involved in the channel. The company must determine whether to distribute its product exclusively, selectively, or intensively, and it must clearly spell out the terms and responsibilities of each channel member.

Effective channel management calls for selecting intermediaries and training and motivating them. The goal is to build a long-term partnership that will be profitable for all channel members. Individual members must be periodically evaluated against reestablished standards. Channel arrangements may need to be modified when market conditions change.

Marketing channels are characterized by a continuous and sometimes dramatic change. Three of the most important trends are the growth of vertical marketing systems, horizontal marketing systems, and multichannel marketing systems.

All marketing channels have the potential for conflict and competition resulting from such sources as goal incompatibility, poorly defined roles and rights, perceptual differences, and interdependent relationships. Companies can manage conflicts by striving for sup ordinate goals, exchanging people among two or more channel levels, co-opting the support of leaders in different parts of the channel, and encouraging joint membership in and between trade associations.

Channel arrangements are up to the company, but there are certain legal and ethical issues to be considered with regard to practices such as exclusive dealings or territories, tying agreements, and dealer's rights.

(d) Managing Advertising, Sales Promotion, Public Relation

Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor. Advertisers include not only business firms but also charitable, nonprofit, and government agencies that advertise to various publics.

Developing an advertising program is a five-step process:

(1) Set advertising objectives; (2) establish a budget that takes into account stage in product life cycle, market share and consumer base, competition and clutter, advertising frequency, and product substitutability; (3) choose the advertising messages, determine how the message is to be generated, evaluate alternative message for desirability, exclusiveness, and believability; and execute the message with the most appropriate style, tone, words, and formats and in a socially responsible manner; (4) decide the media by establishing the ad's desired reach, frequency, and then choose the

media that will deliver the desired results in terms of circulation, audience, effective audience, and effective ad exposed audience, and (5) evaluate the communication and shows effects of advertising.

Sales promotions consist of a diverse collection of incentive tools, mostly short term, designed to stimulate quicker or greater purchase of particular products or services by consumers or the trade. Sales promotion includes tools for consumer promotion (samples, coupons, cash refund offers, prices off, premiums, prized, patronage rewards, free trials, warranties, tie-in promotions, cross-promotions, point-of-purchase displays, and demonstrations); and business- and sales force promotion (trade shows and conventions, contests for sales reps, and specialty advertising).

In using sales promotion, a company must establish its objectives, select the tools, develops the program, pretest the program, implement and control it, and evaluate the results. Most people agree that sales promotion works in increasing sales and market share in the short run, but does not have much effect in the long run. In addition, marketers face a series of challenges in most forms of sales promotion, especially high costs in supporting them.

A public is any group that has an actual or potential interest in or impact on a company's ability to achieve its objectives. A public relation (PR) involves a variety of programs designed to promote or protect a company's image or its individual products. Many companies today use marketing public relations (MPR) to support their marketing departments in corporate or product promotion and image making. MPR can affect public awareness of the fraction of the cost of advertising, and it is often much more credible. The main tools of PR are publications, events, news, speeches, public-service activities, and identity media.

In considering when and how to use MPR, management must establish the marketing objectives, choose the PR messages and vehicles, implement the plan carefully, and evaluate the results. Results are usually evaluated in terms of number of exposures and cost savings, awareness, comprehension, or attitude changes and sales-and-profit contribution.

2.2 Technical Study

Technical study involves the study of the availability of technology, raw materials, and skilled laborers that are necessary for doing business. Technical study will give an idea whether the investors have enough capacity to fulfill the market demand or not.

2.3 Financial Study

Financial study involves the study of the economy and the competitors in order to make the assumption of the estimated cost, how to raise funds and how money is generated. Projected balance sheet, income statement and cash flow must be made based on the assumption to be set.

(1) The Income Statement

It shows the profit or loss from a firm's operation over a period of time.

(2) The Balance Sheet

While the income statement reports the results from operating the business for a period of time, such as a year, the balance sheet provides a snapshot of the firm's financial position at a specific point in time.

Thus a balance sheet captures the cumulative effect of prior decisions down to a single point in time. The basic ingredients of a balance sheet are assets, liabilities and equity.

(3) The Cash Flow Statement

It shows changes in a firm's cash position over a given period of time. The cash flows generated are divided into three main areas: (1) cash flows from operations, (2) investments must by the firm, and (3) financial transactions, such as issuing stock, or borrowing or repaying debt. The data needed to construct a cash flow statement comes from two sources: (1) the two balances sheets for the firm, (2) the income statement.

2.3.1 Capital Budgeting

Capital budgeting analysis helps mangers make decisions about long-term investments. Three techniques for making capital budgeting decisions are considered. They all attempt to answer one general question: Do the future benefits from and investment exceed the cost of making the investment? However, each of the three techniques has its own specific question to answer.

The techniques and the specific question each addresses can be stated as follows:

(1) Accounting return on investment. How many dollars in average profits are generated per dollars of an average investment?

(2) Payback period. How long will it take to recover the original investment outlay?

(3) Discounted cash flow technique. How does the present value of future benefits from the investment compare to the investment outlay?

There are three simple rules to be used in judging the merits of an investment. While they may seem trite, they state in simple terms the best thinking about the attractiveness of an investment as follows:

(1) Businesses prefer more cash rather than less.

(2) Businesses prefer cash sooner rather than later.

(3) Businesses prefer less risk rather than more.

Accounting Return on Investment: A Profit Criterion.

A small firm invests because it intends to earn profits. The accounting return on investment technique compares the average annual after-tax profits it expects to receive with the dollars it expects to invest. That is,

Accounting return on investment = Average annual profits/ Average book value of the investment

The average annual profits can be estimated by adding the after-tax profits expected over the life of the project and dividing by the number of years. The average book investment equals the average of the initial outlay and the estimated ending project salvage value.

Payback Period – A No discounted Cash Flow Criterion

Payback period measures how long it will take to recover the initial cash outlay of the investment. The merits of any project are judged on whether it recovers the initial investment outlay in lesser time than some maximum acceptable payback period.

Discounted Cash Flow Techniques

It takes into consideration the fact that cash today is more valuable than cash received on year from now. The discounted cash flow techniques compare the present value of the future cash flows with the initial investment outlay. The analysis may take the form of (a) The net present value method; (b) the internal rate of return method.

(a) The Net Present Value

To measure a project's net present value, we estimate today's value of the dollars flowing into the project in the future and deduct the amount of the investment being made. That is, we discount the future after-tax cash flows back to their present value and then subtract the initial investment outlay. The computation may be represented as follows:

Net present value = Present value of future after-tax cash flows – Initial investment outlay

If the net present value of the investment is positive (that is, if the present value of future cash flows exceeds the initial outlay), we would accept the project. Otherwise, we would reject the investment.

(b) Internal Rate of Return

It provides the answer by measuring the rate of return we expect or earn from the project. To calculate the internal rate of return, we must find the discount rate that gives us a zero present value. To find the discount rate or IRR is as follows:

Present value of future after-tax cash flows – Initial investment outlay = 0

Or Present value of future after-tax cash flows = Initial investment outlay

To compute the internal rate of return, we have a bit of a problem. We cannot solve the problem directly. Either we must try different rates until we discover the rate that gives us a zero net present value, or we can use a financial calculator and let it derive the answer for us.

The decision criterion, when the IRR is used in making accept-reject decisions, is as follows: If the IRR is greater than the cost of capital, accept the project; if the IRR is less than the cost of capital, reject the project. This criterion guarantees that the firm earns at least its required return. Such an outcome should enhance the market value of the firm and therefore the wealth of its owners.

(1) Comparing NPV and IRR techniques

The better approach for evaluating capital expenditures is difficult to determine because the theoretical and practical strengths of the approaches differ. It is therefore wise to view both NPV and IRR techniques in light of each of the following dimensions.

(a) Theoretical View

On a purely theoretical basis, NPV is the better approach to capital budgeting. Most important is the fact that the use of NPV simplicity assumes that any intermediate cash inflows generated by an investment are reinvested at the firm's cost of capital. Since the cost of capital tends to be a reasonable estimate of the rate at which the firm could actually reinvest intermediate cash inflows, the use of NPV with its more conservative and realistic reinvestment rate is in the theory preferable. In addition, certain mathematical properties may cause a project with no conventional cash flows to have zero or more than one IRR so this problem does not occur in the NPV approach.

(b) Practical view

In spite of the theoretical superiority of NPV, financial managers prefer to use IRR. The preference for IRR is attributable to the general disposition of business people toward rates of return rather than actual dollar returns. Because interest rates, profitability, and so on are most often expressed as annual rates of return, the use IRR makes sense to financial decision makers. They tend to find NPV more difficult to use because it does not really measure benefits relative to the amount invested. When we check the feasibility of many projects that are independent, we are considering each project individual. We do not make a comparison among the projects. Evaluating the feasibility of one project or many projects that are independent, can be done by either method as it gives the same answer, which is called "Logical Relationship" as follows:

If NPV >= 0 => IRR >= actual cost of capital => MIRR >= actual cost of capital => PI >= 1

While evaluating the feasibility of many projects that are mutually exclusive, meaning that we have to choose the most feasible from many alternatives, the NPV comparison is the most suitable method by selecting the project that has highest NPV.

We cannot select a project that has the highest IRR in comparisons as it is meaningless to do comparisons on the IRR because it does not represent the rate of return of the project and it does not exist. Nevertheless, NPV method is used under the assumptions that capital is not limited and all projects have the same time horizon and the cost of capital should be the same.

III. RESEARCH METHODOLOGY

Participants/Respondents

This study was conducted about people who buy electrical products at Klongtom market. So we have distributed questionnaires by using convenience and judgment sampling method. By asking questions to the prospects first whether they always buy electrical products at Klongtom market or not. We have plans to open company electric at Klongtom market so we concentrated to distribute our questionnaires at various places such as electric shop, a contractor of building, and people who walk around Klongtom market area.

Table 3.1 Sample size by YAMANE method at 90%

Population Size	Sample size					
	±1%	±2%	±3%	±4%	±5%	±10%
500	b	b	b	b	222	83
1000	b	b	b	385	286	91
1500	b	b	638	441	316	94
2000	b	b	714	476	333	95
2500	b	1259	769	500	345	96
3000	b	1364	811	517	353	97
3500	b	1458	843	530	359	98
4000	b	1538	870	541	364	98
4500	b	1607	891	549	367	98
5000	b	1667	909	556	370	98
6000	b	1765	938	566	375	98
7000	b	1842	959	574	378	98
8000	b	1905	976	580	381	99
9000	b	1957	989	584	383	99
10000	5000	2000	1000	588	385	99
15000	6000	2143	1034	600	390	99
20000	6667	2222	1034	606	392	99
25000	7143	2273	1064	610	394	100
50000	8333	2381	1087	617	397	100
100000	9091	2439	1099	621	398	100
$\rightarrow\infty$	10000	2500	1111	625	400	100

Table 3.2 A Four-day Survey at Arunothai electric company

Date	Total Customers	Male customers	Female customers	Products
25/9/2005	89	58	31	178
26/9/2005	78	47	31	156
28/9/2005	55	36	19	110
31/09/2005	63	40	23	126
Average	71.25	45.25	26	142.5
Gender proportion		32.24%	18.53%	

For the survey procedure, we used a sampling method by using YAMANE method to set a sample size in the level of standard error ±10% and level of confidence at 90% for total 100 sets (efficiency questionnaire). We acquired the cluster (area sampling) to be the used to distribute our questionnaires. We used this method because it was easy to implement and also has cost effectiveness. First, we selected the target population in the area into mutually exclusive and exhaustive sub-population or clusters. Then we took a random sampling of clusters, based on a probability sampling technique.

For data collection of sampling method, we collected information on Klongtom market as it is the location of our electrical store for 4 days by choosing 2 week days which are Monday and Tuesday and weekend on Saturday and Sunday from 9:00 a.m. to 17:00 p. m.. Since we consider that there is no difference in the number and characteristic of population during working days we choose any 2 working days.

IV. DATA ANALYSIS

To present the data analysis for the company objectives it is divided into 2 parts as the following:

1 To analyze the data of people status who walks around the electrical good shops in Klongtom markets which are gender, age, education, occupation, and income.

2 To analyze the data about need the people who walks around electronic shops in Klongtom market. For example, frequency of coming to Klongtom market, consume the product, frequency for purchasing electric products, where to buy products, company for buying products, objectives for buying products and kinds of product

3 To compare the data of status and need of purchasing electric products in Klongtom market by using age, education, Income.

Part1.To know the data analysis of people's behavior who walks around electrical good shops in Klongtom market.

To analyze the data about people's need who walks around the electrical shops by using gender, age, education, occupation, and income as the result following:

From the data analysis private status of people who walks around electrical shops in Klongtom market found that:

Gender	:	male 58% and female 35%	
Age	:	less than 20years = 3%	
		26-40 years	= 46%
		41-49 years	= 20%
		49 years up	= 14%

Education :	Diploma	= 18%
	High School	= 12%
	Bachelor degree	= 40%
	Higher than bachelor	= 5%
Occupation:	Own business	= 47%
	Officer	= 23%
	House wife	= 10%
	Student	= 3%
Income per month		
	More than 20000baht	= 34%
	5000 – 10000baht	= 30%
	10001 – 20000baht	= 26%
	Less than 5000baht	= 4

Part 2. The data analysis about people needs who walks around electrical shops at Klongtom market.

The data analysis of people's need by using frequency of walking around Klongtom market, consuming products, where to buy electric products, shop loyalty, objectives of purchasing, and kinds of products. The result as the following:

From the data analysis, Frequency of people who walks around Klongtom market is more than 5 times is 45%, 1-2 times is 40% and less than one time per month is 15%.People who used to buy the electrical products at Klongtom market is 96%, never buy anything is 4% and no need to buy product is 1%.Buying products less than one time per week is 48%, 1-2 times per week is 32%, and 5 or more than is 10%.Place for buying the product at Klongtom is 77%, convenience store is 32%, and department store is 21%.

Shop Loyalty is 30% which are Arunothai Company, Somboon Company, Rung Chareonsang Company and not have shop loyalty is 66%.The reason to buy the products for own use is 62%, company use is 29%, and business is 18%.Kinds of product bought for buying electric appliances and electric equipment is 50%, wires are 49%, lamps are 30% and electronic equipment is 24%.

The reason to buy the electric products

From the data analysis, the reason of customers who buy the products for its found that price is the first priority, fast and convenience in second priority, services in forth priority, heard and shop decoration in fifth and sixth priority respectively.

Time convenience for buying the product, customers prefer to buy products on Saturday and Sunday 57% and Monday and Friday 39%. Customers prefer to buy products at 95% and not buy at 2%. Interested in new electrical shop at Klongtom is 79% and not interested in 16% because customers are shop loyalty and they do not trust new shops for product and price.

Additional comments for company, customers advise that they should be low price, good quality, and product's warranty 16%, varieties of products with grid services, fast, well known in their products 6% and 5% respectively.

V. FEASIBILITY ANALYSIS

Feasibility for investing in electronic business. In this project, cost and benefit will be analyzed for investing in electronic company. The management of organization should decrease cost while increasing benefit and run business with effectively.

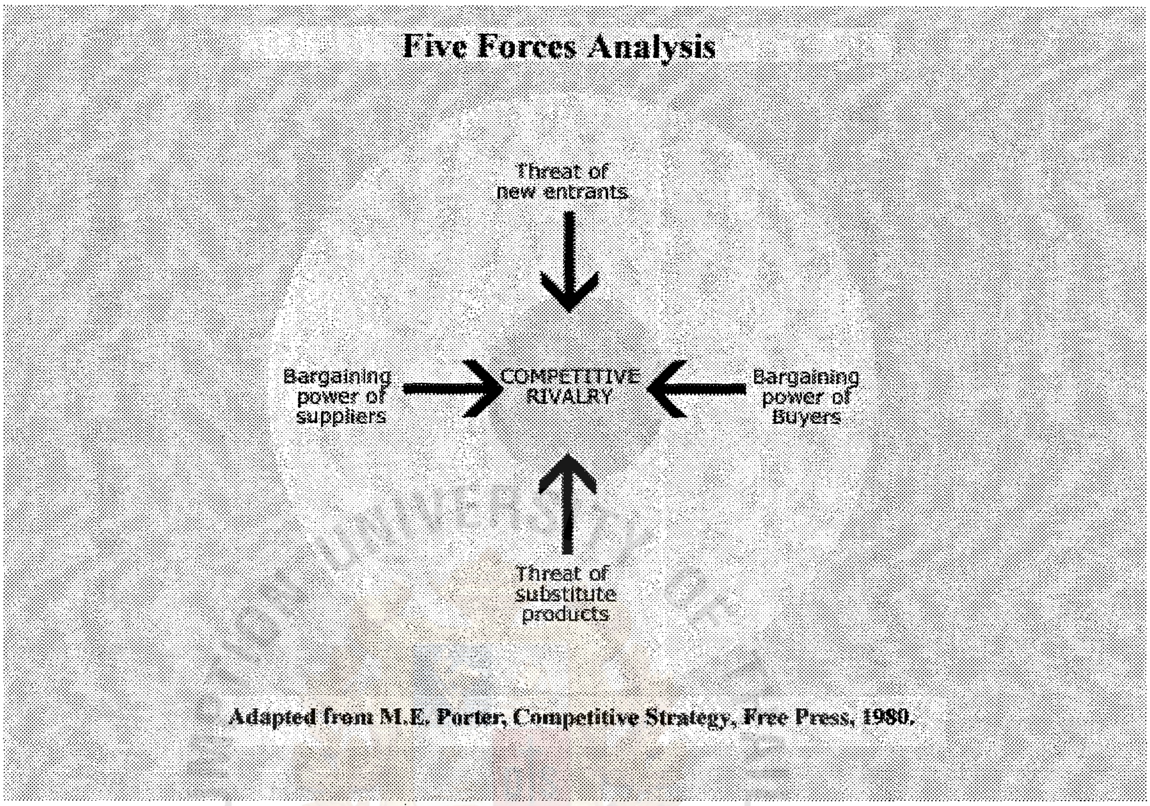
Processing analysis should be based on feasibility analysis and cost benefit analysis techniques. Feasibility analysis is a measure of how the development's beneficial of investing electronic company. Feasibility analysis is the process by which we measure feasibility. It is an ongoing evaluation of feasibility at various checkpoints in the life cycle. Feasibility analysis can occur as each candidate is identified or after candidates have been identified. Feasibility analysis should not be limited to costs and benefits. The following feasibility criteria are used to evaluate solutions against at least three criteria.

Marketing Analysis

Since marketing analysis is one of the important pars in doing feasibility study, it is the part that is directed to the sales revenue. To do a good marketing plan will help increase the sales revenue which is important for the company to survive in the business.

5.1 Five Forces Analysis

Figure5.1 Five Forces Model



Rival among Existing Firms

(1) Number of rivals

There are many types of electronic equipment and appliances business providers, opening shops with air-conditioners, kiosks in company.

(2) Rate of Industry Growth

As we can see in The 2006 Thailand Industry & Market Outlook report, the leading annual publication that describes over 120 major Thailand industries and 500+ minor industries (industries are listed below). Published each year in January, the Outlook report provides the most current and accurate estimates of the size of the largest manufacturing, retail, wholesale and services industries in Thailand. With over 270 pages, the 2006 Thailand Industry & Market Outlook features 2006 establishments, employment and sales totals for each industry, 2007 forecast establishments, employment and sales totals for each industry, 5-year trend establishments and sales totals, Industry financial ratios such as sales per employees, sales per establishment and employees per establishment, 2005 establishments, employment and sales totals for 500+ minor industries and Industry definitions and descriptions.

(3) Amount of Fixed costs

The initial investment for the electrical company is quite high compared to other business.

(4) Exit barrier

Since the initial investment of this business is high and quite hard to get low cost suppliers to exit in this business is relatively easy.

Threat of New Entrants

(1) Product differentiation

The product is similar but it can be sold to customers by our company. We have more varieties of product so customers can get more things in one stop shop.

(2) Know-How

The way to present products and well known information of product for advising to satisfy need customers.

Threats of substituted Products

There are many substituted product offered which satisfy similar needs like our partnership's product.

Bargaining Power of Customers

The bargaining power of customers for electrical products tends to be high as most of the customers are on moderate and high incomes that have purchasing power. Although there are many substituted products, there are few rivals.

Bargaining Power of Suppliers

There are more suppliers for each product so it is upon qualification and brands that customer needs. Most of the electrical appliances and equipment are always well known in the market and all of them satisfy customer needs. The company has to find the lowest cost to compete with the others competitors. Sometimes we should offer advices on the new things that are low cost and substitute products. The price of product depends on the market and politic.

5.2 SWOT Analysis

Strength:

(1) Our product is well known to the market.

(2) Our organization has unity. Relationship between manager and employees is good.

(3) There are varieties of products to satisfy customer's need.

(4) The company is small organization so we can control and manage the company well.

Weakness:

(1) High investment in this business.

(2) Some inventory, cannot be sold it within due date of paying so we need to have good management financially.

(3) The price of product is quite high and some products get low profit.

Opportunity:

(1) People know the area where the company is located and more customers will come to Klongtom because there are varieties of product to satisfy customers need.

(2) Suppliers come in and present their products to company. The company has more choices to get lowest price with good quality of products.

(3) The company has opportunity to expand and grow depending on economic and politic of country.

(4) Under this economic recession, electrical business is still needed at the market.

Threat:

(1) High competition so we cannot make more profit but we still survive in the market because we have more varieties of product to make some profits.

(2) Few suppliers but high competitions.

(3) Company's competition is financial stability.

Customers always compared price between shops.

5.3 Competitive Advantages

Our main competitive advantages are offering varieties of electrical products such as wires, lamps, electrical appliances, and etc. Organization and marketing is the competitive weapon that enables us to control the ordering of products from suppliers to prevent the shortage of finances.

We also gain competitive advantages in quality, innovation and human resources since we choose the high quality products and appropriate prices to build a standard company. In addition, we have the ability to offer more variety of products and highly qualified employees. Our employees will be well trained before working and there will be in service training every three months. Weekly meetings will be held for all the employees to share ideas and solve the problems to increase service efficiency and customer responsiveness to meet the customer's satisfaction. Every employee has to be trained to be able to do every duty so that they will be able to handle many customers.

Competitive Situation

At present, we can see that many electronic companies are established, especially in Bangkok and sub-urban compared to the past. This indicates that this type of business has growth so marketing strategy is brought to use as it is necessary by concentrating on the location analysis, quality standard, honesty, quick services, and variety of product.

(a) Direct Competitor Analysis

We can see that there are many direct competitors at Klongtom market that are Arunothai, Somboon electric, sangtongchareonkij and others.

Arunothai Electronic Company

Strengths:

(1) Its well known.

(2) More varieties of product.

(3) Good services

Weakness:

(1) Stock few amount of products.

Somboon Electronic Company

Strengths:

(1) Customers well known.

(2) High investment.

Weakness:

(1) Employees have to learn the technology of products because products are high price and high quality.

(2) Few choices of products.

(3) Need more warehouse for stock the product in good condition because products are televisions, DVD or CD players

Sangthong Chareonkij Electronic Company

Strength:

(1) Employees have more knowledge in their job. It is about hand made products.

(2) No need to stock more products in warehouse.

Weakness:

(1) Need more communications to make order from customers.

5.4 Location analysis

Location can be considered as the most important factor in order to be successful in every business. Especially, when we talk about electrical equipments and appliances product, location that we have chosen is Klongtom market. It is close and easy to access by our target market which is very important. The main requirement that is used to evaluate and make selections is:

(1) The location must represent the place for our target market, aged 15-60 years and from moderate to high income.

(2) Easy to access by transportation vehicles.

(3) Distance between store, office and suppliers.

Bangkok is the center of education and center of new modern market and also contains quite high financial status families (this information is gathered from Kasikornthai research center). Although places in Bangkok and vicinity areas, the traffic is quite high, there are a lot of other transportation modes available to be used as vehicle to transport the raw materials to offices or stores, in order to keep and sell respectively.

Even if our raw materials are not damaged during the transportation process, if we can select the office's location in the center of our suppliers, this can save a lot of transportation cost. This factor of transportation can be also used as vehicle to bring the customer to the store. So the place that we are going to select must meet all the 3 above requirements. In Bangkok, there are so many places that can be classified as our market.

For our store, we decided to rent instead of purchasing a buildup by comparing their advantages and disadvantages, which are shown as follows:

Land and Building Purchasing

Advantages:

(1) If we have our own building, we can operate the business as long as we want.

(2) We can use the land and building as collateral in receiving the loan.

(3) We can get profit from the land and building in the future if we can sell it at higher price.

Disadvantages:

(1) Land and building purchasing has higher risk because of high investment.

(2) It takes longer time to get back all initial investments.

(3) It is very hard to promote the place to become popular among so many places, which have already captured the mind of customers.

Rent

Advantages:

(1) It requires less investment compared with the land and building purchasing.

(2) We can reduce the risk associated with the operation, in case the product itself does not meet the satisfaction of the target market in the area, by moving to another place with low loss compared with land and building purchasing.

(3) Require less cost in promoting the place.

Disadvantages:

(1) Rent is uncertain in renewing the contract, concerning_an increasing rent rate in the specific area.

From the above reasons, we decide to rent a place after the analysis of secondary data and observations.

TABLE 5.1 Location Analysis at Klongtom market

Characteristics	Klongtom market
Size and space	4x12 meters
Rent Expense (baht)	12,000-50,000
Customer	Very Intense

Remark: (1) Rent Expense is an estimated amount gathered by interviewing the manager of its location and the previous renters.

(2) For the other factors such as closeness to suppliers and closeness to customers are the same to both places which are in the same area.

After the analysis, we conclude that the location of our store should be located at Klongtom market due to the lower cost and lower risk whereas both places have the same closeness to suppliers and customers.

5.5 Target Market and Market Potential

Target Market

(1) Demographic

Gender: Male and Female

Age: 15-60 years old

Income: Moderate to high income

(2) Geographic: Living in Bangkok

(3) Psychographic:

Lifestyle: They always buy products at Klongtom market.

(4) Behavioral:

Occasion: Price – for those especially who have to control the prices of product and prefer more varieties of product.

5.6 Marketing Mixes

Product

The company offers a full range of electronic appliances and equipments to suit any customers' need which are high quality products well know to people in the world. The company's customers can select the wide variety of products via physical store. The company is able to create trust and credibility of both existing customers and the prospective customers more easily. Moreover, it will be easy to attract the new Target markets as well.

The detail of products sold is listed below:

(1) Wires

(2) Television, refrigerators, etc.

(3) Lamps

(4) Electronic equipment.

In addition, company warranty for every products and we test the product before sending to hand customers. In case the products are out of stock, we can delivery products to the customers place without charge fee.

Price

Currently, price is the most important factor in marketing strategy because customers are very price sensitive. Therefore, it affects the business plan directly. Many companies are concerned more on price competitiveness. There are fighting heavily on pricing because they are many competitions in the Klongtom area. That is why the company tries to set the price of the product as reasonable price as possible, however, the price is not too cheap because it may decrease the customer's perception towards product's image and quality.

As the company lacks product differentiation to compete with the manufacturers the company will focus on penetration pricing strategy which suits the price sensitive market and strong competition as the electronic appliances market. The company will set at low initiate price to penetrate into market quickly and deeply. Moreover, company tries to set price correctly to suit the target market and the market situation. The company focuses on the pricing formula which is price product cost plus insurance plus markup 20%.However, the product's price can be changed according to the market price and the market situation.

Place

Place is another vital factor in the marketing strategy. In term of place means the virtual place where the customers and the company can interact and do business activities together. Customers will get many things from company because it is the area which has many things to buy. For example, electronic, water supply equipment and etc. There are car parks available for customers and more transportation for convenient.

Promotion

The promotion of company is one of the tools which can create customer awareness towards the company and products. Through promotion, it is able to promote and attract the perspective customer to become the company's customers and also attract the current customers to repeat the purchasing. Company will focus on 3 types of promotions which are sales promotion, advertising, and public relations to promote the company.

Sales promotion

According to the concept of sales promotion, it is the short term incentives to encourage the customers to purchase the products. There are various forms of promotional mix. However, company will select some of them that suit the company's concept. By using direct to customer, we send sales staff to meet the customers and ask information about need of customers. Then, we will give discount for some customers because the price of the product in the Klongtom area is not standard. It is an agreed price between company and customers.

Advertising

The company focuses on advertising to increase the effectiveness of advertising and to attract the visitors, the potential customers, and existing customers. The company focuses on magazine (electronic magazine), and brochures to encourage the customer. However, the company does not want to spend money on traditional advertising such as television, radio, billboard, etc.

Public Relation and Publicity

The company needs to create and increase the good company's image and credibility in the perception of public. Even though the aim of public relation is not increase sales volume directly. It is able to provide the positive attitude of the public towards organization. The public relations tools are not expensive in terms of promoting the company. Then the company can communicate to public positively through public relations by being a sponsor for non-profit organization or any social project and participate in the community activities, and then the company can create good image value and optimism from the public.

Competitive Advantages

To attract the customers to choose the company's products instead of competitor's product, the company has to build good and long term relationship with both existing customers and potential customers. To satisfy the need of customer completely is very important factor to create customer satisfaction, which is about to increase and maintain the customer to select the company's product. Furthermore, company tries to increase the competitive advantages to overcome other competitors and persuade the customer to switch to choose our products.

As the company has its own manufacture, the company can provide the product with extremely competitive price. Pricing becomes one of competitive advantages of our product, the company offers cheaper price than other competitors who cannot produce the products by themselves. Moreover, the company has its own shipping department, so it is able to reduce the transportation cost as well. Therefore, company has the lower overall cost when compared to the competitors. In the present day, the customers are more concerned about price or are price sensitive as it has become an important factor in purchasing the products. It causes price to be an effective competitive advantage of company.

Another competitive advantage is free delivery service. The company will deliver the products to the customers within 7 days after receiving an order. As the company has its own shipping department, so it is easy to manage and control the logistic system which can lead the delivery service to be more effective and efficient. Then, it becomes a competitive advantage of company to compete with other competitors.

Positioning

Basically, the company focuses on the quality of product that is the reason why the company is positioning itself as high product's quality with extremely competitive price. The company also concentrates on the customer's convenience, it provides added value to the products by offering the services which differ from other competitors. In term of delivery service and ordering ease, the company can increase value to the products. The products will be delivered to the customer's place by making an order via telephone, facsimile, and salespersons.

VI. FINANCIAL ANALYSIS

The financial analysis includes revenue analysis, expenditure analysis including fixed asset payment, pre-operation payment and other expenses to prepare a projected income statement, balance sheet and cash flow statement. In case of return analysis, we have to analyze the internal rate of return, the net present value and payback period.

6.1 The Assumption in Preparation a Financial Statement

(a) Sales Revenue Projection

Sales Revenue will be forecasted from market potential analysis as we find there will be market potential of 100 customers buying electrical equipment products 0.24, lamps 0.30, wires 0.49, and others (electrical appliances, electronic products) 0.5 respectively per day according to the growth rate for this industry.

(b) Account Receivables

We expect that the account receivable of our store should be 5% of Sales Revenue. We have wholesale selling for the customers who are interested in buying our products in large quantity and we will give them credit terms of 30 days.

© Shop decoration expenses

The shop decoration expenses including 1 cashier, 2 telephones, 1 facsimile, 2 air conditioners, furniture, stationeries, and others equipment are calculated to be 1,451,000.00 baht.

(d) Depreciation Expense

We will use straight-line method to calculate depreciation expenses which are about 290,200 baht per year. Although this method is not useful to postpone a tax payment at the beginning of useful life, it will totally depreciate the cost assets, so there is no loss tax saving at the end of useful life. In order to calculate the depreciation expenses, 5-year useful life is used.

(e) Store rental

Rental fee will include rental fee of 80000 baht per month, service charges of 35,000 per month and advance deposit of 240,000 baht in advance.

(f) Salary Expenses

As our store has 1 manager, 4 staff, the manager will get the salary of 20,000 baht per month while all 4 staffs will get 20,000 baht per month as we employ two staff for each shift working hour. In addition we will pay bonus for 2 months each year and we will increase the salary at the rate of 5% per year.

(g) Account payable

We will get a credit term from our suppliers for 30 days.

(h) Source of fund

We decide that we will set up the capital for our store of 2,150,000 baht by investing own shareholder equity of 1,500,000 baht and borrow 650,000 baht from the bank at 11.75% interest rate per year and will repay principle annual equally amount for 5 years.

(i) Dividend and Retain Earning Policy

In order to stabilize the cash balance, the retain earning will be invested in the company by depositing in the saving account to maintain the liquidity. For dividend, we have no dividend policy.

(j) Corporate Income Tax

In corporate income tax calculation, we roughly estimate the corporate income tax from 30% of the net profit for the year after deductible loss is carried forward from accounting deficits.

(k) Cost of good sold

The total cost is estimated from the raw materials purchased for selling.

(l) Pre-operation Expenditures

The pre operation expenditures include the study of the project study, selecting the site, company registration, company establishing, capital concentration, personnel recruitment and training, advance deposit for rental and other expenses which we estimated to be 675,000 baht.

6.2 Performa Financial Statements

From all of the above financial assumptions, we can make projected financial statements for 5 years as shown in the following tables:

TABLE 6.1 Income statement

Pro forma income statement						
INCOME		**2006**	**2007**	**2008**	**2009**	**2010**
Sales Revenue		4,947,800.00	5,442,580.00	5,986,838.00	6,585,521.80	7,244,073.98
Cost of Goods Sold		-1,674,764.00	-1,842,240.40	-2,026,464.44	-2,229,110.88	-2,452,021.97
Gross revenue		**3,273,036.00**	**3,600,339.60**	**3,960,373.56**	**4,356,410.92**	**4,792,052.01**
Administration expense						
	Salary	-700,000.00	-735,000.00	-771,750.00	-810,337.50	-850,854.38
	Advertising expenses	-84,000.00	-88,200.00	-92,610.00	-97,240.50	-102,102.53
	Office rental fee	-1,380,000.00	-1,380,000.00	-1,380,000.00	-1,380,000.00	-1,380,000.00
	Depreciation expense	-290,200.00	-290,200.00	-290,200.00	-290,200.00	-290,200.00
	Public Utilities	-258,000.00	-270,900.00	-284,445.00	-298,667.25	-313,600.61
	Other expenses	-30,000.00	-31,500.00	-33,075.00	-34,728.75	-36,465.19
Total Admin expense		2,742,200.00	2,795,800.00	2,852,080.00	2,911,174.00	2,973,222.70
Earnings Before Inerest and Tax		**530,836.00**	**804,539.60**	**1,108,293.56**	**1,445,236.92**	**1,818,829.31**
	Deduct-Interest expense	-76,375.00	-61,100.00	-45,825.00	-30,550.00	-15,275.00
Net Income before tax		**454,461.00**	**743,439.60**	**1,062,468.56**	**1,414,686.92**	**1,803,554.31**
	Income tax (30%)	136,338.30	223,031.88	318,740.57	424,406.07	541,066.29
NET INCOME		**318,122.70**	**520,407.72**	**743,727.99**	**990,280.84**	**1,262,488.02**
Accumulate net income		**318,122.70**	**838,530.42**	**1,582,258.41**	**2,572,539.25**	**3,835,027.27**

TABLE6.2 Balance sheet

Pro Forma Balance Sheet							
			2006	2007	2008	2009	2010
Assets							
Current Assets							
	Cash		524,496.37	1,194,321.45	2,086,388.55	3,223,822.40	4,632,158.73
	Account receivable		247,390.00	272,129.00	299,341.90	329,276.09	362,203.70
Total Current Assets			*771,886.37*	*1,466,450.45*	*2,385,730.45*	*3,553,098.49*	*4,994,362.43*
Fixed Assets							
	Machinery and equipment		1,451,000.00	1,451,000.00	1,451,000.00	1,451,000.00	1,451,000.00
	Deduct-accumulate Depreciation		-290,200.00	-580,400.00	-870,600.00	-1,160,800.00	-1,451,000.00
Total fixed assets			*1,160,800.00*	*870,600.00*	*580,400.00*	*290,200.00*	*0.00*
Pre-operation expenditure			*675,000.00*	*675,000.00*	*675,000.00*	*675,000.00*	*675,000.00*
Total assets			**2,607,686.37**	**3,012,050.45**	**3,641,130.45**	**4,518,298.49**	**5,669,362.43**
Liabilities And Equity							
Current liabilities							
	Account payable		139,563.67	153,520.03	168,872.04	185,759.24	204,335.16
Total current liabilities			*139,563.67*	*153,520.03*	*168,872.04*	*185,759.24*	*204,335.16*
Long term debt			650,000.00	520,000.00	390,000.00	260,000.00	130,000.00
Total liabilities			**789,563.67**	**673,520.03**	**558,872.04**	**445,759.24**	**334,335.16**
Owner Equity							
	Common equities		1,500,000.00	1,500,000.00	1,500,000.00	1,500,000.00	1,500,000.00
	Retained earning		318,122.70	838,530.42	1,582,258.41	2,572,539.25	3,835,027.27
Total owner equity			**1,818,122.70**	**2,338,530.42**	**3,082,258.41**	**4,072,539.25**	**5,335,027.27**
Total liabilities and equity			**2,607,686.37**	**3,012,050.45**	**3,641,130.45**	**4,518,298.49**	**5,669,362.43**

TABLE6.3 Cash flow statement

Pro Forma Statement of Cash Flows						
	Initial	**2006**	**2007**	**2008**	**2009**	**2010**
CASH INFLOW						
1. Source of finance						
Equity	1,500,000.00					
Long term loan	650,000.00					
2. Operation income						
Sale revenue		4,700,410.00	5,417,841.00	5,959,625.10	6,555,587.61	7,211,146.37
Deduct-Cost of goods sold		-1,535,200.33	-1,828,284.03	-2,011,112.44	-2,212,223.68	-2,433,446.05
Total cash inflow	2,150,000.00	3,165,209.67	3,589,556.97	3,948,512.66	4,343,363.93	4,777,700.32
CASH OUTFLOW						
Fixed cost	1,451,000.00					
Pre-operation	675,000.00					
Advertising expenses		84,000.00	88,200.00	92,610.00	97,240.50	102,102.53
Rental fee		1,380,000.00	1,380,000.00	1,380,000.00	1,380,000.00	1,380,000.00
Salary expenses		700,000.00	735,000.00	771,750.00	810,337.50	850,854.38
Public Utilities expenses		258,000.00	270,900.00	284,445.00	298,667.25	313,600.61
Other expenses		30,000.00	31,500.00	33,075.00	34,728.75	36,465.19
Repayment loan			130,000.00	130,000.00	130,000.00	130,000.00
Interest expenses		76,375.00	61,100.00	45,825.00	30,550.00	15,275.00
Income tax		136,338.30	223,031.88	318,740.57	424,406.07	541,066.29
Total cash outflow	2,126,000.00	2,664,713.30	2,919,731.88	3,056,445.57	3,205,930.07	3,369,364.00
cash flow	24,000.00	500,496.37	669,825.09	892,067.10	1,137,433.85	1,408,336.33
Net accumulated cash flow		524,496.37	1,194,321.45	2,086,388.55	3,223,822.40	4,632,158.73

6.3 Capital Budgeting

This following information can be implemented and evaluated as follows:

Net Present Value (NPV)

NPV = $\Sigma Bt/(1+t)^t$ - Initial Investment

Where: Bt = Cash flow at the indicated time

i = Discount rate, or required rate of return for the project

t = Life of the project measured in the number of time periods

Therefore NPV of this project is about 1,502,864.44

A positive NPV means that the firm's value will increase if the project is adopted because the new project's estimated return exceeds the firm's required rate of return.

Internal Rate of Return (IRR)

IRR is the estimated rate of return for a proposed project which is given for the project's incremental cash flows. (IRR is defined as that rate of discount at which the sum of the present value of a series of expected future cash flow is equal to the amount required to produce them.) NPV equaling zero is the required rate of return, or discount rate used in the NPV calculation that is the projected rate of return.

After calculation, IRR of this project is 26%.Since we compare the IRR with other interest rate of investment such as deposit rate of the bank, bond, etc it is found that this project gives higher rate of return.

Payback Period (PB)

The payback period is the number of time periods which will be taken before the cash inflows of a proposed project equals the amount of the initial project investment (a cash outflow).

This project gives the payback period at the beginning of year 4. From the above analysis, this project gives positive NPV and higher rate of return although the payback period is 4 years. This is due to the fact that we have to pay principle and interest expenses to the bank each year and invest more on fixed assets to recover faster and make this project worth the investment.

6.4 Financial Ratio Analysis

From the collected information in the financial plan, we can evaluate our project as the financial ratio analysis by the table which analyzes the financial ratio, consists of debt ratio, asset activity ratios, profitability ratios and liquidity ratios.

Table 6.4 Liquidity Ratio

Year	2006	2007	2008	2009	2010
Current asset	771,886	1,466,450	2,385,730	3,553,098	4,994,362
Current liability	139,564	153,520	168,872	185,759	204,335
Account receivable	247,390	272,129	299,342	329,276	362,204
Account payable	139,564	153,520	168,872	185,759	204,335
Total Debt	650,000	520,000	390,000	260,000	130,000
Current ratio	5.53	9.55	14.13	19.13	24.44
Debtors/Creditor	1.77	1.77	1.77	1.77	1.77
Net cash flow	524,496	1,194,321	2,086,389	3,223,822	4,632,159
Debt Service	76,375	61,100	45,825	30,550	15,275
Coverage Ratio	6.87	19.55	45.53	105.53	303.25

Table 6.5 Asset Activity Ratios.

Year	2006	2007	2008	2009	2010
Net Income	318,123	520,408	743,728	990,281	1,262,488
Sales revenue	4,947,800	5,442,580	5,986,838	6,585,522	7,244,074
Fixed asset	1,160,800	870,600	580,400	290,200	
Total Asset	2,607,686	3,012,050	3,641,130	4,518,298	5,669,362
Fixed Asset Turnover	4.26	6.25	10.32	22.69	
Total Asset Turnover	1.90	1.81	1.64	1.46	1.28

Table 6.6 Efficiency Ratios (profitability Ratios)

Year	2006	2007	2008	2009	2010
Sales revenue	4,947,800	5,442,580	5,986,838	6,585,522	7,244,074
Gross profit	3,273,036	3,600,340	3,960,374	4,356,411	4,792,052
Operating Income (EBIT)	530,836	804,540	1,108,294	1,445,237	1,818,829
Net Income	318,123	838,530	1,582,258	2,572,539	3,835,027
Cost of interest	76,375	61,100	45,825	30,550	15,275
Total Asset	2,607,686	3,012,050	3,641,130	4,518,298	5,669,362
Shareholder equity	1,500,000	1,500,000	1,500,000	1,500,000	1,500,000
Gross Profit Margin (%)	66.15	66.15	66.15	66.15	66.15
Operating Profit Margin (%)	10.73	14.78	18.51	21.95	25.11
Net profit Margin (%)	6.43	15.41	26.43	39.06	52.94
Net profit to equity ratio	21.21	55.90	105.48	171.50	255.67
Return on Asset	0.12	0.28	0.43	0.57	0.68
Return on equity	0.21	0.56	1.05	1.72	2.56

Table 6.7 Debt Ratio

Year	2006	2007	2008	2009	2010
Operating income	530,836.00	804,539.60	1,108,293.56	1,445,236.92	1,818,829.31
Interest expense	76,375.00	61,100.00	45,825.00	30,550.00	15,275.00
Total Asset shareholder equity	2,607,686.00	3,012,050.00	3,641,130.00	4,518,298.00	5,669,362.00
Retain earning	318,123.00	838,530.00	1,582,258.00	2,572,539.00	3,835,027.00
Net worth	1,500,000.00	1,818,123.00	2,656,653.00	4,238,912.00	6,811,451.00
Long term loan	650,000.00	520,000.00	390,000.00	260,000.00	130,000.00
Debt ratio	0.25	0.17	0.11	0.06	0.02
Debt to equity ratio	0.43	0.35	0.26	0.17	0.09
Time interest Earned	6.95	13.17	24.19	47.31	119.07
Debt/Net worth	0.43	0.29	0.15	0.06	0.02
Capitalization Ratio	0.30	0.26	0.21	0.15	0.08

Liquidity ratios measure the ability of the firm to meet its short term obligations. These ratios are important because failure to meet such obligations can lead to bankruptcy. The liquidity ratios table shows that the current ratio is higher than 5, meaning that the current asset is higher than current liability so this project has the ability in paying account payable. Debtor/Creditor is 1.77 which means that the account receivable is higher than account payable while the coverage ratio is higher than 6 which mean that the net income is higher than the outcome.

An asset activity ratio measures how efficiently a company uses its assets. Fixed asset turnover or the ratio between net income and fixed asset the value of this ratio increases every year. It means that this project income is at the high worth when compared to the fixed asset with total asset turnover or the ratio between net income and total fixed asset which the value of this ratio is positive. It means that this project income is at the accepted range when compared to total fixed asset.

Profitability Ratios measure how the firm's return are compared to its sales, asset investments and equity. The Gross Profit of sales and net profit of sales are over 1, which means that the gross profit is very high when it is compared to the sale revenue whereas net profit of equity is over 21 which means that the net profit makes high return to the shareholder when compared to their equity.

Moreover, gross profit margins show more than 60% which is our desired return. Return on asset shows whether the business is employing its assets effectively while return on equity measures the average return on the firm's capital contributions from its owners. Both ratios show a good figure for this investment.

Debt ratios show how much a company owes to others. Debt of equity ratio is less than 1 which means less debt when compared to shareholder equity. It can show the ability of loan payment of our project where there is low risk. For the time interest earned of 6.95 in year 1, it shows that the company earned 6.95 baht of operating income for each 1 baht interest expense incurred during that year.

Concerning the financial ratios, every ratio in this study can identify that this project should be invested because of high ability in loan repayment, high return for investors, high net profit, and low risk. These ratios can support the investor that the project has the opportunity of gaining high worth with not much investment.

VII. CONCLUSIONS AND RECOMMENDATIONS

Research Summary

At present our lifestyle has changed in many ways such as the way we live and the business are run. Under the present economic situation, we face the economic crisis and many businesses become bankrupt and many employees were laid off. The unemployment rate increased and this affects the revenue income so many people have to be concerned more about their expenditure. Manufacture needs to control their spending in every part of business.

Nowadays there are many electronic companies who are the suppliers, wholesaler, and retailers. From the survey, customers need one stop shop and more varieties of products at fair prices. From studying the marketing plan, this project provides a good opportunity for new investors to gain competitive advantage as there are few stores and use lower capital investment compared to others electronic company business.

For the financial part, we make capital budgeting to analyze if this feasibility is worth or not. It shows that this project has positive NPV and higher internal rate of return. Although we have a 4 year payback period, it does not mean that this is not a good period project. Since we do not use the whole capital, we have to pay principal and interest expense every year and we will invest more on fixed asset. If we do not borrow money, the payback period will be lower. When calculating the financial ratios, every ratio indicates that investment has high ability to pay debt, high return to investor, high net profit, and low risk so this project is worth the investment as it has the opportunity of gaining high worth with not much investment.

Recommendations

For recommendation, this project study is just a guidance for new investors to decide whether it is worth investing or not. There are many factors which can change the result of the operation such as cost may be increased and sales may be reduced due to the economic situation.

(1) We should make more marketing plans in case of the sale change.

(2) The company should try to add another source of income instead of the income from selling the products.

(3) The company should offer new promotion to attract the customers. By providing new promotion frequently, it is able to gain attention from the customers so it can increase the sales volume.

(4) To expand, the company should develop the company's service by adding more things that customers need. For example, delivery to place (homes or offices).

(5) To become one of the market leaders in the agent's electronic industry.

(6) To build a long-term relationship with the customers.

(7) Focus on intensive market research to discover potential market that the company can reach.

(8) Try to go into the international market.

(9) Try to develop and expand organization.

(10) The employees and managers always need to talk and meeting.

APPENDIX A

FINANCIAL RATIOS

Financial Ratios

1. Current Ratio	=	Current assets/Current Liabilities
2. Debtor to Creditor	=	Account receivables/Account payables
3. Coverage ratio	=	Net cash flow/Debt service
4. Fixed Asset turnover	=	Sales revenue/Fixed asset
5. Total asset turnover	=	Sales revenue/ Total Asset
6. Gross profit margin	=	Gross profit/Sales
7. Operating profit margin	=	EBIT/Sales
8. Net profit margin	=	Net income/Sales
9. Net profit to equity ratio	=	Net income/Equity
10. Return on asset	=	Net income/Total assets
11. Return on equity	=	Net income/Common equity
12. Debt ratio	=	Total debt/Total asset
13. Debt to equity ratio	=	Total debt/Common equity
14. Time interest earned	=	EBIT/Interest expense
15. Debt/Net worth	=	Total debt/Net worth
16. Capitalization Ratio	=	Total debt/ (Total debt + Common equity)

APPENDIX B

QUESTIONAIRE

แบบสอบถาม

แบบสอบถามนี้จัดทำขึ้นเพื่อสำรวจความคิดเห็นของประชาชนที่เดินเข้าบริษัทจำหน่ายอุปกรณ์ไฟฟ้าย่านตลาดคลองถม โดยข้อมูลที่ได้รับจะนำไปใช้ในการจัดทำรายงานของนักศึกษาปริญญาโทของโครงการบัณฑิตศึกษา คณะ Computer and engineering Management มหาวิทยาลัยอัสสัมชัญ จึงใคร่ขอความร่วมมือในการตอบแบบสอบถามนี้เพื่อเป็นประโยชน์ทางการศึกษาต่อไป

ส่วนที่ 1 ข้อมูลทั่วไปเกี่ยวกับความต้องการของผู้บริโภค

1. ท่นเดินตลาดคลองถมบ่อยเท่าใด

___ น้อยกว่าเดือนละครั้ง

___ เดือนละ 1 – 2 ครั้ง

___ เดือนละ 5 ครั้งขึ้นไป

2. ท่านเคยซื้ออุปกรณ์ไฟฟ้าที่ตลาดคลองถมหรือไม่

___ เคย

___ ไม่เคย เพราะ.................. (ข้ามไปข้อ 10)

3. ท่านมาซื้ออุปกรณ์ไฟฟ้าบ่อยเพียงใด

___ น้อยกว่าสัปดาห์ละครั้ง

___ สัปดาห์ละ 1 – 2 ครั้ง

___ สัปดาห์ละ 3 – 4 ครั้ง

___ สัปดาห์ละ 5 ครั้งขึ้นไป

4. โดยปกติท่านซื้อเครื่องใช้ไฟฟ้า หรือ อุปกรณ์ไฟฟ้าที่ใด (ตอบได้มากกว่า 1 ข้อ)

___ ตลาดคลองถม

___ ร้านค้าที่สะดวก

___ ห้างสรรพสินค้า

___ โฮมโปร

___ อื่นๆ

5. ท่านมีร้านค้าที่ซื้อสินค้าประจำหรือไม่

___ มี โปรดระบุ ชื่อบริษัท………………. สถานที่ …………..

___ ไม่มี

6. สาเหตุที่ซื้อสินค้าเพราะจะนำไปใช้ในการใด

___ นำไปขายต่อ

___ นำไปใช้เอง

___ ใช้งานในบริษัท

7. ท่านซื้ออุปกรณ์ไฟฟ้าชนิดใดบ้าง

___ อุปกรณ์ไฟฟ้าโรงงาน (แมกเนติก, เบรคเกอร์, ตู้ไฟ, อื่นๆ)

___ โคมไฟ

___ สายไฟ

___ อื่นๆ

8. สาเหตุที่เลือกร้านในการซื้อสินค้าคืออะไร (กรุณาลำดับความสำคัญ 1 คือสำคัญที่สุดและรองลงมา)

___ ความสะดวกสบาย

___ ความรวดเร็ว

___ ราคา

___ การบอกต่อจากคนรู้จัก

___ การตกแต่งของร้านค้า

___ การบริการของพนักงาน

9. ช่วงเวลาส่วนใหญ่ที่สะดวกมาซื้อสินค้า

___ วันจันทร์ ถึง ศุกร์

___ วันเสาร์ ถึง อาทิตย์

10. ท่านคิดว่าจะซื้อสินค้าเกี่ยวกับอุปกรณ์ไฟฟ้าในตลาดคลองถมหรือไม่

___ คิด

___ ไม่คิด เนื่องจาก...........................

11. ถ้ามีบริษัทจำหน่ายอุปกรณ์ไฟฟ้าเปิดใหม่ ท่านคิดว่าจะเข้าหรือไม่

___ เข้า

___ ไม่เข้า เนื่องจาก............................

12. ข้อเสนอแนะเพิ่มเติมสำหรับบริษัทจำหน่ายอุปกรณ์ไฟฟ้า

....

....

....

ส่วนที่ 2 ข้อมูลส่วนตัว

13. เพศ

___ ชาย

___ หญิง

14. อายุ

___ ต่ำกว่า 20 ปี

___ 20 - 25 ปี

___ 26 – 40 ปี

___ 41 – 49 ปี

___ 49 ปีขึ้นไป

15. การศึกษา

___ มัธยมต้นหรือต่ำกว่า

___ มัธยมปลาย

___ ปวช. / ปวส.

___ อนุปริญญา

___ ปริญญาตรี

___ สูงกว่าปริญญาตรี

16. อาชีพ

___ นักเรียน / นักศึกษา

___ พนักงานบริษัทเอกชน

___ ข้าราชการ / พนักงานรัฐวิสาหกิจ

___ แม่บ้าน

___ ธุรกิจส่วนตัว

___ อื่นๆ โปรดระบุ.........................

17. รายได้ต่อเดือน

___ ต่ำกว่า 5000บาท

___ 5000 – 10000บาท

___ 10001 – 20000บาท

___ 20001 บาทขึ้นไป

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