

ABSTRACT

This project presents "city car concept" which will be a new category in Thailand automotive market. The city car could be a new alternative to Thai consumers in order to cope with rising fuel prices, traffic congestion and infrastructure conditions in major cities like Bangkok, Chiangmai, Pattaya, etc.

Gathering information on Macroeconomic evaluations by analyzing Economic Situation, Demographics Situation, Social Situation, Legal/Political Situation and Technology from the year 1995 to the present, it is found that this information can be used to create in obvious city car concept in Thailand. Moreover, Thailand Automotive Analysis 1999-2000 is done to show that it has a growth of 20 percent compared to the year 1999, so it is possible that the market of car will grow next year. Furthermore, this report is shown in vehicle tax calculation for both CKD and CBU vehicles.

The report is prepared more realistically by doing in-depth interview under market research analysis. In order to conduct a "Testing concept" research on city car category in Thailand, I select "smart" car as dummy model to get clear idea on city car vehicle.

Market research analysis, focused on "Testing concept", is used to create marketing concept on market segmentation, market targeting, market positioning and marketing mix.

The results of all analysis and research guide us to create "city car strategy proposal" related to the macroeconomic factors, and assume an example of marketing concept for introducing 'city car' under marketing mix by using 'smart' as dummy model. It helps to understand 'city car concept' and makes it more affordable.