

ABSTRACT

This project was established for the purpose of a survey for the marketing research of frozen processed fish products in Bangkok area. The Pacific Fish Processing Co., Ltd (PFP) is our case study in doing this research. The company is a manufacturing business organization producing frozen seafood and varieties of processed seafood products made from high quality frozen seafood products to satisfy consumers.

The author used primary data and secondary data for gathering the information from 200 respondents to fill out the questionnaire with random sampling method. After doing the questionnaire, we use SPSS to interpret the result of this project. From the result of the study, we found the target group, consumer's attitude towards the product, marketing situation of PFP product and brand awareness. It is also identify the requirement of target consumers and the kind of product the customer needs. From the result, we found that only 10% of respondents know PFP products. Eventhough they have tried PFP products, they recognized it, in its other brand names.

Therefore, the company needs to develop their quality of the product, sales promotion, and brand awareness of the product in order to stay competitively in the market in Bangkok area.