

ABSTRACT

This project presents marketing plan for Hutchison CAT Wireless MultiMedia Co., Ltd. (HCWML) in Thailand. The scope of this study project is based on the detailed activities of the year 2003 and a brief idea of what we plan in the next 5 years. The study begins with a literature review on marketing philosophies and competitive Analysis of HCWML. The objective of this project is to analyze products and services offered by Hutchison CAT Wireless Multimedia, and design marketing plan for the company, which includes a short term, and a long-term plan.

The study begins with a literature review on marketing philosophies and competitive analysis of Hutch. The plan has two phases. The first covers the first year; that is all marketing strategies. The second covers the second to fifth year. This phase covers, all products that can increase in market share. The evaluation will need to control and monitor marketing activities accurately and satisfactorily.

After the plan started, they should monitor and control the sales volumes. They should keep track of monthly and quarterly deviation of actual sales from projected sales. The result of evaluation can suggest that the marketing plan perform accurately and satisfactorily and then find ways to return sales back on track. There is a contingency plan if the suggested marketing plan is not successful. However, we believe that this plan will be successful. If the plan proposed here is implemented, the results will be an increase in turnover, unit sales, and brand awareness.