

## ABSTRACT

The main purpose of this report is to study and analyze the overall operating activities of Haad Thip Public Company, the bottler of Coca-Cola and various flavored soft drinks, such as Fanta, Mello, and Sprite, of the southern part of Thailand when the economic crisis happened. Moreover, as every move of its competitors has considered having directly significant effects to the company, particularly the main competitor namely Sermasuk Public Company, therefore, the analysis of this major competitor has also been included in this report. In this report, we have divided Haad Thip's operating activities into four sections. Starting from, the Macroeconomic Analysis part, the details included are Macro-Overview of Soft Drinks Industry, Economic Situation of the South, and Sales and Consumption of Carbonated Drinks. Moreover, factors determining demand, Five Force Analysis, and Pest Analysis are also mentioned in this section. For the Management Analysis part, this section focuses on Haad Thip's management activities starting from planning, organizing, leading, and controlling. The interesting content included in this section is the reason why a small company like Haad Thip is able to compete with a large competitor, Sermasuk Public Company. For the Analysis on Haad Thip's Marketing strategies part, details contained in this section include the Key Success Factors of the company, Overall Southern Soft Drinks Market Situation, Segmentation Criteria, Targeting consumer, and Positioning of company's products. Moreover, the analysis of the company's marketing strategies has been emphasized at the end of this section. For the Competitive Marketing Analysis part, all the analyses in this section are related to the competitor, especially Sermasuk Public Company, and Haad Thip's Marketing Mix, which compose of product, price, place, and promotion.