

ABSTRACT

This project combined business and marketing information from many reliable sources together with collected previous and current information of Deli Corn Co., Ltd., a healthy beverage company in Thailand, which provides a comprehensive range of beverage product for suppliers and distributors. The obtained valuable information was used to create this project. This project reviewed important marketing strategies and designed marketing strategies and business development plans for business purposes of corn milk to become a favorite healthy beverage in the near future.

From a careful consideration and strategic analysis, this project is able to provide three major business factors including 'Analyze Current Situation' by using SWOT and 'Competitor Analysis', 'Analyze Existing Marketing Strategies by using Marketing Mix', and 'Develop New Marketing Strategies for Long-term and Short-term' by using Marketing Mix as well. The well-prepared marketing strategies which emphasized Marketing Mix (4Ps) are implemented with the competent experiences to identify marketing strategies, develop business areas, recommendation and evaluation of marketing plan through the continuing progress in short-term development in Thailand and long-term development overseas to fulfill the growth of demand from suppliers and operators of telecommunication system.

The final result of this project would be beneficial by analyzing the company's current status and forecasting the trend of the future development for the engineering team and the variety of healthy products.