

ABSTRACT

Nowadays, many laws and regulations have been issued to control and promote the business. Alcoholic market has been affected from the new advertising regulation, by not allowing to broadcast on television before 22:00 P.M. All the alcoholic companies has to do new marketing plans to confront with the new regulation.

Golden Five Stars Co.,Ltd. is a new company, the shareholders come from real estate industry. The shareholders are interested in the alcoholic market and also have a great taste formula of RTD, ready to drink which contains 5.5% of alcohol. So, we decided to launch “WHY” in late 2003. However, the shareholders and staffs have no knowledge and skill in this market. So, the company can not distributed much products to the market and also can not create much in sales volume.

In early 2004, a new management team and advisor were hired to help the company push products into the market. The company has a plan to launch new flavors in the last quarter of 2004. Moreover, we will reach a hundred million baht of sales in 2005 by expanding the product lines. The main channel of distribution will be modern trade, because of its nationwide outlets. Company is a new player in this market. So, company can not set the price as high as the leader. For the advertising, company has not much budget to do the mass media advertising. So, company will concentrate on printing and radio. Additionally, the marketing activities will be set at the point of sales.

Company do believe that the analysis in both internal and external environment generates a good marketing strategy for WHY RTD and the company. This good marketing strategy will help the company to reach the objectives, 100 million baht of sales in 2005, and progress to international business in the near future.