

ABSTRACT

Just Click shop is a service provider for members who provide products and services via Intelligence Interactive Kiosk to increasing customer self-service channel, the product will be standard product such as VDO, CD, books, gifts, flowers and premium products. These are conforming to our main target market, which is officials who work at the office. Main objective is to respond to customers needs especially buying individual.

The bestseller business is retailing business, which has sales value 567,356.7 million baht increasing 9.4% compared with quarter 4 of 2002, the statistic indicated that sales value and growth rate of retail are good to invest in this area.

In this project we created effective marketing program by concerning concepts and theories, which emphasize on marketing moves to digital economy, consumers behavior and consumer's perception. The marketing objective is to have sales growth rate per kiosk at least 20% by the end of first year so we have analysed SWOT, and create marketing mix (4'P); products positioning can quicken response to customers needs including convenience, variety and delivery services within 1 day, use competitive price strategy, place in Central Business Distinct area and the most important is promotion such as advertising, sales promotion, public relations and personal selling.

In the meantime, Kiosk services are convenient, informative and have fewer hassles. It can also support Internet technology although now e-commerce transaction is not popular but it has positive high potential. Thus people who want to have their own business can bring this plan in order to be the guideline and adapt for planning the strategic marketing for their business further.