

## ABSTRACT

This project on “The way to succeed in industrial trading firm business: A case Study of Industrial Trading Firm in Thailand”, is to study the kind of business which does not produce the product. It can trade or do business by buying and selling with plus marginal profit. This project is carried out in fulfillment of the requirement for the degree MS (CEM). This project is only a guideline as to how to prepare for or to address the establishment of the company. Entrepreneur should understand many factors influencing a trading firm business including how to continue trading business such as marketing planning and gaining competitive advantage.

This project is divided in to two parts. The first one covers the general plan, problems and factors involved in implementing the trading business. The second one is an actual case study of a trading firm in Thailand including evaluation of this organization as well.

After all the critical factors of the project about the enterprises are studied, the enterprises will understand deeply the way to survive in trading firm business.