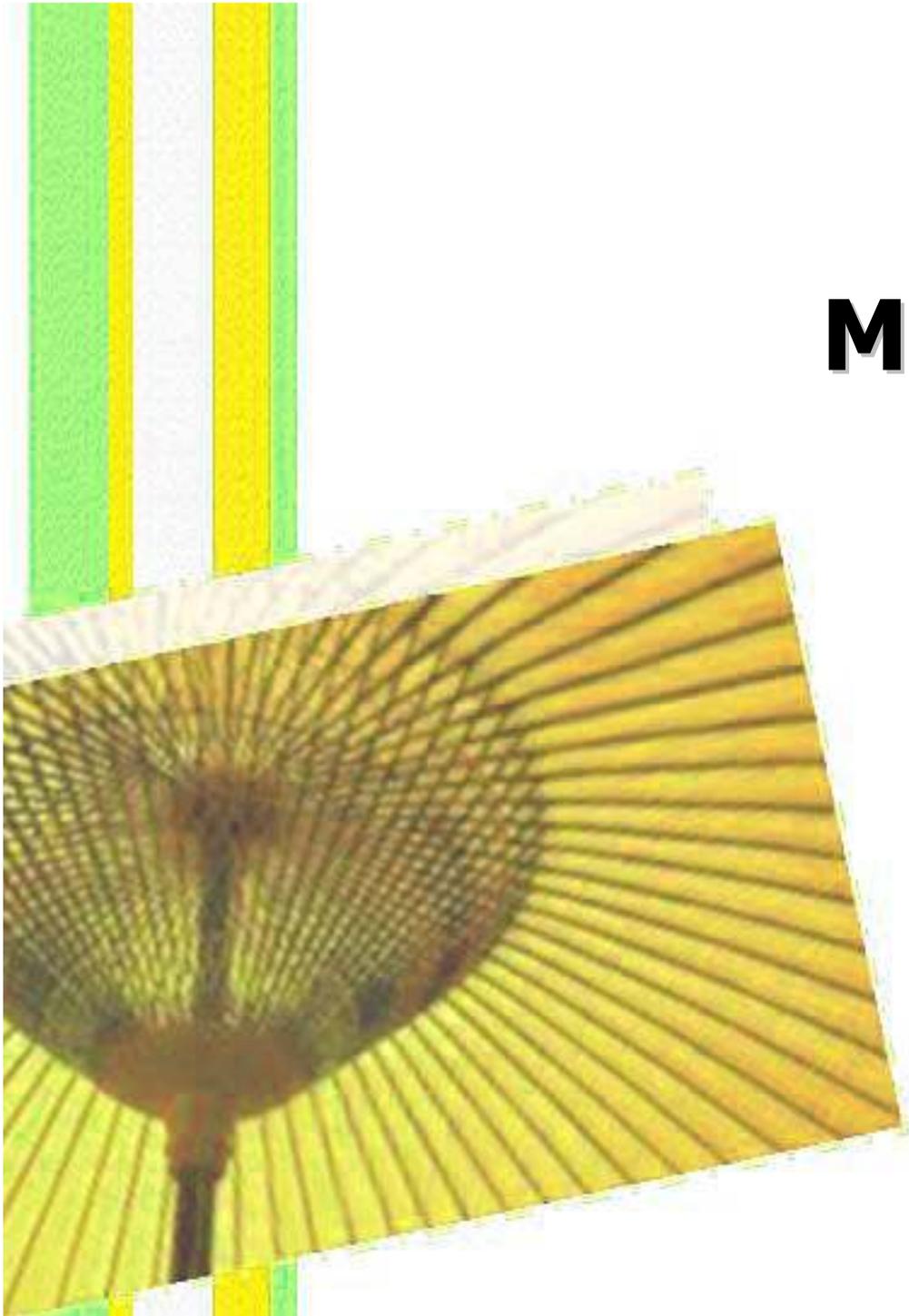


Marketing Analysis

*Umbrella Making Center 1978 Co., Ltd.
Chiang Mai, Thailand*

Supatkij Pilandnadilok
ID 478 59459 29

Market Structure





Market Structure

Can be divided into 2 markets

Local Market Structure

sells their product by themselves

target customers : intermediaries & tourists

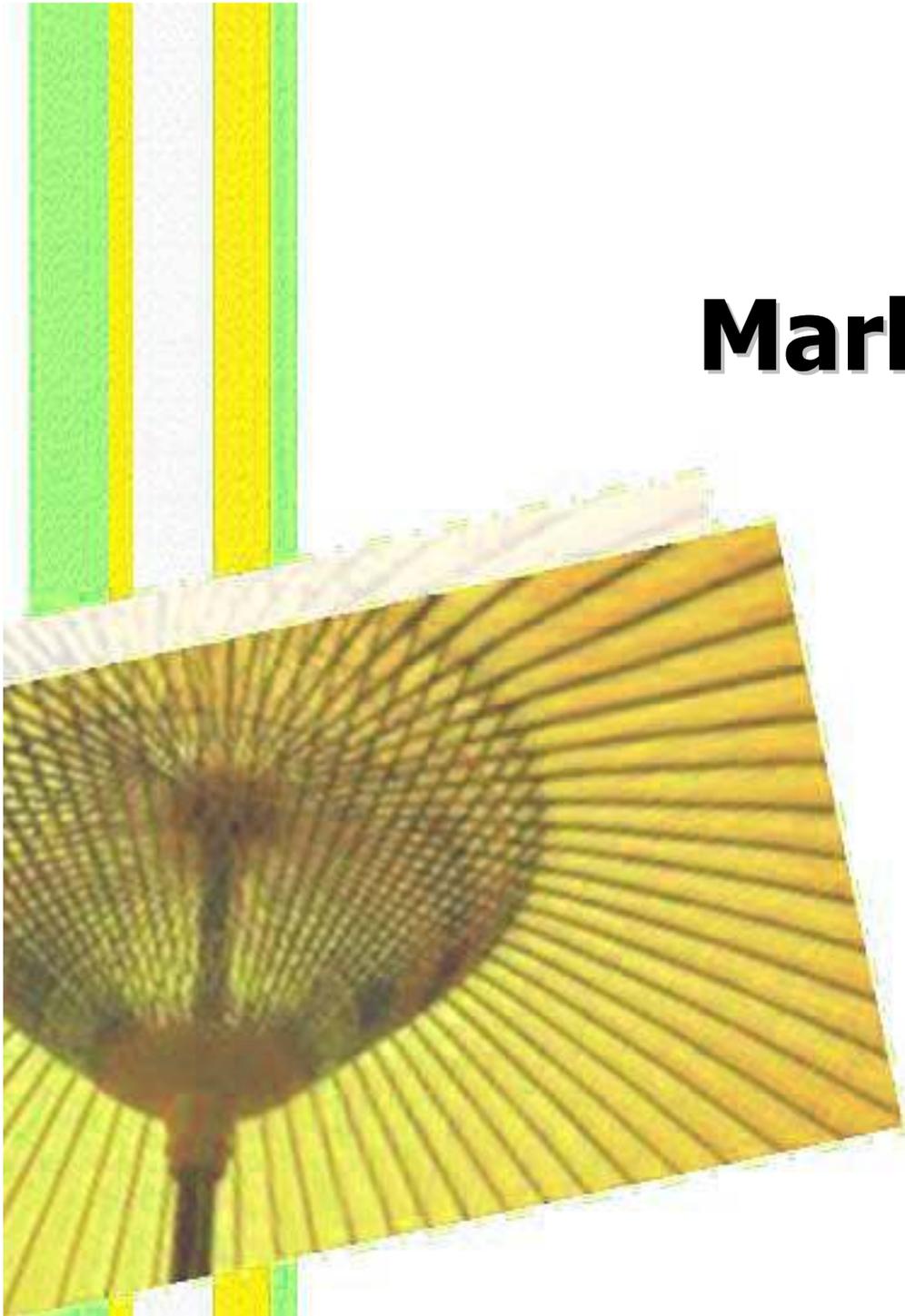
Overseas Market Structure

arranged by international intermediate agency

target customers : foreigners



Market Competitors





Market Competitors

The competitors can be divided into 2 categories

Domestic Competitors

Villager

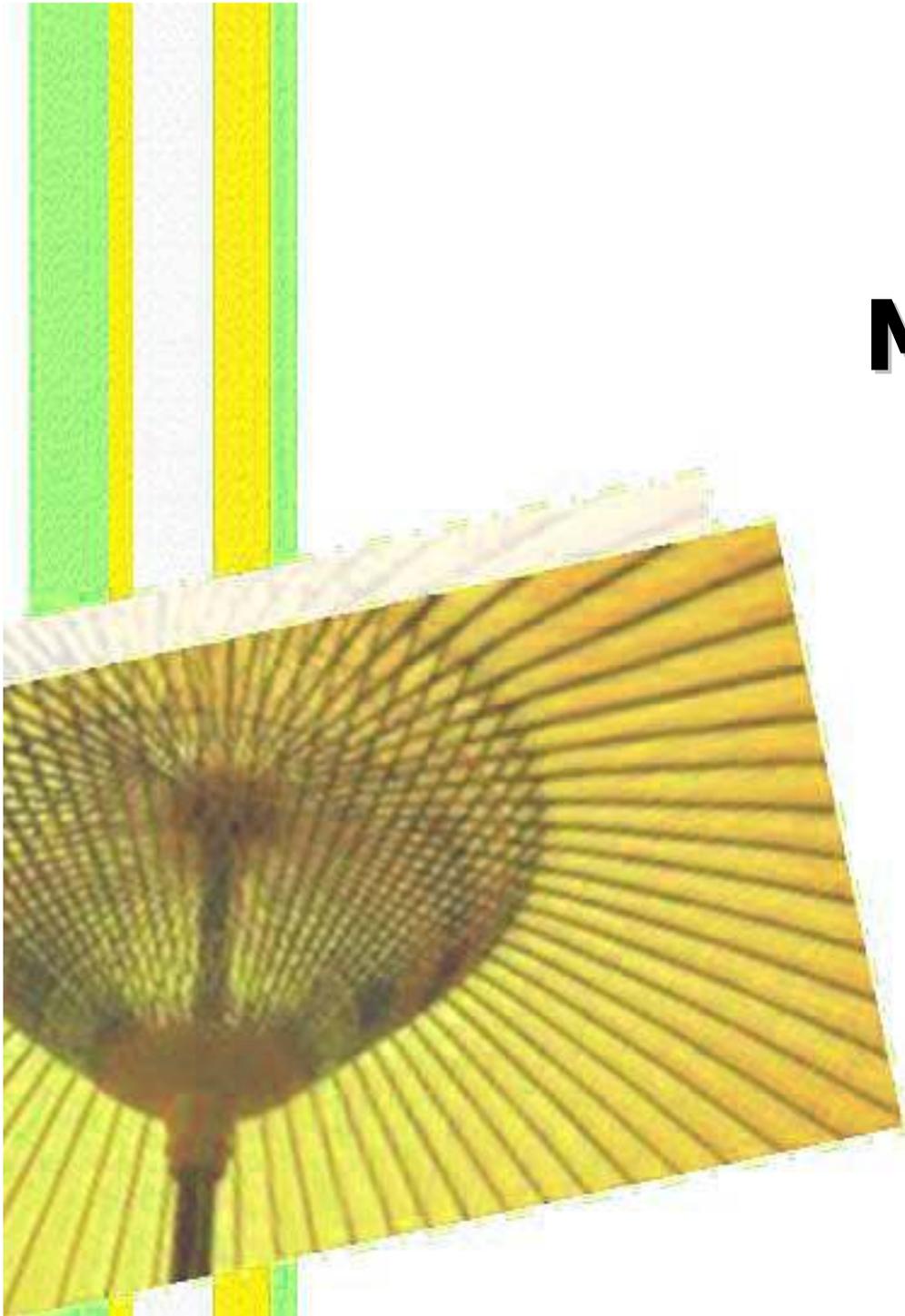


International Competitors

China



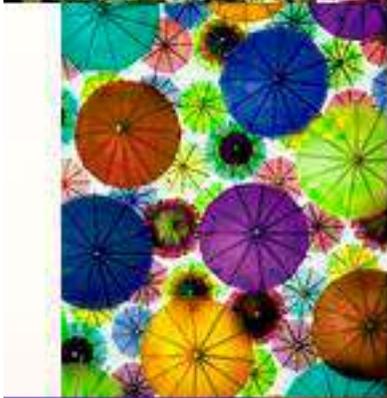
Market Strategy





Market Strategy

The firm tried to cooperate with tourist agency to bring tourists to visit the showroom and umbrella production line



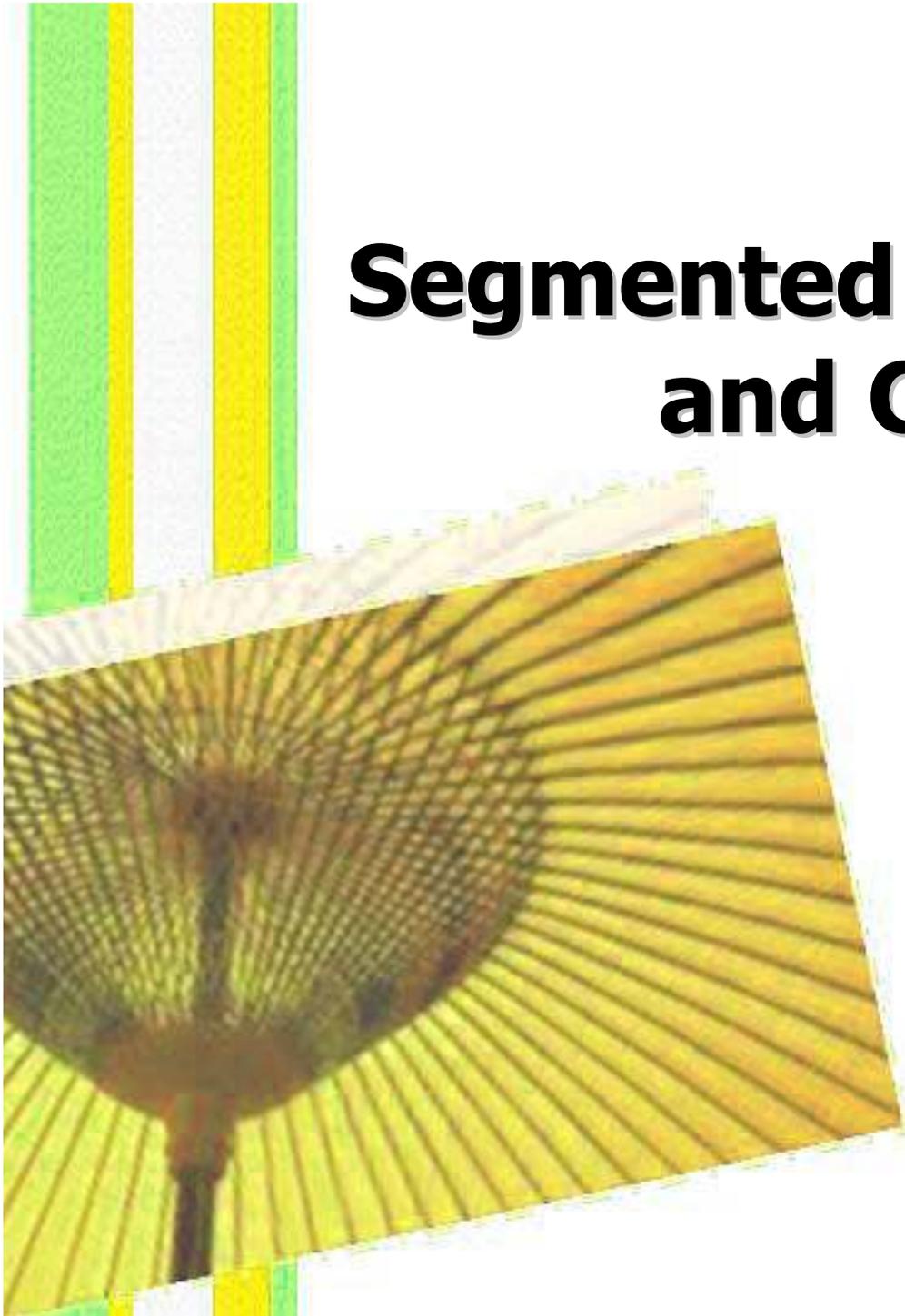
The firm tried to promote the legend and history of Bosang's umbrella that make more impression and more value in products



Most products in inventory are kept on the form of semi-product product, just finish but no painting



Segmented Target Position and Company Image





Segmented Target Position

Market Segmentation

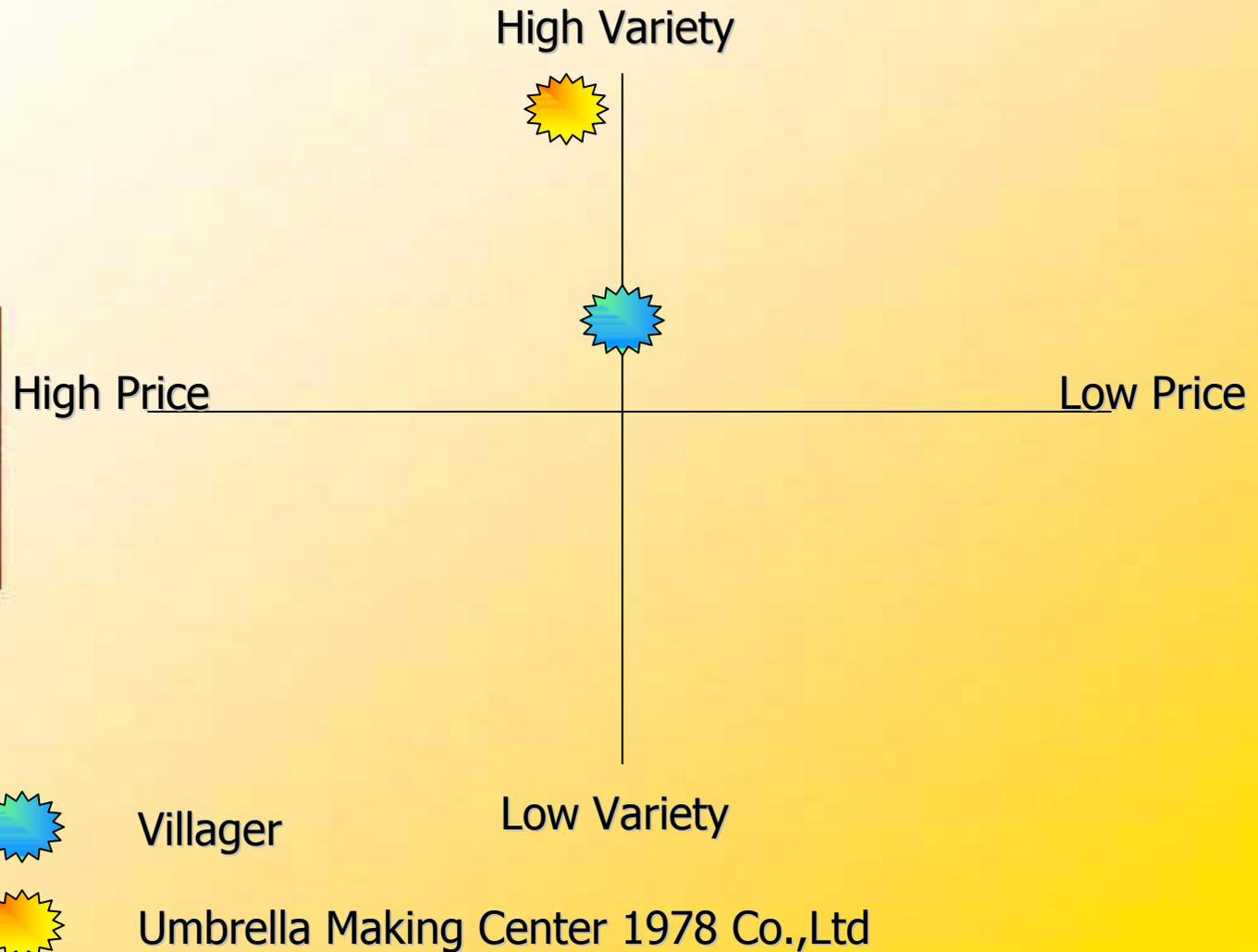
Focus on tourists

Target Market

Foreign tourists who love the handicraft because they have more purchasing power than domestic tourists



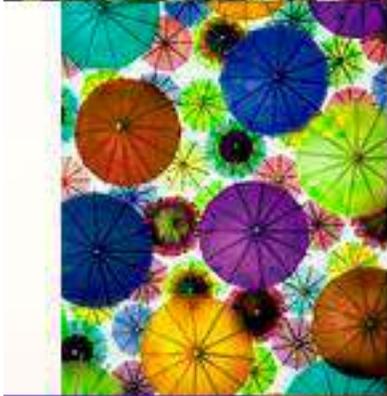
Market Positioning





Company Image

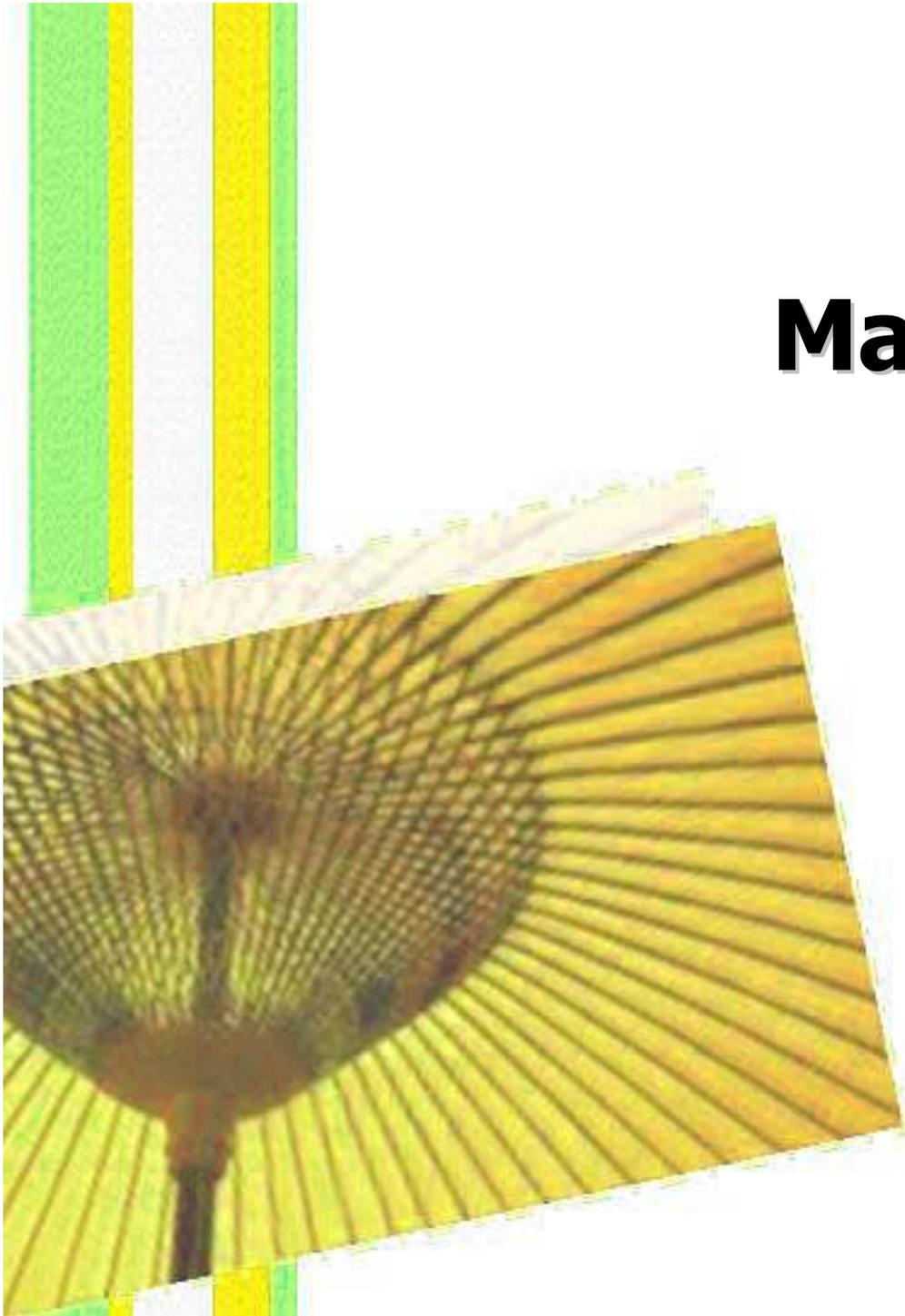
The firm is only one umbrella making firm in Bosang village who open house to show process to make umbrella. There are a lot of tourists visit this firm to see the process of making umbrella and know the history of Bosang.



It adds more value to the product and give tourist more impression in the company, Chiang Mai and Thailand.



Market Mix (4Ps)





Marketing Mix (4Ps)

- Product
- Price
- Place or Distribution Channel
- Promotion





Marketing Mix (4Ps)

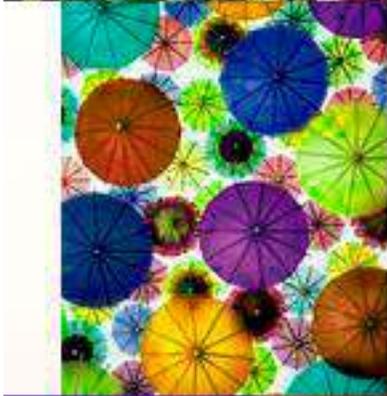
Product

By Type

- Sa Paper Umbrella
- Cotton Umbrella

By Size

- Small (5 – 15 inch)
- Medium (16 – 35 inch)
- Large (36 – 60 inch)





Marketing Mix (4Ps)

Compare the properties and characteristic between Sa Paper Umbrella & Cotton Umbrella

Properties / Type	Cotton Umbrella	Sa Paper Umbrella
Protect from sun shine	Yes	Yes
Water Prove	Yes	No
Umbrella covering Material		
Frame	Bamboo & Softwood	Bamboo & Softwood
Top Coating	Special Mixture	Special Mixture



Marketing Mix (4Ps)

Propose for each umbrella size

Size	Purpose
Small Size 5 – 15 inch	Souvenir
Medium Size 16 – 35 inch	Souvenir, Decoration & Protect from sun shine and rain
Large Size 36 – 60 inch	Decoration & Protect from sun shine and rain



Marketing Mix (4Ps)

Price

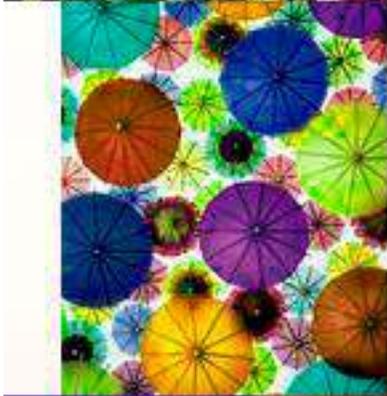
Size / Type	Price
Small Size 5 – 15 inch	40 – 120 Baht
Medium Size 16 – 35 inch	150 – 800 Baht
Large Size 36 – 60 inch	875 – 1,150 Baht



Marketing Mix (4Ps)

Place or Distribution Channel

- Zero-level Channel
- One-level Channel
- Two-level Channel
- Direct Mail
- Arranging the Exhibition

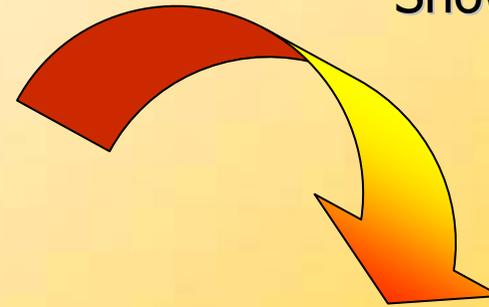




Marketing Mix (4Ps)

Zero-level Channel or Direct Marketing Channel

Producer



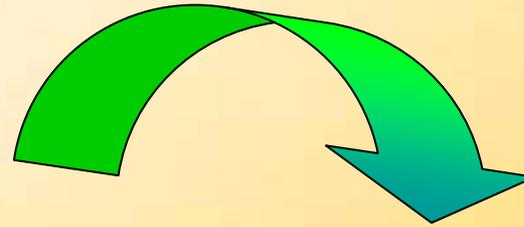
Showroom

Customer

Marketing Mix (4Ps)

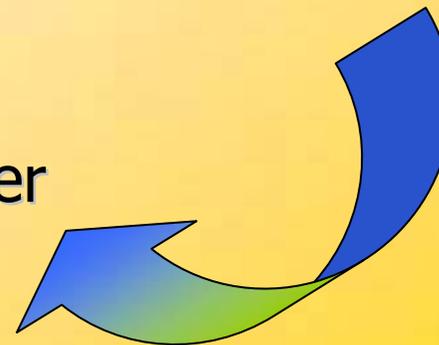
One-level Channel

Producer



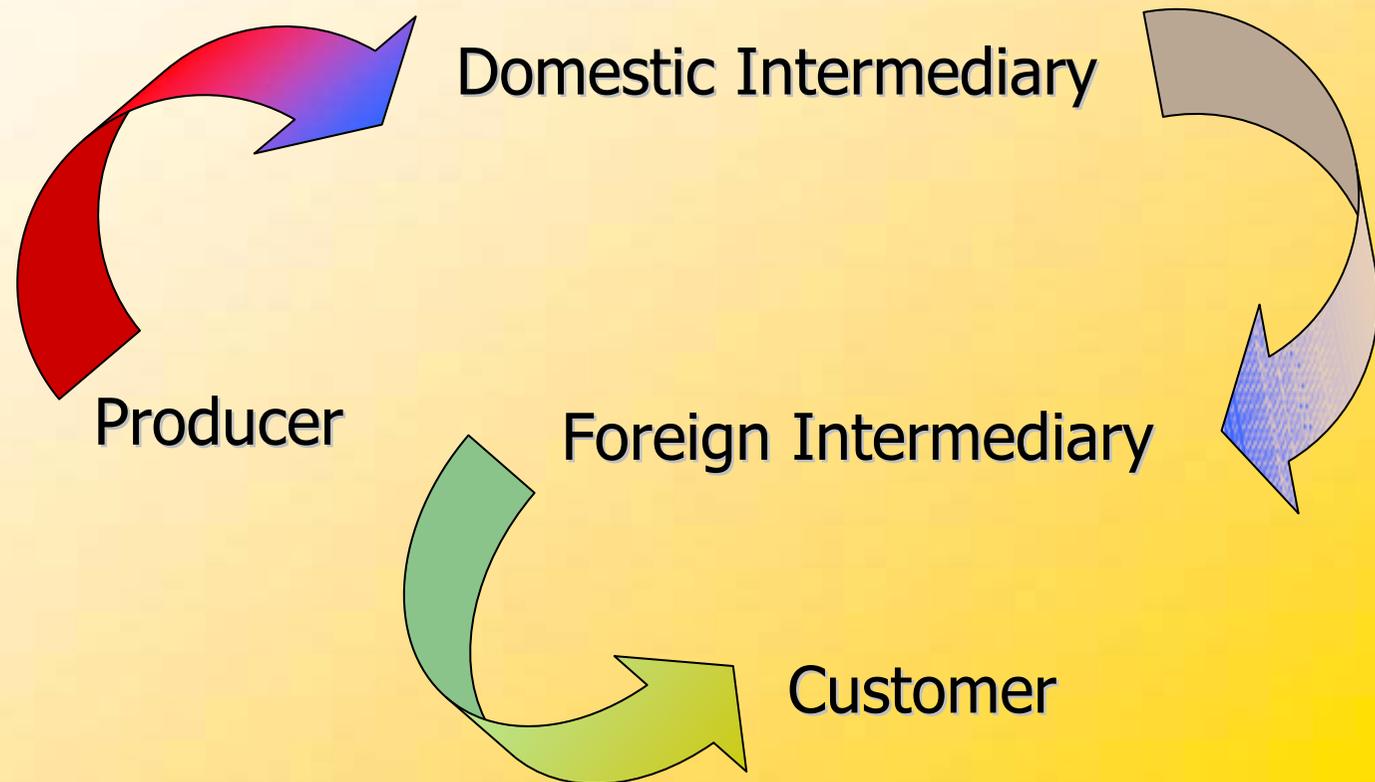
Intermediary

Customer



Marketing Mix (4Ps)

Two-level Channel



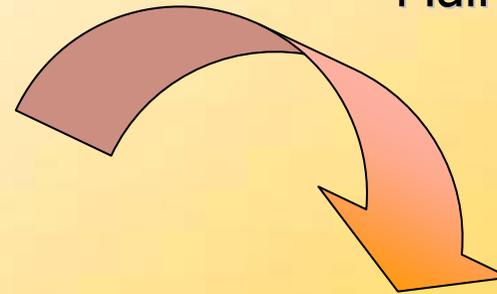
Marketing Mix (4Ps)

Direct Mail

Producer

Mail

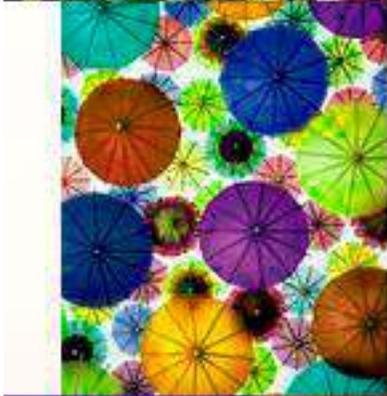
Customer





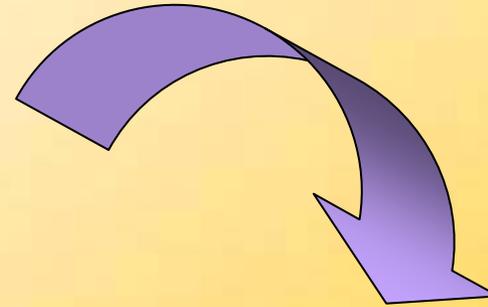
Marketing Mix (4Ps)

Arranging the Exhibition



Producer

Exhibition



Customer



Marketing Mix (4Ps)

Promotion

Almost done by intermediaries, tourist agency and government

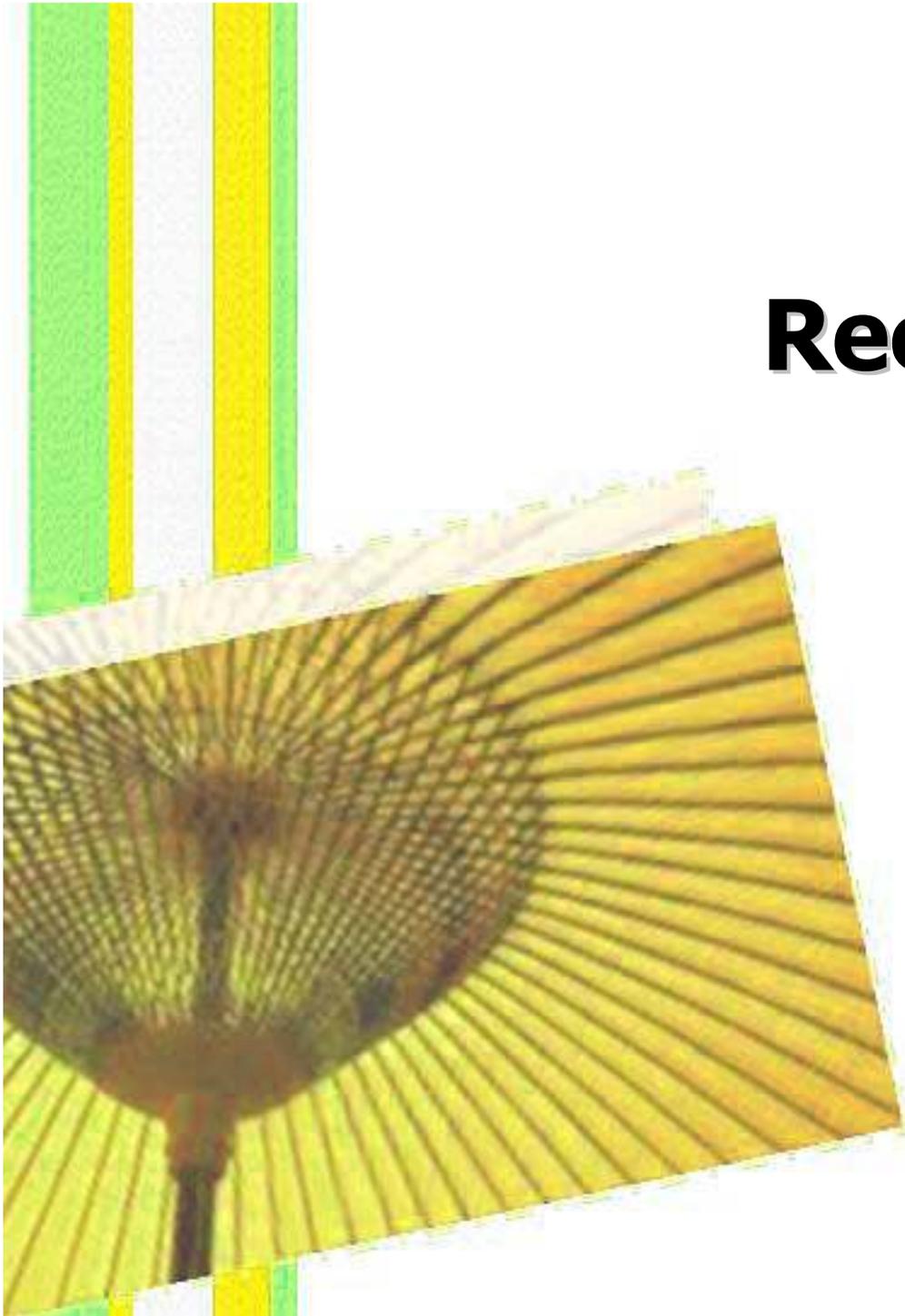


One Tambon One Product (OTOP)

This is the indirect public relation, which stakeholders in this industry should take the advantage from it.



Recommendations





Recommendations

- Try to create a new design for umbrella in order to make the variety in the product
- Improve production process in order to reduce production cost & increase productivity
- Try to make a new channel distribution such as contract directly to foreign intermediaries in order to reduce process and get more margin
- Try to make own website to promote their product