



DR.MOOKTRA THONGVES

# BASIC MANAGEMENT Marketing Management





# Marketing Management

**customer  
behavior**

The service will meet the needs  
and be able to sell itself.



# Marketing Management

**customer  
behavior**

The service will meet the needs  
and be able to sell itself.

**STANDARD**

# Marketing Value



**01 Create**



**03 Delivery**



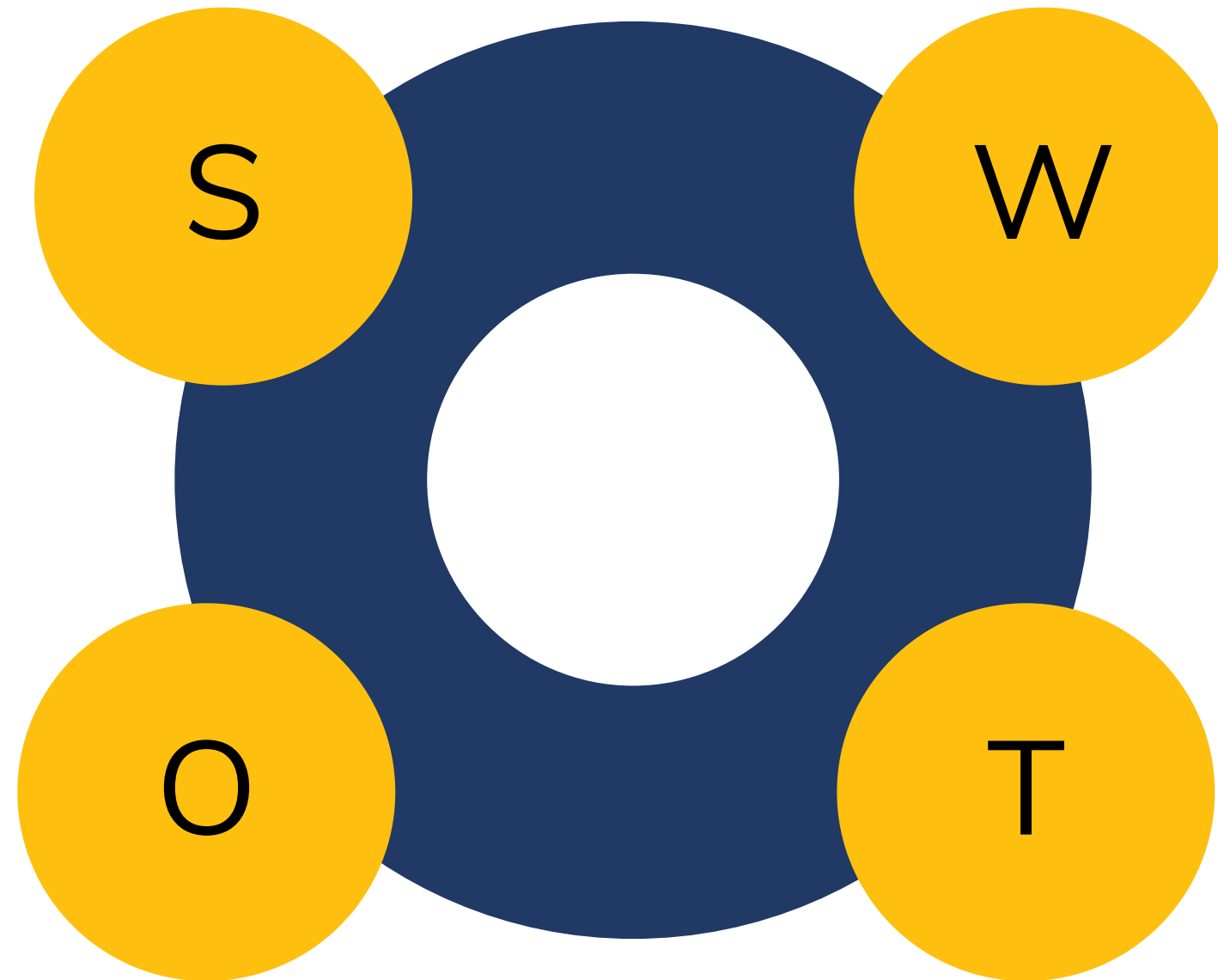
**02 Communicate**





# SWOT

- Strengths
- Weaknesses
- Opportunities
- Threats





# 3 LEVELS

of market segmentation

Mass Market

Segment Market

Niche Market



# MARKET SEGMENTATION FACTORS



## Geography

Geography  
district  
sub-district



## Demographics

Gender  
Age  
Income  
Occupation



## Psychology

Living Life style



## Consumer behavior

Buying frequency  
purchase style



# Target Market - Segmentation

**1. Single -segment concentration**

**3. Market Specialization**

**5. Full Market Coverage**



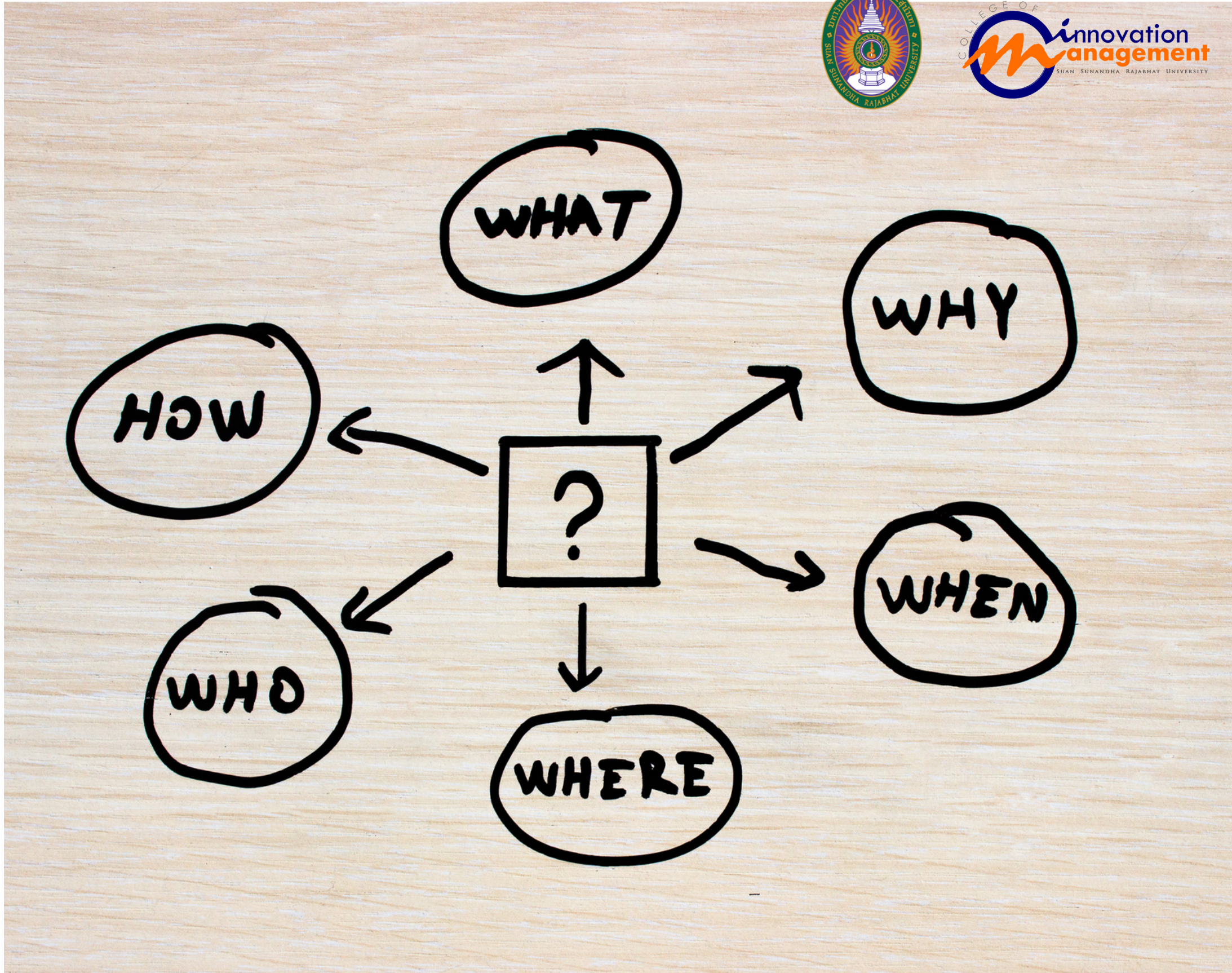
**2. Product Specialization**

**4. Selective specialization**





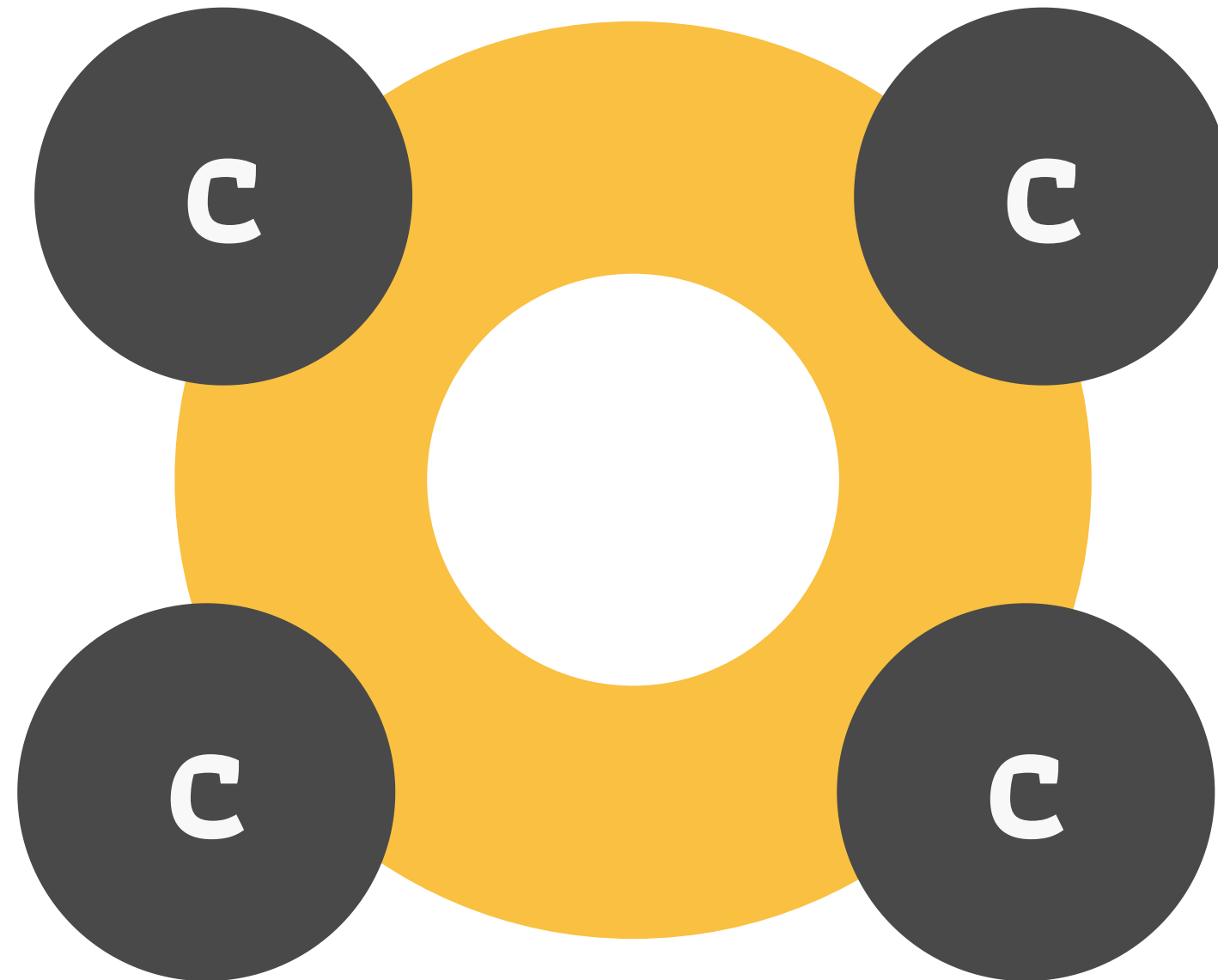
6W  
1H





## 4Cs

Customer  
Cost  
Convenience  
Communications



# Brand Building

- Brand Awareness
- Brand Acceptability
- Brand Preference
- Brand Loyalty
- Brand Equity

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# Brand Strategy

- 1 Line Extension
- 2 Brand Exhibition
- 3 Multi – Brand
- 4 New Brand

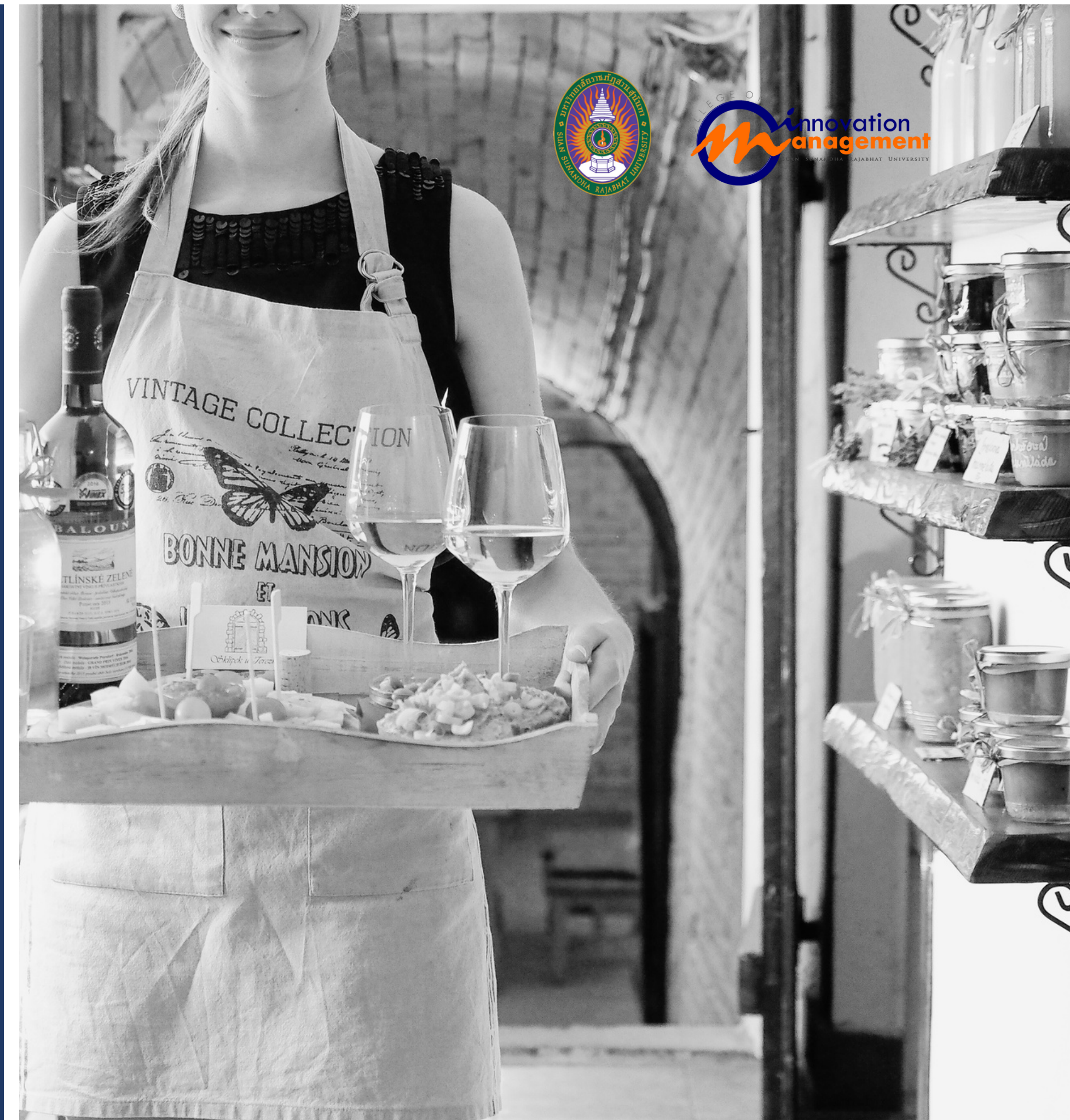
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## 4 I of Service

- Intangibility
- Inseparability
- Inconsistency
- Inventory

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# Value





Lean



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# Value

- Customer
- Product





# Customer Value



Needs

VS



Wants





# Customer Value



Needs

VS

Wants



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# RESEARCH

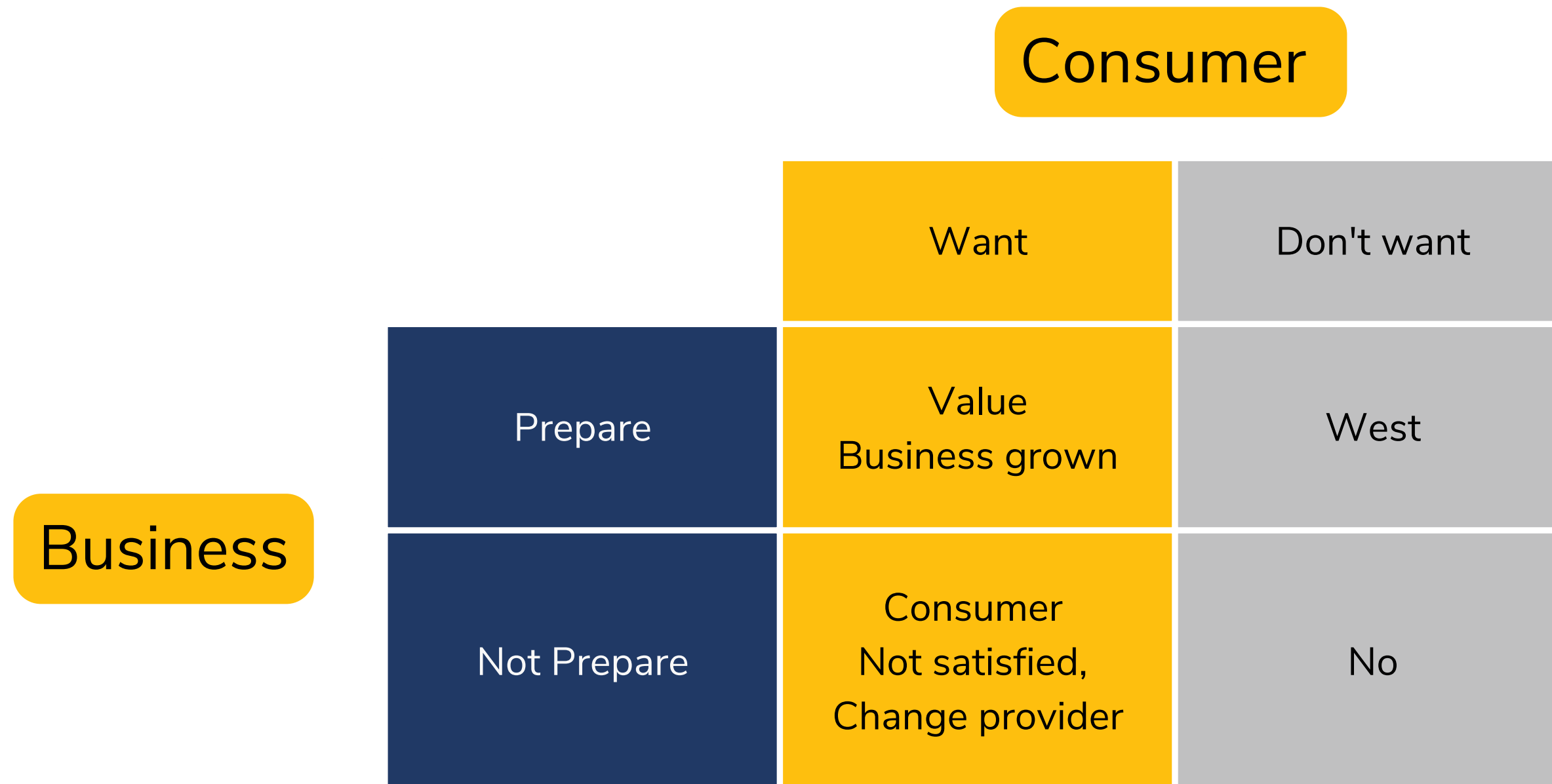


# Product Value



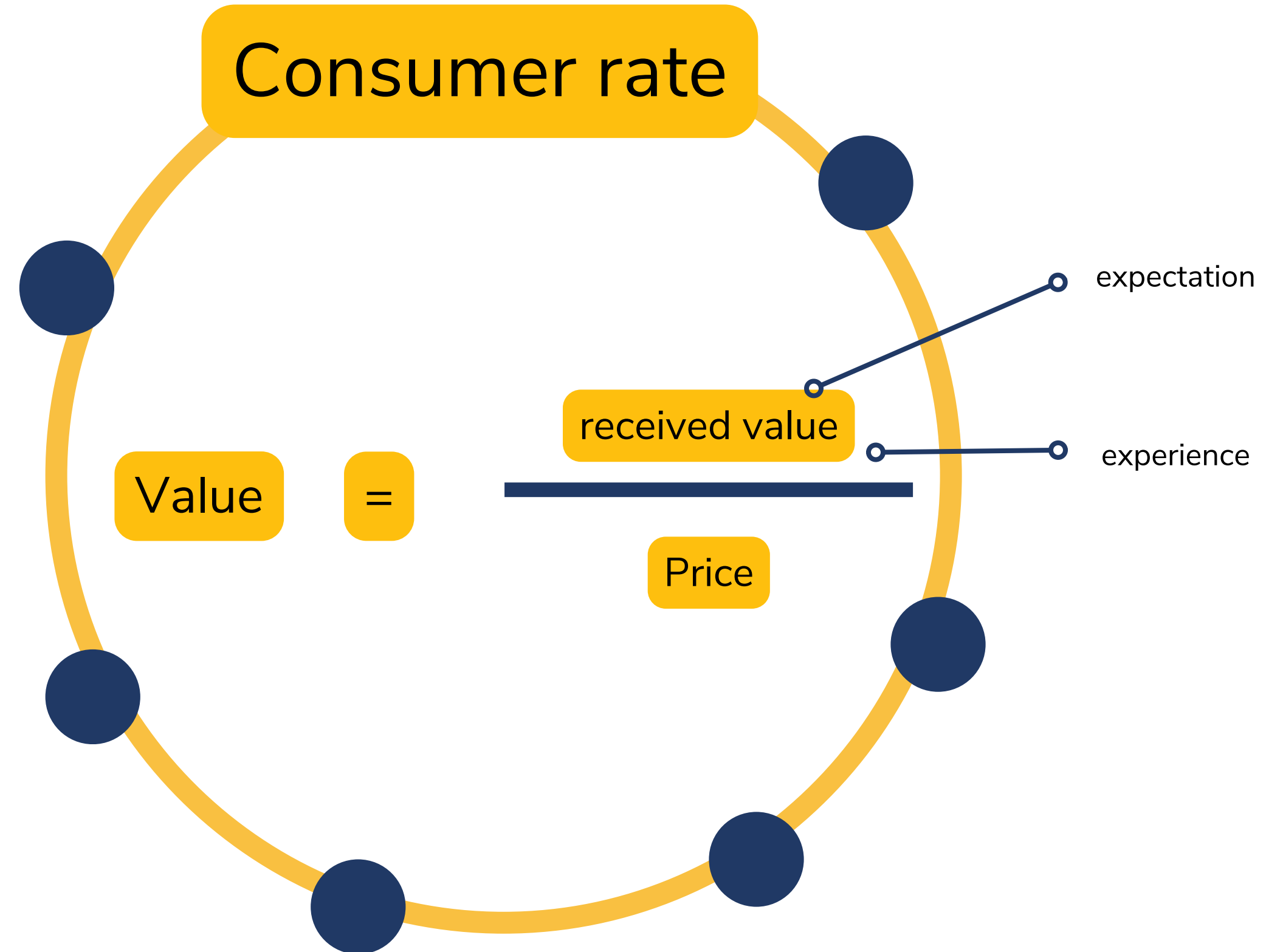


# Product Value





# Product Value





# Case study



Sushi 10 THB



Omakase 7,999 ++



# Case study



New collection



End of season sale



**Q & A**

**BASIC  
MANAGEMENT**





# Assignment

จากการจำลองธุรกิจของกลุ่มนศ.  
ให้ศ.วิเคราะห์ว่าทฤษฎีหรือแนวความคิดใดสามารถนำมา  
ประยุกต์ใช้หรือต่อยอดเพิ่มเติม

- ทำการสอบถามกลุ่มเป้าหมาย
- สรุป วิเคราะห์

\*สามารถเลือกจากที่สอนหรือหาใหม่ได้ให้เหมาะสมกับบริษัทตนเอง

**จัดทำรายงานนำเสนอจัดวางให้สวยงาม**

**งานกลุ่ม : กลุ่มละ 8-9 ท่าน**

**ส่งงานใน Google drive**

