

STRATEGIC PLANNING TO INCREASE PURCHASING VOLUME OF WASTE GLASSES A CASE STUDY ON VN LTD.

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Abstract

This independent study was to study strategic planning to increase purchasing volume of waste glasses of VN Ltd. The interviews were conducted to collect qualitative data by applying Appreciative Inquiry to discover the positive experiences in glasses sales of small scale recycle shops to recycle factory. SOAR Analysis, Marketing Mix, 7C's of Communication were used in this study along with the practicality. The unit of analysis was 45 people. The study found that the business is competing to get piece of glasses at a high level. Important factors affecting the decision on selling waste glasses of small scale recycle shops are intimacy, quick loading, cash payment, location, good price than other shops, price notification by phone call, customer assistance, standard scale of weighing machine, giveaway and neat loading area. As a result, the strategic planning were proposed as follows: acquaintanceship, quick loading, cash payment, standard weighing machine and various purchase. The result of project implementation made customers become intimate with the owner, resulting in increasing purchasing volume of waste glasses of small scale recycle shops.

Keywords: Marketing Planning, Waste glasses, Appreciative Inquiry



Introduction

Regarding to Kob Nok Kala TV show “Glass, the perpetuation of clear glasses” broadcasted under Channel 9 on 30th May 2014, the packaging in form of glass bottles used in Thailand were left with a large quantity of 1.78 million tons per year or 5 million kilograms per day (representing 12 million baht per day). Therefore, the process for recycling glass bottles are particularly important to make waste glass be valuable again. In Khon Kaen Province, there are a plenty of small scale recycle shops approximately 200 shops in various location. The recycle factories to buy a piece of glass to convert by crushing and extracting debris from the broken glasses in Khon Kaen are 3 plants with high competition and it is likely to increase further and the decreasing purchasing volume without knowing the exact cause.

Therefore, the business of purchasing waste glasses is interesting and be studied to propose the marketing planning to increase the purchasing volume of VN Ltd.

Objectives

To study the behavior and marketing mix factors affecting the decision on selling waste glasses of small scale recycle shops in Khon Kaen Province.

Methodology

This independent study is qualitative and operational using Appreciative Inquiry to discover the positive experience together with Theories. The main tools in this study to discover the positive experiences were Appreciative Inquiry (AI) to interview each 15 regular customers of A Ltd., T Ltd. and VN Ltd. for a total of 45 cases. SOAR Analysis, Marketing Mix 7P as well as 4-D were used to analyze data and propose the strategic planning to increase purchasing volume of VN Ltd. by a qualitative and operational study including the principles of social experiment (Social Lab).

Conceptual Framework

The Appreciative Inquiry was applied to the questions in the interview to get the answer which is in line with the objectives of this study starting from an experience which happened and deep interview in all aspects [1] such as the reason to deliver the waste glasses, a customer of VN Ltd., experiences satisfying you to introduce other people to sell here and how did you know VN Ltd. AI is based on the simple assumption that every organization has something that works well, and those strengths can be the starting point for creating positive change. Inviting people to participate in dialoguer and share stories about their past and present achievements, assets, unexplored potentials, innovations, strengths, elevated thoughts, opportunities, benchmarks, high-point moments, lived values, traditions, core and distinctive competencies, expressions of wisdom, insights into the deeper corporate spirit and soul, and visions of valued and possible futures can identify a “positive core”[2]

Scope of study, Population and Samples

Unit of Analysis in this study was analyzed by a total of 45 interviews with open-ended questions and observations. There were 15 people from small scale recycle shops selling to only A Ltd., 15 people from small scale recycle shops selling to only T Ltd. and 15 people from small scale recycle shops selling to only VN Ltd.

Tools and Quality Analysis

The instruments used in the study were an open-ended interview questions, along with observation individually and Marketing mix theory.

Data Collection

Open-ended interview questions, along with observation individually were conducted from May to June 2015 until 45 units were completed with the distribution of each regular shop.

Results

After the implementation of strategic planning, the purchasing volume of VN Ltd., was increased in all months. In April 2014 and 2015, the purchasing volume was not different because Songkran Holidays in 2015 were 10 days but in 2014 was just only 5 days.

Table The comparison of monthly purchasing volume of waste glasses VN Ltd. in a period of 6 months (Kilograms)

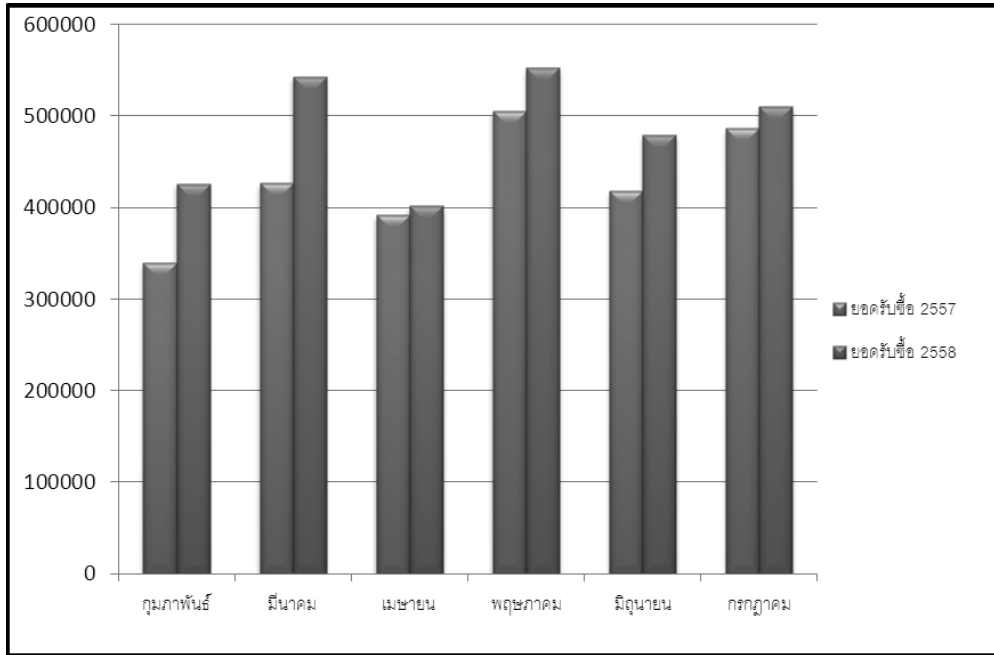
| Year | February | March | April | May | June | July |
|------------|----------|---------|---------|---------|---------|---------|
| 2014 | 340,060 | 426,432 | 391,630 | 504,915 | 417,875 | 486,315 |
| 2015 | 426,114 | 543,500 | 401,567 | 552,660 | 428,768 | 510,630 |
| Difference | 86,054 | 117,068 | 9,937 | 47,745 | 60,893 | 24,315 |
| Percentage | 25.30 | 27.45 | 2.53 | 9.45 | 14.57 | 4.99 |

Data as of July 2015

From February – July 2014, accumulated purchasing volume was 2,567,227 kilograms

From February – July 2015, accumulated purchasing volume was 2,913,239 kilograms

Figure The comparison of monthly purchasing volume of waste glasses VN Ltd. in a period of 6 months (Kilograms)



Conclusion Discussion and Suggestion

Conclusion

After the influential factors affecting purchasing volume of waste glasses from small scale recycle shops were determined as well as the practice, there are 5 projects proposed as follows

- (1) Acquaintanceship has 2 projects
- (2) Quick loading
- (3) Cash payment
- (4) Standard weighing machine
- (5) Various purchase

The result showed that purchasing volume of waste glasses was increased compared with a period of February – July 2014 and February – July 2015. It is possible to increase purchasing volume of waste glasses of small scale recycle shops, pull existing customers coming back and new customers increased by 3.

Discussion

The accumulated purchasing volume of VN Ltd. In February – July 2014 were 2,567,226 kilograms and target of purchasing volume was set to 5 per cent in 2015. After the implementation of strategic planning, the purchasing volume of waste glasses were increased from 2,567,227 kilograms to 2,913,239 kilograms, representing 13.47 per cent which is in line with the objectives.

Suggestion

1. Discovering the positive experiences of selling waste glasses of small scale recycle shops should be considered whether the interviewees are ready and welcome to be interviewed or not. If the interviewees are willing to be interviewed, so that the interview will be useful and get the answers to ultimate analysis.

2. This study used qualitative method applying Theory of Appreciative Inquiry together with the practices to discover the best experiences of small scale recycle shops through the interviews with positive questions in order to analyze the customer's needs. Moreover, Appreciative Inquiry can be applied with other departments of business such as Personnel Management for the Happy Workplace and better performance. However, the application should be used in conjunction with other strategies as well to be more productive.

Acknowledgement

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References

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