

## MARKETING PLAN TO INCREASE SALES OF K.K. HOME LAUNDRY, BAAN NONCHAI TAMBON NAIMUANG, AMPHOE MUANG, KHON KAEN PROVINCE

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### Abstract

The aims of this study were to 1) investigate people's behavior and factors affected their decision-making and selection of using laundry services 2) analyze the causes of problems related of lowering income of KK Home Laundry (KKHL) and 3) propose the marketing plans to obtain the income as 100,000 Baht/month. The analyzed of fishbone diagram was done. Four hundred completed questionnaires were obtained from target customers, while the brain storming were also performed among employees and management section. It was found that there was enough of public relation and no parking area. Most reason for choosing KKHL is clean environment, quick service, reliable place, reasonable price, home-delivery service however, no parking area and no information from KKHL were also found from many people. There were 4 marketing plans were proposed as ; 1) Kun sa - ard New look project 2) Kun sa - ard Family project 3) Kun sa - ard delivery project, and 4) Service Mind – Yim la mai service project. The total budget for these projects was 32,000 Baht. After implementation, it is quite confident that sales volume can meet the target.

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**Keywords :** Marketing plan, sales volume, Laundry



## 1. Introduction

Clothes are one of four factors that are important and necessary for human life. From time to time, humans have known how to cut and sew as well as the evolution of coating modification from nature to be appropriate and natural beauty. Now Khon Kaen city is working society, as well as economic condition of the competition which make lifestyle of people in today's society is hastily. Therefore, people are less spending time for housework especially laundry which takes much time and fastidiously. That is why laundry service has become extremely important in today's living. Then, K.K. Home Laundry was launched to meet the needs of customers. K.K. Home Laundry is located at Baan Nonchai, Tambon Naimuang, Muang District, Khon Kaen Province and launched service in February 2014 and managed by Mrs. Pornphim Senawong. Laundry service is for all types of fabric such as curtains, stuffed toys, sofa, leathers and carpets, open daily at 7.00 a.m. – 6.00 p.m. including delivery service. The problems from operational results are no fixed income and sales volume do not meet the target set at 100,000 baht per month.

In addition, threats from neighboring competitors are higher and prices were reduced in order to compete in the market. Thus, sales volume is fluctuated and does not meet the goals. As a result, it is a problem that must be resolved to focus, pay attention and improve until the business can run sustainably. For this reason, it is necessary to investigate the problems of the decline in sales and prepare the marketing plan to increase sales volume of K.K. Home Laundry.

## 2. Objectives

2.1 To study customers' behavior and Marketing mix factors influencing on choosing laundry service

2.2 To investigate the causes of problem affecting decline in sales which does not meet the target of K.K. Home Laundry, Baan Nonchai, Tambon Naimuang, Muang District, Khon Kaen Province

2.3 To propose marketing plan to increase sales volume of K.K. Home Laundry, Baan Nonchai, Tambon Naimuang, Muang District, Khon Kaen Province up to 100,000 Baht/Month.

## 3. Literature reviews

The study of marketing plans to increase sales volume of K.K. Home Laundry concluded literature reviews as follows

### 3.1 Root cause analysis using Fishbone Diagram

The cause and effect diagram is a chart that shows the relationship between the problems (Problem) with all the possible reasons that may cause the problem (Possible Cause), probably familiar with the name of a cause and effect diagram. "Fishbone Diagram" (Fish Bone Diagram) The chart looks like a fish remaining only bone. Fishbone diagram is a method used to determine the exact cause (Root Cause) of the problem in detail. Before using this diagram, it is necessary to know the problems which is derived from the collected data, defragmenting. The greatest problems are selected to solve first. Then brainstorm the ideas from related people to

this issue and gradually identify the causes that might cause problems. When finished, it will look like a fishbone [1]

### 3.2 Marketing mix factors

The marketing mix is an important part of the business plan. Marketers need to recognize the value of our customers and plan marketing mix as well as allocate the budget for the marketing mix accordingly to achieve the goal and it is necessary to allocate and plan strategies which are related to the current situation of the business [2]

### 3.3 Customer behavior Analysis

Consumer behavior refers to the behavior of individual expression in searching, buying, choosing and evaluation of products and services which consumers expect to be able to meet the needs of their own. Because consumer behavior affects the success of the business. Marketing strategies can make the consumer satisfied, and the ability to change behavior in the buying decision of the consumer which is consistent with the ability of businesses to respond and develop market and product for the better continuously. Principles of effective behavioral analysis of the market are called 6Ws 1H considering different ways about the market to get the answers which are needed to know which is called 7Os [3]

### 3.4 Business Environmental Analysis

#### 1) PESTE Analysis

PESTE Analysis is the external environment is an environment that has a wide impact on an organization and cannot be controlled. For business survival, it is necessary to management environment properly ([4]

#### 2) Competitive Analysis using Five Force Model)

Michael E. Porter said that if entrepreneurs do not adjust to match the changing industry, they may not achieve the objectives, resulting from 5 forces [5]

#### 3) SWOT Analysis

To analyze the market situation is general environment analysis but SWOT analysis is determine the potential of the company about the advantages and disadvantages by comparing with competition with the consideration of strengths and weaknesses of the internal environment of the organization as well as opportunities and threats from the external environment of the organization [2]

## 4. Methodology

### 4.1 Root cause analysis using Fishbone Diagram

The study to find out the problems and causes that effect decline in sales of K.K. Home Laundry by brainstorming from all employees and management section.

4.2 Customers' behavior and Marketing mix factors influencing decision on choosing laundry service



To study customers behavior and Marketing mix factors that influence the decision in choosing laundry service, data was collected by questionnaires divided to 400 respondents, which was calculated from the number of population of about 219,821 people[6]. The questionnaires were distributed to apartment, daily room for rent, private companies and government agencies. Therefore, to get the number of samples, the formula [7] was used and divided into three parts: Part 1: Overview of the respondents, Part 2: Behavior in choosing laundry service and Part 3: Marketing mix factors influencing the decision in choosing laundry service in 4 aspects such as Product, Price, Place and Promotion.

4.3 Marketing plan to increase sales volume of K.K. Home Laundry, Baan Nonchai, Tambon Naimuang, Muang District, Khon Kaen

- 1) PESTE Analysis (General Environment Analysis in aspect of Legal and Politics, Economics, Society and Culture, Technology and Environment)
- 2) Five Force Model Analysis (industry rivals, threat of entry, threat of substitutes, bargaining power of buyers and bargaining power of suppliers)
- 3) SWOT Analysis (Internal and External Environment Analysis in an organization in aspect of Strengths, Weaknesses, Opportunities and Threats)
- 4) Marketing plans were from TOWS Matrix, together with the study in behavior and Marketing mix factors that influence the decision in choosing laundry service. The results were brought to propose marketing plans to increase sales volume which target was set at 100,000 baht per month.

## 5. Conclusions

### 5.1 Current situation, Problems and Causes of decline in sales for K.K. Home Laundry

Most problems caused mainly by employees and operational process which are the key factors for business operation. Problems can be fixed and taken into consideration to in preparation of marketing plans.

### 5.2 Behavior and Marketing mix factors influencing decision on choosing laundry service

Samples were divided into two groups; those who never use and have used services from K.K. Home Laundry as follows

#### 1) Those who never use

They choose washing service for clothes at convenient service center. Most reason for choosing is good service, convenient and fast. Expense is between 1,001 – 2,000 baht per one time. The reasons for not choosing service because there is no parking area, customers do not know the service because of no public relation. Therefore, entrepreneurs should more focus on promotion.

#### 2) Those who have used

Most respondents have used laundry service at 5 p.m. in the evening, used only washing and iron service. Most reason for choosing is because there is no time. A number of pieces are more than 20 pieces at a time, the cost of service will be charged as a lump sum and the most influential people for choosing are themselves. Most reason for choosing is clean

environment, quick service, reliable place, reasonable price, home-delivery service. The suggestion from respondents are special discounts for member, additional service such as clothing repairs and full warranty to clothes. In addition, signs should be visible, parking area should be expanded and there should be more public relation.

Root causes of sales decline and sale volume which did not meet the goals, studying in behavior and Marketing mix factors influencing decision on choosing laundry service and business environmental analysis were used to analyze and propose the marketing plan to increase sales volume of K.K. Home Laundry. The marketing plans were 4 projects; 1) Kun sa - ard New look project 2) Kun sa - ard Family project 3) Kun sa - ard delivery project, and 4) Service Mind – Yim la mai service project. The total budget for these projects was 32,000 Baht. After implementation, it is quite confident that sales volume can meet the target.

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**Table 1** Marketing plan to increase sales volume of K.K. Hone Laundry, BaanNonchai, Tambon-Naimuang, Amphoe Muang, Khon Kaen Province

Marketing Plan	Period	Budget (Baht)
1. Kun sa-ard New look project	May 2015	10,000
2. Kun sa-ard Family project	1 <sup>st</sup> May – 1 <sup>st</sup> July 2015	15,000
3. Kun sa-ard Delivery project	1 <sup>st</sup> May – 1 <sup>st</sup> July 2015	2,000
4. Service Mind – Yim la mai service project	1 <sup>st</sup> May – 1 <sup>st</sup> July 2015	5,000
<b>Total Budget</b>		<b>32,000</b>