

STRATEGIES TO ENHANCE BUSINESS COMPETITIVENESS OF DINO BAR-B-Q MUANG DISTRICT KHONKAEN PROVINCE

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Abstract

This independent study aimed to study the behavior and marketing mix factors affecting the decision on buying barbeque and propose the marketing strategy to enhance the competitiveness of DINO Bar-B-Q. Primary data were collected from academic research, thesis, business magazine, publications and information over the internet. In-depth interviews of 15 consumers were conducted to collect the qualitative data. After the completion of data collection, Industry analysis, PEST Analysis, Competitive Analysis and SWOT Analysis were used in this study to propose the marketing strategy for DINO Bar-B-Q as well as Balance Scorecard to make the strategy more concrete. The study found that Key Success Factors are location, image, quality of cleanliness of products, service and customer care and brand. Therefore, the marketing strategies are: Financial aspect, 4 projects were proposed as follows 1) Image improvement or Distribution Renovation 2) Adding distribution channels or branches 3) Product Development and 4) Marketing Management. Customer aspect, 2 projects were proposed as follows 1) Customer Relation Management and 2) Brand Awareness Building. Internal process aspect, 2 projects were proposed as follows 1) Internal Operation and 2) Human Resource Planning. Learning and Development aspect, 1 project was proposed as Manual Operation to increase work efficiency.

Keywords: Strategy



Introduction

At the present, food consumption is very important for human. Behavior of individual human beings was determined how people would get the benefits of it. The consumption takes place on daily basis and makes it important to life since childhood, mature until older ages. As a result, food industry is growing according the consumer behavior. One of those is fast food, it has 2 categories. Firstly, full meal which contains carbohydrates, meat and vegetables in a set. Meat is transformed into sausages, ham, bacon, fried chicken and garnished with vegetables such as tomatoes, cucumbers and lettuce. Fast food is considered as one of first category. Second, Snack which may be sweet or savory between meals such as ice-cream, bakeries, donut, crackers and meatball etc.

The growth trends of Khon Kaen for economic, population and infrastructure aspect make the province a center of the important trades of northeast. Therefore, DINO Bar-B-Q was considered and opened to be the choice of consumers in Khon Kaen Province. DINO Bar-B-Q is operated for both kiosk and wholesale, and also catering service. Growth rate of sales is increased continuously. As a result, opportunities to expand and improve DINO Bar-B-Q were considered in this study to study environment of business management in order to determine short and long term strategy as well as to enhance the competitiveness which can used in business management and as a guide to add value even more for the ultimate benefits of operation in the future.

Objectives

1. To study consumer behavior and marketing mix factors affecting the decision on buying Barbeque.
2. To propose the strategy to enhance the competitiveness of DINO Bar-B-Q in Muang District, Khon Kaen Province.

Methodology

The independent study to enhance the competitiveness of DINO Bar-B-Q in Muang District, Khon Kaen Province has details and method as following steps 1) Study consumer behavior and marketing mix factors affecting the decision on buying Barbeque which unit of analysis was the consumers in Muang District, Khon Kaen Province. The in-depth interviews were conducted to collect the qualitative data. Document research, observation and Triangulation were used to analyze and present the result of behavior and influential marketing mix factors. 2) Propose marketing strategy of DINO Bar-B-Q, Industry Analysis, Competitive Analysis, Internal and External Environment as well as SWOT Analysis were used in this study to determine the business strategy through Balance Scorecard.

Results

1. The result of behavior and marketing mix factors affecting the decision on buying Barbeque in Muang District, Khon Kaen Province showed that the most consumers are in all

genders and ages. The consumers require the quality and cleanliness of products. Taste of barbeque was satisfying and optional if compared with other types of fast food. The most influential people on buying barbeque are family. The frequency of consumers is 2- 3 times a month. The amount of each purchase is 3 – 5 skewers. The distribution channels in Khon Kaen Province have not seen much. Most shops are located in a prime location that can be easily seen. The marketing mix factors affecting the decision on buying barbeque are the variety of products available to choose, the cleanliness of raw materials and products, quality packaging, heat treatment, delivery service, value of the product purchased, convenience of buying, parking area is easy to find, its location is visible, cleanliness of shops or distribution channels, giveaways or a bargain and brand to make buying decision easier.

2. Strategy to enhance the competitiveness of DINO Bar-B-Q were from the study of behavior and marketing mix factors affecting the decision on buying barbeque, external and internal environment, SWOT Analysis as well as the Key Success Factor. Vision, Mission and Objectives were determined for corporate strategy in order to get the clear direction even more. In addition, Balance Scorecard was applied in this study to define a comprehensive and balanced strategy across the organization which consists of 4 aspect including Financial, Customer, Internal Process and Learning and Development aspects. Furthermore, Strategy and direction of the operation of the organization were analyzed and determined for the next 3 – 5 years as follows.

Vision

“DINO Bar-B-Q, market leader of barbeque business in Khon Kaen Province in 5 years”

Mission

1. Manufacturer and service of quality barbeque at reasonable prices.
2. Aimed at Integrated Business of Kiosk, Wholesale and catering service.
3. Create a strong and reliable brand to customers.

Objectives

1. To increase income and sales of organization
2. Customer Retention
3. The penetration of new customers
4. To increase brand awareness of DINO Bar-B-Q

Regarding Vision and Mission of DINO Bar-B-Q, Balanced Scorecard was applied to define the comprehensive and balanced strategies which consist of 4 aspects: Financial aspect, 4 projects were proposed as follows 1) Image improvement or Distribution Renovation 2) Adding distribution channels or branches 3) Product Development and 4) Marketing Management. Customer aspect, 2 projects were proposed as follows 1) Customer Relation Management and 2) Brand Awareness Building. Internal process aspect, 2 projects were proposed as follows 1) Internal Operation and 2) Human Resource Planning. Learning and Development aspect, 1 project was proposed as Manual Operation to increase work efficiency.



Conclusion

The result of analysis and appropriate strategies such as Image improvement or Distribution Renovation, Adding distribution channels or branches, Customer Relation Management and Brand Awareness Building can make an organization with sales rising and consumers pay more attention to the brand, cleanliness and quality of product as well as fast food consumption influence Thai consumers according the forms of life in a hurry and most consumers work harder visibly from growth rate of fast food available today.

Suggestion for further study

1. This independent study is qualitative research conducted by the interviewing the behavior and influential marketing mix factors to the limited unit of analysis. The data may not be sufficient to cover or truly understand all consumer behavior. Data should be more studied in the future.
2. Strategy development or management should focus on the changing environment because the current situation may affect the operations but it is needed to adjust accordingly to get the proper strategy which is in line with the environment occurred.

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