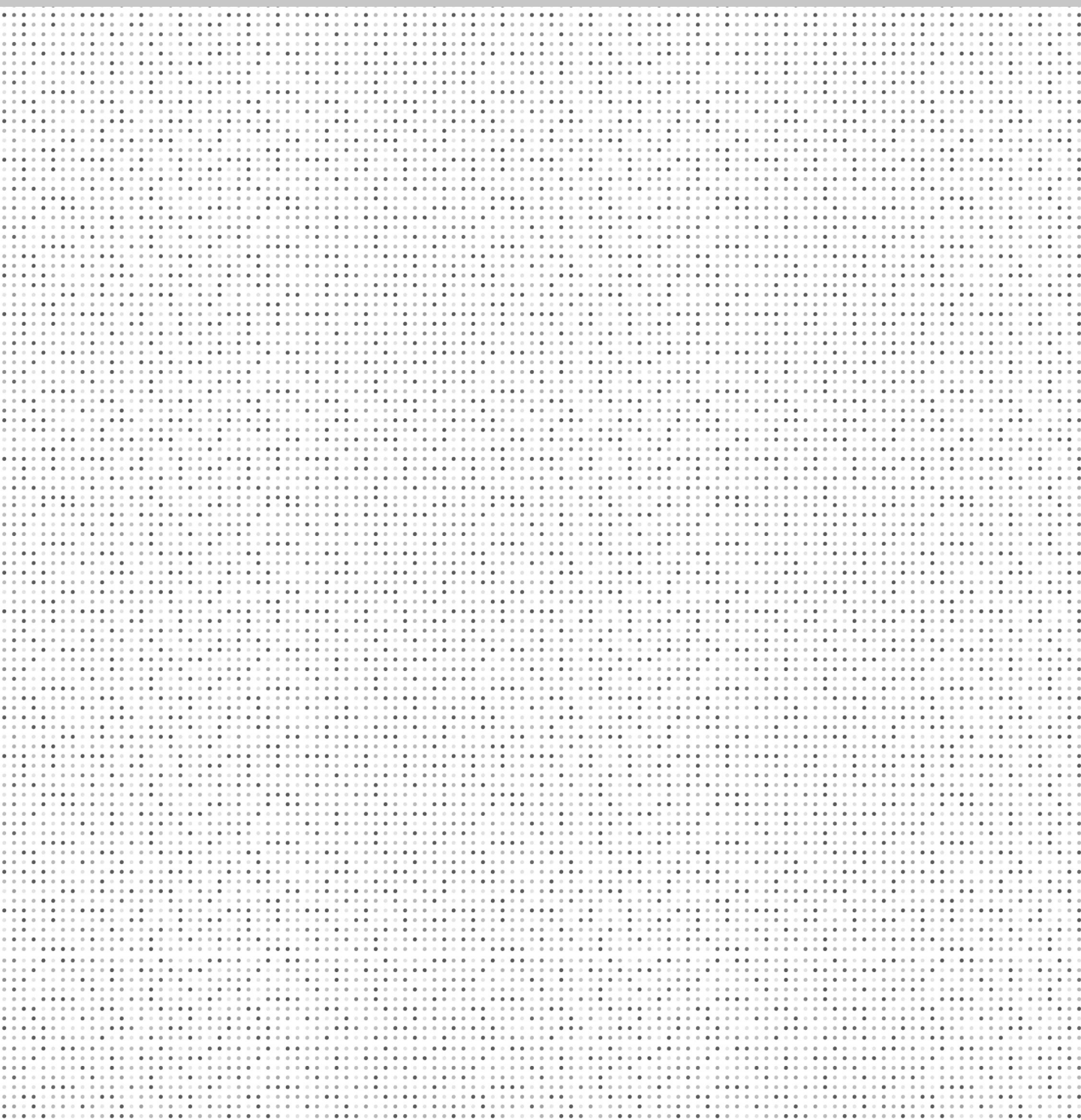
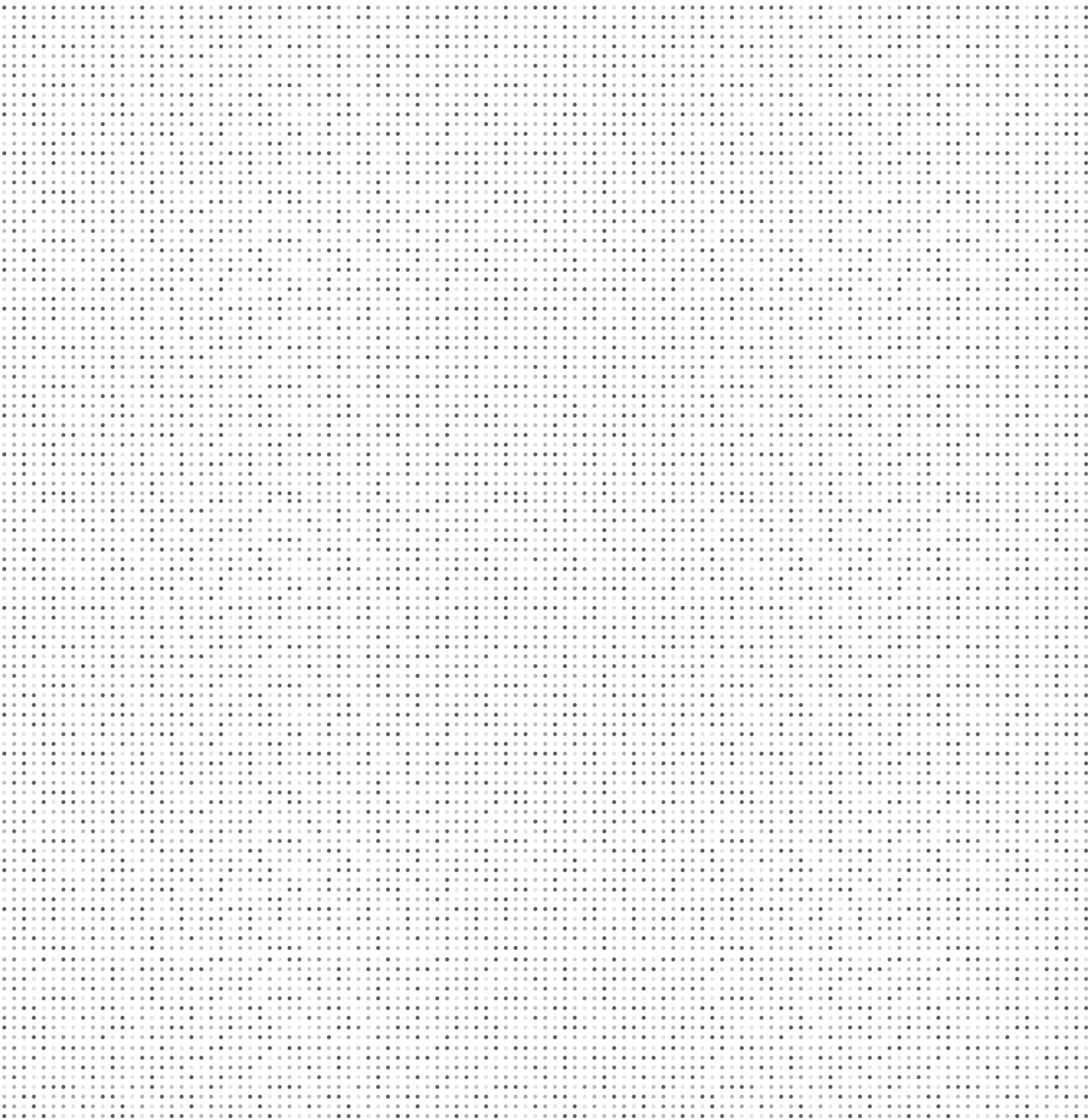




# Strategic Management and Small and Medium-sized Enterprise Management





## THE STRATEGIC PLANNING FOR INCREASING CUSTOMERS IN OU CHAI YOUNG SHOP, CHUM PHAE DISTRICT, KHON KAEN PROVINCE

Chayapha Chiangngiam<sup>1</sup>

Chanya Apipalaku<sup>2</sup>

<sup>1</sup> *Master of Business Administration College of Graduate Study In Management Khon Kaen University Sunthorn-Araya Arunanonchai Building123 Mitraparp Rd. KhonKaen 40002 Thailand Tel:(6643) 36-2021 E-mail: mamba@kku.ac.th*

<sup>2</sup> *Assoc. Prof. Dr. Public Health Administration, Public Health Faculty Khon Kaen University*

---

### Abstract

This independent study aims to investigate the strategic planning for increasing customers in Ou Chai Yong Shop, Chum Phae district, KhonKaen province, Thailand. The purposes of the study were: 1) to find out what are the factors influencing consumer buying behavior towards sand and stone 2) to carry out this strategic planning process to find new customers and also increase sales. The data were collected through questionnaire survey. As a result, most respondents for the survey are male, the age of 41-50 years old, Primary education, Marital status, Own business and Commerce, the average income of 10,000-15,000 baht. The finding indicated that the most influential factors of consumer buying behavior are convenient and also easy to purchase. In addition, the objective of the buying is Construction and the most important factor of purchasing decision is Price, which will be checked before making decision. Finally, the most essential physical factor associated with the consumer purchasing decision is a convenient parking space. According to the study, it is concluded that the strategic planning for increasing sales and also gaining customers in Ou Chai Yong shop, Chum Phae district, KhonKaen province, Thailand will launch 5 projects as follows: 1) Hand In Hand Project 2) Giving Project 3) Competing for the prize monthly Project 4) Surprised at home Project 5) Buy 15 Get 2 Free Project. The total operating budget for all projects is around 67,100 baht. It is estimated that if the strategic planning is successful, Ou Chai Yong Shop will gain more new customers at least 15 persons from 149 persons in 2014. Consequently, the number of customers will increase totally not less than 164 persons in 2015.

---

**Keyword:** Strategic Planning, Increasing Customers, Construction Materials Shop



## Introduction

Ou Chai Yong Shop is a store that sells stones and sand. They began operations in late 2009 in Chum Phae District, KhonKaen Province. The type of stone and sand are crushed stones, stone  $\frac{3}{4}$ , stone  $\frac{3}{8}$ , coarse sand and fine sand. Ou Chai Yong Shop customers both in Chum Phae district and neighboring districts. The clients know about Ou Chai Yong Shop from the village to target marketing to potential contractors, the six-wheeled car that transports the soil and by saying to each customer who bought the stone and sand. The sales of stone and sand at Ou Chai Yong Shop they use a ton units weighing through digital scales cars. By selling the stones and sand of common materials are sold as a queue unit, which is supposedly. It has a weight of stone and sand to buy uncertainties. Most customers are six-wheel car that transport stone and sand, soil and bought to resell the village or villagers used vehicles are available to purchase on their own.

The study collected data customers who bought the stones and sand of Ou Chai Yong Shop began in the past three years, it has concluded a number of clients each year who use the service since January 1, 2012 to December 31, 2014 for a period of three years. The following year, 2012, with 238 customers who buy stones and sand in 2013, with the number of customers who buy stone and sand was reduced to 183 people and in 2014 and had a number of customers who buy stones and sand 149 people. It is seen that the customers who buy our stone and sand at Ou Chai Yong Shop has decreased steadily obviously Therefore, the researcher wants to increase the number of customers who buy the stones and sand at Ou Chai Yong Shop a dwindling number steadily. By studying the behavior of customers who bought the stone and sand and implement strategies to enhance customer of Ou Chai Yong Shop. The studies aim to add more customers by 2014 not less than 15 people or more than 164 customers in 2015.[1]

## Objectives

1. To study the behavior and marketing complemented factors of customers who buy a cradle of stone and sand Ou Chai Yong Shop, Chum Phae District, KhonKaen Province.
2. To carry out strategies to enhance customer of Ou Chai Yong Shop, Chum Phae District, KhonKaen Province, to be able to add more customers by 2014 not less than 15 customers or more than 164 customers in 2015.

## Methodology

There are two terms of the study on increased customer of OuChai Yong Shop, Chum Phae District, KhonKaen Province.

- 1) To collect quantitative data from a sample of 128 people questioned by asking customers who purchased cradle of stonesand sand Ou Chai Yong Shop of the behavioral and marketing complemented of the customer's decision to buy the stone and sand.
- 2) The qualitative data are environment analysis, competitive analysis, the strengths, weaknesses, opportunities and threats (SWOT Analysis) analysis, TOWS Matrix analysis by questioning 7 staffs of the OuChaiyong shop.

## Population and sample

### Population:

The population in the study to increase the customer's Ou Chai Yong Shop, Chum Phae District, KhonKaen Province. By focusing on behavior and marketing mix of factors that have bought into the stones and sand of the Ou Chai Yong Shop 189 people.

### Sample:

The sample of the study population was selected as the customers who buy at the store, stone and sand Ou Chai Yong Shop 189 people by tables used for the sample size of the population. The formula Yamane Taro if the size of the population. It has a population of 128 samples from the formula as an example.

The instruments used in the study Use inquiry and questionnaires. The questionnaire must be through a trial. Determination and confidence. The alpha coefficient of Cronbach alpha Coefficient (1974) will have a value of not less than 0.75.

## Results

The study analyzed the results of studies and surveys have effect.

Overview of the respondents can be seen that the majority of respondents were male, 79 people, representing 61.7 percent are aged 41-50 years, the number 42, representing 32.8 percent of primary education 46. The figure was 35.9 percent were married, 88 percent of employed persons, 68.8, including 33 trades accounted for 25.8 percent median income 10,000 - 15,000 THB 65 percent to 50.8.

The buying behavior of customers who buy stones and sand showed that most respondents know Ou Chai Yong shop amount 128 people representing 100%. Ou Chai Yong shop is the most convenient shop and easy to purchase. It will take whatever vehicle used to transport stones or sand. They are appreciate to sell. Most respondents known Ou Chai Yong shop spread widely of 70 people, representing 54.7 percent. The purpose of buying the stones and sand for the construction of 91 people, representing 71.1 percent. The decision influencing to buy the stones and sand of respondents was for a 27.7 percent, the service and quality 22.2 percent and 21.0 percent. The most respondents survey the product before deciding to buy the stones and sand of 75 people, representing 58.6 percent. The news that the respondents convenient to access is handbill amount 65 people, accounted for 50.8 The frequency to buy stones and sand are at 1-2 times a week, 68 people, representing 53.1 percent. The stones and sand scale model cars weighing, 75 people, representing 58.6 percent. The respondents who think the price of OuChai Yong shop is in appropriate level of 112 people, representing 87.5 percent. The majority of respondents does not have problems or do not have the convenience of buying stones and sand at Ou Chai Yong shop amount 120 people, representing 93.8 percent. The eight respondents have problem representing a 6.2 percent. The problem is that the service was slow and the staff is not ready to serve. Ou Chai Yong shop should be updated 1) the speed of service, 2) the price is not fixed, and 3) the quality of the product.



The Marketing complemented factors [2] that influence the decision to buy the stones and sand of respondents overall were the seven aspects: the physical, visible. The process side, pricing, promotion and marketing.[3] The distribution and products influencing the decision-making level.

#### General Environment Analysis [4]

The political and legal environment and economic environment is negative impact on business. The social and cultural environment technological environment and the physical environment affects business is positive.

#### Competitive Environment Analysis [4]

1. The threat of new competitors. Impact low levels. The business of selling stones and sand requires high investment.
2. The competition in the same business Impact on a higher level. The stores are mostly stones and sand materials are used in a variety of sales over.
3. The bargaining power of buyers. The impact on the fish in the middle. This depends on the purchasing power of customers is great.
4. The bargaining power of suppliers. The impact on a higher level. Because manufacturers are pricing that cannot be negotiable.
5. Threat of substitute Products Impact low levels.

The strengths, weaknesses, opportunities and threats :SWOT analysis.[5]

**The strength:**The location is easy to find and near the community. The product quality is fast delivery.

There are enough products to meet demand. The weighing scale digital branded products. The bill precision and scale. The staff with expertise in duty. The owner has knowledge and experience in business as well. The company has a single owner and easy to make decisions.

**The weakness:**The employees with less available to a select few A small sign Hard notice And the lack of publicity and advertising

**The opportunity:**The stone, sand and a mixture of materials needed for construction. The political and economic

conditions improve. The making investors dare to invest more. The confederation of ASEAN, with Thailand as a result, construction, real estate grew and fuel prices dropped, making transport costs declined.

**The threats:**The ban on sand higher prices and limit the purchase in rainy season. The difficulties of transportation, if pointless to send a flood of mud. The trucks that transport would not be able to deliver it. Because the wheels sinking mud, shop building materials. The store building materials products to choose from, so there are many options available to customers and transplant rice seedlings and the harvest season. The construction workers, mostly farmers. We must stop to go home to do to discontinue construction as a result, sales decreased by stone and sand.

TOWS Matrix Analysis[4] of the Strategic SWOT Analysis made.

1. Aggressive Tactics As the “home invasion”.
2. Passive Strategy ST is the “buy 15 get 2”.

3. Adjust Strategies WO a project “I thinking of”
4. Change Strategy WT is a project born “Community”

### The project summary

The first project, “Community”

The study and analyze the General Environment and Competitive Environment of the Ou Chai Yong shop set TOWS Matrix in terms of WT weakness is its to a select few. The threat is construction material stores And the marketing mix of products in a variety of products. So I think the strategy to cope with the transition to new sales.

The results are expected to receive. The new customers and old customers feel worthwhile to use the service. Project 2 “buy 15 get 2”

The study and analyze the General Environment and Competitive Environment of the Ou Chai Yong shop set TOWS Matrix in terms of ST strengths is the product obtained are sufficient to meet demand and weighing accuracy. The threat is harvest season booties. A factors related to the marketing mix is the promotion of reduction in price but changed to give gifts to customers instead.

The results are expected to receive. The customers feel the worth making the service even more. And hope that customers will be told to make new customers have increased.

Project 3: “I think so”

The study behavior and factors in purchasing stone and sand. We know that in the marketing mix in terms place in the publicity pamphlet. Billboards and radio As a result, customers know and to buy more. So we will use this information to make people who do not know a cradle Ou Chai Yong Shop the demand for stone and sand. Staff of the Navy has known Ou Chai Yong Shop.

The results are expected to receive. The people know about Ou Chai Yong shop and hopefully make people interested who want to be reminded of a garage stone and sand Ou Chai Yong shop.

Project 4 “prizes every month”

The study behavior and factors in purchase decision. In the promotion, the gift of priority that much. And recognize that it is part of what makes customers feel worthy of purchase. The project will provide customers with sellers meet and exchange ideas. Will be aware of the needs of customers and clients were aware of the changes that will happen in the future.

The results are expected to receive. The promotional releases Talked build better relationships with customers and hope that customers will be told to make new customers have increased.

Project 5 “home invasion”

The study behavior and factors in purchasing stone and sand and analyze the environment both inside and outside. This proactive strategy using the strengths is. There are stone and sand sufficient quality and fast delivery. And an opportunity conducive to business the market demand is high. Both the confidence to invest, because peace is the political and the AEC have been alerted of the economy and real estate. It also helps to remove the weaknesses in public relations. As a result, the project came up.





The results are expected to receive. The promotional releases new customers increased and hopefully in the price of sand in the sand no customers will be able to buy at the store.

## Conclusion

The study behavior and marketing mix factors that influence the decisions of customers who buy at the store, stone and sand Ou Chai Yong shop. A summary of the strategy to enhance customer of Ou Chai Yong shop, Chum Phae District, KhonKaen Province all five projects: 1) the “Community” 2) “project that I think” 3) The “prizes every month “4)” home invasion “5) the” buy 15 get 2 “with the budget of 67,100 baht.

The study is expected if implementation of a strategic plan to enhance the customer store Ou Chai Yong shop, Chum Phae District, KhonKaen Province. To add more customers by 2014 not less than 15 or more than 164 customers in 2015.

## Acknowledgement

This independent study was done well and due to favor one of the advisors: AssocProf. Dr. Chanya Apipalukul for taking the time to provide advice and various commentaries. The useful of the board exam college of graduate study in management and to be used as a guide in this independent study was completed. Thank you all.

## References

- [1] Ou Chai Yong shop. (2014). **The number of customers who use the service since 2012-2014**. Khonkaen: Ou Chai Yong shop.
- [2] Kotler, Philip, & Kevin, Lane Keller. (2006). **Marketing Management**. 12<sup>th</sup> ed. Upper Saddle River, N.J.: Prentice Hall
- [3] Siriwan Sareerat. (1998). **Strategic marketing and marketing management, and case studies**. Bangkok: Teerafilmandsitetex.
- [4] Pranee Aiemaorpakdee. (2007). **Marketing Executive**. 2<sup>nd</sup> ed. Bangkok: Tanaprace.
- [5] Eakachai Boonyatitthan. (2010). **SWOT analysis is a professional guide**. Bangkok: Panyachon