

## THE MARKETING PLAN TO INCREASE SALE VOLUME OF I-DESIGN SHOP, MUANG DISTRICT, NONGBUALUMPOO PROVINCE

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### Abstract

This Independent study aimed to 1) To study the marketing mix factors and the behavior that affect to use the service from the curtain shop. 2) To study current situation, competitive environment of curtain business in Nongbualumpoo Province. 3) Make the marketing plan for increase sale volume at least 20 percent of sales in 2014 for curtain shop of I-Design. Data were collected from 400 respondents from the age of 25, in Nongbualumpoo Province and analyzed for the strengths, weaknesses, opportunities and treats. General Environment Analysis, Five forces model of industry competition were applied with alternative management strategies using the TOWS Matrix, the results showed that most of the respondents were female, aged between 31-40 years, high vocational certificate education, civil servants career, average monthly income 10,001-20,000 baht, detached house/semi detached house. The results showed Marketing mix factors that influence customer satisfaction was at the highest level products have to be various, lower price comparing with the other shops in the similar quality, the location of the shop, a guarantee of product quality, honesty service, fast service and efficiently, clean and beautiful shop. The results were used to plan a marketing strategy to increase sales of a curtain shop which consisted of five short term projects including the strategic plan as follows 1) Shops information via radio project 2) Online marketing via Google Search Engine 3) set up a booth in the famous festival and nearby department store 4) making website of i-design shop 5) consulting service, price estimation and free installation. Total budget is 89,000 baht. The projects were expected to increase product sales volume by more than 20 percent in 2015.

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**Keywords:** Marketing Plan for curtain shop , Marketing plan to increase sale volume



## Introduction

Nowadays, real estate business is one of the most economic expansion business in Thailand because the growing of curtain business. That take an interest from many new entrepreneurs.

In the main area of the northeastern of Thailand such as Udonthani, Khon Kaen, Nakhonratchasima, Mahasarakham, Sakhonnakorn or Ubonratchathani, there are more than 50 projects of condominium buildings, more than 10000 rooms. In Udonthani, there are 10 projects, more than 2900 units. That causes the price of the lands inside the city get higher, so new generation investors invest for this real estate business. In order that, conforming to the consumers' demand that living in condominium is more comfortable than living in the house. The investors see that the market will grow by the buying power from opening AEC. [1]

I-design shop was established in 2014, the founder saw the important of the growing of fast expansion real estate business but the investment in real estate business need more budgets. The problem of the investment causes looking for low budget real estate business was interesting, the founder had made a decision to invest in the curtain which can grow with the real estate business in Nongbualampoo. The founder saw that Nongbualampoo is a developing city, so the expenses in this city will cheaper than the big cities, and there is a few curtain shops.

At the beginning, there was a few customers so they made public relations to familiarize the people and for increase the amount of the customers. There was still less turnover so the founder had to find the way to survive the business.

Therefore, we study the marketing mix factors and the behavior that affect to use the service from the curtain shop, study the environment, the business competitor of i-design shop and make the marketing plan for increase 20 percent sale volume in 2015.

## Consumer Behaviour

Is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. [2]

It blends elements from psychology, sociology, social anthropology, marketing and economics. It attempts to understand the decision-making processes of buyers, both individually and in groups such as how emotions affect buying behaviour. It studies characteristics of individual consumers such as demographics and behavioural variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, sports, reference groups, and society in general. [3]

## Marketing Mix

The marketing mix refers to the set of actions, or tactics, that a company uses to promote its brand or product in the market. The 4Ps make up a typical marketing mix - Price, Product, Promotion and Place. However, nowadays, the marketing mix increasingly includes several other Ps like Packaging, Positioning, People and even Politics as vital mix elements. [3]

## SWOT Analysis

Is a structured planning method used to evaluate the strengths, weaknesses, opportunities and threats involved in a project or in a business venture. A SWOT analysis can be carried out for a product, place, industry or person. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieve that objective.

## Five Force Model

This theory is based on the concept that there are five forces that determine the competitive intensity and attractiveness of a market. Five forces help to identify where power lies in a business situation. This is useful both in understanding the strength of an organisation's current competitive position, and the strength of a position that an organisation may look to move into.

Strategic analysts often use five forces to understand whether new products or services are potentially profitable. By understanding where power lies, the theory can also be used to identify areas of strength, to improve weaknesses and to avoid mistakes. [5]

## Marketing Plan

Describing activities involved in achieving specific marketing objectives within a set timeframe as this type of product specific, market specific, or company-wide plan. Beginning with conceptualization, the identification through market research of a customer's needs, then designing how the firm intends to meet these needs while realizing an reasonable rate of return. Thorough analysis of the current market situations, pointing out opportunities and trends leads to detailed action programs, budgets, sales forecasts, strategies, and projected, pro forma financial statements. Also refer to marketing strategy.

## Researches

Chairat Pinyolakkana [6] studied how to made marketing plan for earning increasing Muangloeipaman shop. The purpose of this project is to study attitude and behavior of people who used to get service from drapery shop. Moreover, the problems and service difficulty is studied by him. Then he gave the way to solve earnings increasing problem. The result of the research is Muangloeipaman shop had various designs and color of the product. That means this shop had many various products for customers choosing. Moreover, they have comfortable order way and modern equipment. They have an expert staff. For the research found some of the activity should to reform in order to earn increasing, such as how to make marketing encouragement, the way to share information to customers, place for products exhibition, waiting time for service, and management technology. Thus, the short plan is presented by him that are customer, thank you message, cash coupon, website for shopping online, and products exhibition. As well as a long term plan keeps going with technology, shop decoration and comfortable service to customers.



Tirindaw Photikul [7] studied marketing effect factor of choosing product from drapery business from customers in Fang district, Chiangmai province. The objective is to study marketing effect factor of product choosing from drapery business from customers in Fang district, Chiangmai province. For the research found marketing factor have effect with drapery business in high level. The highest factor is product factor next to be service process factor, and encouragement marketing factor. The problem effect of choosing are product lack of various product, the high price problem (it's not suitable for current economy), seller way problem (uncomfortable for shopping), encouragement marketing problem, and equitable service problem.

Patcharaporn Yodtong [8] studied effect factor of drapery residence choosing. The objective is to study drapery manufacturer about current drapery type style, drapery choosing in different residence, and the effective factor in drapery residence choosing. All of the objectives are the way to design a drapery in order to suitable for residence style and marketing popularity. For the research found most of the target group is housed estate, for example detached homes and town house. The most popular draperies are drapery furbelow and folding drapery. Popularity bar types are aluminum, iron, and wood. The best popular colors are cream and tracery. A striped printing and background drapery was popular. Last, type of most choosing clothes are polyester, satin, Italy silk, and cotton because a price is suitable for product quality.

### Objectives

To study the marketing mix factors and the behavior that affect to use the service from the curtain shop of people who live in Muang district Nongbualampoo province.

To study current situation, competitive environment of curtain business in Nongbualumpoo Province.

To decide the marketing plan for increase sale volume at least 20 percent of sales in 2014 for curtain shop of I-Design.

### Methodology

Examining behaviors and marketing-mix factors affecting customers' decisions to which curtain shops were chosen. Collected data was analyzed to make a proper marketing plan which could be able to raise curtains sale volume of I-Design shop Nongbualampoo Province. To study objective 1, questionnaires were used in collecting data. Data were collected from 400 people respondents from the age of 25 years old who live in Nongbualampoo Province. The questionnaires were divided into 3 sections including 1) General information 2) Behavior of choosing curtain shops services. 3) Participants' Satisfactions factors of deciding curtain shops. To study objective 2, SWOT analysis was used as a tool to investigate internal and external business environment. The tool was utilized to analyze competitors' competitiveness and five forces. To conduct objective 3, TOWS Matrix was employed to build market strategy according to analyzed data mentioned.

## Results

From general information analyzation found that most of participants are female (61.25%) in the age of 31-40 year-old (30.75%) which work for civil servants career (31.50%) highest education was high vocational certificate (25.25%) at average salary of 10,001-20,000Bth (30.50%) detached house/semi detached house (53.75%)

The result of analyzing curtain shops customers' decision behavior found that participants mostly never bought curtains (55.25%) which prefer build-by-order and make by craftsmen (59.75%) and prefer the Nongbuapaman shop (36.00%). The customers prefer pleat curtains (28.00%) The purpose of the attaching the curtains is regards the usefulness of the curtains (48.25) plain pattern/plain color (30.25%) opaque material (42.00) fabric wallpaper (30.25%) reasonable price at 15,001-25,000bth (31.00%) Customers know the shop from suggestion (36.25%) The best way to contact is Telephone/SMS (41.25%)

From the analyzation, Satisfactions factors affect customers' decision including 1) Product; the products have to be various. 2) Price; the price has to be lower than the others at the same quality. 3) Sale Channels; the location must be convenient to travel. 4) Promotions; there have to be a guarantee of product quality. 5) Staffs; The employees have to be honest. 6) Process; the services should be fast and efficiently. 7) Physical evidence; clean and beautiful shop

## Conclusion

The result of analyzing about context of business experiment found that the strength of I-Design Shop is multiple communication. I-Design Shop's staff understand every steps of work very well. They always focus on the quality of their service. However, the weakness of I-Design Shop is the appearance of the shop looks unbelievable and it is not interesting in market. There is a good opportunity to increase the business is dealing with ASEAN countries which we are going to be a part of this free trade area. We can sell some curtains to our neighbor such Lao because the distance is not too far from Thailand and Thailand curtain industry is bigger than Lao. Moreover, we can use the technology of internet to spread our products to social media as well. It will increase the group of our customer effectively. However, the higher challenges of industry will let the customers have more power in bargaining. Finally, customers in other provinces might not be interested in our product because the higher payment and they can find these curtains in their own provinces.

The result of analyzing about business environment (SWOT Analysis), Analyzing five force model and Questionnaire analyzing. We finally found the best following strategies; 1) Shops information via radio project; Promoting the information about the shop through local radio 2) Online marketing via Google Search Engine; Doing the online market will lets I-design shop was ranked 1-5 on the first page of searching about the curtain shop. 3) set up a booth in the famous festival and nearby department store ; Display our products in the famous festival and department store in local to increase the group customers and let our products be known. 4) Making website of i-design shop; Creating website to contact with the customers easily and the



products can be shown to the customers. 5) Consulting service, price estimation and free installation. Total budget is 89,000 baht. The projects were expected to increase product sales volume by more than 20 percent in 2015.

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