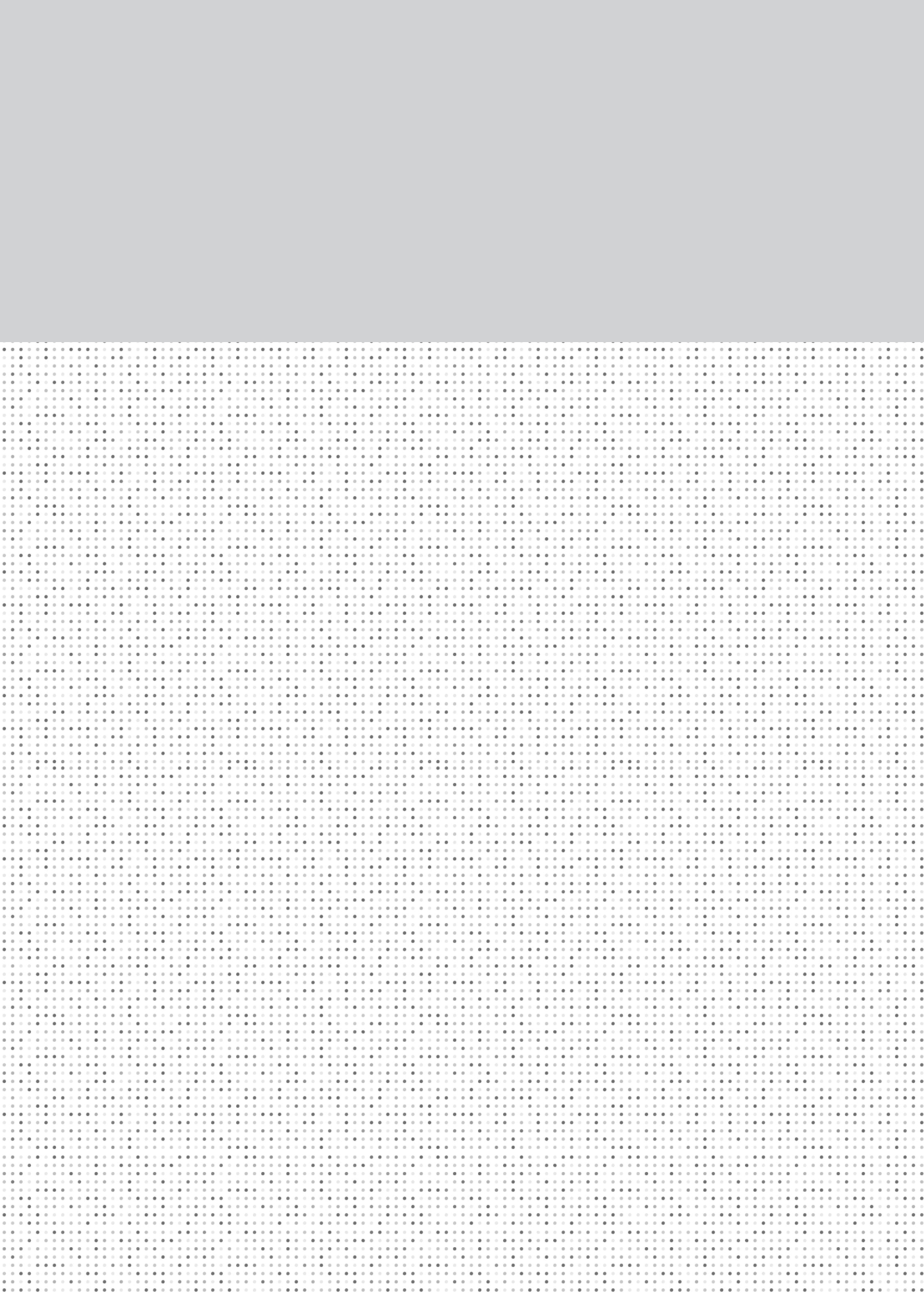




International Poster Presentation



MARKETING FACTORS THAT INFLUENCE ON SUCCESS IN BAKERY BUSINESS AT MUEANG DISTRICT, NONG KHAI PROVINCE

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Abstract

Study the Marketing Factors that influence on success in Bakery Business at Mueang District, Nong Khai Province, have the objective for 1) To study the Marketing Factors influence on success in Bakery Business at Mueang District, Nong Khai Province. 2) To study and to be guidelines to Success of the Bakery Business Owner in present. Study the Qualitative Research by interview the Bakery Entrepreneur in Mueang District, Nong Khai Province that have been operating business until now. The researcher have been surveyed about 30 shops, have 2 criteria as follows. 1) Business Operating since 3 years and until now. 2) Continuously of the circulation and profit. The result found that the Marketing Factors influence on success in Bakery Business at Mueang District, Nong Khai Province have 7 section that influence on success of the bakery shop. The Entrepreneur place importance on products factor first and service, employee, place and promotion respectively. The Entrepreneur's shop is famous for long time and reliability, have facilities for service such as drinking water, reading corner, music, free wifi. And have other service and various bakery products, promotion, advertiser, public relations in any place by employee, distribute the free gift to customer. An employee have courteous and be enthusiastic to service, answer equation and advice to customer well, good location and near the tourist attraction, near the recreational area, have car park, large shop and have contract to other shops such as telephone number, address. This is the Marketing Factors that make the entrepreneur success.

Keywords: Marketing Mix, Bakery



Preamble

Industry of bakery, wafer are importance industry that positive influence to foods industry that growing in year 2014 such as bakery and wafer (73%) (The Office of Industrial Economics, 2015) Nong Khai Province, Special Economic Zone, at first as a second term and up to first term in year 2015 (The Public Relation Office of Nong Khai, 2015) Which is Nong Khai Province have been preparing the data, readiness for Special Economic Zone, export, import, ready to devolvement the basic public utility, road expansion to cross the Maekhong River, it is the First Thai–Lao Friendship Bridge (Nong Khai - Vientiane) especially an economic expansion and various of investment, trading, service and tourism at Mueang District, Nong Khai Province. Have the bakery business 30 shops are operating (Nong Khai Municipality, 2015) At present have high competition and still operating, each shop have strategy and management the shop system and coverage services, have more popularity on bakery shop, which is many people choose the bakery to main courses in rush-hour and the bakery or coffee shop be held to be assembly point for event or any activity. At present popularity of the new generation take an interest and often used coffee shop or bakery shop for relaxing and taking with friends especially at Mueang District, Nong Khai Province, be held to be frontier town to contract with Neighbouring Countries, have many consumer and increase of tourist and tend more and more in future, ASEAN Free Trade Area (The Public Relation Office of Nong Khai, 2015) have influence to the Entrepreneur of bakery business at Mueang District, Nong Khai Province success in business and tend growing more and more even though will have increase the Entrepreneur and high competition, the Entrepreneur still make profit and achieved of business (The Public Relation Office of Nong Khai, 2015) The Entrepreneur must be empathy in maintaining quality and standard of products, development products together with making Brand Identity, using nice packaging and including service that to make customer get impressive. The Entrepreneur can make and keep in the value of business, even through medium business or small business, but they can be steadfast constantly.

As above-mentioned, the researcher have interested to study about the Marketing Factors influence on success in Bakery Business at Mueang District, Nong Khai Province, that have the business guidelines to success business, how to operating, anything about Marketing Factors that influence on success. To bring the result from researching to be guidelines for the Bakery Business Entrepreneur in bakery business development that operating and for the New Entrepreneur in the future to respond to the consumer at Mueang District, Nong Khai Province.

Objective

1. To study the Marketing Factors influence on success in Bakery Business at Mueang District, Nong Khai Province.
2. To study and guidelines to successes for the Bakery Entrepreneur at present.

Process

This study is Qualitative Research by interview the Bakery Entrepreneur that have the registration data from the Municipality at Mueang District, Nong Khai Province that have been

operating business until now. The researcher have been surveyed about 30 shops, have 2 criteria as follows. 1) Business Operating since 3 years and until now. 2) Continuously of the circulation and profit (Decho Thanachochinda, 2007) Data analysis, the Researcher used the Content Analysis by collecting data from the document and interviewing. Presented the result of study by Descriptive Analysis type, presented by text description.

Result

The result found that the Entrepreneur place importance on the Marketing Factors influence on success in Bakery Business, which is place importance on products factor first, next up is procedure, physical, presentation, distribution and price as follows :

1. Product Factors found that the Entrepreneur place importance on taste of product and fresh, own production but, have difference prominent point of each shops, packaging place importance in according to identity of the shop, place importance on material, quality for customer. In part of the Entrepreneur that operate business since 3 years and until now, place importance on product and development product, have identity and remained, some shop have outstanding product such as Nok Bakery Shop, and in part of circulation and profit is the modern shop, popularity for new generation.

2. Price Factors found that it is suitability with products, the consumer can be a ccessible, place importance on quantity, material and quality suitability with price.

3. Channel of Distribution Factors found that the Entrepreneur have reliability, have a good service, look after the customer, the customer can use the service from various channels such as in the shop and other distribution such as website, medias, advertising, sign for public relation and including making bakery service for event. Have various for distribution.

4. Promotion Factors found that have pattern of management system for let the customer to see product that can be accessible such as picture, can help to attract customers come to the shop, have reliability and enough for demand of customer, place importance on contentment of customer and have public relation by media.

5. Person and Employee Factors found that the Entrepreneur place importance in the employee, good human relations to customer. In part of the process of making bakery, the owner shop place importance on material including delivery to the customer immediately, an employee have skill, knowledge, have bakery data, an employee look after the customer, good civility and quickly service.

6. Physical and Presentation found that generally composition since shop decoration for identity and including environment in the shop and outside will be influence on success business, enough of car park for customer, inside the shop must be clean, enough of light, good environment, decorated shop to look good and beautiful and have additional service corner such as photographs corner, Internet Service (Free Wifi) Charge Battery Service.

7. Process Factors found that depend on administration management of each shop. The Entrepreneur that operate by family have management as entirely type, and in part of the shop that have operation management shall be managing together with human administration



which is have to place importance on customer demand and all service. The process must be have pattern and certainly open-closed time, simple service and cordially.

Factors that influence on success in Bakery Business, can be summarized as follows:

1. Product/Goods must be have identity on flavor and strange that make the consumer get impression and can remember the product.
2. The location must be located at the appropriately location nearby the target group and can be convenient for travel.
3. Service, to make the consumer get impression and return to reordering and become a regular customer. So, sales employees are importance for service to customer. The Entrepreneur should to look after employees, training and knowledge development to employees always.
4. Have regularity of products quality both the various of products, quantity of products enough for selling and quality of products get standard and invariability. It's can be make reliability to the shop.
5. The Entrepreneur must be have intention for operating the business, researching and always find the product and new producing process.
6. Look after in controlling quality and standard of the products to invariability.
7. In part of Online Market must be study about technology of decoration the shop through Internet or sending information, must be have control person.

Summary

The marketing mix 7Ps are importance to strategy formulation for marketing of the business that must be adjust to reliability with business environment. The executive will be operating business to be success, must be have knowledge, capability of planning and strategy formulation of marketing for make advantage to competitive of market over the competitor, including can bring the strategy to action according to objective. The marketing mix thus becoming critical for direction setting of operating business go to be success.

Suggestion

This study will be beneficial for the Bakery Business Entrepreneurs in Mueang District, Nong Khai Province, which is the suggestion from study as follows;

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