

Research Title	Marketing Plan for Promoting Thai Kitchen Equity into ASEAN Markets: A Case Study of Thailand, Lao People's Democratic Republic and Kingdom of Cambodia
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This research aims at creating marketing plan that promote the brand equity of Thai Kitchen into Asean Market using two routes; (1) from Nongkhai Province of Thailand to Luang Prabang, Lao, and (2) from Aranyaprathet Province of Thailand to Cambodia. In creating marketing plan, the authors integrated the results from both quantitative and qualitative research. Proposed plan comprise steps as follows.

Step one: Marketing Situation Analysis

1. Formulating vision, mission and goals:

1.1 Vision: to be leader in brand equity of Thai Kitchen in ASEAN market.

1.2 Mission: (1) to create and maintain brand equity, perceived value and brand image of Thai Kitchen into ASEAN market, (2) to develop marketing strategies which promotes brand equity of Thai Kitchen into ASEAN Market.

1.3 Goals and objectives: being leader in terms of brand equity in ASEAN Market.

2. Analyzing internal marketing situation:

2.1 Formulation of marketing objective: In current objective, entrepreneurs have profit-oriented objective.

2.2 Current marketing strategies and performance: Current strategies employed are good taste of food, competitive parity pricing as well as the use of Thai Seasoning Products.

2.3 Current resources and anticipated resources: Thai Seasoning Products, good service and quality to materials and equipments.

2.4 Current and anticipated cultural and structural issues: Most restaurant businesses in Lao and Cambodia are family-owned and small size which managed by family and relative.

2.5 Performance Analysis: In Lao, performance is satisfactory and considered successful for international tourists especially European tourists. In Cambodia, performance is satisfactory and considered successful for international tourists who visit Angkor Wat.

3. Analyzing External Environment

3.1 Competitor Analysis: In Lao, there is few competitors for Thai seasoning product. Competitor of Thai restaurant is local restaurant . In Cambodia, competitor of Thai restaurant is Vietnamese restaurant because it is healthy food and provides quick service. In terms of Thai seasoning products, there are Vietnamese and Cambodian because they are cheaper.

3.2 Market Analysis: In Lao, there is great potential for Thai seasoning products because it is popular among restaurants and households. Moreover, Lao market is greatly influenced by TV commercial. In Cambodia, there is similarity between Thai and Cambodian Food. As a result, Thai food should emphasize on quality, taste and nutrition. Regarding Thai seasonal products, the competitors are Vietnamese and Cambodian product.

3.3 Economic Analysis: In Lao, the economic situation is good because there are many European long stay tourists. In Cambodia, the economic situation is considered good because there are a lot of tourists such as European, Thai, Asian. In cluding Lao currency and Cambodia currency are very low compared to western currency

3.4 Consumer Analysis: Thai seasoning products are very popular among restaurant and Laos people. The restaurants usually buy 3-6 bottles per item whereas the household usually buy 1-2 bottles per item. In Cambodia, the customer of Thai restaurant are those who travel with tour agent company.

3.5 Analysis of political and legal environment: There are many legal issues that restaurant should consider such as selecting the location, hygiene and local regulations. There is good relationship between Laos and Thailand but there is conflict between Thailand and Cambodia. The good relationship between Cambodia and Europe, other Asian countries (Japan, China and Korea) results in high growth for restaurant businesses in Cambodia.

3.6 Analysis of social and cultural trends: Consumers are health conscious and focusing on low fat foods, fish and vegetables. Thai seasonal products are very famous in ASEAN market, particularly in Laos.

3.7 Analysis of physical and natural environment: the natural resources of Thailand, Lao, and Cambodia are similar, as a result, it is easier to communicate values and lifestyle to fulfill the needs of various groups.

SWOT Analysis and key issues

Table 1: SWOT Analysis of Thai Restaurant and Thai Seasoning Products in Lao

Strengths	Weaknesses
<ul style="list-style-type: none"> (1) Thai Seasoning products are very famous in Laos (2) Thai food has good taste, quality, good and friendly service (3) Good location with sufficient parking space (4) Impressive service (5) Fresh ingredient and taste of seasoning products (6) Good physical environment both inside and outside (7) Thai foods cover all tastes: sour, spicy, salty and sweet (8) Cleanliness, hygiene and quality 	<ul style="list-style-type: none"> (1) Inability to serve customer who travels with group tour (2) Sometimes inconsistency in service quality, some menus are too spicy, too oily, or too sweet.

Table 1

Opportunities	Threats
<p>(1) High loyalty toward Thai seasoning product, therefore higher chance of positive recommendation</p> <p>(2) Thai currency, Lao currency and Cambodia currency are very low compared to western currency</p> <p>(3) The growth of electronic commerce helps tourists make reservation or receive information about Thai food business</p> <p>(4) Lao people are influenced through television commercials from Thailand.</p>	<p>(1) Local competing restaurant</p> <p>(2) A shortage of products due to flooding in Thailand</p> <p>(3) Due to Thailand's economic condition and inflation, the price of Thai food is higher</p> <p>(4) Political mobilization negatively influence the price of products.</p>

Table 2: SWOT Analysis of Thai Restaurant and Thai Seasoning Products in Cambodia

Strengths	Weaknesses
<p>(1) Distinctive menu</p> <p>(2) Good location, near the market</p> <p>(3) Good taste</p> <p>(4) Freshness and taste of seasoning products</p> <p>(5) Reasonable price</p>	<p>(1) Some menus are too spicy or too sweet, high cholesterol</p> <p>(2) Not many menus to choose</p> <p>(3) Sometimes cannot meet high demand</p>

Table 2

Opportunities	Threats
(1) High loyalty toward Thai food, therefore higher chance of positive recommendation	(1) Competitor such as Vietnamese restaurant has high potential because the food is nutritional and better in perceived value, cheaper
(2) Thai currency, Lao currency and Cambodia currency are very low compared to western currency	(2) Local competing restaurant
(3) The growth of electronic commerce helps tourists make reservation or receive information about Thai food business	(3) Most of customers don't like too spicy menus
(4) Lao people is influenced through television commercials from Thailand.	(4) Political conflict between Thailand and Cambodia
	(5) Other competitors are Cambodian restaurant

Step 2: Marketing planning

2.1 Segmenting and targeting: Market can be segmented by geographical areas. In Lao, the market can be segmented into local customer and international (western) tourists. In Cambodia, there are local customers, international tourists (such as Korean, Chinese, Thai, Japanese and Vietnamese), Westerner (American, French and Australian).

2.2 Motives for choosing Thai food: Thai food is nutritional, low in calorie, tasty, reasonably priced, unique, fast and convenient to eat, fresh seasoning products, distinctive cooking process

2.3 The famous Thai food and desert: In Lao, that are Pad Thai, Tom Yum Kung, Mango with Sticky Rice, Green Curry, Kanom Chan, Bua Loy Kai Whan . In Cambodia, the famous Thai food and dessert are Tom Yum Kung, Pad Thai, Papaya Salad, Mango with Sticky Rice, Kanom Chan, Look Choop.

2.4 Strategies for creating perceived value: Perceived value is created by reputational value (famous for tasty food), easy to find and worth the money.

2.5 Strategies for creating brand equity: In Laos, perceived value is created by reputational value (famous for tasty food), easy to find and worth the money. In Laos,

Thai food is perceived charming, high class, tasty, has variety, high awareness, increases status of consumer. In Cambodia, Thai foods are high in awareness, has simple and charming personality as well as increases status of consumer.

2.6 Strategies for customer retention: In Lao, customer retention is done by focusing on giving discounts to regular customer, group tour, and guide including Thai hospitality. In Cambodia, customer retention is done by focusing on recognizing the name of regular customer and Thai hospitality.

2.7 Product Strategies: Focus at product differentiation through becoming healthy and tasty food and product mix strategy: setting the popular menu such as Tom Yum Kung, Papaya Salad and Pad Thai.

2.8 Pricing strategies: pricing at the same level of other nationality food such as Vietnamese food while customer perceives high value and restaurant gains profit.

2.9 Distribution strategies: expanding branches of restaurant while maintain the same service quality level.

2.10 Communication Strategies: the objective is to inform and persuade and build brand equity of Thai food as follows;

(1) Advertising: in Lao, restaurant owners advertise through website, facebook and tourism magazine, name card. In Cambodia, the owners use retention program, coordination with tour agent, website, tourism handbook and local radio.

(2) Sales Promotion: In Lao, the most popular promotion strategy is a 10% discount for members or discount coupon, or promotion buy one get one drink. In Cambodia, the popular promotion is trade promotion because it focuses on tour company.

(3) Personal selling and customer service: there are staffs waiting outside the restaurant and call customer. The restaurant focus on customer service, being attentive to customer's needs and having service-minded.

(4) Publicity and public relation: the restaurant informs service news to customer by using broadcast media, printing materials