

<b>Research Title</b>	Strategic Plan for Building Strong Brand Equity in Health Restaurant Entrepreneurship for Foreign Tourists in Bangkok, Thailand
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The research project of “Strategic Plan for Building Strong Brand Equity in Health Restaurant Entrepreneurship for Foreign Tourists in Bangkok, Thailand” comprised two subprojects. These two subprojects incorporated both quantitative and qualitative researches which were conducted through the questionnaire and interview, respectively. The first subproject was aimed to develop the entrepreneurial plan in managing food menus, cook, kitchens and restaurants for health for foreign tourists in Bangkok. The second subproject was aimed to develop the marketing plan for building strong brand equity for health restaurant entrepreneurship for foreign tourists in Bangkok. The main research project combined the findings from these two subprojects in developing the strategic plan for building strong brand equity in health restaurant entrepreneurship for foreign tourists in Bangkok. The strategic plan for building strong brand equity in health restaurant entrepreneurship consisted of two plans as follows: (1) the strategic and marketing plans for building strong brand equity in health restaurant entrepreneurship and (2) the entrepreneurial management plan for health restaurants

The strategic and marketing plans for building strong brand equity in health restaurant entrepreneurship for foreign tourists comprised the following strategies:

1. Three strategies in building brand identity were as follows:

Strategy 1: Promote the uniqueness and identity of health restaurants including (1) Convey the healthiness by service personnel (2) Promote brand equity

through the physical evidence of restaurants (3) Create health food menus to satisfy all target groups (4) Create food attractiveness through tastes and food decoration

Strategy 2: Communicate the knowledge of health food to create the accurate understanding including (1) Build awareness of health food through online social network (2) Offer health food menus for different target groups

Strategy 3: Build network among health restaurants including (1) Set up the association of health restaurant entrepreneurs or health-oriented club (2) Build network with hospitals to jointly arrange physical check-up and nutritional counseling

2. Three strategies for building brand positioning were as follows:

Strategy 1: Build brand positioning of health restaurants including (1) Build consumer confidence in food quality (2) Promote the identity of Thai health foods

Strategy 2: Communicate the characters of health restaurants through the restaurant name

Strategy 3: Stimulate consumers' attention and care of health

3. One strategy for building brand personality was as follow:

Strategy 1: Promote the brand personality of health restaurants including (1) Commit to entrepreneurial sincerity (2) Build brand trust

4. Twelve marketing strategies were as follows: (1) Product and product mix strategy including (2) value strategy (3) Pricing strategy (4) Place strategy (5) Promotion strategy (6) management strategy (7) Personnel strategy (8) Physical environment strategy (9) Service process strategy (10) Productivity and quality strategy (11) Packaging and program strategy (12) Partnership strategy.

The entrepreneurship management plan for health restaurants for foreign tourists consisted of the following plans: (1) Health foods (2) The designs of health food menus (3) The management of health food kitchens (4) The uniqueness/selling point in building differentiation and identity.