



**SAISEETEEKAI
PRODUCT AND SERVICES**

BY

MR. ATIP TANTANUT

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION
(GLOBAL ENTREPRENEURSHIP) INTERNATIONAL MASTER IN
BUSINESS ADMINISTRATION**

FACULTY OF COMMERCE AND ACCOUNTANCY

THAMMASAT UNIVERSITY

ACADEMIC YEAR 2015

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INDEPENDENT STUDY

BY

MR. ATIP TANTANUT

ENTITLED

SAISEETEEKAI : PRODUCT AND SERVICES

was approved as partial fulfillment of the requirements for
the degree of Master of Business Administration (Global Entrepreneurship)

on January 4, 2016

Chairman



(James Edward Rubesch, Ph.D.)

Member and Advisor



(Suthikorn Kingkaew, Ph.D.)

Dean



(Professor Siriluck Rotchanakitumnuai, Ph.D.)

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Author	Mr. Atip Tantanut
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Department/Faculty/University	International Master in Business Administration Faculty of Commerce and Accountancy Thammasat University
Independent Study Advisor	James Edward Rubesch, Ph.D
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ABSTRACT

By the end of 2016, Saiseeteechai will become a well-known workshops and classes platform for people who are interested in cooking and baking activities. We provide consultation service on how to make an effective marketing and promotion for cooking and baking schools through online and offline channels.

Saiseeteechai will be a center for people to find workshops with promotions to match their needs. Then, our revenue will be a commission fee of selling workshop, we collect from baking studio and cooking school

We target to sell at least 335 workshops from cooking and baking schools per year from 2016 onwards and plan to have our official mobile application within 2017. Finally, we will get annual revenue of THB 1.5 million in 2018 and THB 2.2 million in 2019.

Keywords: Foods, Foods business, Club, Knowledge, Entrepreneurs

ACKNOWLEDGEMENTS

We would like to express the deepest appreciation to our advisor, Dr.Suthikorn Kingkeaw, who has understand and give the best guidance to let us think the way how to see the business and also share the experiences and find some precious sources which is very helpful for us.

The most important is we would like to say thank you for our customers to attend our workshop and be a loyal customer both in facebook page or website and in reality and thank you for a good feedback which help us improve our service and inspire us to think a new way how to do a business.

In addition, we thank you to our parents, sibling, friends for their supporting and also thank you to the entrepreneurs to give a good chance for interviewing and other support from our partners. Without them, this paper would not be done.

Mr. Atip Tantanut

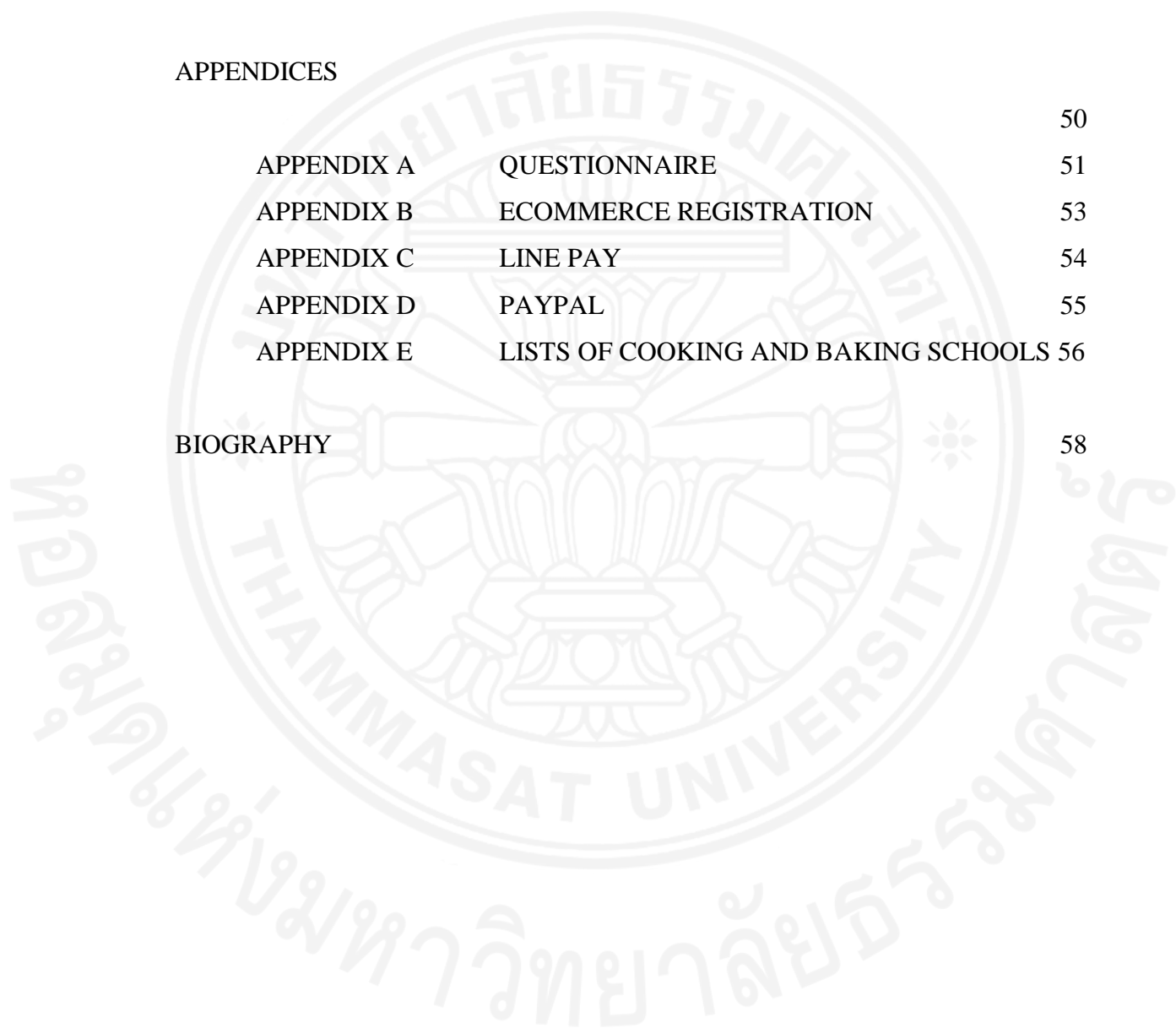
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LIST OF ABBREVIATIONS

Symbols/Abbreviations	Term
ASEAN	Association of Southeast Asian Nations
THB	Thai Baht
NOPAT	Net operating profit after tax
IRR	Internal rate of return
ROA	Return on assets
ROE	Return on equity
EBIT	Earnings before interest and tax
MUPI	Maximum Urban People Informed

CHAPTER 1

COMPANY OVERVIEW

1.1 Background

During our business trip in US, we had a chance to visit many domestic entrepreneurs and companies and also had a great opportunity to interview two food organizers name “La Cocina” and “Kitchen on Fire”. That was the first step of our inspiration to be a Food entrepreneur club which aims to develop more Thai food entrepreneurs.

When we backed from US, we explored Thai market by conducted customer and market researches which subject to test Food entrepreneur club concept in Thailand. We interviewed many people who have passions to start food businesses.

After interviewed and analyzed data, we found that many people who want to be food entrepreneurs but not yet starting their business because they think they don't have enough business knowledges, they want to learn more about it, and other reasons are they lack of confidence and fear to fail.

So, in the first step, as we want to be a food entrepreneur club, we decided to collect more information by interview existing food entrepreneurs to gather their story, experiences and knowledges. Then, sharing this information through our online channel to encourage people to start up their business.

Next step, we arranged workshops and seminars by partner with interviewed entrepreneurs e.g. Restaurant owner, Bakery shop owner, Ice cream shop owner, cooking and baking schools. Each workshop or seminar is consisted of two sessions, cooking session and business knowledge sharing session, we thought that both sessions could benefit to our customers.

After we tested this concept through many workshops, we found that not 100% of our customers plan to start their business in near future but most of them are cooking or baking lover who decide to join workshops based on their interest.

However, as we don't have our own kitchen space, cooking school or leader, we have to hold up the workshops or seminars base on our partner schedule, could not have much flexible for our customers.

By the way, since we got the information that there are some people love to spend their free time for cooking and baking workshops, we think that it would be a great opportunity for us if we can start business to provide various type of quality workshops to catch up this demand. So, we come to this conclusion to be the first center platform which provide cooking and baking course from cooking/baking institutes for people who interested in cooking and baking.

Then, we started testing this idea to be a center platform for cooking and baking course by contact to cooking/baking schools, offer to help them promoting their school and workshop through our channel, website, Line and Facebook, exchange for special price workshop for our member.

Finally, we decide to officially launch project Saiseeteekai with developed website *saiseeteekai.com* for using as a center platform between cooking institutes (supply) and customers (demand) with the revenue model that aims to get commission fee from each workshops or classes and to get marketing service fee from cooking/baking institutes.

1.2 Vision, mission and objective

1.2.1 Visions (statement of desire future)

Saiseeteekai plan to become a well-known center platform to provide cooking workshops and classes. Cooking or baking lover can come to our platform to find special rate workshop for their needs and Cooking or baking institutes can come to promote their workshops or/and using our marketing service.

Our revenues will be commission fee from selling each workshop and marketing service fee which will be collected from cooking or baking institutes who use our platform or service.

We also target to sell at least 335 workshops from cooking and baking schools per year from 2016 onwards and plan to have our official mobile application within 2017.

1.2.2 Mission

Become a workshop center platform: We will be a center of cooking and baking classes and workshops to provide various cooking and baking classes in Thailand to match our customer demand.

Provide special rate workshop: We will provide a cooking and baking classes and workshops in special rate to satisfy our customer.

1.2.3 Objectives

Our club objective is to become a well-known cooking class center platform for people who are interested in cooking and baking.

Our revenues will come from two sources, one is a commission fee from classes and workshops selling. Another one is an advertising or marketing service fee which we collect from cooking and baking institutes in case they want to put their logo or banner on our channel, website and Facebook.

In 2016, our target are to sell workshop via online channel at least 335 deals, have at least 3,000 online users (via Facebook page and our website) and increase number of cooking and baking institute customer who use our marketing services to more than 40 accounts by the end of 2016.

In 2017, we plan to launch our official mobile application to make it more convenience for customer. Moreover, we also aim to increase number of workshops and classes on our platform to 1,620 deals from at least one hundred institutes.

By 2018-2020, we plan to continuously increase the number of workshops and classes and number of cooking and baking institutes who use our services. We set target revenue at 3.5 million baht by the end of 2020.

1.3 Organization chart

Saiseeteekai structure is flat, each management has equal voting right. We have monthly meeting to update current status, progression, discuss and make a decision for some topics.

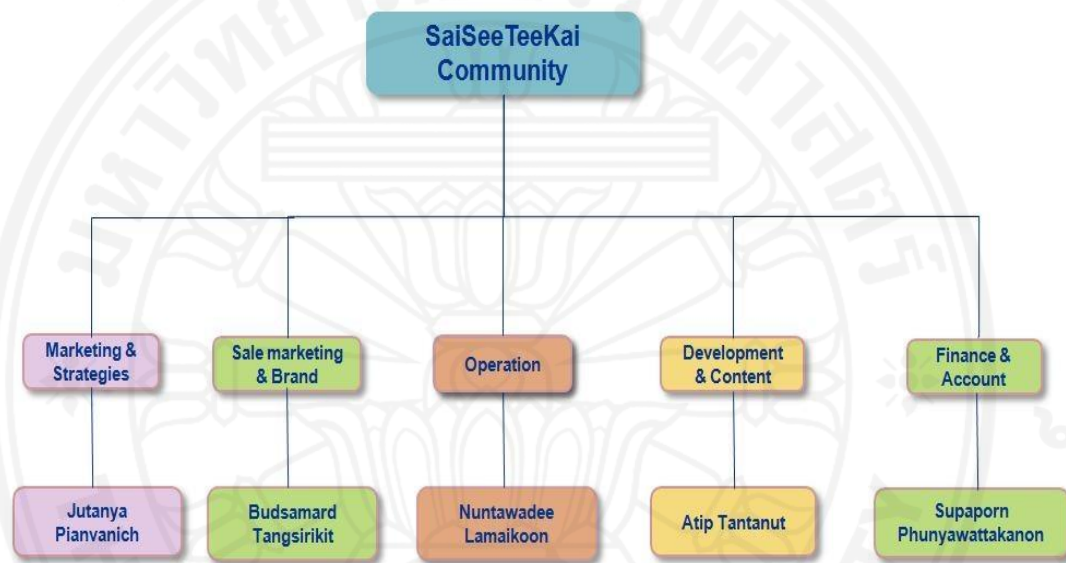


Figure 1.1 Saiseeteekai's organization chart

1.3.1 Marketing & Strategies

Marketing and Strategies function is led by Ms. Jutanya Pianvanich, Bachelor of Business Administration graduate from Thammasat University. She has one year experience in Organization Development Department at KrungThai Bank PLC., and four years' experience as a general manager at Runganan Autopart Ltd.,Part. In our club, she responses for Saiseeteekai marketing strategy development which included event organizing, promotion and market campaign development and marketing channels development.

1.3.2 Sales marketing and Brand

Sales Marketing and Brand function is led by Ms. Budsamard Tangsirikit, Bachelor's degree in Economics from Kasetsart University. She has two years' experience in international finance at DHA Siamwalla, two years' experience

as an Assistant Vice President merchandising of import brands. Currently, she is a General Manager of Butter Oil. Through these experience, she has a good understands in customer needs and customer demands, she can support to prepare industry analysis and sales strategy for Saiseeteekai to satisfy our customers and accomplish our goal.

1.3.3. Operation Strategy

Operation function is led by Ms. Nuntawadee Lamaikoon, Bachelor's degree in Business Administration from Rajamangala University. She has three years' experience in Project Coordinator of KrungThai Bank PLC. She has an excellent coordination skills, so, she decide to be a window person with externals for instance our partners. Moreover, she responses for overall workshop flow, only workshops which are handled by Saiseeteekai.

1.3.4. Service & Content development

Service and content development is led by Mr. Atip Tantanut, Bachelor's degree in Food science and Technology from Kasetsart University. This position responses to develop club services, service contents and media to promote Saiseeteekai and to meet customer needs. Services have to be developed and adjusted all the time in order to serve the changing in customer demands and customer needs. Service contents also need to be up-to-date to reflect fast movement of global situation.

1.3.5. Finance & Account

Finance and account function is led by Ms. Supaporn Phunyawattakanon, Bachelor's degree in Business Administration (BBA) graduate from Assumption University. She has more than six years' experience in auditor position of KPMG Phoomchai Audit Company Limited. With her expertise in finance and accounting, she can support in preparing financial projection, financial performance and financial position of Saiseeteekai bases on reasonable and feasible assumption, we can predict potential growth of our club in Thailand. She also be the one who has capability to negotiate with potential investors and banks to get more fund to expand our business.

1.4 Industry Analysis

Since Thailand is famous for variety of foods that are tasty and cheap as we want to be a food hub in ASEAN, Thai food industry has continuously growth as well as the trend for restaurant is continuously growth with more new restaurants open every year.

This growth also results in plenty of new cooking and baking schools in Thailand that increase together with the growth in food industry to support people who want to learn about cooking and baking as the trend for new food entrepreneur is increasing.

From our research we found out that there are about 500 cooking and baking schools registration in Thai government system as shown in figure 1.1 below. However, they also some cooking and baking schools that are not make a registration with the government as we found cooking community in Facebook that contain the word “ห้องครัวของเรา” and “ห้องเรียนคลาสเบเกอรี่” in their page name more than a hundred schools. There are a variety of classes and workshops offer for each school as well as price that was rank form cheap to expensive depend on the reputation of the schools and ingredient use in class.

As the trend for e-commerce are growing many cooking and baking schools are choose to do marketing and sale their classes online. Many famous schools such as Le Cordon Bleu, Thai & International Food & Technological Collage, Wande Culinary arts School, Professional Thai Cooking, etc. use both online channels such as Facebook, IG, Website, etc. and offline channel such as brochure to promote and sale their services. However, for some small schools that open their classes or workshops at home do not invest much in online marketing. We see this as an opportunity to gather all of these cooking and baking schools together in one platform as we explore many online platforms/ applications in the market that do e-commerce business such as Ensogo, Lazada , Shopee, etc. or platform that do e-commerce for specific products or services such as Agoda and Ensogo. As for now there is no platform that specific focus on cooking and baking activities. So as of now we are the first mover in this segment.

สถิติการจดทะเบียนคงอยู่
ณ พ.ศ.2559

	คงอยู่					ทุนจดทะเบียนคงอยู่ (ล้านบาท)				
	บริษัท จำกัด	ห้างหุ้นส่วน จำกัด	ห้างหุ้นส่วนสามัญ นิติบุคคล	บริษัท มหาชนจำกัด	รวม	บริษัท จำกัด	ห้างหุ้น ส่วนจำกัด	ห้างหุ้นส่วน สามัญนิติบุคคล	บริษัท มหาชน จำกัด	รวม
กรุงเทพมหานคร	330	26	1	1	358	3,031.79	19.27	4.00	3,549.40	6,604.46
ภาคกลาง	95	17	0	0	112	3,117.95	12.60	0.00	0.00	3,130.55
ภาคตะวันออก	27	3	0	1	31	202.00	3.80	0.00	541.82	747.62
ภาคตะวันออกเฉียงเหนือ	21	13	1	0	35	218.10	81.10	5.00	0.00	304.20
ภาคเหนือ	48	26	0	1	75	435.60	101.45	0.00	299.90	836.95
ภาคใต้	50	8	0	0	58	317.70	46.31	0.00	0.00	364.01
ภาคตะวันตก	7	1	0	0	8	71.00	0.20	0.00	0.00	71.20
N/A	0	0	0	0	0	0.00	0.00	0.00	0.00	0.00
รวม	578	94	2	3	677	7,394.14	264.73	9.00	4,391.12	12,058.99

ที่มาข้อมูล : กรมพัฒนาธุรกิจการค้า

วันที่ปรับปรุงข้อมูล :

คลิกเพื่อดูการจดทะเบียนตามพื้นที่

Figure 1.2 cooking and baking schools registration in Thai government system



Figure 1.3 Facebook Group of bakery classes

CHAPTER 2

PRODUCT AND SERVICE

Since we started our project names “Saiseeteekai”, we have developed and adjusted our prototypes every time we launch or test with our residents.

2.1 Business development pathway

Cooking community club is our first launched prototype. It was designed to be a place or space for people to come and share their food experiences or to have a cooking activity together. But this prototype was not success due to Thais are not familiar with this kind of activity, most of them prefer to use their free time with another activity such as shopping, dining, traveling or go to box office.

So, we decided to adjust our prototype to be a “Food Entrepreneur Club” in order to narrow down our target from generic people to be start-up food entrepreneurs and provide more specific value to customer from a place for everyone to be a service provider for start-up food entrepreneurs.



Figure 2.1 Example of activity in Cooking community

Food entrepreneur club is our second prototype which was adjusted from “Cooking community club”. This club was developed to provide necessary information to support start-up food entrepreneurs such as market trend, start-up business trip or food relate technique.

Moreover, we also partner with existing food entrepreneur to conduct workshop and seminar and provide consultation service for newcomers.

Once we launched this prototype, we found that most people prefer to join workshop or cooking/baking course even they’re not subject to be food entrepreneurs. So, we found that this’s a good opportunity to adjust our business to sell workshop or cooking/baking course through online platform.



Figure 2.2 Example of seminar by K.Pare/Danish bar

2.2 Workshop or cooking/baking course selling business

The workshop selling business was developed from first and second prototype as mentioned above. By the way, in starting business model, we still focus to develop main three components which are partner, customer and channel.

Partner development: In current situation, it will take more risk if we start-up business alone. So, we have a decision to develop more partner likes cooking/baking institutes in order to get discount rate workshop or special promotion for selling on our channel, exchange with support them to do marketing activity.

Customer and Channel development: In this high edge of technology and high competitive advantage, we have to focus on the way to reach much customer as possible. So, we decide to develop various media and channel to promote our business. For instance, Facebook, and Website (www.saiseeteekai.com) are used as online platform, Facebook, Line, E-mail and phone use as customer contact points.

2.2.1 Partner development

We also partner with reliable cooking/baking institutes to get discount rate baking/cooking course or special promotion for our business, exchange with supporting them to promote their institutes on our channels.

For instance, 10% discount from Training Fresh, 10-15% discount from Cooking mania by Chef Tarn, 10% discount from Kru Ann, exchange for develop promotion banner on our website and boost post on Facebook.



Figure 2.3 Example of our partner baking course on website



Figure 2.4 Example of banner on our website

2.2.2 Customer and Channel development

In this edge of high technology, fast movement and unpredictable situations, online channel is an important channel for many business to reach their customers.

Therefore, we decide to develop our own online channel to be a contact point with customers. Online contact point provides 24-hour accessibility for customers, they can find our information and reach us real time and in this initial step, we decide to start from basic online channels which are Facebook, website, Line and Line shop.

Facebook

Saiseeteekai Facebook page has developed to show our movement, promote our workshop and marketing campaign. This page can use to communicate with our customer who intend or interest to buy our cooking/baking course.

Moreover, Facebook page can enhance viral effect in our brand development as our customers or followers can subscribe, like, and share to their friends, especially when we launch each marketing campaign.

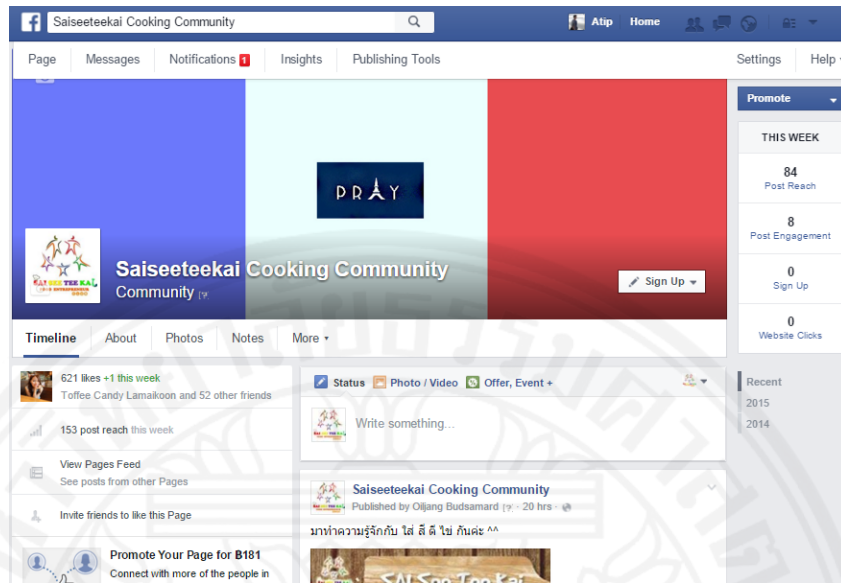


Figure 2.5 Facebook page - <https://www.facebook.com/saiseeteekai>

Website

Website Saiseeteekai.com has developed to convey our position and use as online store. Customers who visit this page will able to see current promotion campaign and available workshop in current month. In case of customers prefer to join available workshop in special rate, they can buy a coupon on our page and use with their selected institute.

Moreover, we developed two payment gateway to make each transaction become more convenience for our customers, bank transfer and PayPal.

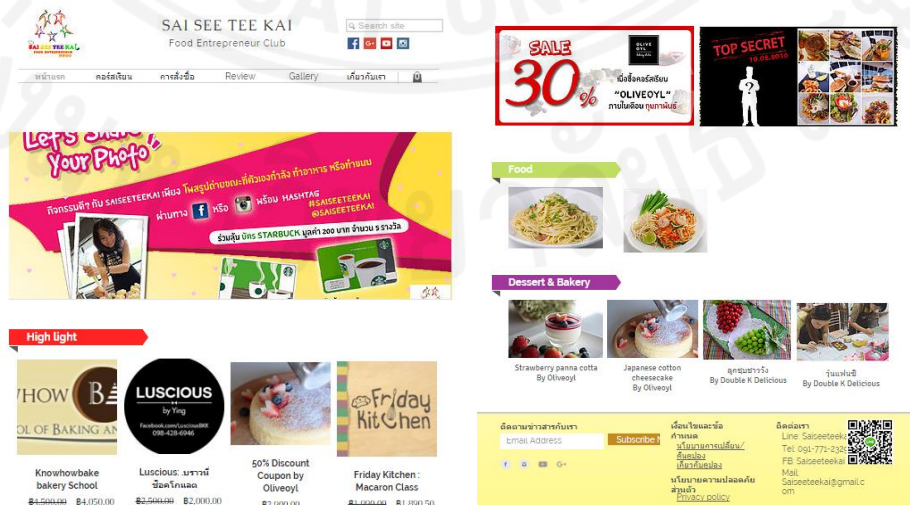


Figure 2.6 Website Saiseeteekai.com



SAI SEE TEE KAI
Food Entrepreneur Club

Q Search site

หน้าแรก | คอร์สเรียน | การสั่งซื้อ | Review | Gallery | เกี่ยวกับเรา |

การสั่งซื้อ

สำหรับการสั่งซื้อ

1. โอนเข้าบัญชีโรงเรียนตามที่แนบไว้ในรายละเอียดคลาส หรือ
2. โอนเข้าบัญชี ธนาคารกสิกรไทย
คุณสุภาพร ปุณย์วัฒณกานนท์
เลขที่บัญชี 043-2-09888-7

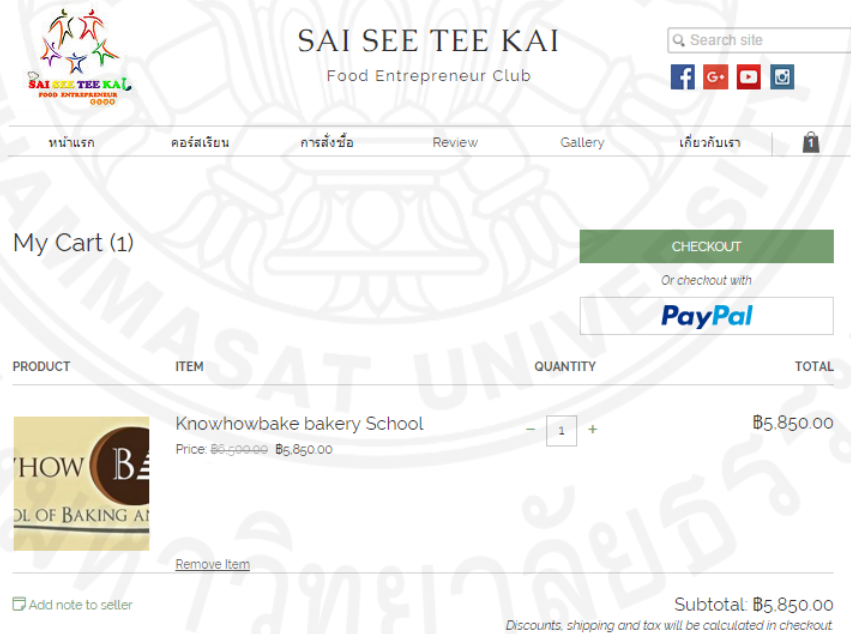
และแจ้งหลักฐานการโอนเงิน พร้อมชื่อ และที่อยู่ในการจัดส่งคูปอง ได้ที่ 3 ช่องทางดังนี้

1. Inbox: www.facebook.com/saiseeteekai
2. Line: saiseeteekai
3. Email: saiseeteekai@gmail.com

และเราจะทำการจัดส่งคูปองให้ท่านทางไปรษณีย์

SAI SEE TEE KAI
FOOD ENTREPRENEUR CLUB

Figure 2.7 Payment Gateway (1)



SAI SEE TEE KAI
Food Entrepreneur Club

Q Search site

หน้าแรก | คอร์สเรียน | การสั่งซื้อ | Review | Gallery | เกี่ยวกับเรา |

My Cart (1)

CHECKOUT

Or checkout with

PayPal


PRODUCT	ITEM	QUANTITY	TOTAL
	Knowhowbake bakery School Price: ฿6,500.00 ฿5,850.00	- 1 +	฿5,850.00
Remove Item			
Add note to seller			Subtotal: ฿5,850.00
Discounts, shipping and tax will be calculated in checkout			

Figure 2.8 Payment Gateway (2)

Line and Line Pay

Line is used as another channel to contact with our customers as it is the most famous messenger program nowadays. Line shop also use as our store which accept online payment from customers.



Figure 2.9 Payment Gateway (3)

2.3 Term and Condition

2.3.1 Coupon

Coupon will be sent to your registered E-mail within 24 hours after we got payment confirmation from bank or E-payment service provider.



Figure 2.10 Saiseetekai Coupon

2.3.2 How to use the coupon

Customers have to use coupon number to reserve cooking/baking course in advance with selected institute follow specified term and condition of each coupon.

Saiseeteekai only provides coupon in special discount rate, not include any reservation service for customers.

2.3.3 Exchange or refund coupon

No exchanges or refunds are offered for purchased coupon *except the error cause from Saiseeteekai or cooking/baking institutes*. Customer need to contact us to exchange or refund coupon within 48 hours after customer got the coupon or at least 7 days before course start.

Coupon for exchanges or refunds must be issued by www.saiseeteekai.com only.

Exchange coupon can be changed to the same or lower price.

Refund coupon will be issued as a gift voucher for next time purchases.

2.3.4 Exchange or refund process

Contact us via phone, e-mail or Line, attached coupon you would like to exchange or refund with short explanation. Once we got your request, we will feedback you by phone, e-mail or Line.

In case the coupon is approved to exchange or refund, please send coupon and payment evidence to saiteteekai@gmail.com. We will process to exchange or refund coupon within 24 hours.

2.4 Privacy policy

2.4.1 Customer protection policy

Our website will treat customer information as a private information and will not disclose to public or third party.

We will reject any responsibility if customer information is hacked from outside or lost by unintentional or unpredictable circumstances.

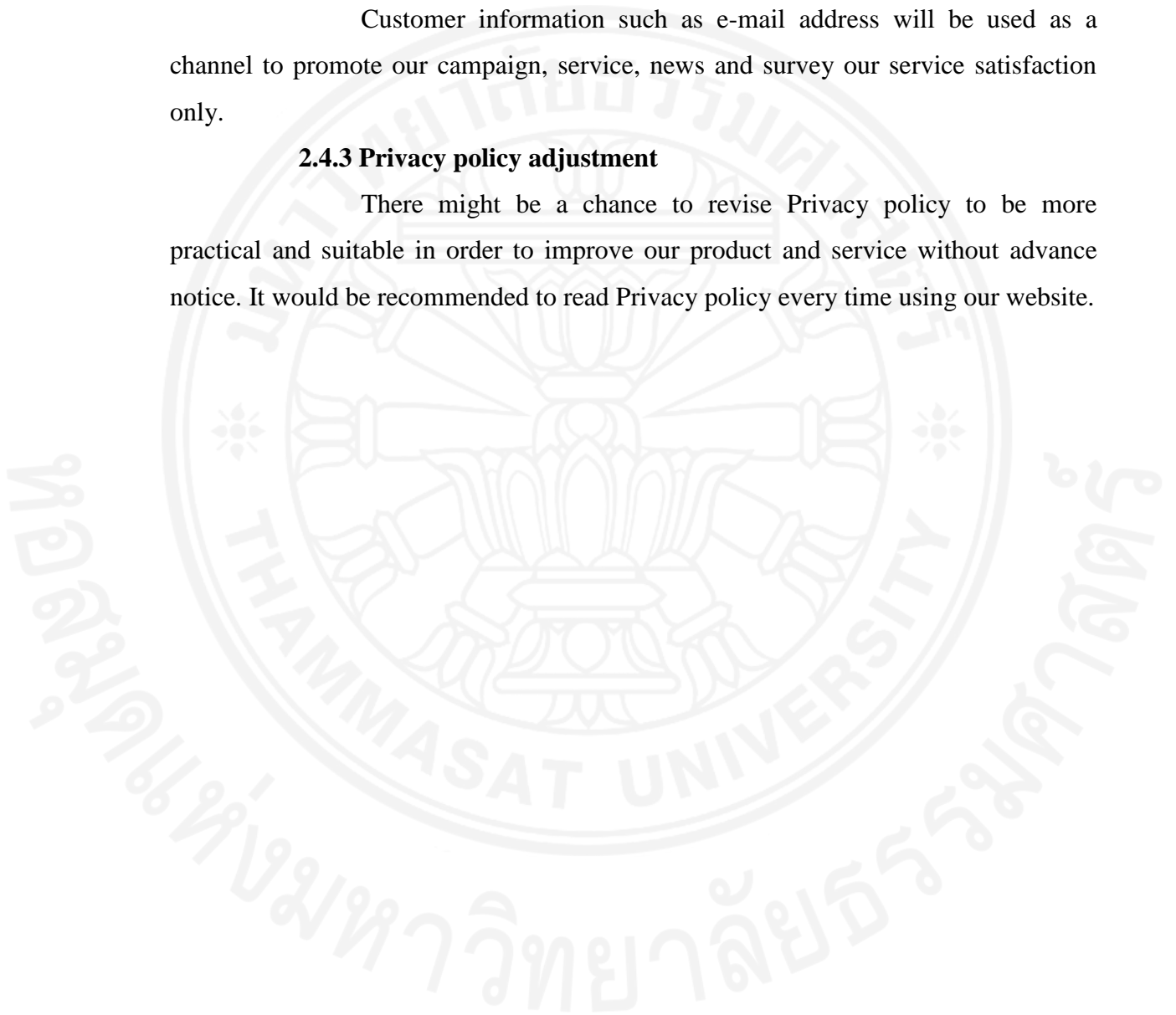
2.4.2 Information collection policy

To support most customer satisfaction, our website will collect some customer information such as name, address, e-mail address and phone number for repeat visit.

Customer information such as e-mail address will be used as a channel to promote our campaign, service, news and survey our service satisfaction only.

2.4.3 Privacy policy adjustment

There might be a chance to revise Privacy policy to be more practical and suitable in order to improve our product and service without advance notice. It would be recommended to read Privacy policy every time using our website.



CHAPTER 3

MARKETING AND SALES STRATEGY

3.1 Marketing strategy

3.1.1 Segment analysis (Target market)

1. Target group of cooking/baking institutes

From our survey, many small and medium cooking or baking institutes are not spend much money on online marketing, most of them hold up their classes at home and could not reach a large number of customers.

So, we decided to focus on this segment, small and medium cooking and baking institutes, in Thailand. Those institutes provide workshops or classes in price range from 1,500 THB to 4,500 THB which we think it is reasonable for Thai customer and they will have enough purchasing power for this amount. Moreover, because each institutes are quite small, so, they expect to sell more classes, get more customers and can build more reputation when they join our platform.

2. Target group of customers

From our survey and observation in prototype development step, e.g. workshops, seminars and interview result from people who joined our activity.

Middle incomes people would be our target customers as they have enough purchasing power and free time to spend on cooking/baking activity they love.

3.1.2 Competitive Strategy

As there are many cooking/baking institutes in Thai market, Saiseeteekai have an opportunity to be the first mover to develop center platform which bring cooking and baking workshops/classes from many schools together in one place. Our customers will have more chance to find workshops that match their lifestyle and interest. Saiseeteekai offer convenience and best price guarantee to our customers.

We position ourselves to be a well-known platform and have trust among customers, so, we continuously monitoring our customer satisfaction and allow them to give a rate to workshops and classes.

Saiseetekai also allow institutes to promote their workshops through our online channels in order to support sales and expand their customer base.

Currently, Saiseetekai have three channels which are Facebook page, official website and Line shop. We are focusing to satisfy our customer, institutes and customers, as it is the basic strategy to create and maintain our customers. Moreover, we plan to launch our official mobile application and become first rank of cooking and baking platform in Thailand in 2017.

3.1.3 Brand Strategy

3.1.3.1 Brand Definition

“SaiSeeTeeKai” is the combination of two words, “SaiSee” and “TeeKai”. “SaiSee” represents the colorful of foods and “TeeKai” represent the activity of cooking. Therefore, we combine those two words to represent the colorful cooking activities which could be implied to our members will have a joyful and happiness moment with us when they join our provide workshops.



Figure 3.1 SaiSeeTeeKai's logo

3.1.3.2 Brand attitude

We strongly believe in our club's core value to be a number one platform of cooking and baking workshop center in Thailand. We aim to provide qualified workshops and classes with best price guarantee from many cooking and baking institutes. Our customer will have the most convenience to choose several workshops and classes on our platform.

We also help cooking and baking institutes promoting their workshops and expand their customer base as one of our goals is to support institutes increase number of their workshops selling on our platform.

3.1.3.3 Brand Position

Our position is to be a user-friendly platform where people can look for various qualified workshops and classes that match with their interest in reasonable price.

3.1.4 Advertising Strategy

Advertising strategy will support us to penetrate in the market, we will promote customer benefits when they join us, such as special rate cooking and baking classes and workshops, through our website, social media, Facebook and brochure. We expect that our advertising strategy will help us increasing customer base, cooking and baking institutes partner, brand loyalty and sales growth.

Thus, Saiseeteekai use two approach for advertising and promoting.

3.1.4.1 Base Channel

(1) Brochures and Poster

Brochures and Poster are developed to attract customers, convey how to find or join us and what are the values of Saiseeteekai provide to them. Also, we develop brochures and posters to promote monthly workshop/class schedule for each cooking/baking schools who have special deal on Saiseeteekai.

We placed our posters on public board, distribute leaflet and brochures in public place, market place and exhibition, such as farmer market, food and bakery fair, Thammasat University and bakery material shops, by hand-to-hand. Moreover, we also have a vinyl cut out to show in our workshops and classes.



Figure 3.2 Saiseeteekai vinyl



Figure 3.3 Saiseeteekai official poster



Figure 3.4 Saiseeteekai brochure

(2) Words of mouth

We believe that if we can contact more cooking/baking institutes in Thailand, especially Bangkok, and get special discount, it would attract more customers who apply our workshops and it would become words of mouth to attract new member in the future. Besides, if we get more member or follower, cooking/baking institutes would willing to continue provide more classes and workshops on our platform as below conversation picture.

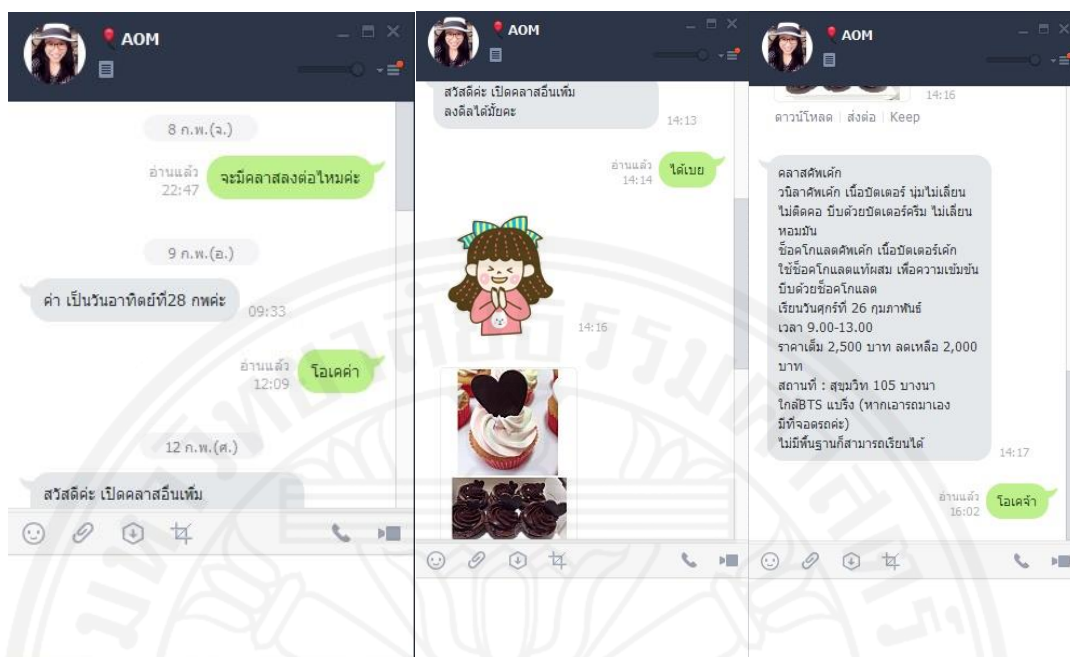


Figure 3.5 Saiseeteekai LINE chat with the owner of vanilla creamy school

(3) Events

Events are arranged to promote our brand and platform twice a year and some partners are invited to join this event to promote their workshops and classes.

- 1) First year event is planned to hold at Aree garden because some working people who are our potential target group love to come to this place.
- 2) Second year event will be held at Central world as it is located in the central area of Bangkok, and could attract more customers.

We expect that the event will help Saiseeteekai become trustworthy and well known in a few year and each event would have the positive effect for Cooking/baking institutes to get more customers.

3.1.4.2 Media Channel

Saiseeteekai has four online channels to advertising Saiseeteekai which are Facebook page, our website, Line shop and another online touch point.

(1) Saiseeteekai Facebook page

Facebook page is a free online channel to contact customers and most of customers are Facebook users. On Facebook page, we share food business news, cook tips and monthly cooking/baking workshop schedule with details and photos of each workshop. Easier for customer to update and to view all time. We also provide short message from food entrepreneurs to inspire people to be food entrepreneurs. Beside, our Facebook cover photo will be changed follow news and promotion.



Figure 3.6 Saiseeteekai official Facebook Page

(2) Website

Our own website are registered under www.saiseeteekai.com. Website will effect to our brand image, it can attract more customer, develop professional image and trustworthy. In the last quarter of 2016, we plan to develop English track website will to support foreigner.

By the way, our website is consisted of six main contents;

1. Home Page

Home Page shows website overview, promotion banner and hot deal. Promotion banner show special promotion from cooking/baking institute who subsidize us, pay for marketing service.

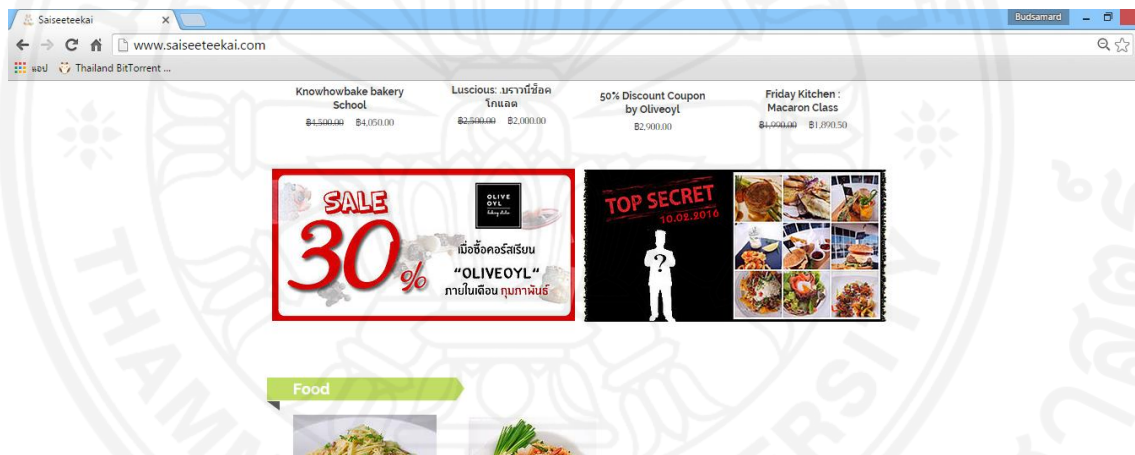


Figure 3.7 Saiseeteekai website banner

2. Course schedule

Course schedule are linked with google calendar to make it easier for customer to choose baking and cooking classes and workshops on their available day. This course schedule page shows all detail of classes and workshops from every institute.

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Figure 3.8 Saiseeteekai's schedule

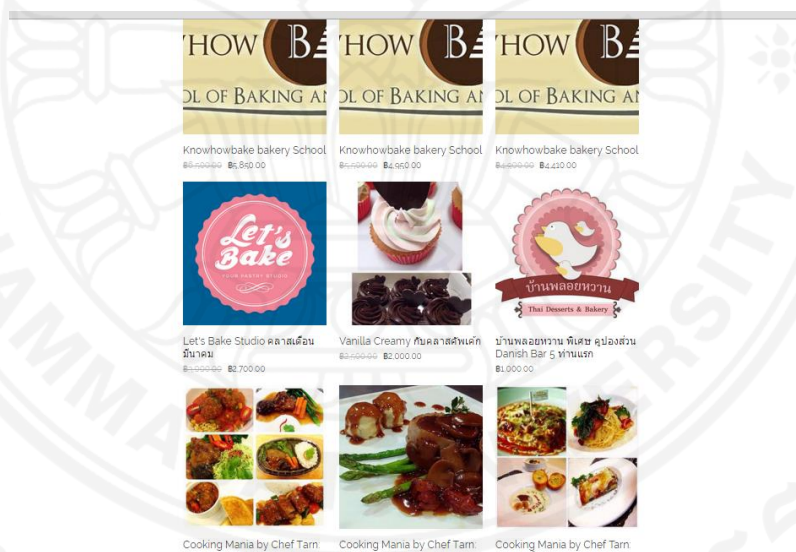


Figure 3.9 Classes and workshops on website

3. How to reserves cooking and baking workshops and classes. This section has two part;

- A. Selling process
- B. Confirm payment process

By the way, we accept online and offline payment to support our customer to complete their transaction.

4. Review

Review page will show feedback and review from customer.

5. Gallery

Gallery will show photos of customer in class or our activity.

6. About us

This page will provide our contact information.

(3) Line Shop

A new free and easy sale channel, as 24 million people in Thailand use line application so we certainly line shop will be another channel that we can promote our website and sale classes and workshops.



Figure 3.10 Saiseeteekai LINE shop

(4) Online Touch Point

As most of people use smartphone and trend of people who buy smartphone is still growth so we create online touch point to serve customers who use smartphone such as Line and so on. Line is the most application that Thai people use the most from Nielsen survey as picture below. Customers will get news,

workshops and promotions of Saiseeteekai via this channels. If customers would like to join they can reserve in this channel too and also ask questions if they have any problems or give us advices and suggestion.



Figure 3.11 Saiseeteekai LINE

In 2017, Saiseeteekai will launch official mobile application. Customers can check and apply workshops and classes easier and link to calendar on customers mobile. As the trend of Thai people use applications 62 mins/ 4hours as per picture below.



Figure 3.12 Nielsen survey What is Thai people use smartphone within 4 hours

3.1.5 Marketing Roadmap

Saiseeteekai's marketing roadmap create for accomplish the goals, help us to follow the plan and can recheck which are good plan and not work plan and how could we adapt or improve the plans. We have 3 step for Saiseeteekai

First one for 1st year of Saiseeteekai is create awareness. Target for step 1 is to gain more reach (target reach on Facebook is 20,000 reach) and like on Facebook (target like on Facebook is 1,500 likes), and target website users is 3,000 users. SaiSeeTeeKai has 4 methods which are;

1. Saiseeteekai promote and spend money to boost post on Facebook as nowadays people use this application every day and our target group is the age that use Facebook the most. We certain that Saiseeteekai will more well-known by this method.

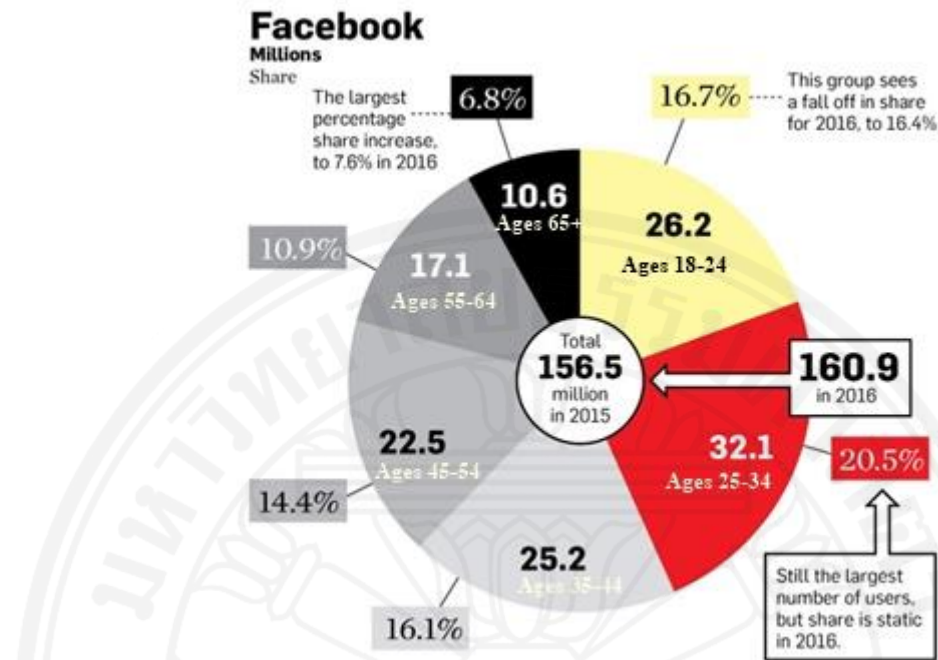


Figure 3.13 Infographic of Facebook user

2. Saiseeteekai distributes a brochure even if this method is basic however it help us to get closer to customer and this is the way to explain who we are to customer and customer will know that we are existing.

3. Most of schools' partner have own website and Facebook Page so we ask them to promote our special discount and promotion through partners (service provider) on their online channels.

4. As we create questionnaire for our website platform the comment show that people think banner on website is help website more attractive so we create banner in website and special activity in Facebook page.

Second step for Saiseeteekai is boost usage for short term marketing 3 years plan. Target this step is to gain more reach (target reach on Facebook is 50,000 reach) and like on Facebook (target like on Facebook is 3,500 likes), target website users is 10,000 users, increasing in cooking and baking schools join us (target schools is 150 schools) and target workshop sold 1,800 workshops. Saiseeteekai has 5 methods which are;

1. Still promote and spend money to boost post on Facebook
2. Saiseeteekai will provide minimum discount or price guarantee to customer to gain more customer to buy baking and cooking classes and workshops and create brand loyalty.
3. Saiseeteekai will acquire more service provider with various kind of classes and workshops to attract customer. We want to be the first website when customer want to buy baking and cooking classes and workshops so more various kind of classes and workshops more customer to come in website.
4. To get more customer subscribe our website, we have game or activity for customer and who win customer will get a reward for us such as you're your photo while cooking get Starbucks card 200 baht. We will call this step as reward program for membership customer.
5. To get closer to customer and keep in touch with customer our website has subscribe service for news and updates.

Last one for Saiseeteekai's marketing roadmap is retaining customer for long term marketing 5 years plan, Target website users is 30,000 users, increasing in cooking and baking schools join us (target schools is 250 schools) and target workshop sold 3,360 workshops. Saiseeteekai has 3 methods which are;

1. Saiseeteekai will keep continuing on rewards program, and give a very special discount for loyalty customers.
2. Saiseeteekai will guarantee that we are sell the best price, could be refunded if customer could get lower price from others.
3. For schools who join us, we will guarantee minimum customers that every workshops will have customers from Saiseeteekai.

3.2 Sales Strategy

3.2.1 Bakery and Cooking schools

We aim to be number one well known bakery and cooking workshops and class platform. To sell workshops and classes, our platform must have

variety types of schools for people who love to cook and bake, people who want to open their food business with quality and special discount workshops and classes.

For Cooking and baking schools that want to expand their customer base and gain more revenue. In the first 6 months, our platform invite bakery and cooking schools promote their workshop for free but give special discount or promotion to build customer to visit our platform and create traffic on website.

After 6 months, Saiseetekai will charge form schools 10% -15% commission rate based on price of deal. If some school would like to promote on our banner for advertising, SaiSeeTeeKai will charge 5000 baht per month.

3.2.2 Customers selling process

Cooking and Baking schools give 10 – 20% discount per classes or workshops and guarantee that schools do not give more discount to other or themselves.

1. Customers select the classes or workshops via www.saiseetekai.com
2. Customers contact Saiseetekai which are 4 ways; Line, Email, Telephone and Facebook Message for book classes and workshops and ask for customer's name telephone number and address for send coupon.
3. Customer Transfer money to Saiseetekai via offline or online payment
4. Saiseetekai contact schools for reserves the classes or workshops to customer. Also Saiseetekai send coupon to customer.

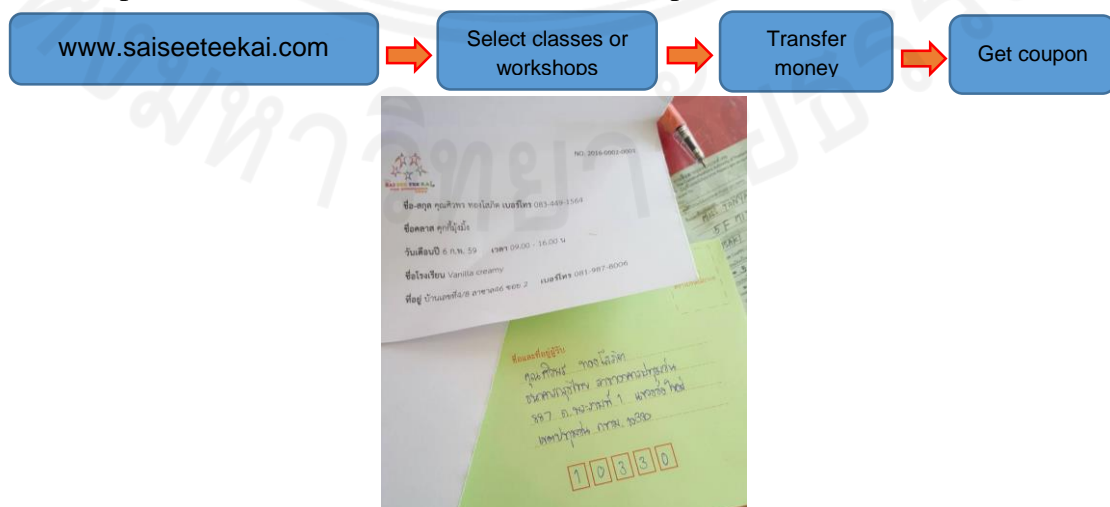


Figure 3.14 Sending Coupon

3.3 Channel Strategy

We initially seek for the cheapest and easiest way to launch our business and as we mention before about the growth trend in E-commerce business, so we selected the online channel as our core channel to reach out to our target customers. However, we also use offline channel as marketing channel to create customer awareness of our platform.

3.3.1. Online channels

3.3.1.1 Website

We develop our website into a platform to be a center for service providers and customers. We improve our website to have a necessary feature base on service providers and customer point of view as we aim to be a one stop service and user friendly platform that is easy and convenience for everyone.

Our products in the website are well categorized so our customer can look for their interest type of classes and workshop easily. We have information about our purchase policy, payment method, review from customer, highlight deals, etc. and we are in the process of developing our online payment platform which will be successfully launch in March 2016.

We are continuously update classes and workshop in our website, also keep collect feedback form customer so that we can keep develop our website. We believe that a professional website will look more reliable from customers and service providers point of view.



Figure 3.15 Example of purchase policy in Saiseeteekai website

3.3.1.2 Facebook

Our second online channel is Facebook as this is a cheap and easy channel to reach out to our target customer and it is a potential marketing tool. We use Facebook promote our platform.

We frequently promote workshops and classes alternate with the interest article related to cooking and baking business to make the content in our Facebook page more interesting to our Facebook followers.

For workshops and classes that we promote in our Facebook page, we schedule to post our content on the prime time that people can reach our page the most with is around 7.00 PM -9.00 PM. We also use Facebook boost post option so that our post for workshops and classes can reach more audiences.

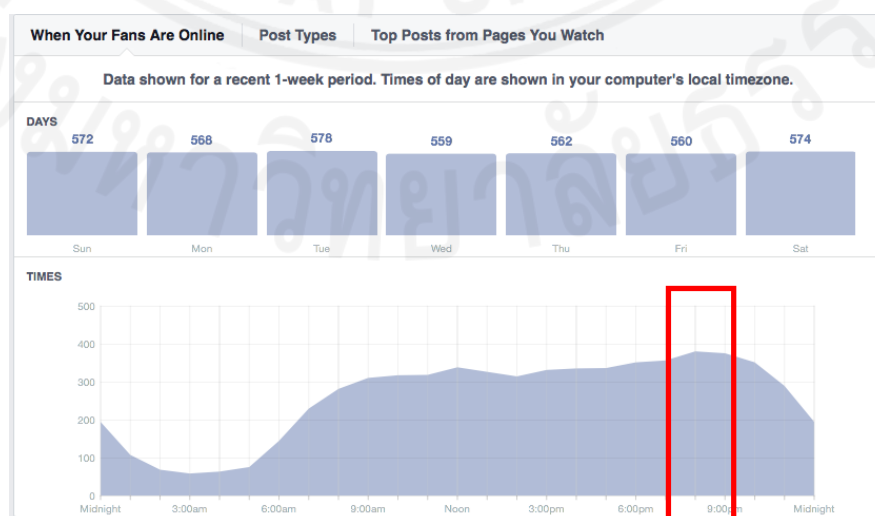


Figure 3.16 Example of Facebook analytic on visit time

3.3.1.3 LINE shop

As there a growth rate in E-commerce trend and as we mentioned about the survey of the most popular application among Thai people which is LINE application, so we apply LINE pay and LINE shop to make it more conveniently for our customer to purchase our classes and workshops and pay directly via their smartphone. This is to increase the payment option to our customer and to reach more group of customer.

3.3.2 Offline channels

For offline channels we distribute a posters and brochures to promote our platform and we plan to have events to promote our platform twice a year, which will be arrange in Quarter 2 and 4 of each year. The event will also enable our service providers to open their booth and promote their schools. Our customers can directly communicate with service providers about classed and workshops and meet with people who have the same interest in cooking and baking activities.

CHAPTER 4

OPERATION STRATEGY

4.1 Facility

4.1.1 Online facility

We are doing online commerce business as an online platform for cooking and baking classes and workshops as we saw an opportunity from the good trend in e-commerce business in Thailand. We now have three online channels which are Saiseetee kai website, Facebook page and Line shop.

The first channel which is our website is the core channel that we use as a platform for running our business, customer can see and choose all deals for workshops and classes from various service providers in the website. We had developed a user-friendly platform for our customers; all workshops and classes are classified into specific category.



Figure 4.1 Our first online facility: [www. Saiseetee kai.com](http://www.Saiseetee kai.com)

The second channel is our Facebook page, although this is not our core channel but Facebook is a good facility to communicate and reach out to our target customers. We use Facebook as our marketing channel to promote our platform website and run marketing activities to create awareness of our platform.

Beside of our own channels we also promote our platform via other online channel, which are our service provider's online channels and online cooking and baking communities.



Figure 4.2 Marketing activity that we promote in our Facebook page

4.2.2 Offline facility

For offline facility we plan to arrange an event twice a year for promoting Saiseeteekai and open the opportunity for our service provider partners to introduce and promote their classes and workshops with the customers.

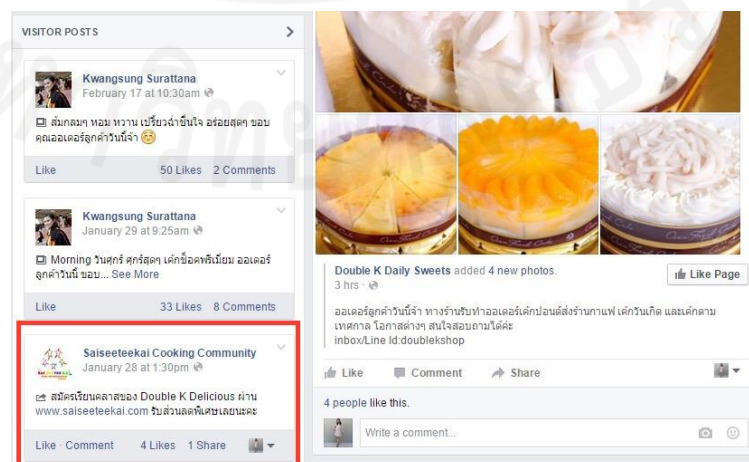


Figure 4.3 Promote our special promotion in our partner's Facebook page

4.2 Contact channel

Normally, we use free communication application such as LINE, Facebook messenger and e-mail to communicate and confirm transaction with our customers. For service provides we frequently call or contact via e-mail to confirm discount classes and promotions.

4.3 Payment method

For customer convenience, our platform provides both online payment and offline payment method for customers.

4.3.1 Online payment

1. PaysBuy: this is one of the most popular third party payment platforms for e-commerce in Thailand. We use this payment platform because it is convenience, our customer can pay for workshops and classes directly by their credit card. Paysbuys has no annually or monthly fees. Only fee per transaction are charged and Saiseeteekai will absorb this transaction cost.

2. LINE pay: we apply LINE pay to increase our marketing channel and to reach out more to our target group as LINE is now the most popular application for Thais people. We chose this payment platform because we can sell our service through LINE shop for fee and customer can now choose our classes and workshops and pay directly by smartphone for easy and secure purchase.

3. PayPal: this is the optional payment gateway for our customer since our customers who can use this payment gateway need to have their personal PayPal account and PayPal will correct a transaction fee also customers have to bear on the exchange rate risk as PayPal are based outside Thailand. However, we aim to use this as an optional for international customers as we plan to capture foreigner customer who may want to learn for Thai cooking in the future.



Figure 4.4 Nielsen survey shown LINE application is the most popular application for Thai people

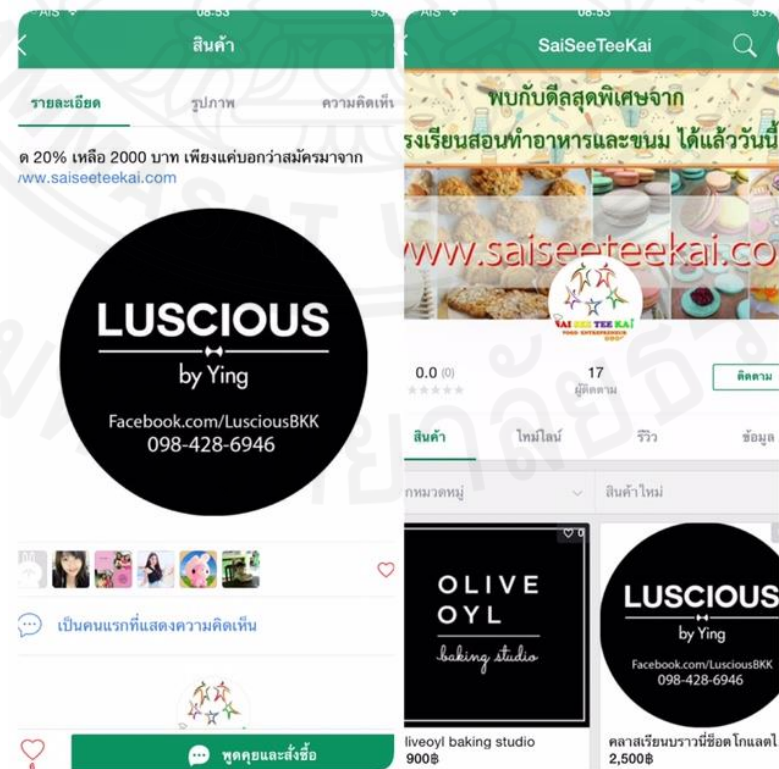


Figure 4.5 Saiseeteekai in LINE shop

4.3.2 Offline payment

For offline payment customer who buy our classes and workshops can transfer money directly to Saiseeteekai bank account. After the money had been transfer, customers need to send the proof of payment to us to confirm the payment. We provide this option for customers who do not want to make purchase and pay directly via our online payment platform.

4.4 Operating Management

4.4.1 Service providers

We mostly contact service providers via phone call and e-mail, after service provider had agreed to join our platform and offer special discount to our customers. We will plan together with the service providers about minimum percentage for discount, special promotion to offer, pattern of the coupon and specific condition if any form service providers.

However, some service providers are not offering special discount for every workshops and classes that they have, so they are the one who choose which classes or workshops that they want to promote in our website.

Our agreement with some service providers are month to month contact, so we have to follow up the result and feedback form service provider in order to develop and our platform, so that we could improve our services and continuously extend the contact with these service providers.

4.2.2 Customers

As we mention above, normally customers are contact us via communication application such as LINE, Facebook messenger, and e-mail. After customer has confirmed the classes or workshops we will notify service providers to book the class in advance. Then if customer transfer the money or pay directly in the website via our payment platform we will send out the coupon to our customers.

CHAPTER 5

FINANCIAL PLAN

5.1 Sales Projection

5.1.1 Projection on Sales

According to lifestyle, people are interested in doing activities as hobbies which they intend to join various workshops. For example, a day baking and cooking workshops and classes, making bag, drawing, etc. They participate in these classes for making friends, opportunities for being entrepreneur, handmade presents to others. These reasons lead to our project. The workshop commission charge were rely on number of workshop sold by us according to commission rate. We project our revenue, the commission rate will be 10% - 15% per deal. The target of deal sold will be 335 deals in 2016, and will be sold more than 1,000 deals in 2017. The deal sold will grow up sharply due to launching Saiseeteekai application in 2017 which is additional channel of which application via Apple and Andriod to reach to teenage. The increasing of deal sold will keep going because we provide workshop fairs to attract more customers twice a year in order to boost up our website and application. Therefore our workshop deal sold will be 3,600 and 5,760 in 2019 and 2020 respectively.

In addition, there is other income from entrance fee, booth rental and advertising income which we earn from food and bakery studios and cooking schools throughout platform (www.saiseeteekai.com and Saiseeteekai application).

Moreover, there will be advertising and entrance fee which we earn from food and bakery owners and new cooking schools from our website and Saiseeteekai application.

SSTK Assumption					
Revenue	2016	2017	2018	2019	2020
% of workshop charge	10%	15%	15%	15%	15%
No. of deal sold	335	1,620	2,880	3,600	5,760
Estimate deal price (THB)	2,000	2,400	2,600	2,800	3,000
No. of booth rental	-	-	50	50	50
Rate for booth rental (THB)	-	-	3,000	3,300	3,500
No. of advertising	-	18	36	48	60
Estimate advertising fee (THB)	-	5,000	6,000	8,000	10,000
No. of entrance - application	-	10	36	48	60
Estimate entrance rate - application (THB)	-	1,000	1,500	2,000	2,500

Figure 5.1 Saiseeteekai's Projected Revenue Volume and Growth (5 Years)

5.1.2 Revenues

We provide food baking and cooking workshops and classes deal in our online platform to serve food and bakery studios and cooking schools in order to facilitate their workshops to end customers fast and easily. The customers can select their interested workshops via our website. (www.saiseeteekai.com) In addition, the price of workshop discount of 10%- 20% from normal price which is under our negotiation between food and bakery studios and cooking schools and Saiseeteekai. The customers satisfy with our discount which we strongly believe that it attracts more valued customers to visit our website. According to this service, Saiseeteekai earn 10% -15% commission rate based on price of deal after discounted during 2016-2020.

However, Saiseeteekai does not charge for commission during the first half year in 2016 (January – June) in order to promote our website and attract more food and bakery studios and cooking schools to participate with us.

In 2017, Saiseeteekai will launch our official application for both Apple and Android to reach more customers especially teenage who get used to with online application. It will be another online platform to reach more valued customers. Moreover, we see opportunities for advertising and entrance fee from food and bakery studios and cooking schools. The advertising will charge monthly base which will charge from THB 5,000 per advertising per month. The entrance fee will earn from the new coming food and bakery and cooking school member which will charge since July 2017.

Income statement					
THB	2016	2017	2018	2019	2020
Revenue					
Workshop charge	54,000	388,800	1,123,200	1,512,000	2,592,000
Booth rental	-	-	150,000	165,000	175,000
Advertising income	-	90,000	216,000	384,000	600,000
Entrance income	-	10,000	54,000	96,000	150,000
Total revenue	54,000	488,800	1,543,200	2,157,000	3,517,000
Less: Cost of services	(64,000)	(254,400)	(504,840)	(545,142)	(539,236)
Gross profit	(10,000)	234,400	1,038,360	1,611,858	2,977,764

Figure 5.2 Saiseeteekai's Projected Revenue

5.2 Cost of Goods Sold

As we mention, our service is to provide online platform. Therefore, the main cost driver is technical staff, website domain, depreciation from application (useful life is 3 years) and maintenance cost for server maintenance to the effectiveness and efficiency through our website and application. These expenses are relate to our core production. The staff expenses are pay in a lump-sum of THB 5,000 per month in 2016 and will promote to permanent staff and pay salary of THB 15,000 from 2017 onwards. The market price of domain is THB 4,000 per year which expect to growth 10% per annum.

Cost of service					
THB	2016	2017	2018	2019	2020
Staff expenses	60,000	180,000	378,000	415,800	457,380
Domain	4,000	4,400	4,840	5,342	5,856
Depreciation	-	50,000	100,000	100,000	50,000
Maintenance	-	20,000	22,000	24,000	26,000
Total	64,000	254,400	504,840	545,142	539,236

Figure 5.3 Saiseeteekai's Cost of Goods Sold Components

Gross profit margin is negative approximately 18.5% in 2016 due to omitted commission fee during promotion period. (January – June 2016) and penetration stage which Saiseeteekai builds our brand awareness and reputation to customers.

However, the margin will turn to positive of 48.0% in 2017 onwards. The margin drives mainly from the number of deal sold and commission rate which relate

to efficient and effectiveness of our platform and our Saiseetekai reputation towards customers.

Income statement					
THB	2016	2017	2018	2019	2020
Revenues	54,000	488,800	1,543,200	2,157,000	3,517,000
Cost of service	(64,000)	(254,400)	(504,840)	(545,142)	(539,236)
Gross profit	(10,000)	234,400	1,038,360	1,611,858	2,977,764
Gross profit margin	-18.5%	48.0%	67.3%	74.7%	84.7%

Figure 5.4 Saiseetekai's Projected Gross Profit Margin (5 Years)

Then, there are some main expenses such as selling and administrative expenses which include staff expenses related to marketing, operation, strategies and finance and account functions. Cost of space rental for workshop fair which we plan to organise semiannually. The fair will be organised at Aree garden in 2016 and at Central World in 2017 onwards. The marketing expense will be the promoting via radio, brochure and MUPI which we plan its as our tools to boost up more customers to visit and purchase our workshop deal. Others consist of utilities expenses, petrol, stationary etc.

At the second half of 2017, we plan to launch our Saiseetekai application. Then, the marketing cost will slightly increase to reach our messages to more customers from our new online platform.

Income statement					
THB	2016	2017	2018	2019	2020
Income statement					
Gross profit	(10,000)	234,400	1,038,360	1,611,858	2,977,764
Selling and administrative expenses					
Staff expenses	72,000	192,000	120,000	168,000	240,000
Workshop fair	80,000	160,000	180,000	190,000	200,000
Marketing expenses	48,000	60,000	72,000	96,000	120,000
Others	12,000	13,200	15,180	18,216	20,948
Total	212,000	425,200	387,180	472,216	580,948
EBIT	(222,000)	(190,800)	651,180	1,139,642	2,396,815
Interest expenses	-	-	-	-	-
Profit before tax	(222,000)	(190,800)	651,180	1,139,642	2,396,815
Income tax	-	-	-	(227,928)	(479,363)
NOPAT	(222,000)	(190,800)	651,180	911,714	1,917,452

Figure 5.5 Saiseetekai's Projected Net Operating Income after Taxes (5 Years)

5.3 Cash Flow

Initially we injected THB 150,000 from each shareholder, totaling THB 750,000 at the end of 2015. This initial investment mainly is to create our own official website, Facebook page including boost up fan page, workshop fair and marketing expenses in order to build our brand awareness and grand opening our website. This capital include additional online application platform. These applications plan to launch officially on the second half of 2017 to reach more customers. Then, free cash flow and cash flow statement would be as per below table respectively.

Free cash flow					
THB	2016	2017	2018	2019	2020
EBIT (Operating profit)	(222,000)	(190,800)	651,180	1,139,642	2,396,815
Taxes on EBIT	-	-	-	(227,928)	(479,363)
NOPAT	(222,000)	(190,800)	651,180	911,714	1,917,452
Add Depreciation	-	50,000	100,000	100,000	50,000
* +/- Change in net working capital	(10,800)	(66,960)	(176,880)	147,168	33,435
Investment in fixed asset	(150,000)	(150,000)	-	-	-
Free cash flow	(382,800)	(357,760)	574,300	1,158,882	2,000,887

Figure 5.6 Saiseeteekai's Projected Free Cash Flows (5 Years)

Cash Flow					
THB	2016	2017	2018	2019	2020
Cash flow from operations					
Net income	(222,000)	(190,800)	651,180	1,139,642	2,396,815
Depreciation	-	50,000	100,000	100,000	50,000
(Increase in operating working capital)	(10,800)	(66,960)	(176,880)	147,168	33,435
Total cash from operations	(232,800)	(207,760)	574,300	1,386,810	2,480,250
Cash flow from investing					
(Capital expenditure)	(150,000)	(150,000)	-	-	-
Total cash from investing	(150,000)	(150,000)	-	-	-
Cash flow from financing					
Increase (decrease) in LTD	-	-	-	-	-
Increase (decrease) in Common stock	-	-	-	-	-
(Dividends)	-	-	-	-	-
Total cash from financing	-	-	-	-	-
Total net change in cash	(382,800)	(357,760)	574,300	1,386,810	2,480,250
Beginning cash	750,000	367,200	9,440	583,740	1,970,550
Change in cash from CFS	(382,800)	(357,760)	574,300	1,386,810	2,480,250
Net cash available at end of year	367,200	9,440	583,740	1,970,550	4,450,800

Figure 5.7 Saiseeteekai's Projected Cash Flow (5 Years)

5.4 Balance Sheet

Our assets mainly is relating to cash, account receivables and application investment. Cash generates from business operation and initial injection for working capital. Account receivables calculates from giving the credit term of 15 days to food and baking school. The main value assets of Saiseeteekai is our main official website and application platforms which are main tools to reach customers. In addition, Saiseeteekai aims to keep track of the valued customers as customer database as our intangible assets.

The accrued expense represent corporate income tax from 2019 onwards. The tax rate is 20% from profit before tax per year.

As our business under startup stage, Saiseeteekai generates loss due to huge investment in marketing, investment on official website and application.

Balance sheets					
THB	31-Dec-16	31-Dec-17	31-Dec-18	31-Dec-19	31-Dec-20
Assets					
Current assets					
Cash	367,200	9,440	583,740	1,970,550	4,450,800
Account receivable	10,800	77,760	254,640	335,400	553,400
Total current assets	378,000	87,200	838,380	2,305,950	5,004,200
Non current assets					
Property Plant and Equipment - net	150,000	250,000	150,000	50,000	1
Total assets	528,000	337,200	988,380	2,355,950	5,004,201
Liabilities and equity					
Current liabilities					
Accrued expenses	-	-	-	227,928	479,363
Short term loans	-	-	-	-	-
Total current liabilities	-	-	-	227,928	479,363
Long term borrowing	-	-	-	-	-
Total liabilities	-	-	-	227,928	479,363
Shareholders' Equity					
Common stock	750,000	750,000	750,000	750,000	750,000
Retained Earnings	(222,000)	(412,800)	238,380	1,378,022	3,774,838
Total shareholders' Equity	528,000	337,200	988,380	2,128,022	4,524,838
Total liabilities and equity	528,000	337,200	988,380	2,355,950	5,004,201

Note : AR calculate as of 20% of revenue from workshop charge and rental

Figure 5.8 Saiseeteekai's Balance Sheet (5 Years)

5.5 The Financial Ratio and Summary

Since, we agree that Saiseeteekai raise fund from the shareholders only through equity injection and have not yet planned to raise fund from debt both short-term and long-term. Then we ignore any debt ratio.

The operating profit to sales is very high negative in 2016 due to promotion period, marketing expense and Saiseeteekai fair in order to raise Saiseeteekai reputation and well-known which we are the number one (the 1st) of baking and cooking workshops and classes in Thailand. However, the income turns to positive in 2018 mainly is from number of customers, number of deal sold, fully launch online platform (official website and applications).

The return on assets (ROA) and the return on equity (ROE) are negative 42.0% and 56.6% in 2016 and 2017 respectively which in line to the negative net operating profit. However, Saiseeteekai will turn to earn profit since 2018 onwards.

SaiSeeTeeKai					
Key financial ratio	2016	2017	2018	2019	2020
NOPAT	(222,000)	(190,800)	651,180	911,714	1,917,452
Sales	54,000	488,800	1,543,200	2,157,000	3,517,000
Operating income to sales	-411.1%	-39.0%	42.2%	42.3%	54.5%

Figure 5.9 Saiseeteekai's Operating income to sales (5 Years)

SaiSeeTeeKai					
Key financial ratio	2016	2017	2018	2019	2020
NOPAT	(222,000)	(190,800)	651,180	911,714	1,917,452
Total assets	528,000	337,200	988,380	2,355,950	5,004,201
Total equities	528,000	337,200	988,380	2,355,950	5,004,201
Ratio					
ROA (%)	-42.0%	-56.6%	65.9%	38.7%	38.3%
ROE (%)	-42.0%	-56.6%	65.9%	38.7%	38.3%

Figure 5.10 Saiseeteekai's Return on Asset and Return on Equity (5 Years)

Saiseeteekai inject capital of THB 750,000 in the end of 2015 which fund THB 300,000 from each shareholder. We decide to split common stocks at par value

of THB 100. Then, the number of share was 7,500 shares. Our shareholders earn each share of common stock earn as the table below;

SaiSeeTeeKai					
Key financial ratio	2016	2017	2018	2019	2020
No.of share	7,500	7,500	7,500	7,500	7,500
NOPAT	(222,000)	(190,800)	651,180	911,714	1,917,452
Ratio					
Earning per share (THB)	(30)	(25)	87	122	256

Figure 5.11 Saiseetekai's Earning per share (5 Years)

Saiseetekai key success are the number of deal sold which growth significantly based on the various workshops and number of food and cooking studios and cooking schools. Our website and application is the center of interested and valued workshop for customers with discounted deal. The cash flow cover all expenses without any debts. Our service is the new online business and we are the first of our cooking and baking deal in Thailand. Thus, we strongly believe that it is such great opportunities to execute our project. The internal rate of return is 28.6% from 2016-2020 which generates from free cash flow.

IRR					
THB	2016	2017	2018	2019	2020
Cash inflows	-	-	574,300	1,158,882	2,000,887
Cash outflows	(1,132,800)	(357,760)	-	-	-
IRR	28.6%				

Figure 5.12 Saiseetekai's Internal rate of return (5 Years)

CHAPTER 6

CONCLUSIONS AND RECOMMENDATIONS

Saiseeteekai is the first cooking/baking center platform in Thailand. We launched this business to be a center platform between cooking/baking institutes and people who want to join in cooking/baking class.

Currently, we have three online channels to promote workshop to customer which are Facebook page, own website and Line shop. Our customer can complete transaction via online payment gateway such as Paysbuy, Line pay and Paypal or via offline payment gateway, bank transfer.

Cooking/baking institutes, especially small and medium size, can use our channels and our marketing services to promote their institute and workshops exchange with providing special rate workshop on our platform. General people can access our website, Facebook page or Line shop to find and buy preferred cooking/baking workshop in special rate.

Our revenues will come from two sources, first is commission fee from each workshop selling and another one is marketing service fee, which are collected from the institute.

However, current number of workshops or classes on our platform, number of partner cooking/baking institutes and number of customer using our platform are still small. Therefore, we have to find more institutes partner to get more special rate workshop for our platform and expand our customer base to get more commission from workshop selling.

Moreover, we plan to partner with English or English track cooking/baking institutes in order to expand customer base to foreigner as we have information that some travelers or foreigners in Thailand are interested in Thai style cooking and also plan to have our own cooking/baking school in order to set up specific class for our customers.

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APPENDICES



APPENDIX A

QUESTIONNAIRE

1. Questionnaire: แบบสอบถามความสนใจในการเรียนทำอาหารและขนม

แบบสอบถามนี้เป็นส่วนหนึ่งของโครงการศึกษาอิสระ (Independent Study) ปริญญาโท แบบสอบถามมีทั้งหมด 14 ข้อ

ขอขอบคุณที่ให้ความร่วมมือในการตอบแบบสอบถามและให้ข้อมูลที่เป็นประโยชน์ค่ะ

1. เพศ ชาย หญิง
2. อายุ ต่ำกว่า 20 ปี 20 -25 ปี 26 – 30 ปี
 31 – 35 ปี 36 – 40 ปี มากกว่า 40 ปี
3. อาชีพ ข้าราชการ พนักงานบริษัท เจ้าของกิจการ
 นักเรียน/ นักศึกษา Other
4. ท่านเคยเรียนทำอาหารหรือทำขนมหรือไม่ (หากคำตอบของท่านคือเรียนเป็นประจำ หรือ เคยเรียนบ้าง กรุณาตอบข้อ 5 หากไม่เคยเรียน กรุณาข้ามไปตอบข้อ 6)
 เรียนประจำ เคยเรียนบ้าง ไม่เคยเรียน
5. หากท่านเรียนเป็นประจำหรือเคยเรียนบ้าง กรุณาระบุคลาสที่เคยเรียน
6. หากท่านไม่เคยเรียนทำอาหารหรือขนมเลย ท่านมีความสนใจที่จะเรียนหรือไม่
 สนใจ ไม่สนใจ
7. หากมี **website** ที่รวบรวมส่วนลดและ โปร โมชั่นพิเศษสำหรับสมัครเรียนคลาสสอนทำอาหารและขนมในสถาบันสอนทำอาหารและขนมต่างๆ จะทำให้ท่านมีความสนใจใช้บริการและสมัครเรียนทำอาหารและขนมมากขึ้นหรือไม่ *
กรุณาตอบตามระดับความสนใจจากน้อยไปมาก (1 = ไม่สนใจเลย , 5 = สนใจมาก)
 1 2 3 4 5
8. ปกติท่านรับข้อมูลข่าวสาร และซื้อสินค้าหรือบริการผ่านทางช่องทางใด
 Facebook Instagram Website
 Application Other

9. คลาสเรียนประเภทใดที่ท่านรู้สึกสนใจ

- () คลาสเรียนอาหารไทย () คลาสเรียนอาหารต่างชาติ
() คลาสเรียนทำขนมไทย () คลาสเรียนทำขนมเค้ก, ขนมปัง
() คลาสเรียนทำอาหารหรือขนมสำหรับประกอบอาชีพ

10. คลาสเรียนลักษณะใดที่ท่านสะดวกในการใช้บริการ

- () คลาสเรียนครึ่งวัน (1-2 เมนู) () คลาสเรียนเต็มวัน (3-4 เมนู)
() คลาสเรียนวันธรรมดา (จันทร์ - ศุกร์) () คลาสเรียนวันหยุด (เสาร์ - อาทิตย์)

11. จากคลาสเรียนที่ท่านสนใจในข้อ 9 กรุณาระบุระดับราคาที่ท่านรับได้ต่อการเรียนทำอาหารสำหรับคลาสเรียน 1 วัน**12. จากคลาสเรียนที่ท่านสนใจในข้อ 9 กรุณาระบุระดับราคาที่ท่านรับได้ต่อการเรียนทำขนมสำหรับคลาสเรียน 1 วัน****13. จากคลาสเรียนที่ท่านสนใจในข้อ 9 กรุณาระบุระดับราคาที่ท่านรับได้ต่อการเรียนทำขนมสำหรับคลาสเรียน 1 วัน****14. จากคลาสเรียนที่ท่านสนใจในข้อ 9 กรุณาระบุระดับราคาที่ท่านรับได้ต่อการเรียนทำขนมสำหรับคอร์สเรียนต่อเนื่อง 2-5 วัน**

APPENDIX B
ECOMMERCE REGISTRATION

ทะเบียนเลขที่..... 1710600089454 คำขอที่..... 1003559000037		แบบ พค. 0403
<p>กรมพัฒนาธุรกิจการค้า สำนักงานกลางทะเบียนพาณิชย์ โบะทะเบียนพาณิชย์ ใบสำคัญนี้ออกให้เพื่อแสดงว่า</p>		
<p>นางสาวนันทวดี ฅมัยกุล</p> <hr/> <p>ได้จดทะเบียนพาณิชย์ ตามพระราชบัญญัติทะเบียนพาณิชย์ พ.ศ.2499 เมื่อวันที่ 24 กุมภาพันธ์ พ.ศ. 2559 ชื่อที่ใช้ในการประกอบพาณิชย์กิจ</p> <p>ใส่สีตีไข่</p> <hr/> <p>เขียนเป็นอักษรโรมัน</p> <p>Saiseeteekai/www.saiseeteekai.com/</p> <hr/> <p>ชนิดแห่งพาณิชย์กิจ</p> <p>การให้บริการเป็นตลาดกลางในการซื้อขายสินค้าหรือบริการ (marketplace) ผ่านระบบเครือข่ายอินเทอร์เน็ต</p> <hr/> <hr/>		
<p>ที่ตั้งสำนักงานแห่งใหญ่</p> <p>เลขที่ 53/195 หมู่ที่ 1 ตรอก/ซอย..... ถนน..... ตำบล/แขวง..... ซอยทอง..... อำเภอ/เขต..... จังหวัด..... กรุงเทพมหานคร</p>		
<p>ออกให้ ณ วันที่ 24 กุมภาพันธ์ พ.ศ. 2559</p> <div style="display: flex; align-items: center; justify-content: center;">  </div>		

APPENDIX C

LINE PAY

https://pay.line.me/th/apply/complete?locale=th_TH&result=success

ลงทะเบียน | สถานะการลงทะเบียน | ค้นหา/รหัสผ่าน | เปลี่ยนรหัสผ่าน | My Page

LINE Pay | เกี่ยวกับบริการ | วิธีการสมัคร | คำถามที่พบบ่อย | การช่วยเหลือด้านเทคนิค | webPOS

Step1 สมัครใช้งาน LINE Pay | Step2 ส่งเอกสาร | **Step3 การสมัครเสร็จสมบูรณ์**

ขั้นตอนการสมัครเสร็จสมบูรณ์

ใบสมัครของคุณถูกส่งเรียบร้อยแล้ว

ระหว่างการจัดส่งเอกสาร คุณจะได้รับการแจ้งเตือนเกี่ยวกับค่าธรรมเนียมของช่องทางชำระเงินประเภทต่างๆ สำหรับการยื่นแบบขอไฟล์ ผลการยื่นคำร้องขอใบสมัครอาจอยู่ในสถานะรอดำเนินการจนกว่าจะได้รับเอกสารทั้งหมด

ID : Saiseeteekai.10@line.pay

Google

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Gmail

COMPOSE

LINE Pay

สวัสดีค่ะ

ทีมงานจัดการและดูแลร้านค้า LINE Pay ขอขอบคุณในความสนใจสมัครใช้บริการ และทางทีมงานได้รับใบสมัครของท่านเรียบร้อยแล้ว

ขณะนี้ทีมงาน LINE Pay กำลังตรวจสอบใบสมัครของท่าน ท่านสามารถตรวจสอบสถานะการสมัครได้จากเว็บไซต์ด้านล่าง

<https://pay.line.me>
 ไอดี : Saiseeteekai.10@line.pay
 รหัสผ่าน : รหัสผ่านตามที่ท่านกรอกตอนสมัคร

หากท่านมีข้อสงสัย สามารถติดต่อได้ที่อีเมลด้านล่าง
 ทีมงานจัดการและดูแลร้านค้า LINE Pay
 อีเมล : dl_screen_th@linecorp.com

APPENDIX D

PAYPAL



ภาษาไทย

บัญชีของฉัน | ชำระเงิน | เรียกเก็บเงิน | บุคคลทั่วไป | ธุรกิจ

ภาพรวม | ถอนเงินจาก PayPal | ประวัติการทำรายการ | ศูนย์ร้องเรียนกรณีข้อขัดแย้ง | ข้อมูลบัญชี

ยินดีต้อนรับ คุณ Saiseeteekai Saiseeteekai

ชื่อธุรกิจ: Saiseeteekai | ประเภทบัญชี: ธุรกิจ | สถานะ: ยังไม่ได้ยืนยันตัวตน [ยืนยันตัวตน](#) | วงเงินสูงสุดที่ชำระได้และถอนได้: [ดูวงเงิน](#)

ยอดคงเหลือในบัญชี PayPal: B0.00 THB [เครื่องมือแปลงสกุลเงิน](#)

ยอดคงเหลือบัญชีในสกุลเงิน THB (หลัก): B0.00 THB

ยอดรวมที่คงเหลือในบัญชี (ในทุกสกุลเงิน รวมทั้งจำนวนเงินที่ใช้ได้และจำนวนเงินที่รอดำเนินการ) ได้รับการแปลงเป็น THB: B0.00 THB

[ขยาย](#)

สกุลเงิน	รวม
THB (หลัก)	B0.00 THB
USD	\$0.00 USD

ข้อความแจ้ง

- > [ยืนยันที่อยู่อีเมล](#)
- > [ตั้งคำถามเพื่อความปลอดภัย](#)
- > [การปรับปรุงแก้ไขนโยบาย](#)

เครื่องมือของบัญชีของฉัน

- > [การตั้งค่าธุรกิจของฉัน](#)

กิจกรรมล่าสุดของฉัน | [เงินที่ได้อินชำระ](#) | [เงินที่ชำระ](#) [ดูการทำรายการของฉันทั้งหมด](#)

กิจกรรมล่าสุดของฉัน - 7 วันที่ผ่านมา (18 ก.พ. 2016-25 ก.พ. 2016)

[การเก็บข้อมูล](#) [นี่คืออะไร](#) [อภิธานศัพท์เกี่ยวกับสถานะการชำระเงิน](#)

<input type="checkbox"/>	วันที่	ประเภท	ชื่ออีเมล	สถานะการชำระเงิน	รายละเอียด	สถานะสิ่งซื้อสินค้า/การดำเนินการ	ยอดรวม



APPENDIX E
LISTS OF COOKING AND BAKING SCHOOLS

	School Name	Tel	Website
1	Knowhowbake	081-633-2130	www.knowhowbake@gmail.com, knowhowbake@gmail.com
2	Motergoosesweet	094-956-2569	www.mothergoosesweet.com, mothergoose@mothergoosesweet.com
3	Kanomcakeonline	089-000-5885	www.kanomcakeonline.com, kanomcakeonline@hotmail.com
4	Kruasweet	091-206-0144	www.kruasweet.com
5	Kids cooking school	02-610-9727	http://kidcookingschool.cookcool.com/
6	letsbakestudio		
7	Kik cooking studio		
8	โรงเรียนสอนทำอาหารบ้าน อาจารย์ลักษณ์		
9	เกษตรศาสตร์		
10	Wandee Culinary art school		
11	คุกกี้ม Grand Hiatt		
12	Cooking Mania by Chef Tarn		
13	Vanilla Creamy		
14	Double K Delicious		
15	Oliveoyl Studio		
16	Luscious		
17	Baketimestudio		
18	ร้านมะพร้าวหน้าหอม		

19	Friday kitchen – macaron	086-619-6656	www.friday-kitchen.com
20	Baan Ploy wan	083-855-6787	FB : Ban ploy wan
21	Miss Icecream		



BIOGRAPHY

Name	Mr. Atip Tantanut
Date of Birth	August 20, 1989
Educational Attainment	Academic year 2011, Bachelor of Food Science and Technology, Agro Industry, Kasetsart University, Thailand (First degree honours)
Work position	Senior Business Development Officer, Senior Business Development Department, Loxley Trading Co., Ltd.
Work Experience	2015 - Present: Senior Business Development Officer, Business Development Department, Loxley Trading Co., Ltd. 2014 - 2015: Event Management Specialist, Marketing Department, Wyeth Nutrition unit, Nestle (Thai) Ltd. 2011 - 2014: Research and Development officer, Beverage Product Development Department, Food Development and Industrialization Unit, Ajinomoto (Thailand) Co. Ltd.