



**SAISEETEEKAI,  
SALES MARKETING AND BRANDING**

**BY**

**MS. BUDSAMARD TANGSIRIKIT**

**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

MS. BUDSAMARD TANGSIRIKIT

ENTITLED

SAISEETEEKAI

“SALES MARKETING AND BRANDING”

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

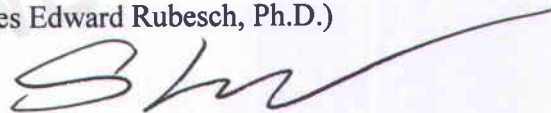
on January 5, 2016

Chairman



(James Edward Rubesch, Ph.D.)

Member and Advisor



(Suthikorn Kingkaew, Ph.D.)

Dean



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Academic Years	2015

## ABSTRACT

By the end of 2016, Saiseeteekai will become a well-known workshops and classes platform for people who are interested in cooking and baking activities. We provide special price and promotion of cooking and baking schools through online and offline channels.

SSTK will be a center for people to find workshops with the best price to match their needs. Then, our revenue will be a commission fee of selling workshops and advertising fee on our online platform. We target to sell at least 335 classes and 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:** Saiseeteekai, Platform, Workshops, Classes, Baking, Cooking

## ACKNOWLEDGEMENTS

Initially I would like to express the deepest appreciation to my advisors, Dr. James Edward Rubesch and Dr.Suthikorn Kingkeaw, who has understand and give the best guidance and support throughout let me think the way how to see the business and also share the experiences and find some precious sources which is very helpful for me.

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My gratitude to my colleagues at IMBA Thammasat Business School for providing such a good studying atmosphere, I also want to thank them all for their help, support, interest and valuable suggestions. I wish to acknowledge all they made my time with them very pleasant. While I won't go through the list here, you know I hold you the greatest esteem and affection.

To all friends, I am especially grateful. I hesitate to list them because I do not wish to leave anyone out. Thank you all for the sincere and warm friendship you gave me over the years. Particularly, I would like to extend gratitude to my close friends at St. Francis Xavier School and Kasetsart University.

The most important is I would like to say thank you for our customers to attend our workshops and be a loyal customer both in Facebook page or website and thank you for a good feedback which help me improve our service and inspire me to think a new way how to do a business. Also thank you to the entrepreneurs to give a good chance for interviewing and other support from our partners.

Last, but not least I would like to express my gratitude to parents, and sibling. Thank you for being such wonderful parents. Thanks for your boundless love and encouragement, and so much more. Words are not enough to express what you have done for me. I am simply happy and proud to be yours. Without them, this paper would not be done.

Ms.Budsamard Tangsirikit

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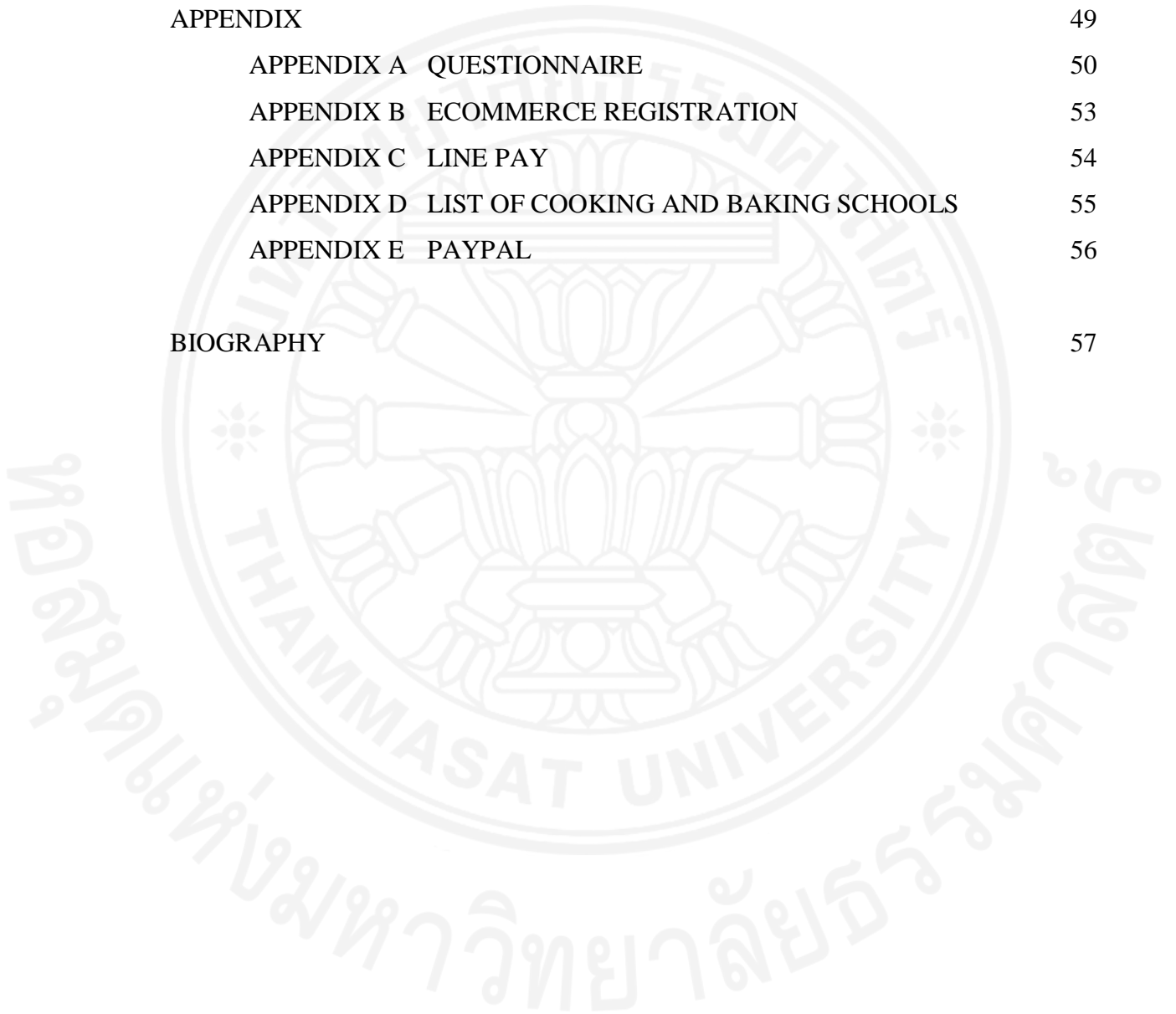
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**LIST OF ABBREVIATIONS**

<b>Symbols/Abbreviations</b>	<b>Term</b>
SSTK	Saiseeteekai
ASEAN	Association of Southeast Asian Nations
US	Unite State of America
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 business trip in United State of America, we had a chance to visit many domestic entrepreneurs and companies, fortunately, we also had a great opportunity to interview two food organizers name “La Cocina” and “Kitchen on Fire”, and that is the first step of our inspiration to create more Thai food entrepreneurs by develop Food entrepreneur club.

When we were backed from US, we explored and conducted some researches with experiment to test this concept in Thailand by interview many people who want to start a food business. After interview and analyst data, we found that most of people who want to be a food entrepreneur but haven't start their business because they don't have enough business knowledge and want to learn more about it, other reasons are lack of confidence and fear to fail. So we decided to start interview existing food entrepreneurs to share their story, experience and knowledge through our online channel to encourage people who want to start their business. Next we had arranged many workshops by cooperated with food entrepreneurs that we had a chance to interview. Our partners including restaurants, bakery and ice cream shops and baking schools. We thought that the workshop with cooking activities and business knowledge sharing could be benefit for our customers who want to start their own business and could help increase reputation for Saiseeteekai club. The workshops were divided into two sections, the first section was baking activities and the second section was business knowledge and experiences sharing from food entrepreneurs.

However, after we had tested our concept through many workshops that we conducted and analyzed feedback from customers, we found out that our customers who joined the workshop were not the customers who have plan to open their business in the near future but were customers who love cooking and baking activities and will choose to join workshops based on their interest. Moreover, since

we did not have our own space so we confront a limitation of time and type of workshops that could offer to our customers because we have to lean on our partners.

We got the idea that there are many people who interested in spending their free time for cooking and baking classes and workshops and it would benefit to us if we could provide various type of quality classes and workshops to this group of people, so we came to the conclusion to be the first platform that gathers cooking and baking schools for people who interested in cooking and baking activities.

We had started testing the idea of being a platform for cooking and baking schools firstly by contact many service providers to promote their workshops and classes in our Facebook page for free but what we want form these schools are a special discount that only provided to Saiseeteekai Facebook page, the feedback was good so we decide to renovate our website and launch the project officially by using [www.saiseeteekai.com](http://www.saiseeteekai.com) as the main platform. What we do is to be a center or intermediately between cooking and baking schools and customers. Our business gets main revenue from commission fees from workshops and class's sales and marketing fee.

## **1.2 Vision, mission and objective**

### **1.2.1 Visions (statement of desire future)**

SSTK will become a well-known cooking and baking classes and workshops platform for people who are interested in cooking and baking activities. SSTK will be a center for people to find cooking and baking classes and workshops with special discount and promotions to match their needs. Then, our revenue will be a commission fee of selling classes and workshops and we collect money from cooking and baking schools from advertising fees that they want a special promote in our banner website platform.

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.

### **1.2.2 Mission**

Workshop center: we will be a center for cooking and baking classes and workshops in Thailand.

Reasonable price: we provide a cooking and baking classes and workshops from quality cooking and baking schools in Thailand with a special price and promotion that everyone is affordable.

Convenience: we provide various cooking and baking classes and workshops that could match our customer interest and need in one place.

### **1.2.3 Objectives**

Our objective is to become a well-known platform for people who are interested in cooking and baking activities. Our revenues will generate from commission fee from sales of classes and workshops as we could get from cooking and baking schools and advertisement fee from cooking and baking schools who want us to put a banner or specially promote their classes and workshops in our website and Facebook page.

In 2016, our goals are to boost the number of people who buy a workshop deal via our online platform at least 335 deals, increase the number of users in our online platform (via Facebook page and our SSTK website) up to 3,000 users and increase number of cooking and baking schools who use our marketing services to more than 40 by the end of 2016.

By 2017, we plan to launch our official mobile application, as it is more convenience to track our customer's behavior and do a customer analysis in order to develop promotions and deals that match our customer needs. We aim to increase the number of workshops and classes to 1,620 deals from a hundred schools.

By 2018-2020, we plan to have continuously increased in number of workshops and classes sell and increase in number of cooking and baking schools that use our services. Our target revenue will reach THB 3.5 million by the end of 2020, included revenue from advertising and entrance fee.

### 1.3 Organization chart

Saiseeteekai food entrepreneur club's structure is flat, each management has equal voting right. The meeting is held monthly to update current status, progression, discuss and finalize some issues.

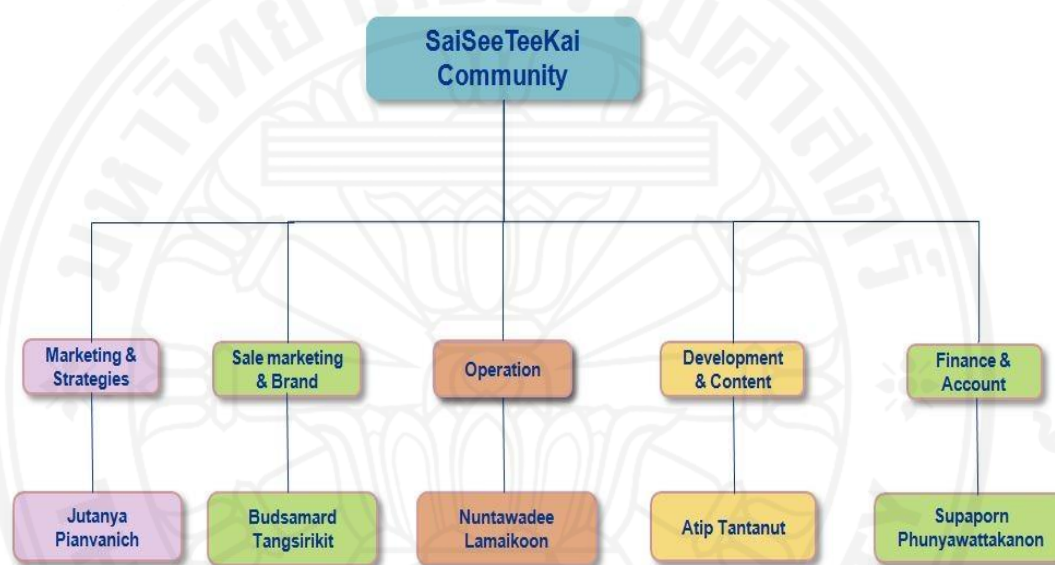


Figure 1.1 Saiseeteekai's organization chart

#### 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 Branding

Sales Marketing and Branding 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 skill, so, she decides 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. These 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 food 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 should do marketing and sale their classes and workshops online. Many famous schools such as Le Cordon Bleu, Thai & International Food & Technological Collage, Wandee 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 or not well known yet do not invest much in offline and 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  
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	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
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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
<b>รวม</b>	<b>578</b>	<b>94</b>	<b>2</b>	<b>3</b>	<b>677</b>	<b>7,394.14</b>	<b>264.73</b>	<b>9.00</b>	<b>4,391.12</b>	<b>12,058.99</b>

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 entrepreneurs to conduct workshops and seminars and provide consultation service for newcomers.

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



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

## **2.2 Cooking and baking classes and workshops selling business**

The Cooking and baking classes and workshops 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 partners, customers and channels.

**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 and baking schools in order to get discount rate classes and workshops or special

promotion for selling on our channel, exchange with support them to do marketing activity.

**Customers and Channels 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 medias and channels 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 Partners development

We also partner with reliable cooking and baking schools to get discount rate cooking and baking classes and workshops 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 and baking classes and workshops.

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.

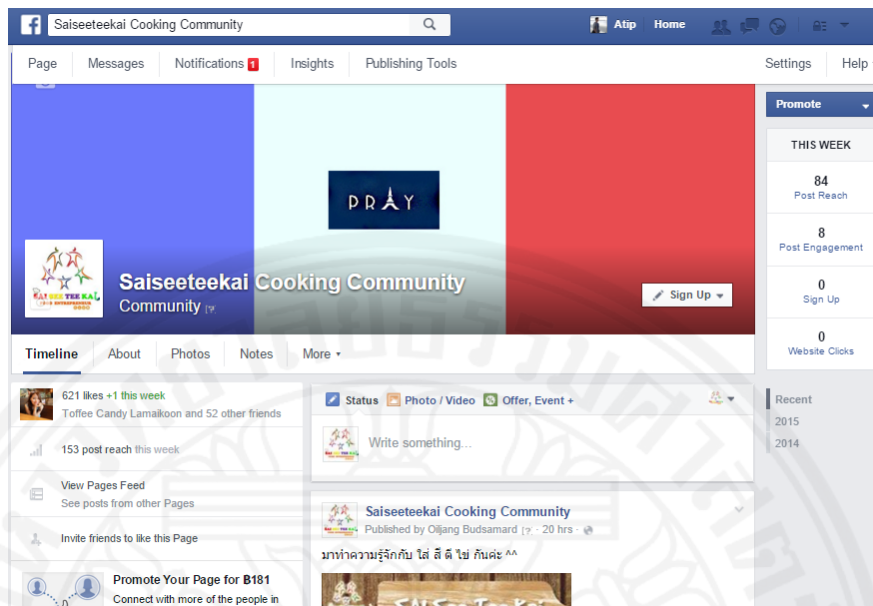


Figure 2.5 Facebook page - <https://www.facebook.com/saiseetekai>

### Website

Website Saiseetekai.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 classes and workshops in current month. In case of customers prefer to join available classes and workshops in special price, they can buy a coupon on our page and use with their selected schools.

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

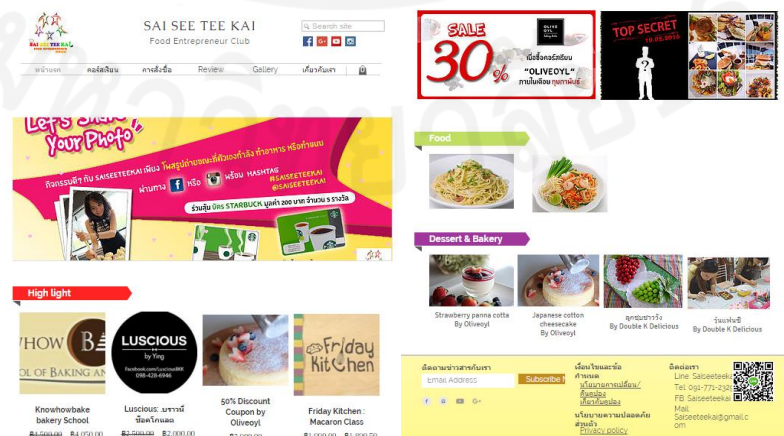


Figure 2.6 Website Saiseetekai.com



## Bank Transfer

Bank Transfer is easy and cheap payment gateway and suitable for customers who do not want or do not have online payment. Saiseeteekai has all banks transfer which easy for our customers



Figure 2.7 Payment Gateway (1)

## PayPal

PayPal is another online transfer money section which is safety, reliable and use worldwide. So we

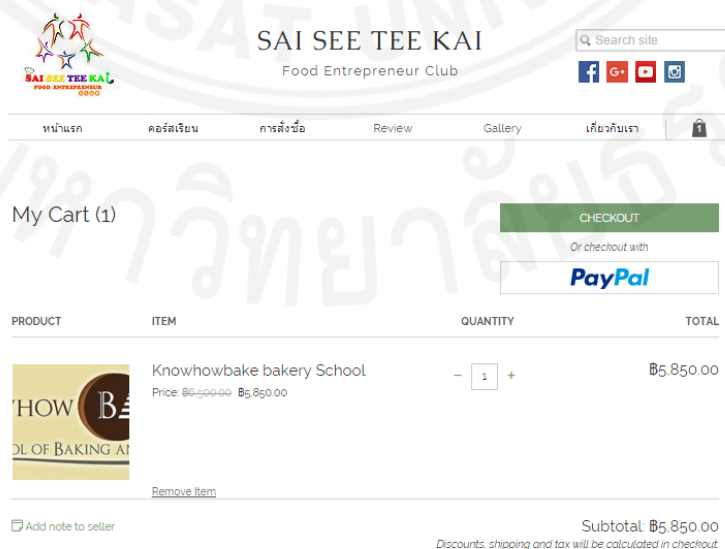


Figure 2.8 Payment Gateway (2)

### **Paysbuy**

Paysbuy is online payment gateway of Thailand so Thai people can use easily and if there is any problem, it is easily to communicate and fix the problem.



*Figure 2.9 Payment Gateway (3)*

### **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 2.10 Payment Gateway (4)*

## **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. The number

of coupon we design to tracking time, schools and customers. The first 4 digits represent the year, the second of 4 digits represent the schools name and the last 4 digits represent number of customers who buy the classes and workshops in each schools.



Figure 2.11 Saiseetekai Coupon

### 2.3.2 How to use the coupon

Customers have to use coupon number to reserve cooking and baking classes and workshops in advance with selected schools follow specified term and condition of each coupon.

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

### 2.3.3 Exchange or refund coupon

Condition as per below;

1. No exchanges or refunds are offered for purchased coupon *except the error cause from Saiseetekai or cooking and baking schools*. Customers 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.

2. Coupon for exchanges or refunds must be issued by [www.saiseetekai.com](http://www.saiseetekai.com) only.

3. Exchange coupon can be changed to the same or lower price.
4. Refund coupon will be issued as a gift voucher for next time purchases.

#### **2.3.4 Exchange or refund process**

Customers contact us via phone, e-mail or Line, attached coupon that customers would like to exchange or refund with short explanation. Once we got customers request, we will feedback customers by phone, e-mail or Line.

In case the coupon is approved to exchange or refund, please send coupon and payment evidence to saiteeteekai@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 customers' information as a private information and will not disclose to public or third party.

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

#### **2.4.2 Information collection policy**

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

Customers' 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 service provider:**

From our survey the small and medium cooking and baking schools in are not spend much money on online marketing, there are many schools that open their classes and workshops at home and could not reach out to a large number of customers.

So we are focus on small and medium cooking and baking schools in Thailand that provide workshops and classes with price range between 1,500 – 4,500 THB as from our customer survey, this is a reasonable price for our target group of customer. As these schools are still small and want to gain more reputation by joining our platform could enable them to sell and obtaining more customer through our platform.

###### **2. Target group of customers**

We analyst our target group of customer by customer survey and observed form our past market testing such as workshops that we arrange, interview from people who join cooking and baking communities.

Saiseeteekai target customers are middle-income people who interested in cooking and baking activities and want to find a quality classes or workshops that match their need in a reasonable price.

##### **3.1.2 Competitive Strategy**

There are many cooking and baking schools in Thailand. However, Saiseeteekai would be the first platform that brings together cooking and baking workshops/classes from many schools in one place. Our customers can enjoy choosing workshops that match with their lifestyle and interest. Saiseeteekai offer convenience and best price guarantee to our customers. We position ourselves to be popularity platform and trust among customers, so we continuously track our

customers satisfaction and allow them to rate workshops and classes to ensure that our customers could get the flair workshops from our platform.

Saiseetekai enable our partners to promote, sell and obtaining new customers through our channels and aim to guarantee our partners with the increase in number of sell transaction through our channels.

Nowadays, Saiseetekai have two channels which are Facebook page and Saiseetekai official website. As we focus on our partners and customers convenience as our first priority and to obtain more customers. We plan to launch our official mobile application in 2017. Saiseetekai will be the first and top cooking and baking platform in Thailand.

### **3.1.3 Brand Strategy**

#### **3.1.3.1 Brand Definition**

Our brand operates under the name “Saieeeai”, which is the combination of two words “SaiSee” represent 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 that our SSTK FEC members will have a joyful and happiness moment with us in the activity related to food and food business that we provide.



*Figure 3.1: SaiSeeTeeKai's logo*

### **3.1.3.2 Brand attitude**

We strongly believe in our club's core value to be a no.1 platform for cooking and baking workshops in Thailand as we aim to provide quality workshops and classes with best price guarantee from many cooking and baking schools. Our customers could conveniently choose several classes and workshops that match with their interest in one place.

We also help cooking and baking schools promote their workshops and expand their customer base. At the same time, we help cooking and baking schools arrange promotion campaigns. Our goal is to increase the number of workshops that the schools can sell through our channel.

### **3.1.3.3 Brand Position**

Our position is to be a friendly food entrepreneur club where people can share their same interested. Our customers can find various kinds of workshops and classes that fit with their interest and at the same time with proper price and quality.

### **3.1.4 Advertising Strategy**

Advertising will help customers know Saiseeteekai is provide special discount of cooking and baking classes and workshops on [www.saiseeteekai.com](http://www.saiseeteekai.com), the value that Saiseeteekai would like to delivery is customers can buy classes and workshop with the cheapest price and customers can find us on website, brochure, words of month and social media. Also, advertising strategy will help increasing customers and cooking and baking schools brand loyalty and growth of sales.

Thus, Saiseeteekai use two approach for advertising and promoting.

#### **3.1.4.1 Base Channel**

##### **(1) Brochures and Poster**

We create Saiseeteekai's brochures to attract customers and make it easy to find us and customers know exactly what Saiseeteekai provide to them. Moreover, we create workshops and classes monthly schedule brochures to show that this month which bakery and cooking schools have workshops and classes and also for each bakery and cooking schools which has deal with Saiseeteekai. We attach poster on the board, go to leaflet brochures at market and exhibition such as

farmer market, food and bakery fair, Thammasat University and bakery material shops that relevant food and baking. For the Poster, we plan to have vinyl cut out shows at workshops and classes.



Figure 3.2: Saiseteekai vinyl



Figure 3.3 Saiseteekai official poster





Figure 3.4 Saiseeteekai brochure

## (2) Words of mouth

As we contact variety of bakery and cooking schools in Thailand especially Bangkok with special discount and promotion, we certain that this must attract and gain more customers to visit our website and Facebook page. Moreover, customer will apply workshops and classes via Saiseeteekai so they will be our member and talk to their friends if they interesting in cooking and baking activity in the future.

Cooking and baking schools when they get customer from Saiseeteekai, they would like to renew and add more classes and workshops as the picture below.

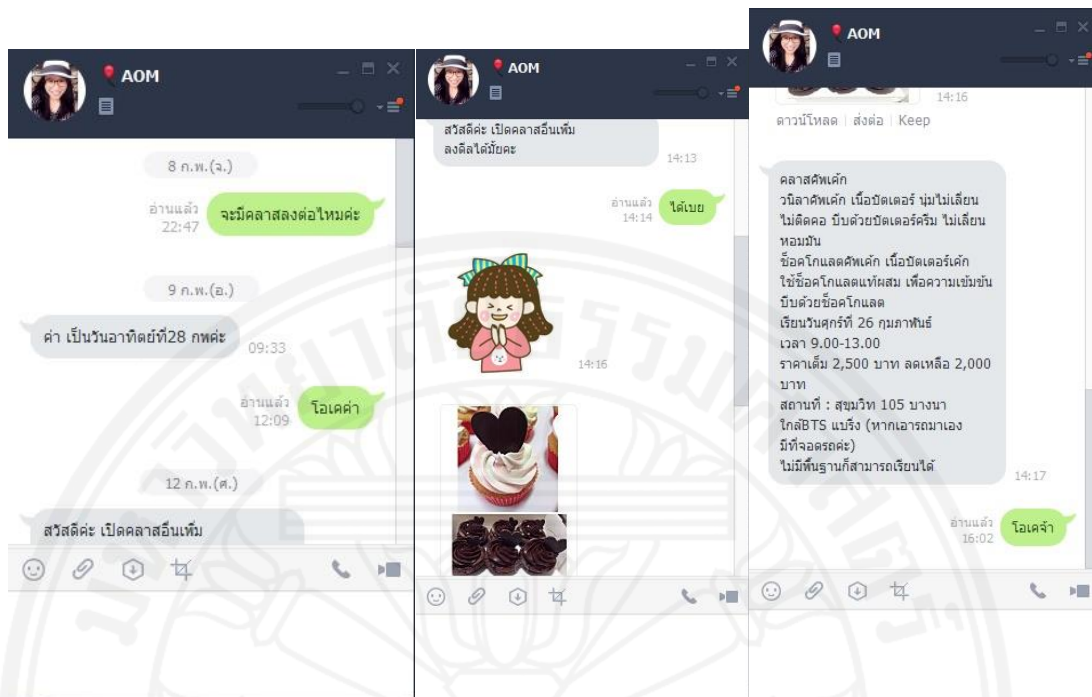


Figure 3.5 Saiseeteekai line chat with the owner of vanilla creamy school

### (3) Events

Saiseeteekai will arrange events to promote our website and cooking and baking schools which are sell their classes and workshops in our online platform twice a year and our partners come to event for free in the first and second year to promote their workshops and classes with special discount and promotion.

- 1) We plan to promote our first year at Aree garden because working people love to come to this places which is our potential target group.
- 2) Second year at Central world as it is located in the central area of Bangkok, and could attract more people.

This will help Saiseeteekai and website become trustworthy and well known. Bakery and cooking schools which are our partners could be marketing themselves and get more customers.

In 2018, Saiseeteekai will get revenue from the event by collect the booth rental from schools.

### 3.1.4.2 Media Channel

Saiseeteekai has four online channels to advertising Saiseeteekai which are

#### (1) Saiseeteekai Facebook page

Facebook page is free online channel to access customers and most of customers use it every day. In Saiseeteekai Facebook page we have food business news, monthly bakery and cooking workshops platform with details and photos of each workshop. It is easier for customer who does not have much time and most of customer use Facebook and check it all the time. We also provide conclusion on food entrepreneur interview for their inspiration and short cooking tips and clips. Cover photo will have changed by situation and promotion.



Figure 3.6 Saiseeteekai official Facebook Page (1)

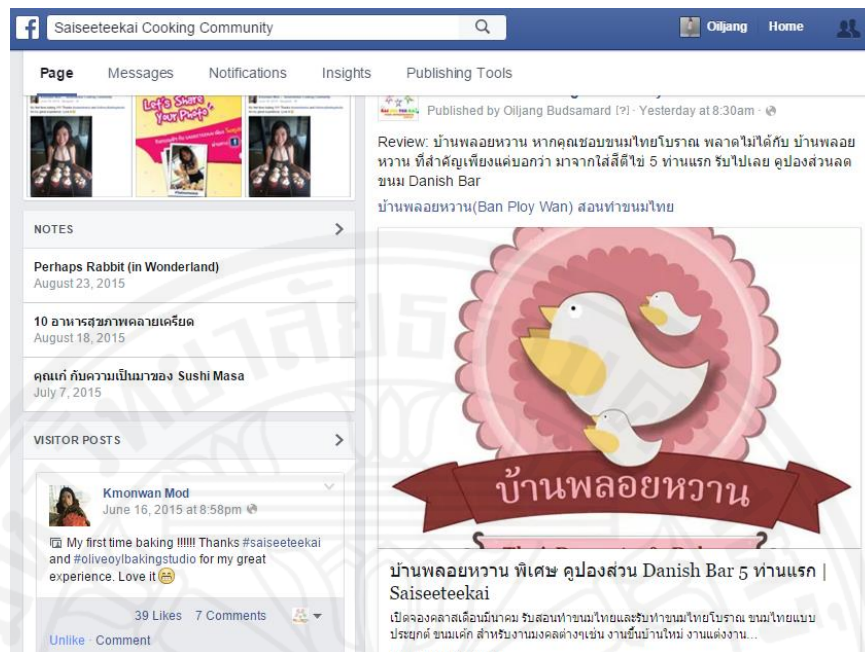


Figure 3.7 Saiseeteekai official Facebook Page (2)

## (2) Website

We have our own website under the name [www.Saiseeteekai.com](http://www.Saiseeteekai.com). To have a website it will make us look more attractive, professional and trustworthy. In quarter 4 of 2016, our website will have 2 languages which are Thai and English to support foreigner. Our website will have included six main contents;

### 1. Home Page

This one we want to overview our website and attract customers by banner. Also banner show some classes and workshops which will be another source of income in the near future and activity from Saiseeteekai. Moreover, homepage will show some cooking and baking classes and workshops and photo of food and bakery from our customers.

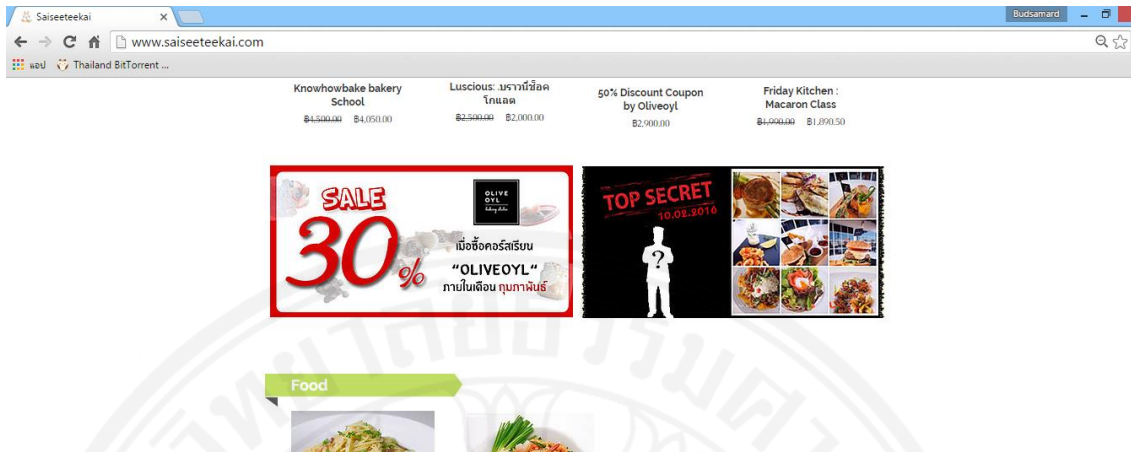


Figure 3.8 Saiseeteekai website banner

## 2. Course

This one we have schedule which link with google calendar and easy to customer to choose cooking and baking classes and workshops on their available day. Also, this section we gather all cooking and baking classes and workshops that show detail of classes and workshops.

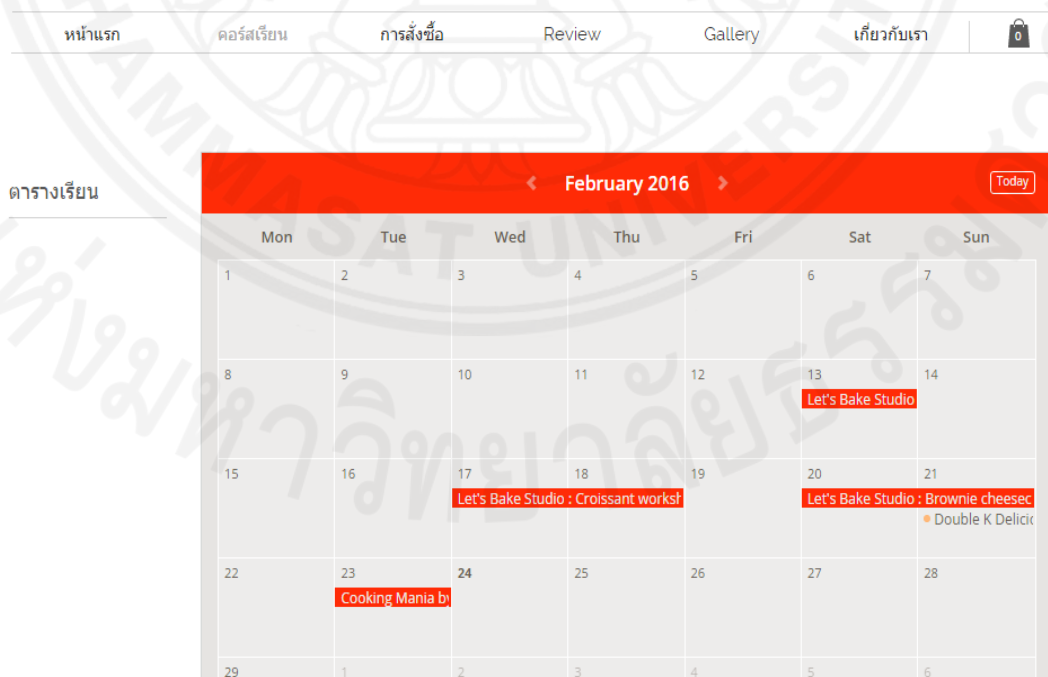


Figure 3.9 Saiseeteekai's schedule

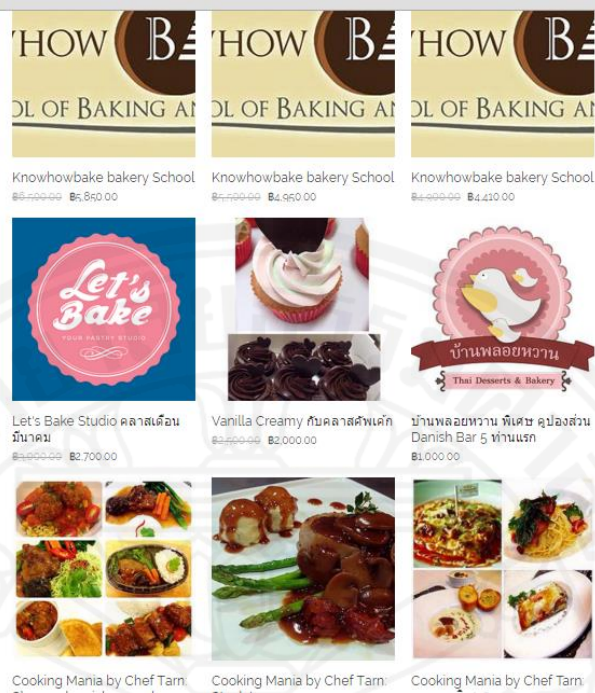


Figure 3.10 Classes and workshops on website

### 3. How to reserves cooking and baking workshops and classes

This section has two part;

1. Selling process
2. How to inform purchasing to us.

We have online payment and offline payment to make customer easy and comfortable to do it.

### 4. Review

This section we aim to get feedback and review from customer. Review can be wording or video.

### 5. Gallery

Gathering photo from customer such as food and bakery, activities and so on.

### 6. About us

We would like to let customers know who we are and if customer would like to contact us directly they can get our information in this section.

### (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.

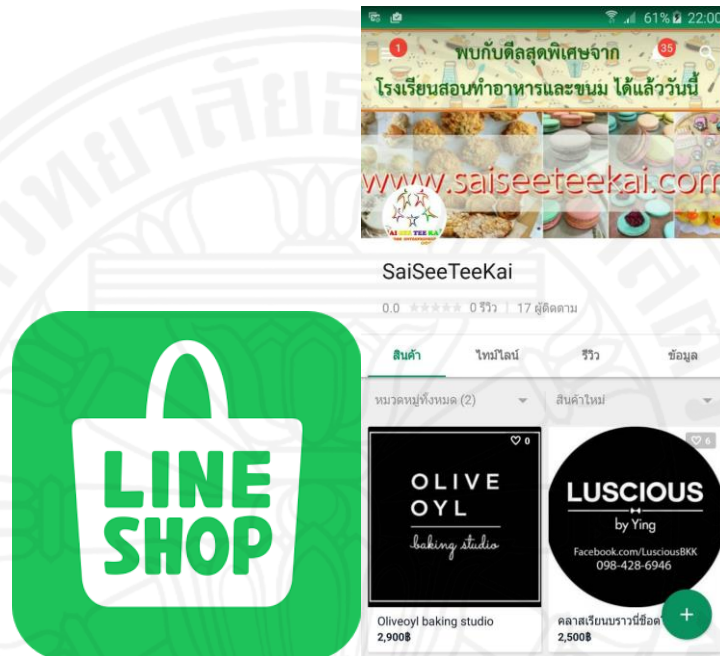


Figure 3.11 Saiseeteekai line shop

### (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 3.12 Saiseetee kai line

In 2017, Saiseetee kai 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 3.13 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 1<sup>st</sup> 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 page as nowadays people use this application every day including our target group which is the age that use Facebook the most. We certain that SaiseeteeKai will more well-known by this method.

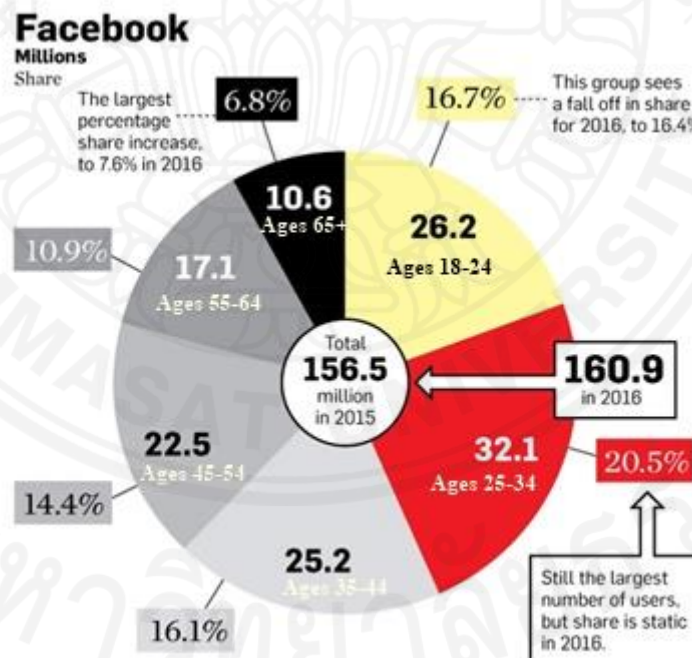


Figure 3.14 infographic of Facebook user

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 school partners 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 main banner and sub banner in website and create special activity to build potential customer visit website and Facebook page. All banners, we can sell as advertising fee in the near future.

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 2,800 workshops. Saiseeteekai has 5 methods which are;

1. Still promote and spend money to boost post on Facebook page

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. We want to be the first website that customer visit when they want to buy baking and cooking classes and workshops. So Saiseeteekai will acquire more cooking and baking schools with various kind of classes and workshops to attract customer.

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 gets 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 5,600 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 classes 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, Saiseeteekai 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.saiseeteekai.com](http://www.saiseeteekai.com)
2. Customers contact Saiseeteekai 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 Saiseeteekai via offline or online payment
4. Saiseeteekai contact schools for reserves the classes or workshops to customer. Also Saiseeteekai send coupon to customer.

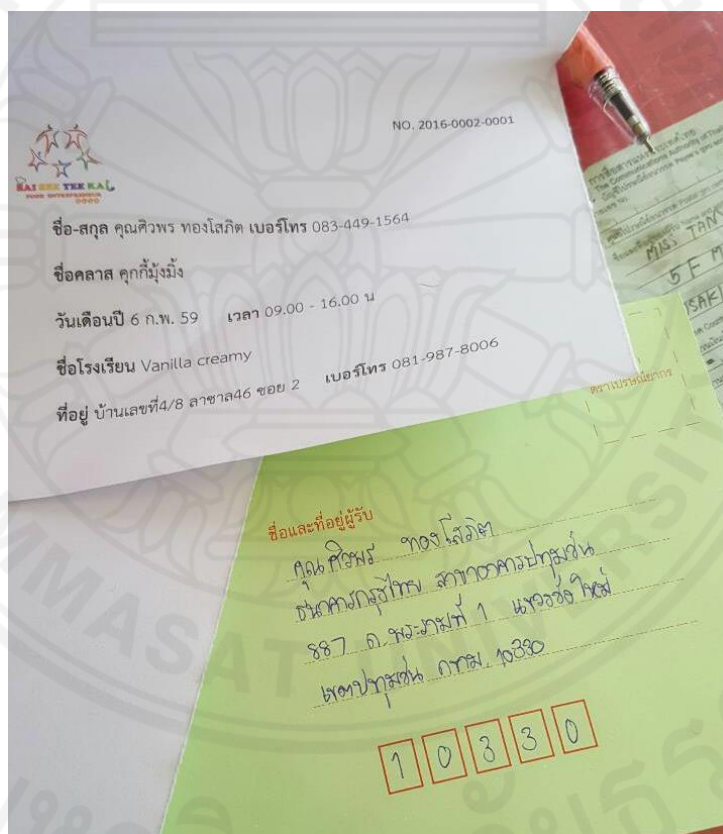
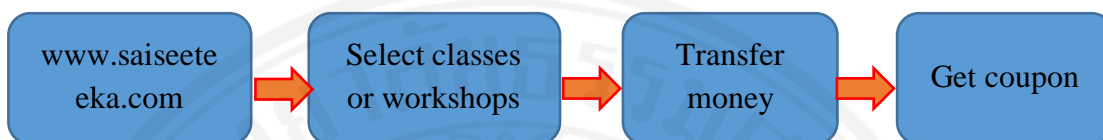


Figure 3.15 Sending Coupon

### 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 customers 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 customers can look for their interest type of classes and workshops 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 workshops 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 3.16 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 classes and workshops 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 classes and workshops 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.

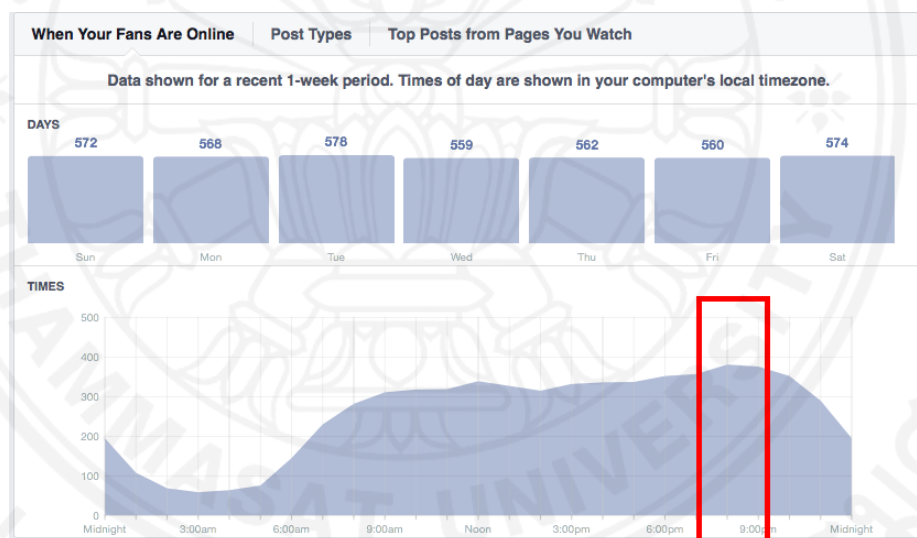


Figure 3.17 Example of Facebook analytic on visit time

### 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 two online channels which are Saiseetee kai website and Facebook page.

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.

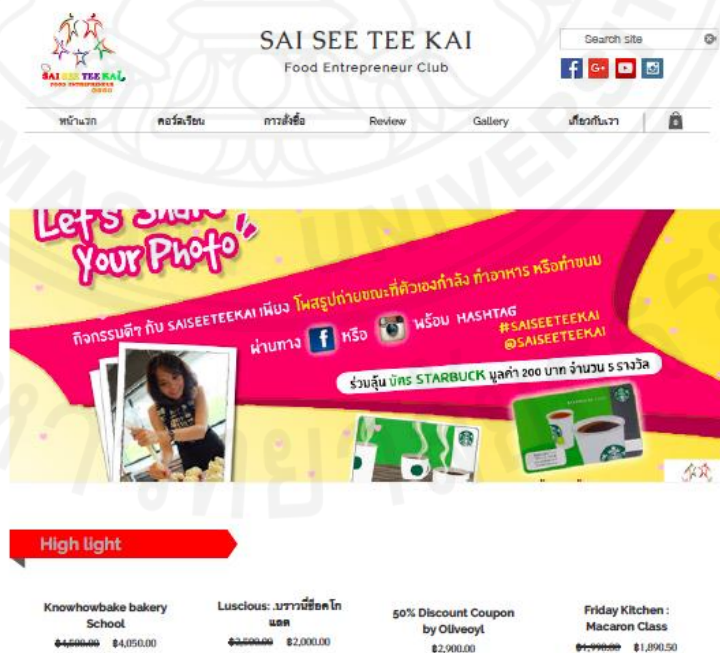


Figure 4.1 Our first online facility: [www. Saiseetee kai.com](http://www.Saiseetee kai.com)



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.

The screenshot shows a Facebook post from the 'Saiseeteekai Cooking Community'. The post text in Thai reads: 'อีก 2 วันเท่านั้น กับกิจกรรมแจกฟรี!! บัตร Starbuck มูลค่า 200 บาท จำนวน 5 รางวัล - กติกาต่างๆ - เพียงแค่ "โพสต์ภาพขณะที่ตัวเองกำลังทำอาหาร" พร้อม Hashtag ได้ภาพ #Saiseeteekai และ @saiseeteekai เท่านั้นคุณก็จะได้รับบัตร Starbuck ฟรี ++ ชวนเพื่อน มาร่วมสนุกกันเยอะๆ นะคะ - ระยะเวลาร่วมสนุกถึงแค่ 14 กุมภาพันธ์เท่านั้น smile emoticon'. Below the text is a promotional banner for 'Share Your Photo' with a Starbuck logo and the text 'ร่วมสนุก กับ STARBUCK มูลค่า 200 บาท จำนวน 5 รางวัล'. The 'Promote' sidebar on the right shows analytics for 'THIS WEEK': 4,142 Post Reach, 1,024 Post Engagement, 0 Sign Up, 1 Website Click, 3 of 3 Response Rate, and 5 minutes Response Time.

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 cooking and baking schools partners to introduce and promote their classes and workshops with the customers.

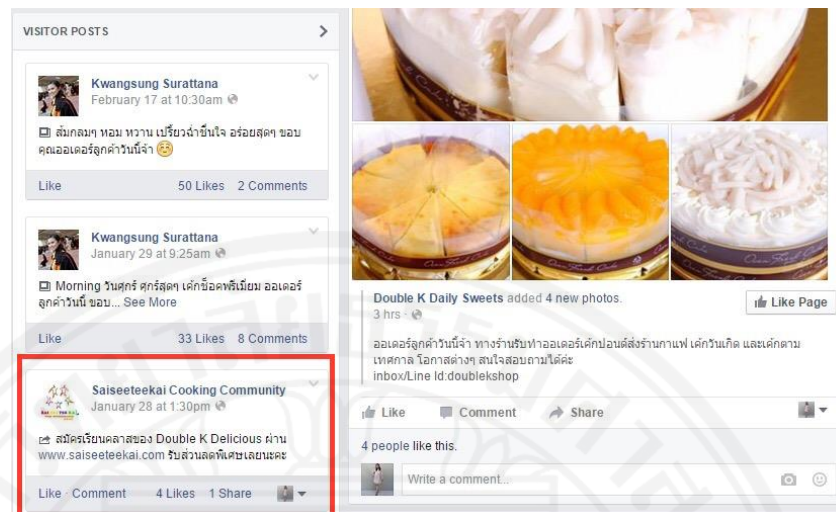


Figure 4.3: Promote our special promotion in our partner's Facebook page

## 4.2 Contact channel

Normally, we use free communication application such as LINE, Facebook messenger and e-mail to communicate and confirm transection 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

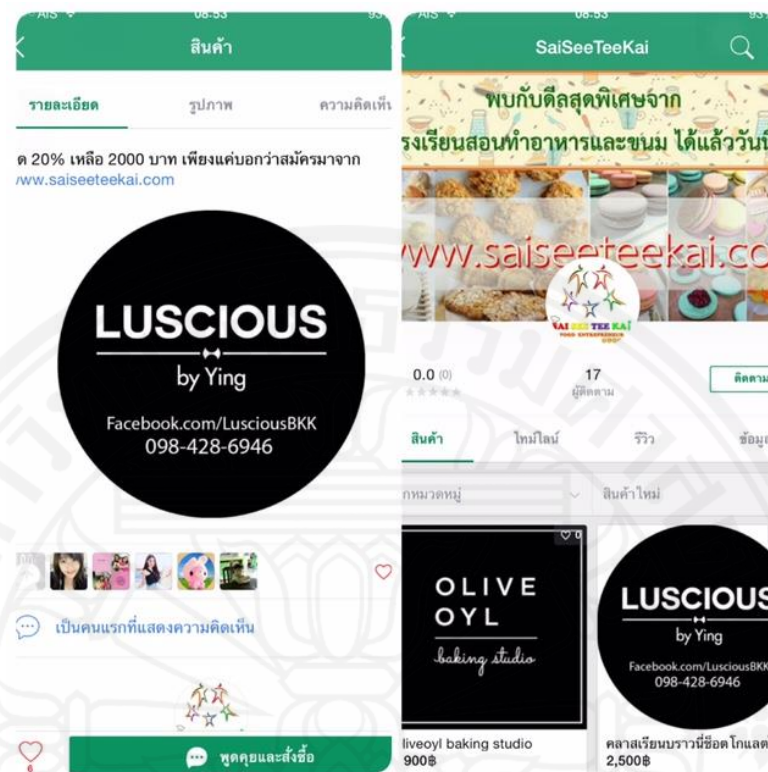


Figure 4.5: Saiseeteekai in LINE shop

### 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 cooking and baking classes and workshops, 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 workshops 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 SSTK 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](http://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 SSTK 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 cooking and baking classes and workshops deal in our online platform to serve food and bakery 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](http://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 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
<b>Revenue</b>					
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
<b>Total revenue</b>	<b>54,000</b>	<b>488,800</b>	<b>1,543,200</b>	<b>2,157,000</b>	<b>3,517,000</b>
Less: Cost of services	(64,000)	(254,400)	(504,840)	(545,142)	(539,236)
<b>Gross profit</b>	<b>(10,000)</b>	<b>234,400</b>	<b>1,038,360</b>	<b>1,611,858</b>	<b>2,977,764</b>

Figure 5.2 Saiseetee kai's Projected Revenue

## 5.2 Projected Gross Profit Margin

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 Saiseetee kai 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 Saiseetee kai 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)
<b>Gross profit</b>	<b>(10,000)</b>	<b>234,400</b>	<b>1,038,360</b>	<b>1,611,858</b>	<b>2,977,764</b>
<b>Gross profit margin</b>	<b>-18.5%</b>	<b>48.0%</b>	<b>67.3%</b>	<b>74.7%</b>	<b>84.7%</b>

Figure 5.3 Saiseetee kai'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 ratio, 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 Saiseeteekai 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
<b>Income statement</b>					
Gross profit	(10,000)	234,400	1,038,360	1,611,858	2,977,764
<b>Selling and administrative expenses</b>					
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
<b>EBIT</b>	<b>(222,000)</b>	<b>(190,800)</b>	<b>651,180</b>	<b>1,139,642</b>	<b>2,396,815</b>
Interest expenses	-	-	-	-	-
<b>Profit before tax</b>	<b>(222,000)</b>	<b>(190,800)</b>	<b>651,180</b>	<b>1,139,642</b>	<b>2,396,815</b>
Income tax	-	-	-	(227,928)	(479,363)
<b>NOPAT</b>	<b>(222,000)</b>	<b>(190,800)</b>	<b>651,180</b>	<b>911,714</b>	<b>1,917,452</b>

Figure 5.4 Saiseeteekai's Projected Net Operating Income after Taxes (5 Years)

## **CHAPTER 6**

### **CONCLUSION AND RECOMMENDATION**

#### **6.1 Conclusion**

Saiseeteekai is cooking and baking workshops online platform which provide various workshops to serve customers' interest. Firstly, we explore our project by creating survey and questionnaire to understand demand and customers' interest, target customers including condition and pricing. Then, we analysed these responses and came up our official online platform "www.saiseeteekai.com".

Saiseeteekai gathers cooking and baking workshops and classes throughout Thailand by offering special discount and promotion which we aim as our bargaining power towards customers. As we mention earlier, our online platform is from official website, Facebook page. However, we have challenged with how to build our reputation and official payment system in order to attract both cooking and baking schools and customers. Thus, we promote ourselves as follows;

1. Boost up post on Facebook page
2. Create games or activities to encourage customers to our website.
3. Apply payment gateway with PayPal, LinePay, PaysBuy and online transactions with financial institutions.
4. Organise offline platform by semi-annual workshop fair

Lastly, Saiseeteekai will sign agreement with cooking and baking schools for minimum guarantee workshops sold in exchange with the special discount which offer only to Saiseeteekai. Next, we will official launch Saiseeteekai application as another channel towards customers in 2017.

#### **6.2 Recommendation**

Saiseeteekai plan to scale up by provide cooking and baking workshops and classes include ASEAN which provide traditional cooking and baking workshops and also target Thai traditional food towards foreigners in Thailand.

In addition, Saiseeteekai can sustain by adapt our workshops and classes based on demand and customers' interest and also add-on other activities to customers. We guarantee that we did not stop exploring and adapting our workshops for our customers and also willing to develop our online channel to upgrade our services.



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9. Paysbuy, URL: <https://www.paysbuy.com/>

**APPENDICES**



## APPENDIX A

### QUESTIONNAIRE

แบบสอบถามความสนใจในการเรียนทำอาหารและขนม

แบบสอบถามนี้เป็นส่วนหนึ่งของโครงการศึกษาอิสระ (Independent Study) ปริญญาโท

แบบสอบถามมีทั้งหมด 14 ข้อ ขอขอบคุณที่ให้ความร่วมมือในการตอบแบบสอบถามและให้ข้อมูลที่

เป็นประโยชน์ค่ะ

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 หรือเคยเรียนบ้าง กรุณาตอบข้อ 5 หากไม่เคยเรียน กรุณาข้ามไปตอบข้อ 6)  
 เรียนประจำ  เคยเรียนบ้าง  ไม่เคยเรียน
5. หากท่านเรียนเป็นประจำหรือเคยเรียนบ้าง กรุณาระบุคลาสที่เคยเรียน
6. หากท่านไม่เคยเรียนทำอาหารหรือขนมเลย ท่านมีความสนใจที่จะเรียนหรือไม่  
 สนใจ  ไม่สนใจ

7. หากมี **website** ที่รวบรวมส่วนลดและโปรโมชั่นพิเศษสำหรับสมัครเรียนคลาสสอนทำอาหารและขนมในสถาบันสอนทำอาหารและขนมต่างๆ 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 กรุณาระบุระดับราคาที่ท่านรับได้ต่อการเรียนทำอาหาร  
สำหรับคลาสเรียน 1 วัน
  
12. จากคลาสเรียนที่ท่านสนใจในข้อ 9 กรุณาระบุระดับราคาที่ท่านรับได้ต่อการเรียนทำขนม  
สำหรับคลาสเรียน 1 วัน
  
13. จากคลาสเรียนที่ท่านสนใจในข้อ 9 กรุณาระบุระดับราคาที่ท่านรับได้ต่อการเรียนทำขนม  
สำหรับคลาสเรียน 1 วัน
  
14. จากคลาสเรียนที่ท่านสนใจในข้อ 9 กรุณาระบุระดับราคาที่ท่านรับได้ต่อการเรียนทำขนม  
สำหรับคอร์สเรียนต่อเนื่อง 2-5 วัน



**APPENDIX B**  
**ECOMMERCE REGISTRATION**

ทะเบียนเลขที่..... 1710600089454 คำขอที่..... 1003559000037		แบบ พค. 0403
<p><b>กรมพัฒนาธุรกิจการค้า</b>  <b>สำนักงานกลางทะเบียนพาณิชย์</b>  <b>ใบทะเบียนพาณิชย์</b>  <b>ใบสำคัญนี้ออกให้เพื่อแสดงว่า</b></p>		
<p>นางสาวนันท์ ทนย์กุล</p> <hr/> <p>ได้จดทะเบียนพาณิชย์ ตามพระราชบัญญัติทะเบียนพาณิชย์ พ.ศ.2499          เมื่อวันที่ 24 กุมภาพันธ์ พ.ศ. 2559          ชื่อที่ใช้ในการประกอบพาณิชย์กิจ</p> <p><b>ใส่สีตีไข่</b></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 .....</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](https://pay.line.me/th/apply/complete?locale=th_TH&result=success)

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

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

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

### ขั้นตอนการสมัครเสร็จสมบูรณ์

## ใบสมัครของคุณถูกส่งเรียบร้อยแล้ว

ระหว่างตรวจสอบเอกสาร คุณจะได้รับการแจ้งเตือนเกี่ยวกับค่าธรรมเนียมของช่องทางชำระเงินประเภทต่างๆ สำหรับการยื่นแบบออนไลน์ ผลการยื่นคำร้องขอลงทะเบียนอาจอยู่ในสถานะรอดำเนินการจนกว่าจะได้รับเอกสารทั้งหมด

ID : Saiseeteekai.10@line.pay

Google

Click here to enable desktop notifications for Gmail. [Learn more](#) [Hide](#)

Gmail

COMPOSE

**LINE Pay**

**สวัสดีค่ะ**

ทีมงานการจัดการและดูแลร้านค้า LINE Pay ขอขอบคุณที่ให้ความสนใจสมัครใช้บริการ และทางทีมงานได้รับใบสมัครของท่านเรียบร้อยแล้ว

ขณะนี้ทีมงาน LINE Pay กำลังตรวจสอบใบสมัครของท่าน ท่านสามารถตรวจสอบสถานะการสมัครได้จากเว็บไซต์ด้านล่าง

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

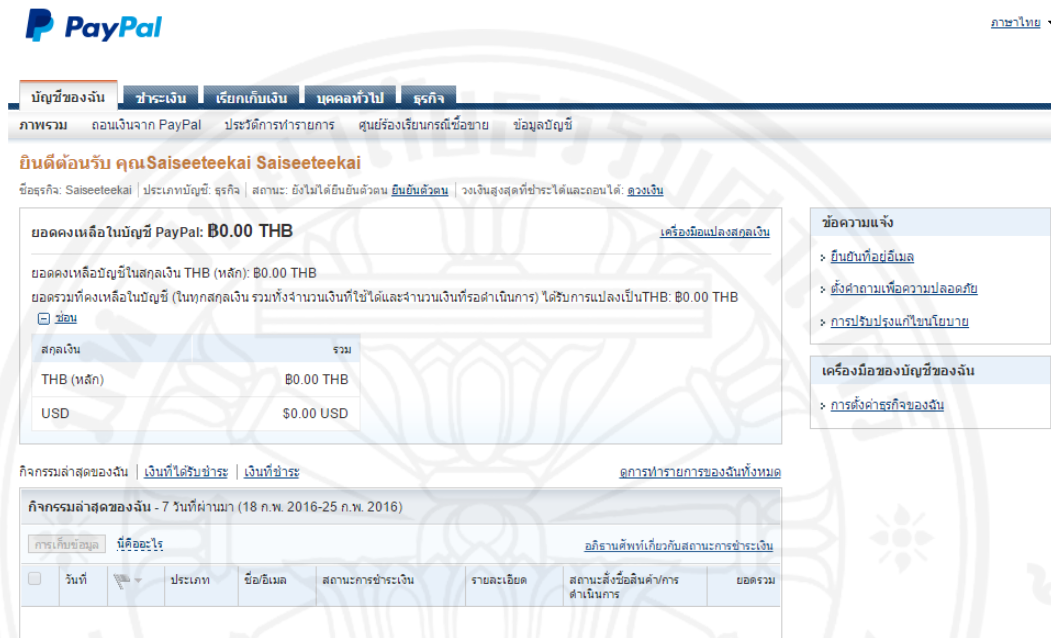
หากท่านมีข้อสงสัย สามารถติดต่อได้ที่อีเมลด้านล่างค่ะ  
ทีมงานการจัดการและดูแลร้านค้า LINE Pay  
อีเมล : [dl\\_screen\\_th@linecorp.com](mailto:dl_screen_th@linecorp.com)

**APPENDIX D**  
**LIST OF COOKING AND BAKING SCHOOLS**

No.	School Name
1	Knowhowbake
2	Motergoosesweet
3	Kanomcakeonline
4	Kruasweet
5	Kids cooking school
6	letsbakestudio
7	Kik cooking studio
8	โรงเรียนสอนทำอาหารบ้านอาจารย์ลักษณ์
9	เกษตรศาสตร์
10	Wandee Culinary art school
11	คุณโม Grand Hiatt
12	Cooking Mania by Chef Tarn
13	Vanilla Creamy
14	Double K Delicious
15	Oliveoyl Studio
16	Luscious
17	Baketimestudio
18	วุ้นมะพร้าว น้ำหอม
19	Friday kitchen - macaron
20	Baan Ploy wan
21	Miss Icecream

## APPENDIX E

### PAYPAL



The screenshot displays the PayPal Thai interface. At the top, there is a navigation bar with the PayPal logo and a language dropdown set to Thai. Below this is a menu with options like 'บัญชีของฉัน', 'ชำระเงิน', 'เรียกเก็บเงิน', 'บุคคลทั่วไป', and 'ธุรกิจ'. The main content area shows the account balance as 'ยอดคงเหลือในบัญชี PayPal: B0.00 THB'. It also indicates that the account is not yet verified. A table shows the balance in THB (0.00) and USD (0.00). On the right, there are sections for 'ข้อความแจ้ง' (Messages) and 'เครื่องมือของบัญชีของฉัน' (Account Tools). At the bottom, there is a section for 'กิจกรรมล่าสุดของฉัน' (My Recent Activity) with a table listing transactions.

**บัญชีของฉัน** | **ชำระเงิน** | **เรียกเก็บเงิน** | **บุคคลทั่วไป** | **ธุรกิจ**

ภาพรวม | ถอนเงินจาก PayPal | ประวัติการชำระเงิน | ศูนย์ร้องเรียนกรณีซื้อขาย | ข้อมูลบัญชี

**ยืนยันตัวตนกับ คุณ Saiseeteekai Saiseeteekai**

ชื่อธุรกิจ: Saiseeteekai | ประเภทบัญชี: ธุรกิจ | สถานะ: ยังไม่ได้ยืนยันตัวตน [ยืนยันตัวตน](#) | วงเงินสูงสุดที่ชำระได้และถอนได้: **0.00 THB**

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

ยอดคงเหลือบัญชีในสกุลเงิน THB (หลัก): B0.00 THB

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

[ซ่อน](#)

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

**ข้อความแจ้ง**

- > ยืนยันที่อยู่อีเมล
- > ตั้งคำถามเพื่อความปลอดภัย
- > การปรับปรุงแก้ไขนโยบาย

**เครื่องมือของบัญชีของฉัน**

- > การตั้งค่าธุรกิจของฉัน

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

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<input type="checkbox"/>	วันที่	ประเภท	ชื่ออีเมล	สถานะการชำระเงิน	รายละเอียด	สถานะสิ่งซื้อสินค้า/การค้าในบริการ	ยอดรวม
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## BIOGRAPHY

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