



**SAISEETEEKAI
FOOD ENTREPRENEUR CLUB
OPERATION STRATEGY**

BY

MS. NUNTAWADEE LAMAIKOON

**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

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ENTITLED

SAISEETEEKAI FOOD ENTREPRENEUR CLUB
OPERATION STRATEGY

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

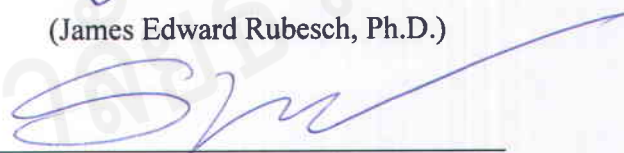
on January 5, 2016

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ABSTRACT

By the end of 2016, SSTK 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.

SSTK 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

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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.

Ms.Nuntawadee Lamaikoon

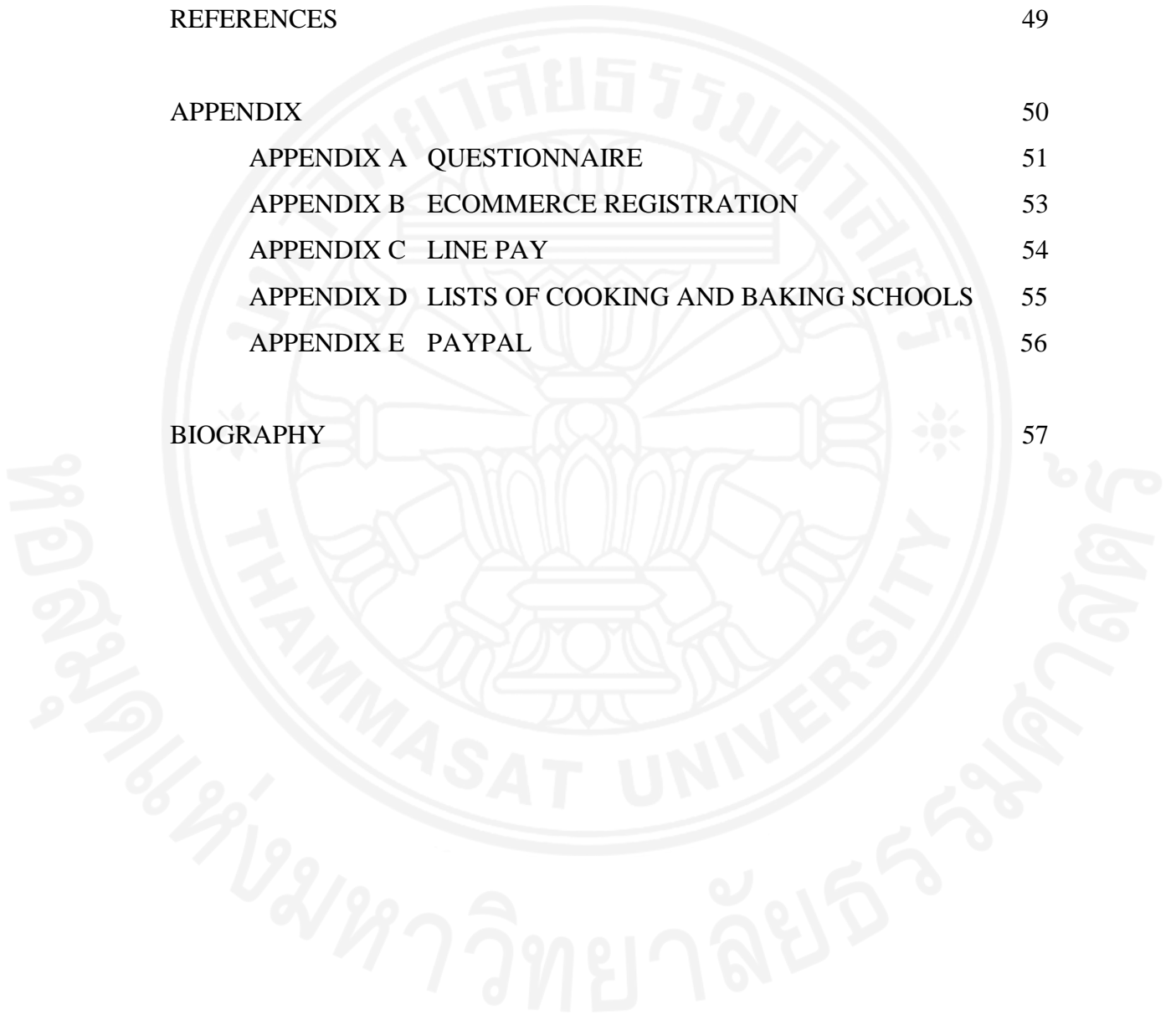
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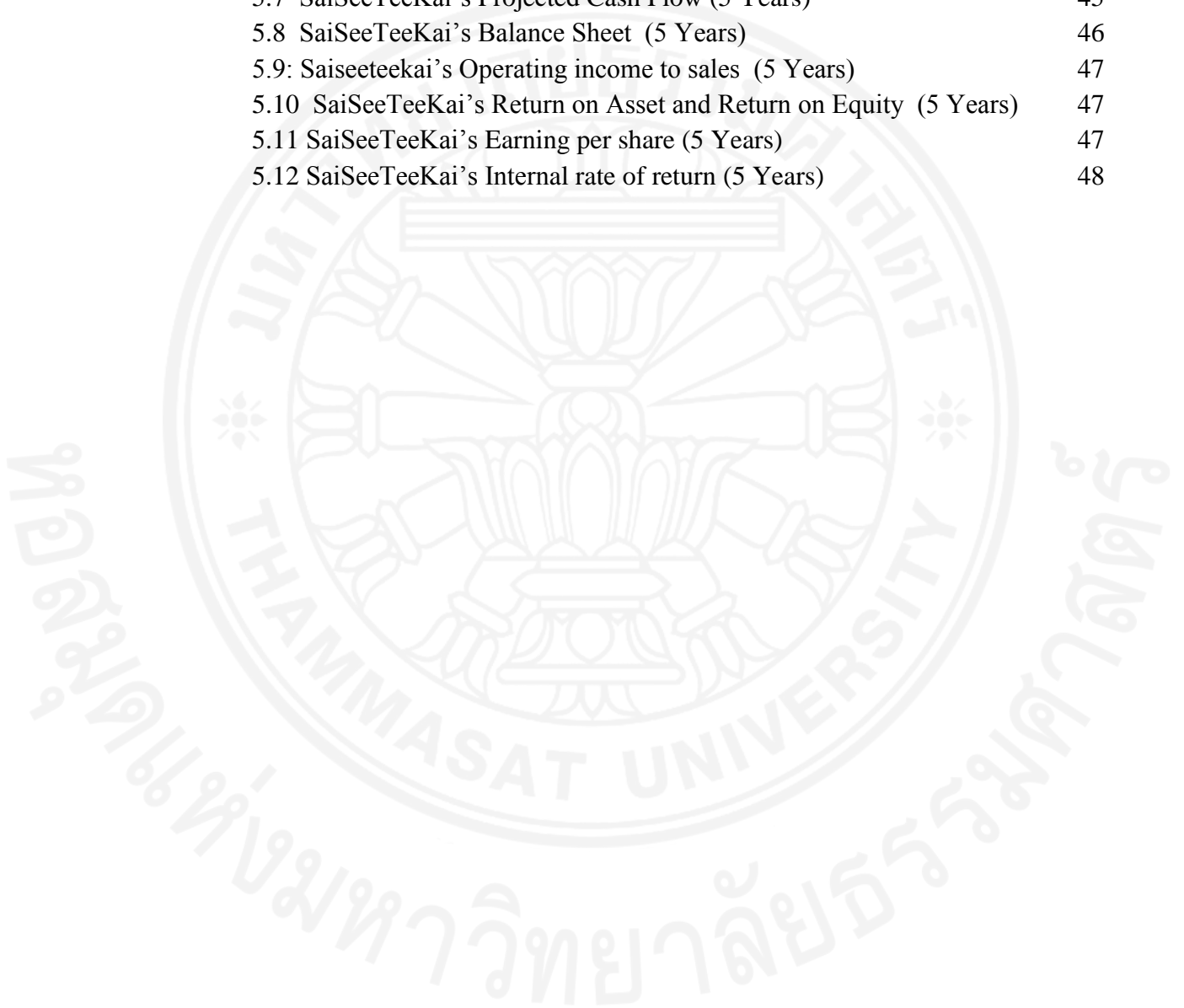
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LIST OF ABBREVIATIONS

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 Inform

CHAPTER 1

COMPANY OVERVIEW

1.1 Background

During business trip in US in 2014, 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 developing food entrepreneur club.

After we were backed from US, we explored and conducted some researches with experiment to test this concept in Thailand by finding many people who want to start a food business. We interview and analyst data and found that most of them have a dream to be a food entrepreneur but haven't start yet 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 the existing food entrepreneurs to share their story, experience and knowledge through our online channel to encourage and inspire people who want to start their business. Then we had arranged many workshops by cooperated with entrepreneurs that we had a chance to interview including restaurants, bakery and ice cream shops and baking schools. We thought that the workshop with cooking activities and business knowledge sharing could be valuable for our customers who want to start their own business and could help to 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 arranged, we analyzed feedback from customers and found out that our customers who joined the workshop were not ready to open their own business in the near future but just love cooking and baking activities 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 activities and it would benefit to us if we could provide various type of quality workshops for them, so we came to the conclusion to be the first platform that gathers cooking and baking schools/cooking and baking workshop providers for people who interested in cooking and baking activities.

We had started testing the idea with cooking and baking schools by contact many service providers to promote their workshops and classes in our Facebook page for free but the condition is a special discount that only provided to Saiseeteekai Facebook member, the feedback was good so we decide to renovate our website and launch the project officially by using www.saiseeteekai.com as the main platform. We are a center between service providers and customers. The revenue will come from the commission fees of workshops and class's sales and the marketing fee.

1.2 Vision, mission and objective

1.2.1 Visions (statement of desire future)

SSTK will become a well-known workshops and classes platform for people who are interested in cooking and baking activities. We will be a center for people who find workshops with promotions to match their needs. Our revenue will be a commission fee of selling workshop which collects from baking studio and cooking school and marketing fee from schools that want a special promote in our 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 that everyone is affordable.

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

1.2.3 Objectives

Our objective is to become a well-known workshops and classes 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 service providers (cooking and baking school) and advertising fee from service providers 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 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 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 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 excellent coordination skills, 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. 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 coming 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 that there are around 500 cooking and baking schools registrations in Thai government system as shown in figure 1.2 below. However, they also have some cooking and baking schools that not make a registration with the government as we found a cooking community in Facebook that contain the word “ห้องครัวของเรา” and “ห้องเรียนคลาสเมทอริ” 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 from 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 we are the first mover in this segment.

สถิติการจดทะเบียนเบเกอรี่
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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
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 name our project as “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 successful 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 learning to bake or cook.

So, we decided to adjust our prototype to be a “Food Entrepreneur Club” in order to scope down our target from generic people to be a 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 tip 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 is a good opportunity to adjust our business model 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 find 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.

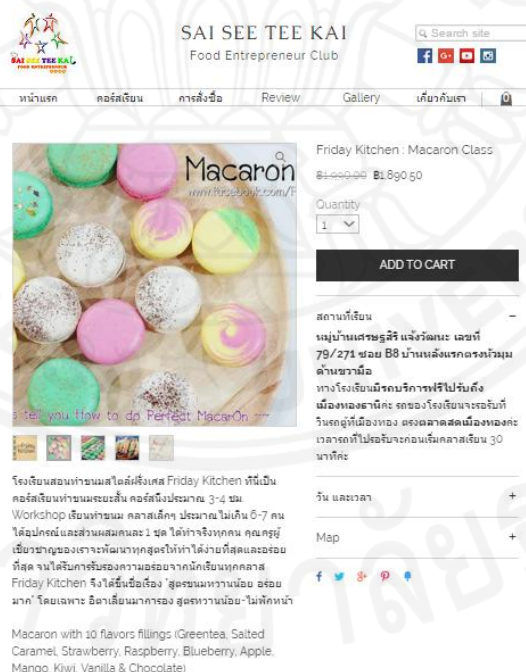


Figure 2.3: Example of our partner baking course on website



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 businesses 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.

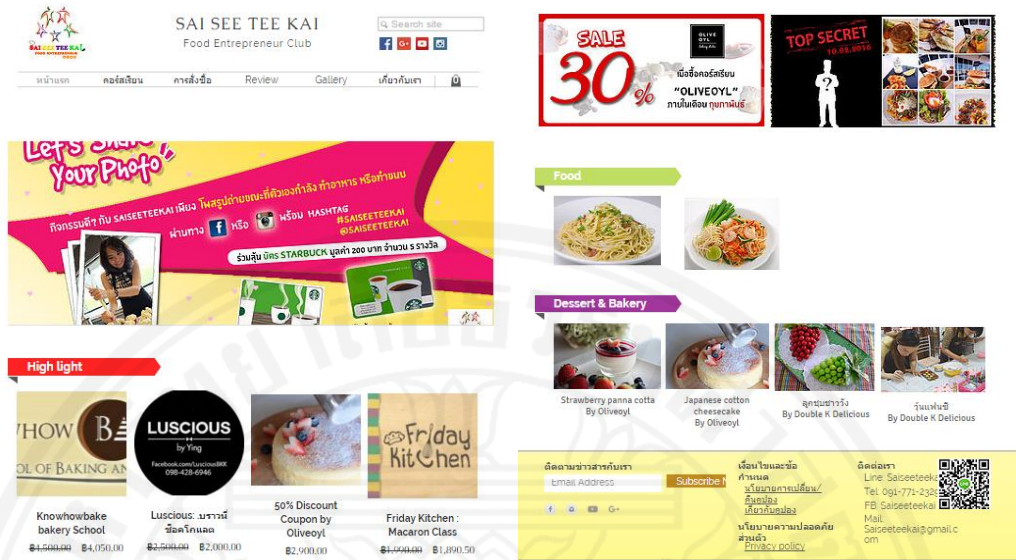


Figure 2.6 Website Saiseeteekai.com



Figure 2.7 Payment Gateway (1)

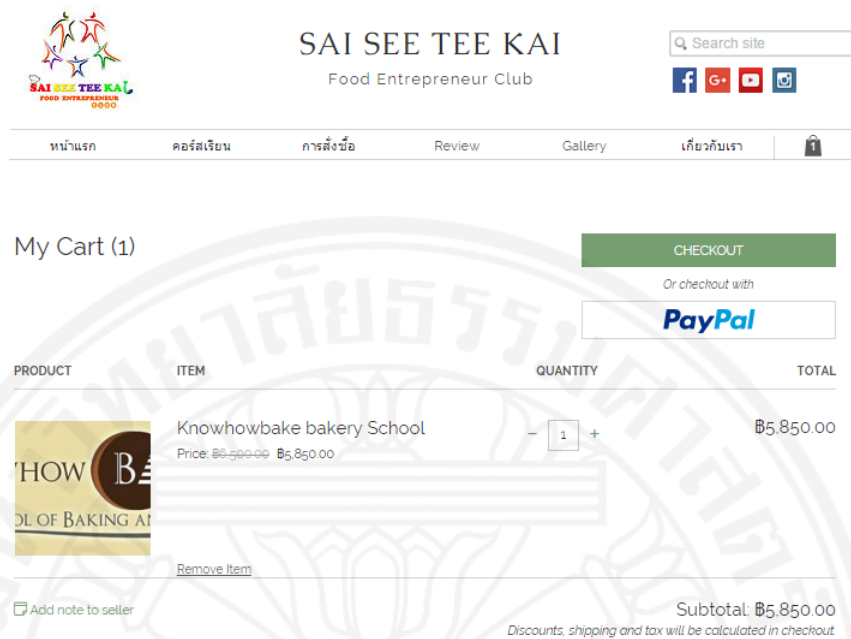


Figure 2.8 Payment Gateway (2)

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 a customer 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.

Saiseetekai 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 Saiseetekai 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.saiseetekai.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

Customer can contact us via phone, e-mail or Line, attached coupon that would like to exchange or refund with short explanation. Once we got the request, we will feedback 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 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 service provider:

As our survey prove that the small and medium cooking and baking schools are not spend much money to promote their selves via online marketing, there are many schools that open their classes and workshops at home and could not reach 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 affordable price for our target customer. These schools are still small and want to gain more reputation, so they can get customer easily by joining our platform which could enable them to sell and obtaining more customers.

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 select workshops that match with their lifestyle and interest. Saiseeteekai offers convenience and best price guarantee to our customers. We position ourselves to be popularity platform and trust among customers, so we continuously track customer's satisfaction

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

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

Nowadays, Saiseetekai have two channels to promote which are Facebook page and Saiseetekai official website (www.saiseetekai.com). As we focus on our partners and customers to be 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 operate under the name “SaiSeeTeeKai”, 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

Our club's core value is 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 customer could conveniently choose several workshops and classes that match with their interest in one place.

We also help cooking and baking schools to 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 interest. 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 is a tool that helps customers know more about Saiseeteekai. We provide special discount for cooking and baking classes and workshops on www.saiseeteekai.com, the value that Saiseeteekai would like to deliver 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 approaches 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: Saiseeteekai vinyl



Figure 3.3 Saiseeteekai 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, we certain that this must attract and gain more customers to apply workshops and classes via Saiseeteekai so they will be our member 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.

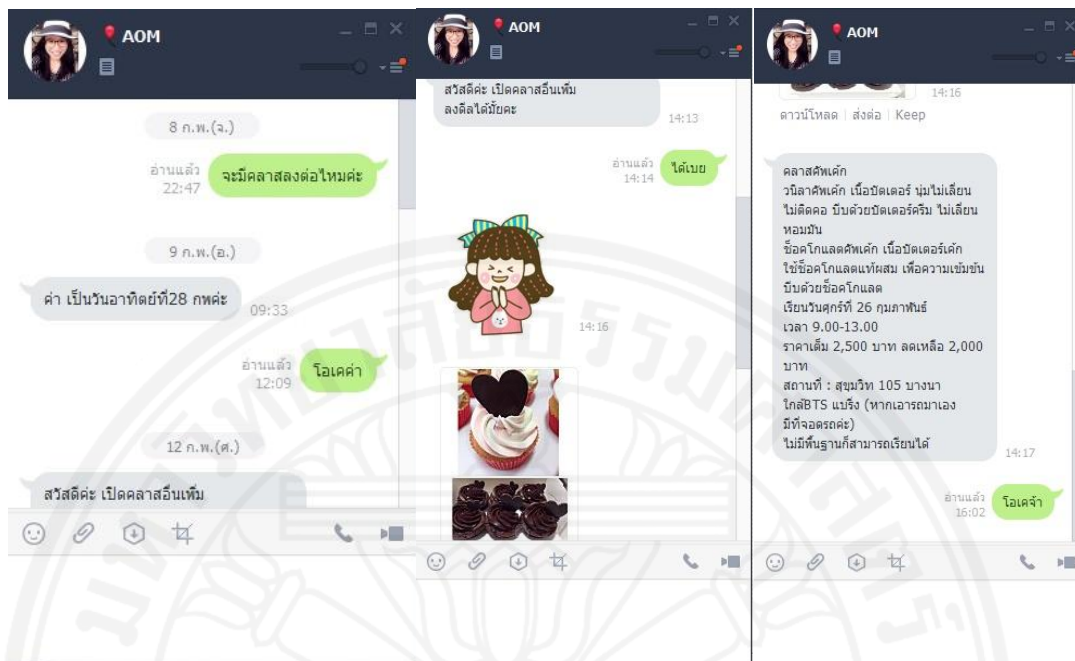


Figure 3.5 Saiseeteekai line chat with the owner of vanilla creamy school

(3) Events

Saiseeteekai will arrange events to promote workshops and classes platform twice a year and have our partners come to promote their workshops and classes with special discount.

- 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 push Saiseeteekai to become trustworthy and well known.

3.1.4.2 Media Channel

Saiseeteekai has four online channels to advertising Saiseeteekai which are

(1) Saiseeteekai Facebook page

Facebook page is an easy and also free online channel to access customers and most of them have it. 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 change by situation and promotion.



Figure 3.6 Saiseeteekai official Facebook Page

(2) Website

We have our website under the name 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 is including six main contents;

1. Home Page

This page is to overview our website and attract customer 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 baking and cooking classes and workshops and photo of food and bakery from our customer.

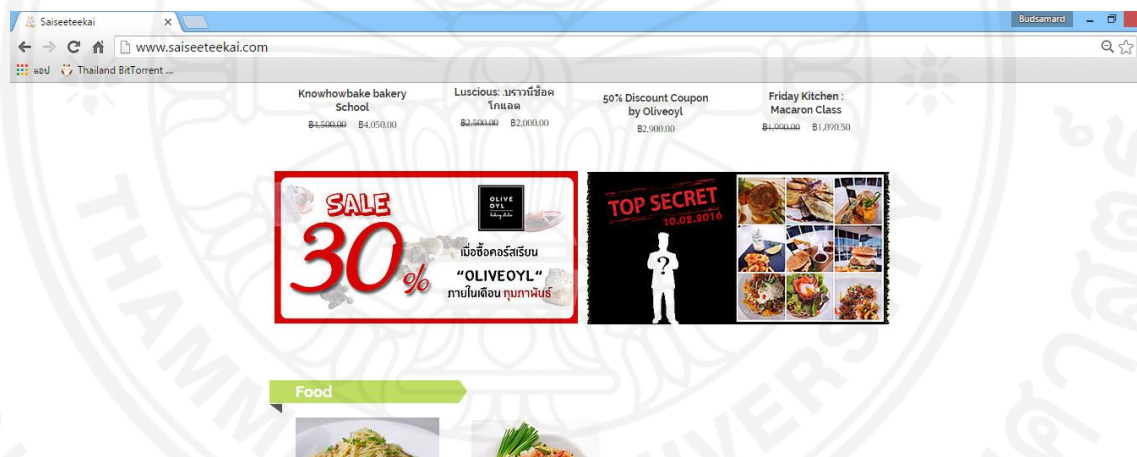


Figure 3.7 Saiseeteekai website banner

2. Course

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

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<div style="text-align: center;"> < February 2016 > Today </div> <table border="1"> <thead> <tr> <th>Mon</th> <th>Tue</th> <th>Wed</th> <th>Thu</th> <th>Fri</th> <th>Sat</th> <th>Sun</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> </tr> <tr> <td>8</td> <td>9</td> <td>10</td> <td>11</td> <td>12</td> <td>13 Let's Bake Studio</td> <td>14</td> </tr> <tr> <td>15</td> <td>16</td> <td>17 Let's Bake Studio : Croissant worksf</td> <td>18</td> <td>19</td> <td>20 Let's Bake Studio : Brownie cheesec • Double K Delic</td> <td>21</td> </tr> <tr> <td>22</td> <td>23 Cooking Mania b</td> <td>24</td> <td>25</td> <td>26</td> <td>27</td> <td>28</td> </tr> <tr> <td>29</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> </tr> </tbody> </table>							Mon	Tue	Wed	Thu	Fri	Sat	Sun	1	2	3	4	5	6	7	8	9	10	11	12	13 Let's Bake Studio	14	15	16	17 Let's Bake Studio : Croissant worksf	18	19	20 Let's Bake Studio : Brownie cheesec • Double K Delic	21	22	23 Cooking Mania b	24	25	26	27	28	29	1	2	3	4	5	6
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Figure 3.8 Saiseeteekai's schedule

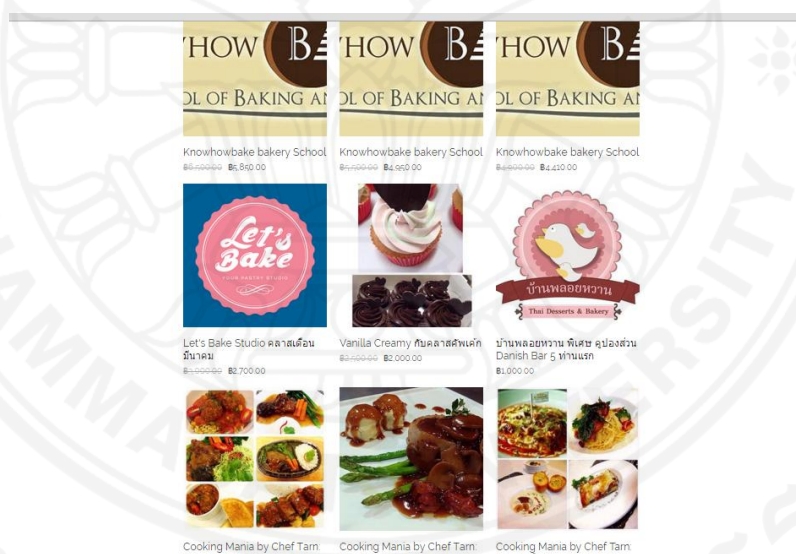


Figure 3.9 Classes and workshops on website

3. How to reserves cooking and baking workshops and classes

This section has two parts;

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 - aim to get feedback and review from customer.

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

6. About us - 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 3.10 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 these 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

We have 3 steps for Saiseeteekai's roadmap as follow:

Firstly, 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.

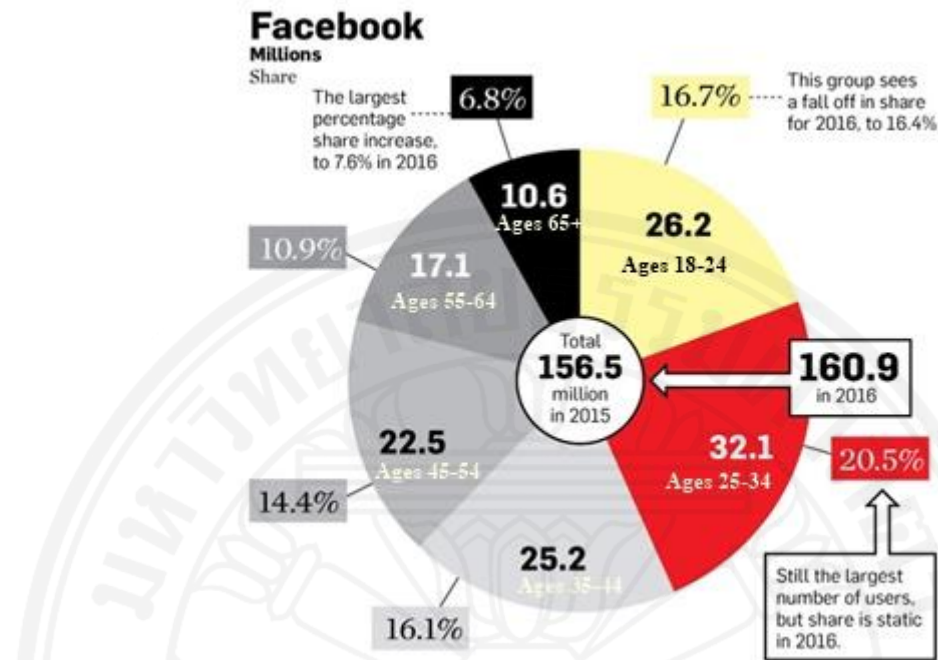


Figure 3.13 infographic of Facebook user

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.

Lastly, 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 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, 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.

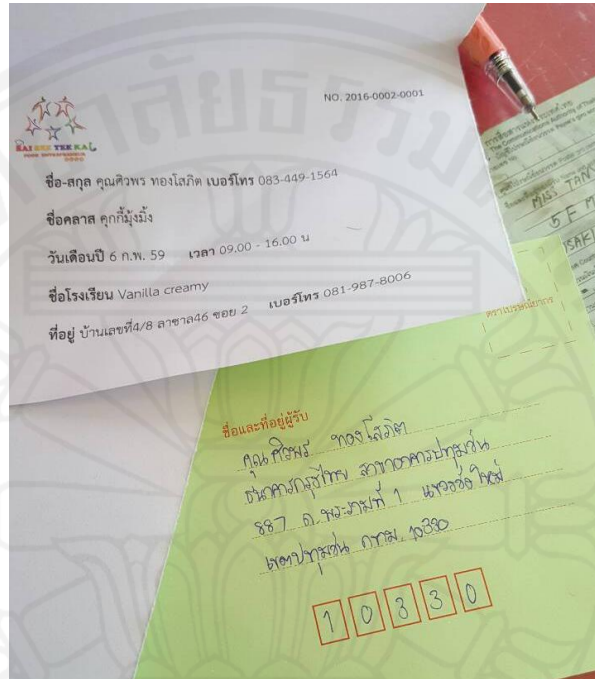
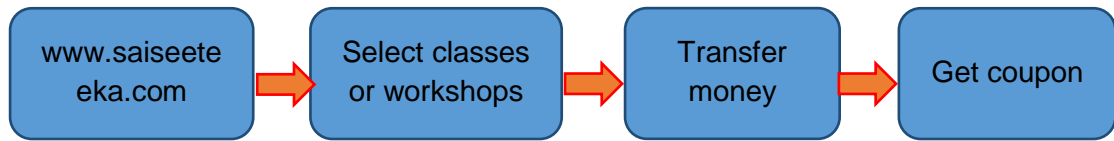


Figure 3.14 Sending Coupon

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 improve our website to have a necessary and attractive 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 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 which is cheap and easy channel to reach out to our target customer and it is a potential marketing tool. On Facebook we 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.

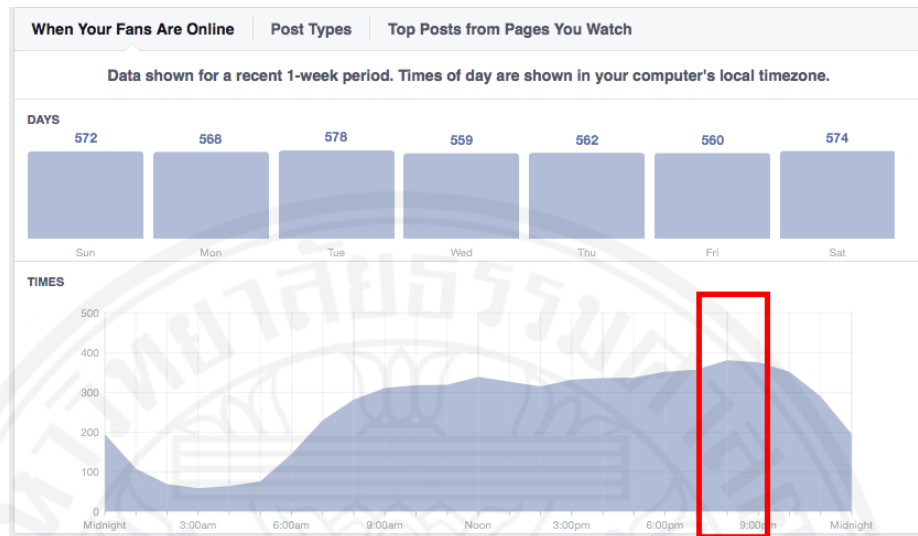


Figure 3.16 Example of Facebook analytic on visit time

3.3.1.3 LINE shop

As there is 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

We distribute posters and brochures to promote our platform and we plan to have events to promote our platform twice a year, which will be arranged in Quarter 2 and 4 of each year. The event will also enable our service providers to open their booth and promote their schools.

CHAPTER 4

OPERATION STRATEGY

4.1 Introduction

As SaiSeeTeeKai food entrepreneur club aims to be number one platform for workshops and classes. We target people who are interested in cooking and baking activities with a special discount from cooking and baking schools. The process for running business as follows:

4.2 Operating Process

4.2.1 Cooking and Baking schools

We aim to be a well-known workshops and classes platform for people who are interested in cooking and baking activities. We are searching for cooking and baking schools in Thailand especially Bangkok by choosing a variety of schools to match a customer needs such as bakery, thai dessert or food. From this process, we contact and negotiate with schools to ask for a special discount workshops and classes for us to promote in our platform. They will get marketing and promotion services from Saiseeteekai. We will guarantee the minimum volume of workshops and classes that cooking and baking schools could sell after joining our services.

Saiseeteekai aims to get revenue from commission per workshop sales and aims to get revenue from advertising fee from cooking and baking schools in the future.

Cooking and Baking School	
Knowhowbake	Mothergoosesweet
Kanomcakeonline	Kruasweet
Kids cooking school	Letsbakestudio
Kik cooking studio	Wandee Culinary art school
K'Bow Grand Hiatt	Cooking Mania b Chef Tarn
Vanilla Creamy	Double K Delicious
Oliveoyl Studio	Luscious
Baketimestudio	Friday kitchen-macaron
Baan Ploy Wan	Miss Icecream
Lakcookingschool	Kasetsart
Coconut Jelly	

Figure 4.1: Cooking and Baking School that Saiseeteekai contact

4.2.1.1 Introduce ourselves

As we are a startup company, we need to introduce ourselves to become well known and attract target customer to buy our products and services. In order to attract cooking and baking schools, we do many marketing campaign as mention above in marketing section to let them join into our platform, we create a business presentation to propose cooking and baking schools and to attract them with value and benefit they will get after joining us. We show them our online platform to see the potential that they can get a customer easily.

4.2.1.2 Negotiation

We will ask for special discount from cooking and baking schools. For example, we ask for 20% discount which divided by;

- 10% discount is for SaiSeeTeeKai's income
- Another 10% is for special discount for our customer

When the negotiation is completed, we send a proposal to cooking and baking schools. Once the contract is complete, we start to promote via Facebook, website, university's board and bakery material's board by Timeline that we set up as mention in the advertising strategy.

4.2.1.3 Payment

Cooking and baking schools will pay a commission fee to SSTK when a customer applies for their workshops and classes from us according to the agreement contract. So, when we get a deal purchase from a customer via our payment channel, we will deduct our commission fee before transfer to the cooking and baking schools.

4.2.2 Workshop Customer

After we promote a workshop deal from cooking and baking schools via our channel as mention in the marking and sale strategy, a customer will contact us to ask the information and inform a proof of payment.

4.2.2.1 Before payment

A customer pick up a class that they would like to participate including date and time by seeing a school's calendar that the class is happen, after that contact SSTK via Line, Facebook or phone call and then purchase the class from our platform.

4.2.2.2 Payment section

A customer pays the amount of cash that shown in our website which is transfer money that we inform the bank account number on our website or online payment which are Linepay and Paysbuy, then inform a proof of payment to us.

For the online payment which need credibility from a customer, so we register for the commercial registration to build trust from them and use for apply in online payment which are Linepay and Paysbuy. This channel is easy and convenience for both customers and SSTK team.

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คำขอที่ 1003559000037



แบบ พท. 0403

กรมพัฒนาธุรกิจการค้า
สำนักงานกลางทะเบียนพาณิชย์
ใบทะเบียนพาณิชย์
ใบสำคัญนี้ออกให้เพื่อแสดงว่า

นางสาวนันทวี สมัยกุล

ได้จดทะเบียนพาณิชย์ ตามพระราชบัญญัติทะเบียนพาณิชย์ พ.ศ. 2499
เมื่อวันที่ 24 กุมภาพันธ์ พ.ศ. 2559
ชื่อที่ใช้ในการประกอบพาณิชย์กิจ

ได้ตั้งไว้

เขียนเป็นอักษรโรมัน

Saiseeteekai/www.saiseeteekai.com/

ชนิดแห่งพาณิชย์กิจ
การให้บริการเป็นตลาดกลางในการซื้อขายสินค้าหรือบริการ (marketplace) ผ่านระบบเครือข่ายอินเทอร์เน็ต

ที่ตั้งสำนักงานแห่งใหญ่
เลขที่ 53/195 หมู่ที่ 1 ต.วอทอง/อ.อ. - ถนน - ถนน
ตำบล/แขวง - อ.อ. - อ.อ./เขต - อ.อ. - จังหวัด - กรุงเทพมหานคร

ออกให้ ณ วันที่ 24



Figure 4.2: Saiseeteekai Commercial Registration

4.2.2.3 After payment

After we got the money, SSTK will issue a ticket to a customer which contains:

- Customer's name
- Telephone number
- Class name
- Date and time
- Address and phone number of the school that a customer

would like to participate.

Moreover, we create a customer code to tract the amount of workshop deal that we sold in each month that easy to collect the customer data.


 <p>SAI SEE TEE KAI FOOD ENTREPRENEUR ๑๑๑๑</p>	No. 2016-0002-0001
ชื่อ-สกุล คุณศิวพร ทองโสภิต เบอร์โทร 083-449-1564	
ชื่อคลาส คุณก็่มุ้ง	
วันเดือนปี 6 ก.พ. 59 เวลา 09.00 – 16.00 น.	
ชื่อโรงเรียน Vanilla creamy	
ที่อยู่ บ้านเลขที่ 4/8 ลาซาล 46 ซอย 2 เบอร์โทร 081-987-8006	

Figure 4.3: Ticket of class sold for a customer

4.2.3 Workshop Event

As SaiSeeTeeKai aims to launch event that create the opportunity for both cooking and baking school and workshop customer to buy and sale products and services twice a year follow by marketing plan. Our process as below;

4.2.3.1 Brainstorm with marketing team

Operation and Marketing will brainstorm to find a suitable place to launch event one year further. For example if we will launch event on Apr and Oct 2016, we must list the potential place in 2015. The potential places should have more than three places to consider where we would like to launch the event.

Then operation team have to contact each potential places that already choose and consult with marketing team and finance team (not over the budget) and choose the suitable one by the following issues:

- Value that SSTK will get
- Price
- Transportation etc.

4.2.2.2 Contact cooking and baking schools

When we already select the place to launch event, then we contact bakery and cooking schools to join our event by showing the benefit and value that they will get. We will authorize bakery and cooking schools which are partners

first to choose booth location on the layout and get special discount in reserve the booth.

4.2.3.3 Marketing Plan

This part marketing team will help us to promote the event such as billboard on the event's place, brochure and online marketing to advertise the workshop event to the target customers.

4.3 Operating Management

For our team members which include five people, we are different in background which is the benefit for the business. Because every business has many parts to run business such as marketing, finance, operation and so on which need specific skills. Even some skill can learn from experience but it is better if business has person who study this field. However, our business can do another position if someone is missing. So our business, force member to learn other position we will have plan to rotate job every two years.

CHAPTER 5

FINANCIAL PLAN

5.1 Sales Projection

5.1.1 Projection on Sales

Our revenue will come from workshop commission charges which rely on number of workshop sold by SSTK. 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. 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).

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 with a discount of 10%- 20% from normal price. 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

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 Saiseeteekai 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: Saiseeteekai'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.

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: Saiseeteekai'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

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.

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

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: Saiseeteekai's Earning per share (5 Years)

The key success factor for Saiseeteekai 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 5.11: Saiseeteekai's Internal rate of return (5 Years)

CHAPTER 6

CONCLUSION

6.1 Conclusion

From our testing this business, we see an opportunity in the market that still have room to play because there are a huge of customer who love cooking and baking activities and also the increasing of cooking and baking institution. Although we easily find a target customer, we still faced with some problem that might be our obstacle. The important problems are reputation of our brand and also the trust of payment gateway. Some service providers are concern about how to get money when a customer already buys a workshop. From this point, SSTK try to solve the problem in many ways that we can do. Firstly, we ask many service providers about how to build our brand trustworthy and bring the comment to analyst and pick the possible way to build the trust for customer. We find more information about another payment gateway which can help us trustable and convenience to customer. Finally, we can solve this problem right now.

However, a competitors may emerge in the near future and if the question is “How to sustain the business”. From the industry analysis as we mention above shows that the trend of people who love cooking and baking activities continually grow right now together with an increasing of cooking and baking institution in Thailand. We can stay in this market up to 5 years and we already plan the next step. Nowadays, we still need a service providers be our main partner but if we have our own institution in the future, the margin or the profit will be change because we not only serve the customer satisfaction but also find a right customer to our institution. So, we can still survive in this industry with an experiences and reputation more than the newcomer which may emerge in the near future.

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APPENDIX A

QUESTIONNAIRE

แบบสอบถามความสนใจในการเรียนทำอาหารและขนม

แบบสอบถามนี้เป็นส่วนหนึ่งของโครงการศึกษาอิสระ (Independent Study) ปรินญาโท
แบบสอบถามมีทั้งหมด 14 ข้อ ขอขอบคุณที่ให้ความร่วมมือในการตอบแบบสอบถามและให้

ข้อมูลที่เป็นประโยชน์ค่ะ

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 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 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 คำขอลที่ 1003559000037		แบบ พค. 0403
กรมพัฒนาธุรกิจการค้า สำนักงานกลางทะเบียนพาณิชย์ ใบทะเบียนพาณิชย์ ใบสำคัญนี้ออกให้เพื่อแสดงว่า		
นางสาวนันทวดี ฅมัยกุล		
ได้จดทะเบียนพาณิชย์ ตามพระราชบัญญัติทะเบียนพาณิชย์ พ.ศ.2499 เมื่อวันที่ 24 กุมภาพันธ์ พ.ศ. 2559 ชื่อที่ใช้ในการประกอบพาณิชย์กิจ		
ใส่สติ๊กเกอร์ เชื่อมเป็นอักษรโรมัน Saiseeteekai/www.saiseeteekai.com/		
ชนิดแห่งพาณิชย์กิจ การให้บริการเป็นตลาดกลางในการซื้อขายสินค้าหรือบริการ (marketplace) ผ่านระบบเครือข่ายอินเทอร์เน็ต		
ที่ตั้งสำนักงานแห่งใหญ่		
เลขที่ 53/195 หมู่ที่ 1	ต.กรอก/ชอช	ถนน
ตำบล/แขวง ชิมทอง	อำเภอ/เขต ชิมทอง	จังหวัด กรุงเทพมหานคร
ออกให้ ณ วันที่ 24 กุมภาพันธ์ พ.ศ. 2559 		

APPENDIX C

LINE PAY

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

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

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

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

ขั้นตอนการสมัครเสร็จสมบูรณ์

ใบสมัครของคุณถูกส่งเรียบร้อยแล้ว

ระหว่างตรวจสอบเอกสาร คุณจะได้รับการแจ้งเตือนเกี่ยวกับค่าธรรมเนียมของช่องทางการชำระเงินประเภทต่างๆ สำหรับบริการแบบออนไลน์ ผลการยืนยันคำร้องขอของบัญชีอาจอยู่ในสถานะรอดำเนินการจนกว่าจะได้รับเอกสารทั้งหมด

ID : Saiseeteekai.10@line.pay

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LINE Pay

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Important

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Drafts

Circles

Friends

Nuntawadee

Budsamard, Atip, Su

Atip Tantanut

Budsamard Tangsirik

สวัสดีค่ะ

ทีมงานจัดการและดูแลร้านค้า LINE Pay ขอขอบคุณในความสนใจสมัครใช้บริการ และทางทีมงานได้รับใบสมัครของท่านเรียบร้อยแล้ว

ขณะนี้ทีมงาน LINE Pay กำลังตรวจสอบใบสมัครของท่าน ท่านสามารถตรวจสอบสถานะการสมัครได้จากเว็บไซต์ด้านล่าง

<https://pay.line.me>

โลโก้ : Saiseeteekai.10@line.pay

รหัสผ่าน : รหัสผ่านตามที่ท่านกรอกตอนสมัคร

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

APPENDIX D

LISTS OF COOKING AND BAKING SCHOOLS

Cooking and Baking School	
Knowhowbake	Mothergoosesweet
Kanomcakeonline	Kruasweet
Kids cooking school	Letsbakestudio
Kik cooking studio	Wandee Culinary art school
K'Bow Grand Hiatt	Cooking Mania b Chef Tarn
Vanilla Creamy	Double K Delicious
Oliveoyl Studio	Luscious
Baketimestudio	Friday kitchen-macaron
Baan Ploy Wan	Miss Icecream
Lakcookingschool	Kasetsart
Coconut Jelly	

APPENDIX E

PAYPAL



ภาษาไทย

บัญชีของฉัน | ชำระเงิน | เรียกเก็บเงิน | บุคคลทั่วไป | ธุรกิจ

ภาพรวม | ถอนเงินจาก PayPal | ประวัติการทำรายการ | ศูนย์ร้องเรียนกรณีข้อขัดแย้ง | ข้อมูลบัญชี

ยินดีด้วยครับ คุณ Saiseeteekai Saiseeteekai

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

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

ยอดคงเหลือบัญชีในสกุลเงิน THB (บาท): B0.00 THB

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

[ขยาย](#)

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

ข้อความแจ้ง

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

เครื่องมือของบัญชีของฉัน

- > [การตั้งค่าธุรกิจของฉัน](#)

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

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

[การเก็บยอด](#) | [บัญชีอะไร](#) | [อภิธานศัพท์เกี่ยวกับสถานะการชำระเงิน](#)

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

BIOGRAPHY

Name Ms. Nuntawadee Lamaikoon

Date of Birth November 28, 1986

Educational Attainment Academic year 2009, Bachelor of Business Administration, Business English, Rajamangala University, Thailand

Work position Senior Officer & Project Leader, Electronic Channel Support Department, Krung Thai Bank PLC.,

Work Experience July 2014 - Present: Senior Officer & Project Leader, Electronic Channel Support Department, Krung Thai Bank PLC.,
June 2009 - June 2014: Officer, Electronic Channel Support Department, Krung Thai Bank PLC.,

