



**SAISEETEEKAI
FINANCIAL PLAN**

BY

MS. SUPAPORN PHUNYAWATTAKANON

**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. SUPAPORN PHUNYAWATTAKANON

ENTITLED

SAISEETEEKAI: FINANCIAL PLAN

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

on January 4, 2016

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Member and Advisor



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ABSTRACT

By the end of 2016, Saiseetee kai will become a well-known workshops and classes platform for people who are interested in cooking and baking activities. Our platform is the workshop center which serves cooking and baking classes with special discount.

Saiseetee kai serves various cooking and baking workshops and classes consisting of food and bakery whether Thai or international in order to response customers' demand.

Thus, we aim to sell at least 335 workshops from cooking and baking schools in 2016 and plan to have our official mobile application within 2017.

Keywords: Demand, Platform, Workshop

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I would like to express my deepest appreciation to my two advisors, Dr. James Edward Rebesch and Dr.Suthikorn Kingkeaw for their helpful guidance and feedbacks throughout my independent study. Their suggestions give me an understanding of startup, thinking process of entrepreneur and encouraging me keep learning and exploring on business which is very helpful.

I also would like to say many thanks for IMBA teachers, officers and committees for teaching, facilitating me in various lesson that fulfill me to complete this study.

Lastly, I want to say thank you to my parents, IMBA friends, loyalty customers and entrepreneurs to give a good cooperation without them I could not have accomplished it.

Ms.Supaporn Phunyawattakanon

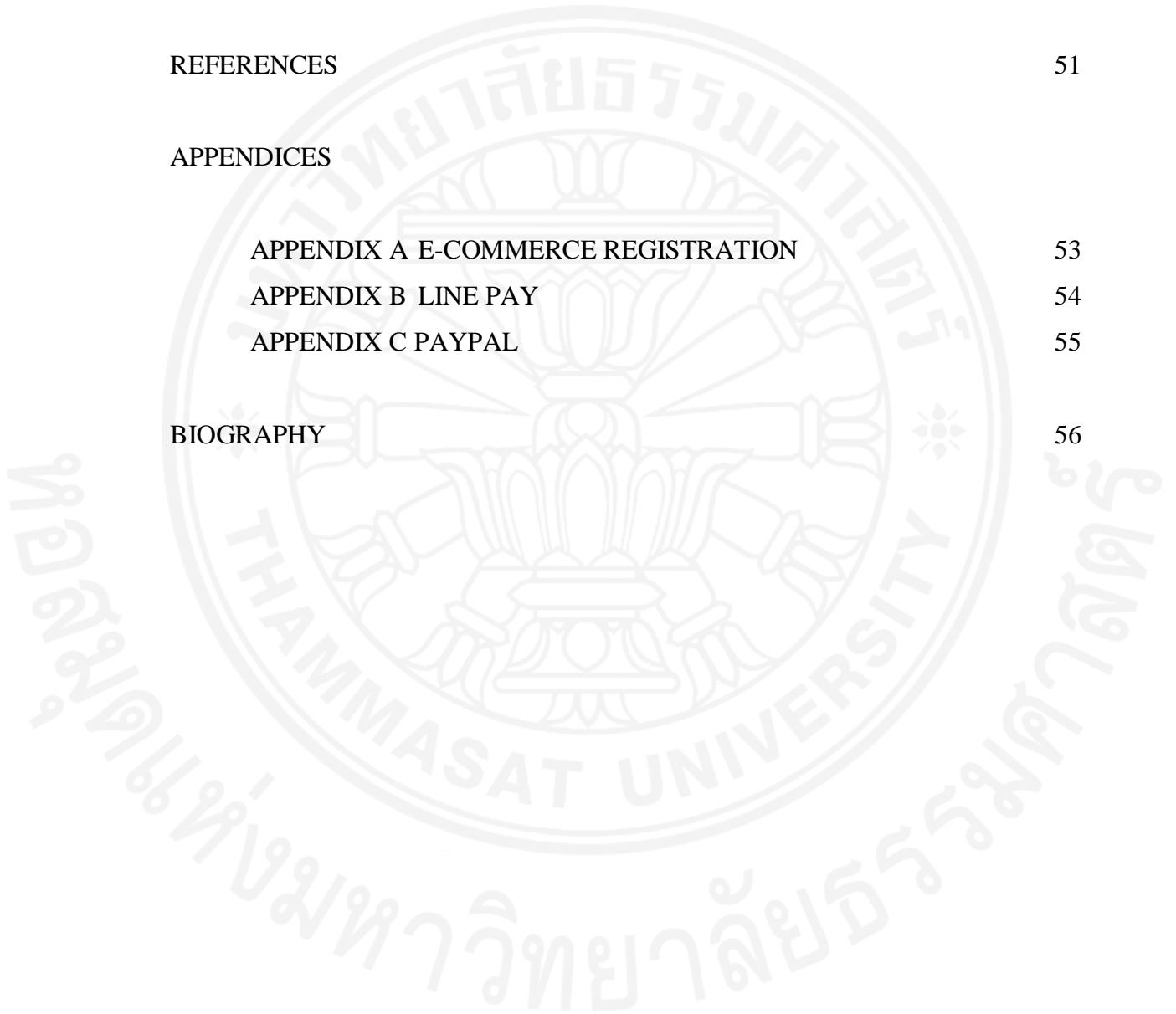
TABLE OF CONTENTS

	Page
ABSTRACT	(1)
ACKNOWLEDGEMENT	(2)
LIST OF FIGURES	(7)
LIST OF ABBREVIATIONS	(9)
CHAPTER 1 COMPANY OVERVIEW	1
1.1 Background	1
1.2 Vision, mission and objective	2
1.2.1 Visions (statement of desire future)	2
1.2.2 Mission	2
1.2.3 Objectives	3
1.3 Organization Chart	3
1.3.1 Marketing & Strategies	4
1.3.2 Sales marketing and Brand	4
1.3.3 Operation Strategy	5
1.3.4 Service & Content development	5
1.3.5 Finance and Account	5
1.4 Industry Analysis	5
CHAPTER 2 PRODUCT AND SERVICES	8
2.1 Business development pathway	8
2.2 Workshop or cooking/baking course selling business	9
2.2.1 Partner development	10
2.2.2 Customer and Channel development	11

2.3 Term and Condition	15
2.3.1 Coupon	15
2.3.2 How to use the coupon	15
2.3.3 Exchange or refund coupon	15
2.3.4 Exchange or refund process	16
2.4 Privacy policy	16
2.4.1 Customer protection policy	16
2.4.2 Information collection policy	16
2.4.3 Privacy policy adjustment	16
CHAPTER 3 MARKETING AND SALES STRATEGY	17
3.1 Marketing strategy	17
3.1.1 Segment analysis (Target market)	17
3.1.2 Competitive Strategy	17
3.1.3 Brand Strategy	18
3.1.3.1 Brand Definition	18
3.1.3.2 Brand attitude	19
3.1.3.3 Brand Position	19
3.1.4 Advertising Strategy	19
3.1.4.1 Base Channel	19
(1) Brochures and Poster	19
(2) Words of mouth	21
(3) Events	22
3.1.4.2 Media Channel	23
(1) Saiseeteekai Facebook page	23
(2) Website	24
(3) Line Shop	26
(4) Online Touch Point	26
3.1.5 Marketing Roadmap	28
3.2 Sales Strategy	31
3.2.1 Cooking and baking schools	31

3.2.2 Customers selling process	31
3.3 Channel Strategy	32
3.3.1. Online channels	32
3.3.1.1 Website	32
3.3.1.2 Facebook	33
3.3.1.3 LINE shop	34
3.3.2 Offline channels	34
CHAPTER 4 OPERATION STRATEGY	35
4.1 Facility	35
4.1.1. Online facility	35
4.2.2. Offline facility	36
4.2 Contact channel	37
4.3 Payment method	37
4.3.1. Online payment	37
4.3.2 Offline payment	39
4.4 Operating Management	39
4.4.1. Cooking and baking schools	39
4.2.2. Customers	40
CHAPTER 5 FINANCE AND ACCOUNT	41
5.1 Sales Projection	41
5.1.1 Projection on Sales	41
5.1.2 Revenues	42
5.2 Cost of Goods Sold	43
5.3 Cash flow	45
5.4 Balance Sheet	46
5.5 The financial Ratio and Summary	47

	(6)
CHAPTER 6 CONCLUSION AND RECOMMENDATION	49
6.1 Conclusion	49
6.2 Recommendation	49
REFERENCES	51
APPENDICES	
APPENDIX A E-COMMERCE REGISTRATION	53
APPENDIX B LINE PAY	54
APPENDIX C PAYPAL	55
BIOGRAPHY	56



LIST OF FIGURES

Figures	Page
1.1 Saiseeteekai's organization chart	4
1.2 Cooking and baking schools registration in Thai government system	7
1.3 Facebook Group of bakery classes	7
2.1 Example of activity in Cooking community	8
2.2 Example of seminar by K.Pare/Danish bar	9
2.3 Example of our partner baking course on website	10
2.4 Example of banner on our website	11
2.5 Facebook page - https://www.facebook.com/saiseeteekai	12
2.6 Website Saiseeteekai.com	13
2.7 Payment Gateway (1)	13
2.8 Payment Gateway (2)	14
2.9 Payment Gateway (3)	14
2.10 Saiseetekai Coupon	15
3.1 Saiseeteekai's logo	18
3.2 Saiseeteekai vinyl	20
3.3 Saiseeteekai official poster	20
3.4 Saiseeteekai brochure	21
3.5 Saiseeteekai line chat with the owner of vanilla creamy school	22
3.6 Saiseeteekai official Facebook Page	23
3.7 Saiseeteekai website banner	24
3.8 Saiseeteekai official Facebook Page	25
3.9 Workshops and classes on website	25
3.10 Saiseeteekai line shop	26
3.11 Saiseeteekai line	27
3.12 Nielsen survey What is Thai people use smartphone within 4 hours	28
3.13 Infographic of Facebook user	29
3.14 Sending Coupon	32

Figures	Page
3.15 Example of purchase policy in Saiseeteekai website	33
3.16 Example of Facebook analytic on visit time	34
4.1 Our first online facility: www.saiseeteekai.com	35
4.2 Marketing activity that we promote in our Facebook page	36
4.3 Promote our special promotion in our partner's Facebook page	37
4.4 Nielsen survey shown LINE application is the most popular application for Thai people	38
4.5 Saiseeteekai in LINE shop	39
5.1 Saiseeteekai's Projected Revenue Volume and Growth (5 Years)	42
5.2 Saiseeteekai's Projected Revenue	43
5.3 Saiseeteekai's Cost of Goods Sold Components	43
5.4 Saiseeteekai's Projected Gross Profit Margin (5 Years)	44
5.5 Saiseeteekai's Projected Net Operating Income after Taxes (5 Years)	44
5.6 Saiseeteekai's Projected Free Cash Flows (5 Years)	45
5.7 Saiseeteekai's Projected Cash Flow (5 Years)	45
5.8 Saiseeteekai's Balance Sheet (5 Years)	46
5.9 Saiseeteekai's Operating income to sales (5 Years)	47
5.10 Saiseeteekai's Return on Asset and Return on Equity (5 Years)	47
5.11 Saiseeteekai's Earning per share (5 Years)	48
5.12 Saiseeteekai's Internal rate of return (5 Years)	48

LIST OF ABBREVIATIONS

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

CHAPTER 1

COMPANY OVERVIEW

1.1 Background

During business trip in US, 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 was 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 failure. 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 startup their own business. Next we had arranged many workshops by cooperated with entrepreneurs that we had a chance to interview. Our partners include 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 us more 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 workshops were not the customers who have plan to have their own 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 an idea that there are many people who interested in spending their free time for cooking and baking workshops and it would benefit to us if we could provide various type of quality workshops to this group of people, so we came to the conclusion to be the first platform in Thailand 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 contract many of cooking and baking schools to promote their workshops and classes in our Facebook page for free in exchange for providing a special discount only for Saiseeteekai member. The feedback was good so we decide to renovate our website and launch the project officially by using www.saiseeteekai.com as the official platform. What we do is to be a center or intermediately between cooking and baking schools and customers. Our business mainly generate revenue from commission fees from workshops and class's sales and advertising 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. 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 cooking and baking school and advertising fee from schools that want a special promote in our platform.

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

1.2.2 Mission

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

Reasonable price: we provide a cooking and baking workshops and classes 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 club 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 workshops and classes as we could get from cooking and baking school and advertisement fee from these schools who want us to put a banner or specially promote their workshops and classes 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 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 an experience in customer needs and customer demands, she can support to prepare industry analysis and sales strategy for Saiseeteekai to satisfy our customers and accomplish our goal.

1.3.3 Operation Strategy

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

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 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 business in Thailand. She also be the one who has capability to negotiate with potential investors and banks to get more fund to expand our business.

1.4 Industry Analysis

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

This growth also results in plenty of new cooking and baking schools in Thailand that increase together with the growth in food industry to support people who

want to learn about cooking and baking as the trend for new food entrepreneur is increasing.

From our research we found out that there are about 500 cooking and baking schools registration in Thai government system as shown in figure 1.2 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 “ห้องเรียนคลาสเมเกอริ” in their page name more than a hundred schools. It is shown in figure 1.3. 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 is growing. Many cooking and baking schools choose to do marketing and sale their classes 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 workshops or classes at home do not invest much in online marketing. We see this as an opportunity to gather all of these cooking and baking schools together in one platform as we explore many online platforms/ applications in the market that do e-commerce business such as Ensogo, Lazada , Shopee, etc. or platform that do e-commerce for specific products or services such as Agoda and Ensogo. As for now there is no platform that specific focus on cooking and baking activities. So as of now we are the first mover in this segment.

สถิติการจดทะเบียนเบเกอรี่
ณ พ.ศ.2559

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

ที่มาข้อมูล : กรมพัฒนาธุรกิจการค้า

วันที่ปรับปรุงข้อมูล :

คลิกเพื่อดูการจดทะเบียนตามพื้นที่

Figure 1.2 cooking and baking schools registration in Thai government system



Figure 1.3 Facebook Group of bakery classes

CHAPTER 2

PRODUCT AND SERVICE

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

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 going 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 center or intermediary for start-up food entrepreneurs.



Figure 2.1: Example of activity in Cooking community

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

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

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



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

2.2 Workshop or cooking/baking course selling business

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

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

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

2.2.1 Partner development

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

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

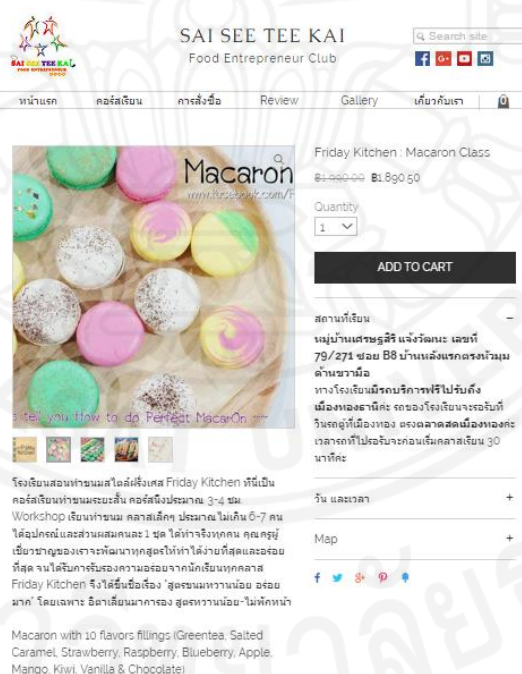


Figure 2.3: Example of our partner baking course on website



Figure 2.4 Example of banner on our website

2.2.2 Customer and Channel development

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

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

Facebook

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

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

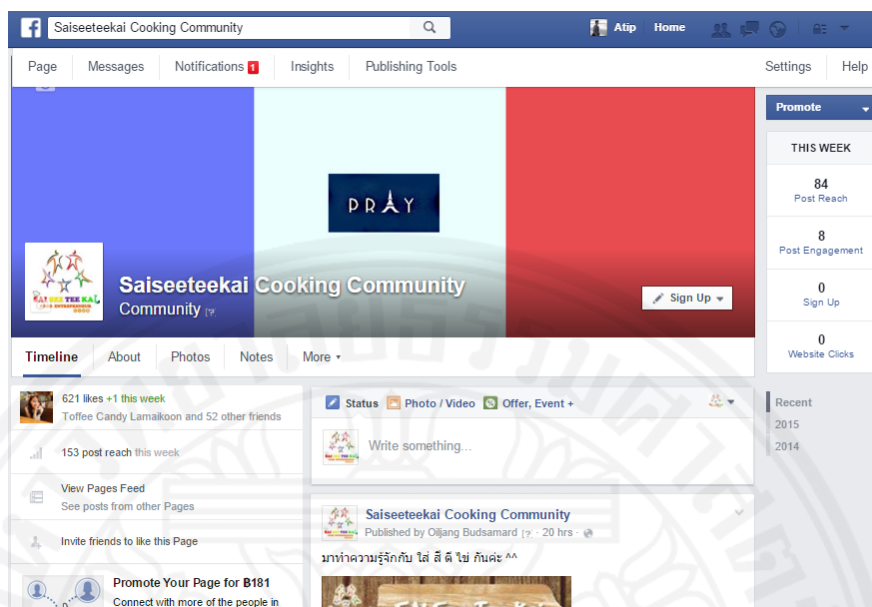


Figure 2.5 Facebook page - <https://www.facebook.com/saiseeteekai>

Website

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

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

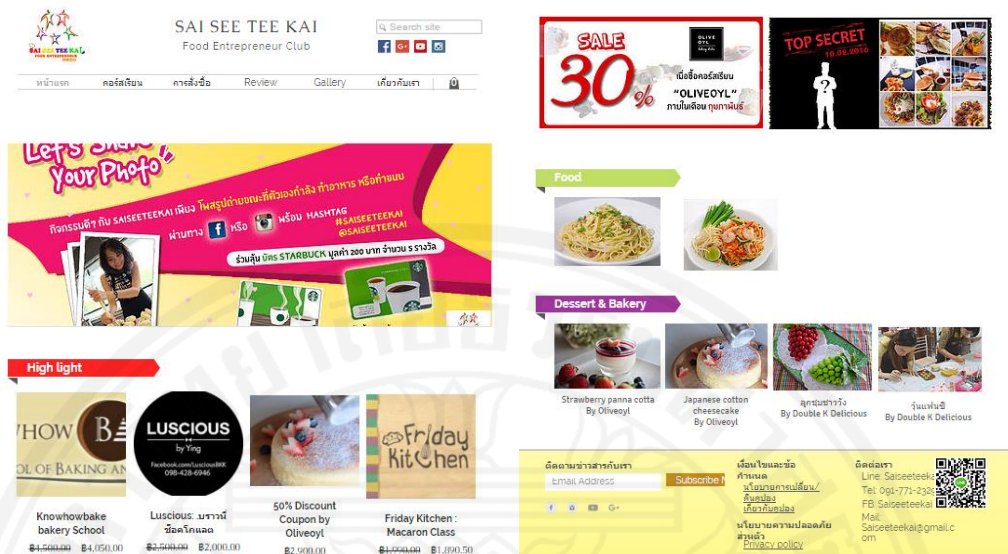


Figure 2.6 Website Saiseeteekai.com



Figure 2.7 Payment Gateway (1)

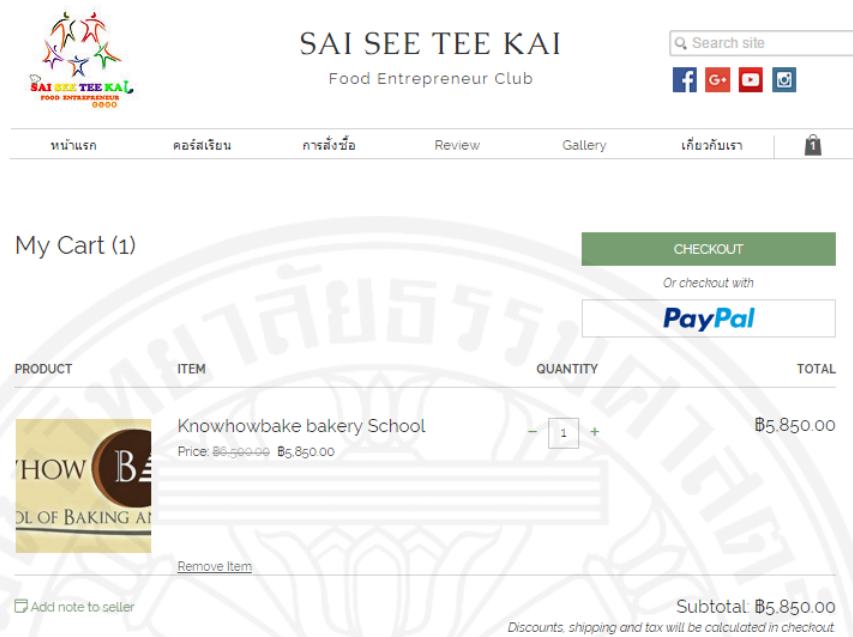


Figure 2.8 Payment Gateway (2)

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 customers' registered e-mail within 24 hours after Saiseetekai get payment confirmation from bank or E-payment providers.



Figure 2.10 Saiseetekai Coupon

2.3.2 How to use the coupon

Customers have to use coupon number to reserve cooking/baking class in advance with selected cooking and baking school 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 and baking school*. Customer need to contact us to exchange or refund coupon within 48 hours after customer got the coupon or at least 7 days before workshop starts.

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

Contact Saiseeteechai via phone, e-mail or Line, attached coupon that the customer would like to exchange or refund with short explanation. Once we got customer's request, we will feedback the customer by phone, e-mail or Line.

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

2.4 Privacy policy

2.4.1 Customer protection policy

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

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

2.4.2 Information collection policy

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

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

2.4.3 Privacy policy adjustment

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

CHAPTER 3

MARKETING AND SALES STRATEGY

3.1 Marketing strategy

3.1.1 Segment analysis (Target market)

1. Target group of cooking and baking schools

From our survey the small and medium cooking and baking schools are not spend much money on online marketing, there are many schools that open their workshops and classes 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 THB 1,500 – 4,500 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 obtain more customer through our platform.

2. Target group of customers

We analyst our target group of customer by customer survey and observed from 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 workshops or classes 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 and classes from many schools gather 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 great workshops from our platform.

Saiseeteekai agree our partners to promote, sell and obtain new customers through our channels and aim to guarantee our partners with the number of workshops deal sold by our online platform.

Nowadays, Saiseeteekai have two channels which are Facebook page and Saiseeteekai 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. Saiseeteekai 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

We strongly believe in our club's core value to be a no.1 platform for cooking and baking workshops and classes 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 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 sold 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 select 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 workshops and classes on www.saiseeteekai.com, the value that Saiseeteekai would like to deliver to customers whom can buy workshops and classes 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 cooking and baking workshops or classes sell through Saiseeteekai channels. 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

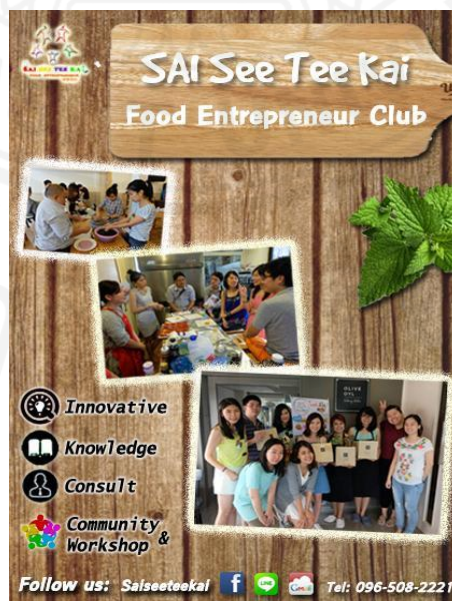


Figure 3.3 Saiseeteekai official poster



Figure 3.4 Saiseetee kai 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 Saiseetee kai so they will be our member in the future.

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

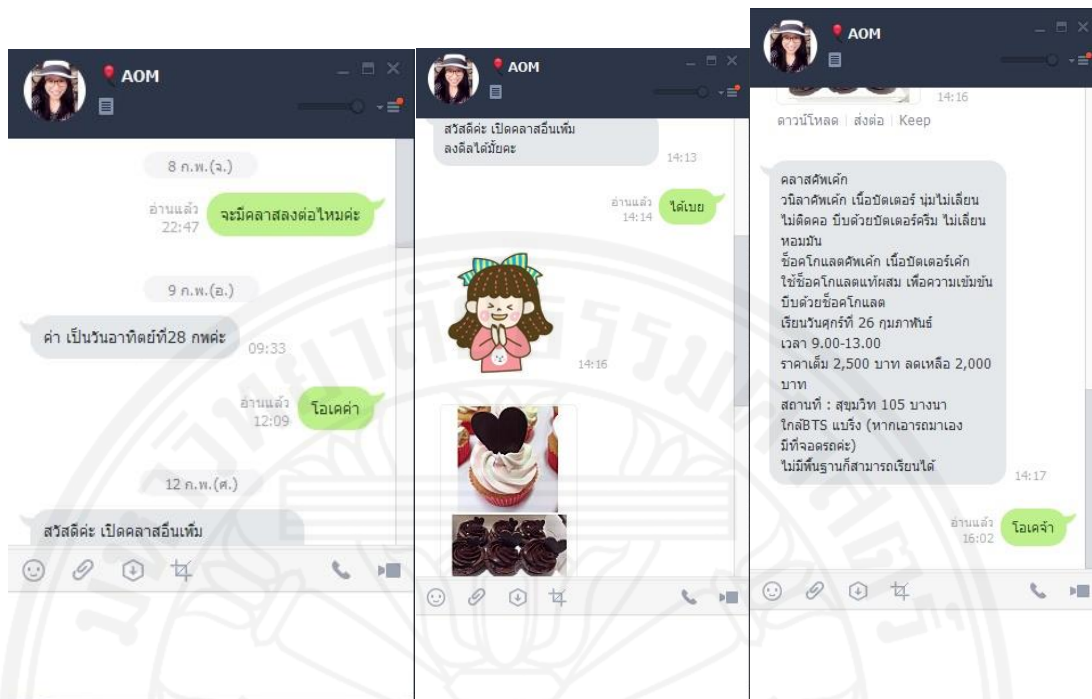


Figure 3.5 Saiseeteekai line chat with the owner of vanilla creamy school

(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) The second year at Central world as it is located in the central area of Bangkok, and could attract more people.

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

3.1.4.2 Media Channel

Saiseeteekai has four online channels to advertising as follows;

(1) Saiseeteekai Facebook page

Facebook page is free online channel to access customers and lots of users. 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

(2) Website

We have our own website under the name www.saiseeteekai.com. The official website can build more attractive, professional and trustworthy. In October 2016, our website will have two languages which are Thai and English to support foreigner. Our website includes six main contents;

1. Home Page

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

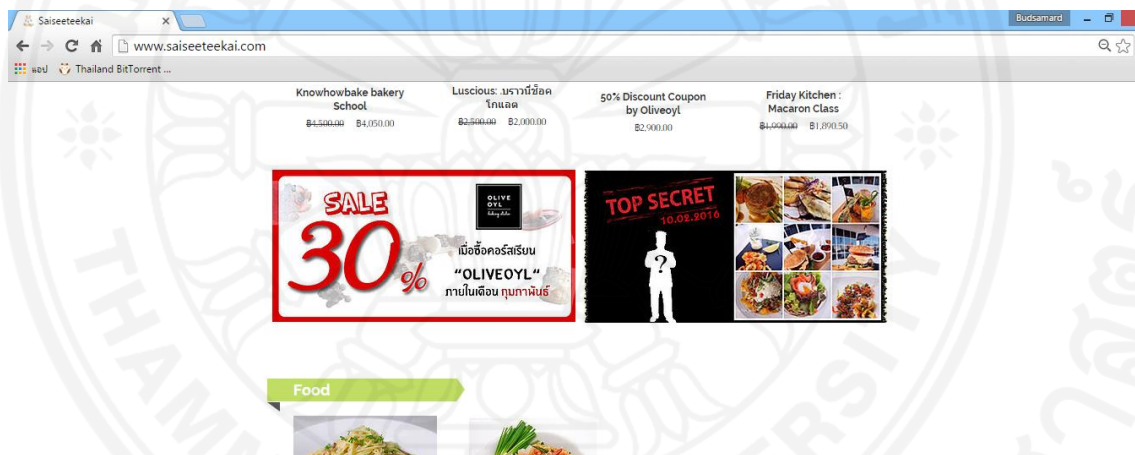


Figure 3.7 Saiseeteekai website banner

2. Course

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

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Figure 3.8 Saiseeteekai's schedule

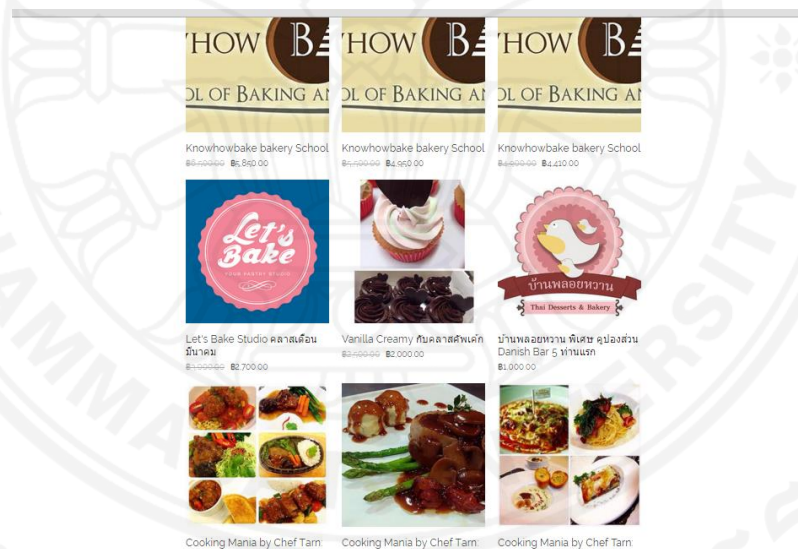


Figure 3.9 Workshops and classes on website

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.

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 3.10 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 Saiseetee kai via this channel. 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 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 3.12 Nielsen survey What is Thai people use smartphone within 4 hours

3.1.5 Marketing Roadmap

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

First one for 1st year of Saiseeteekai is create awareness. Target for step 1 is to gain more reach (target reach on Facebook is 20,000 reach) and like on Facebook (target like on Facebook is 1,500 likes), and target website users is 3,000 users. SaiSeeTeeKai has four 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 be more well-known by this method.

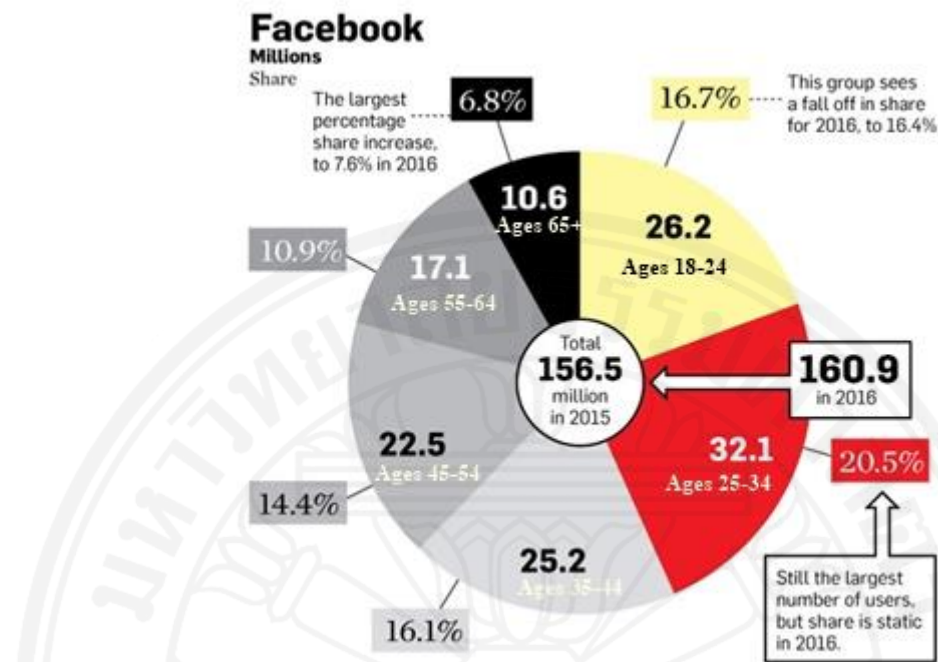


Figure 3.13 infographic of Facebook user

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 (cooking and baking schools) on their online channels.
4. As we create questionnaire for our website platform the comment show that people think banner on website is helpful due to more attractive so we create banner in website and special activity in Facebook page.

The second step for Saiseeteekai is to 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 five 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 cooking and baking workshops and classes and also create brand loyalty.
3. Saiseeteekai will acquire more cooking and baking schools with various kind of workshops and classes to attract customers. We want to be the first website when customer want to buy cooking and baking workshops and classes. Thus, the variety of workshops and classes will lead to more customers.
4. To get more customer subscribe our website, we have game or activity for customers by posting photos that from joining our workshops or classes. The winner will received Starbucks card THB 200. 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 five 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 three methods which are;

1. Saiseeteekai 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 Cooking and baking schools

We aim to be number one well known cooking and baking 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 six 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 six 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 THB 5,000 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
2. Customers contact Saiseeteekai which are four 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 workshops or classes for customer. Then, sending coupon to customers.

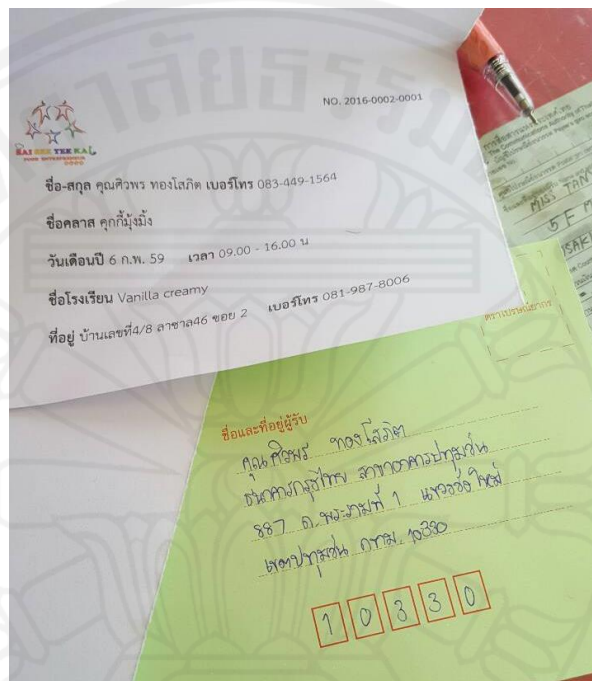
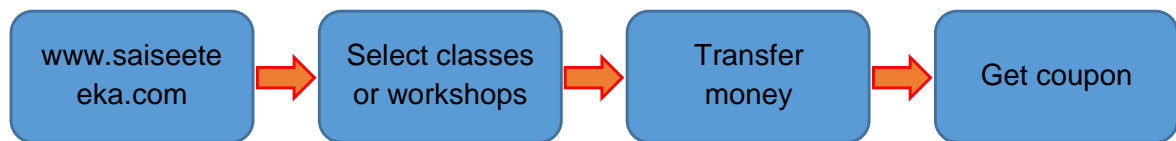


Figure 3.14 Sending Coupon

3.3 Channel Strategy

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

3.3.1 Online channels

3.3.1.1 Website

We develop our website into a platform to be a center for cooking and baking schools and customers. We improve our website to have a necessary feature base on cooking and baking schools 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 workshops and classes 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 official 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 in customers and cooking and baking schools point of view.



Figure 3.15 Example of purchase policy in Saiseeteekai website

3.3.1.2 Facebook

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

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

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

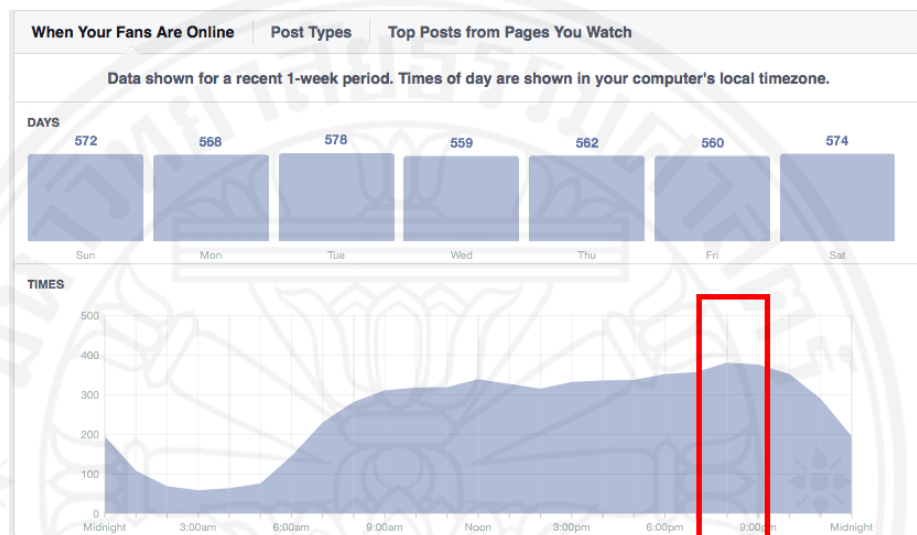


Figure 3.16 Example of Facebook analytic on visit time

3.3.1.3 LINE shop

As there a growth rate in E-commerce trend and as we mentioned about the survey of the most popular application among Thai people which is LINE application, so we apply LINE pay and LINE shop to make it more conveniently for our customer to purchase our workshops and classes 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 cooking and baking schools to open their booth and promote their schools. Our customers can directly communicate with cooking and baking schools about workshops and classes 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 Saiseeteekai 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. Our customers can visit and choose all deals for workshops and classes from various cooking and baking schools in the website. We had developed a user-friendly platform for our customers; all workshops and classes are classified into specific category.

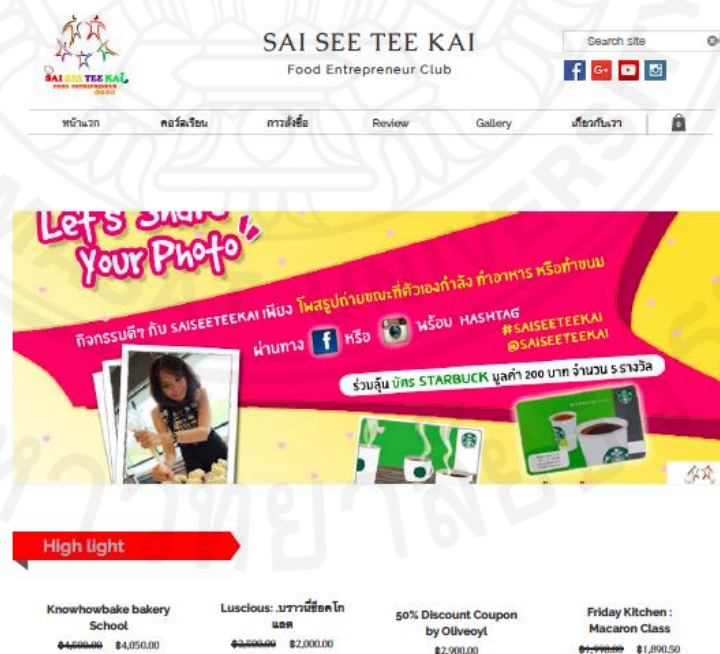


Figure 4.1: Our first online facility: [www. Saiseeteekai.com](http://www.Saiseeteekai.com)

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 website platform 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 cooking and baking school' online channels and online cooking and baking communities.



Figure 4.2: Marketing activity that we promote in our Facebook page

4.2.2 Offline facility

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



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

4.2 Contact channel

Normally, we use free communication application such as LINE, Facebook messenger and e-mail to communicate and confirm transaction with our customers. For cooking and baking schools 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 Saiseetee kai 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 free and customer can now choose our workshops and classes. Then, 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.

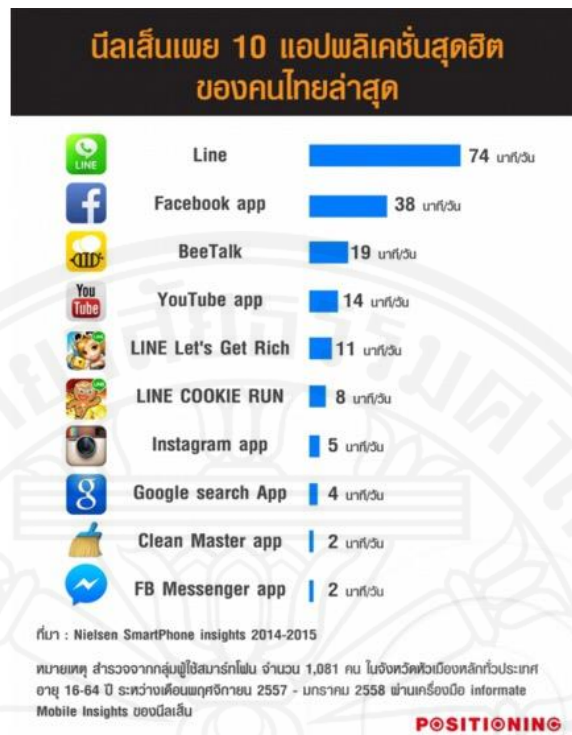


Figure 4.4: Nielsen survey shown LINE application is the most popular application for Thai people



Figure 4.5: Saiseteekai in LINE shop

4.3.2 Offline payment

For offline payment customer who buy our workshops and classes 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. Cooking and baking schools

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

However, some cooking and baking school are not offering special discount for every workshop and class that they have, so they are the one who choose which workshop or class that they want to promote in our website.

Our agreement with some cooking and baking schools are monthly contact, so we have to follow up the result and feedback form cooking and baking schools in order to develop and our platform, so that we could improve our services and continuously extend the contact with these cooking and baking school

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 cooking and baking schools to book the class in advance. Then if customer transfer the money or pay directly in the website via our payment platform we will send out the coupon to our customers.

CHAPTER 5 FINANCIAL PLAN

5.1 Sales Projection

5.1.1 Projection on Sales

According to lifestyle, people are interested in doing activities as hobbies which they intend to join various workshops. For example, a day baking and cooking workshops and classes, making bag, drawing, etc. They participate in these classes for making friends, opportunities for being entrepreneur, handmade presents to others. These reasons lead to our project. The workshop commission charge will 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 Android 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.saiseteekai.com and Saiseteekai 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 baking and cooking workshops and classes deal in our online platform to serve for cooking and baking schools in order to facilitate their workshops and classes to end customers fast and easily. The customers can select their interested workshops via our website. (www.saiseeteekai.com) In addition, the price of workshop discount of 10%- 20% from normal price which is under our negotiation between cooking and baking 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 cooking and baking 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 cooking and baking workshops and classes. The advertising will charge monthly which will charge from THB 5,000 per advertising per month. The entrance fee will earn from the new coming cooking and baking workshops and classes which will charge since July 2017 onwards.

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

Figure 5.2: Saiseeteekai's Projected Revenue

5.2 Cost of Goods Sold

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

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

Figure 5.3: Saiseeteekai's Cost of Goods Sold Components

Gross profit margin is negative approximately 18.5% in 2016 due to omitted commission fee during promotion period. (January – June 2016) and penetration stage which Saiseeteekai builds our brand awareness and reputation to customers. However, the margin will turn to positive of 48.0% in 2017 onwards. The margin drives mainly from the number of deal sold and commission rate which relate

to efficient and effectiveness of our platform and our 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 radio channels, brochure and MUPI which we plan 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 online platform.

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

Figure 5.5: 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

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

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

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

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

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

Figure 5.8: Saiseeteekai's Balance Sheet (5 Years)

5.5 The Financial Ratio and Summary

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

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

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

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

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

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

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

Saiseeteekai injected capital of THB 750,000 in the end of 2015 which fund THB 150,000 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)

Saiseeteekai key success are the number of deal sold which growth significantly based on the various workshops and number of food and cooking workshops and classes. 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 workshops and classes deal in Thailand. Thus, we strongly believe that it is such great opportunities to execute our project. The internal rate of return is 28.6% from 2016-2020 which generates from free cash flow.

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

Figure 5.12: Saiseeteekai's Internal rate of return (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 including 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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APPENDIX A
E-COMMERCE REGISTRATION



ทะเบียนเลขที่ 1710600089454
คำขอลที่ 1003559000037

แบบ พค. 0403

กรมพัฒนาธุรกิจการค้า
สำนักงานกลางทะเบียนพาณิชย์
ใบทะเบียนพาณิชย์
ใบสำคัญนี้ออกให้เพื่อแสดงว่า

นางสาวนนทวดี สมัยกุล

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

ใส่สติ๊กเกอร์

เขียนเป็นอักษรโรมัน

Saiseteekai/www.saiseteekai.com/

ชนิดแห่งพาณิชย์กิจ

การให้บริการเป็นตลาดกลางในการซื้อขายสินค้าหรือบริการ (marketplace) ผ่านระบบเครือข่ายอินเทอร์เน็ต

ที่ตั้งสำนักงานแห่งใหญ่

เลขที่ 53/195 หมู่ที่ 1 ซอยก/ซอย ถนน ถนน
ตำบล/แขวง ชุมทอง อำเภอ/เขต ชุมทอง จังหวัด กรุงเทพมหานคร

ออกให้ ณ วันที่ 24 กุมภาพันธ์ พ.ศ. 2559



APPENDIX B

LINE PAY

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

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

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

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

ขั้นตอนการสมัครเสร็จสมบูรณ์

ใบสมัครของคุณถูกส่งเรียบร้อยแล้ว

ระหว่างตรวจสอบเอกสาร คุณจะได้รับการแจ้งเตือนเกี่ยวกับค่าธรรมเนียมของช่องทางชำระเงินประเภทต่างๆ สำหรับการยื่นแบบขอพินไลน์ ผลการยื่นคำร้องของลงทะเบียนอาจอยู่ในสถานะรอดำเนินการจนกว่าจะได้รับเอกสารทั้งหมด

ID : Saiseeteekai.10@line.pay

Google | Gmail | **LINE Pay**

สวัสดีค่ะ

ทีมงานการจัดการและดูแลร้านค้า LINE Pay ขอขอบคุณที่ให้ความสนใจสมัครใช้บริการ และทีมงานได้รับใบสมัครของท่านเรียบร้อยแล้ว

ขณะนี้ทีมงาน LINE Pay กำลังตรวจสอบใบสมัครของท่าน ท่านสามารถตรวจสอบสถานะการสมัครได้จากเว็บไซต์ด้านล่าง

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

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

APPENDIX C

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 the navigation bar, there are tabs for account management: บัญชีของฉัน, ชำระเงิน, เรียกเก็บเงิน, บุคคลทั่วไป, and ธุรกิจ. A secondary navigation bar contains links for ภาพรวม, ถอนเงินจาก PayPal, ประวัติการทำรายการ, ศูนย์ช่วยเหลือ, and ข้อมูลบัญชี.

The main content area shows the account holder's name as คุณ Saiseeteekai Saiseeteekai. Below this, there is a summary of the account balance: ยอดคงเหลือในบัญชี PayPal: B0.00 THB. A table below this shows the balance in THB (0.00 THB) and USD (\$0.00 USD).

To the right of the balance summary, there are two boxes: 'ข้อความแจ้ง' (Messages) with links for ยืนยันตัวตน, ตั้งคำถามเพื่อความปลอดภัย, and การปรับปรุงแก้ไขนโยบาย; and 'เครื่องมือของบัญชีของฉัน' (My account tools) with a link for การตั้งค่าธุรกิจของฉัน.

Below the balance summary, there is a section for 'กิจกรรมล่าสุดของฉัน' (My recent activity) with filters for 'เงินที่ได้รับชำระ' and 'เงินที่ชำระ'. It shows a transaction from 7 days ago (18 ก.พ. 2016-25 ก.พ. 2016) with a search bar and a table of transaction details.

วันที่	ประเภท	ชื่ออีเมล	สถานะการชำระเงิน	รายละเอียด	สถานะสิ่งซื้อสินค้า/การดำเนินการ	ยอดรวม

BIOGRAPHY

Name	Ms.Supaporn Phunyawattakanon
Date of Birth	January 12, 1987
Educational Attainment	Academic year 2009, Bachelor of Business Administration, Accounting, Assumption University
Work position	Assistant Manager, Advisory, Deal Advisory KPMG Phoomchai Business Advisory Ltd.
Work Experience	October 2012 - Present: Assistant Manager, Deal Advisory KPMG Phoomchai Businss Advisory Ltd. April 2009 - September 2012: Senior Assistant, Financial Service KPMG Phoomchai Audit Ltd.