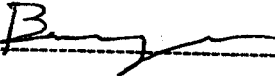
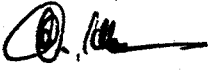


INDEPENDENT STUDY TITLE : THE DEVELOPMENT OF BEER SALE PROMOTION  
IN THE OPEN MARKET.

AUTHOR : MR. PRASIT KAMAPRASIT

INDEPENDENT STUDY ADVISORY COMMITTEE :

  
----- CHAIRMAN  
(ASSOC.PROF.BUNGORN SRIPANIDKULCHAI)

  
----- MEMBER  
(MR. SAKORN COMTANG)

ABSTRACT

Beer selling method in country side, it sell through authorized dealers which are more or less depending on how big of the particular mapket. Chaiyapume beer Co.,ltd. Is the only one authorized dealer of tiger brand beer who is organized by family like business. When the market become bigger and there is more competitors, sales of the company is reduced.

The chaiyapume berr Co., ltd. Have to use sales promotion strategy to increans sales.