

INDEPENDENT STUDY TITLE: SALE INCREASING OF CLEANING PRODUCT'S
MR. BENZ LIMITED PARTNERSHIP

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ABSTRACT

Now there are many newcomers of cleaning and disinfectant products for the hospitals have been interested by many new investors. This business is growing ; high in customer and demand. But lack of brand name royalty. Because of the quality and quantity of products is not distinguis, otherwise the customers have high bargaining power. There are high competition. New competitors sale lower price than the existing firm to get the market share. Now the existing firms run the low price policy to maintain their market share and penetrating the new customer. The strategics planning for increasing sale volume had been implemented. The study is about external - internal environmental, were analysed. The organization opportunity , treats , strengh and weakness use for planning strategies. The purpose of product's planning strategies is to differntiate the product quality, the increasing sale volume and marketshare. The primary year profit will decrease, but are aimed to have marketshare and long run profit by increase distribution, customer and product line