

VICHAN SAHACHAISAREE : DIRECT SELLING MANAGEMENT OF ENCYCLOPEDIA IN BANGKOK METROPOLITAN AREA. THESIS ADVISOR : MR.SURIYA SUKUL. THESIS CO-ADVISOR : MRS. NOPARUT PHOOMIVUTTHISARN. 293 PP.

The study on direct selling management of encyclopedia is a comparative study in marketing management and company selling management of three companies : Best Books Co. Ltd., Far East Publication Co. Ltd., and Grolier International Co. Ltd., which utilize a direct selling as their channel of distribution.

It is found that the encyclopedias in the direct selling market are imported and are in English editions. In order to gain wider market share, children encyclopedias are translated from English into Thai. The encyclopedias are sold at high price due to the expense of import and the commission system awarded to sales representatives. Consequently, long term leasing of the encyclopedias is used. In addition, the main strategy in sales promotion is premium offered.

Sales management system of each company is similar in its continuous recruitment of sales personnel from newspaper advertisement and personal persuasion because of its high rate of turnover. Analified sales personnel are recruited to suffice the company's need and be trained in both on and off the job. Renumeration is commission only. This, consequently, affects in uncontrol of sales personnel. Income of sales personnel depends on sales volume. However, the companies try to motivate sales personnel both in monetary and non-monetary forms in order to reach highest efficiency. Promotion is considered by sales volumes and leadership of sales personnel. Zones of sales are divided according to geographical zones and its customers, which are both private and government sectors in all parts of the country. The target market are general people and all levels of educational institutes.