

**Title:** Forzen Seafood (Prantalay) Market Expansion to California, USA.  
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### **Abstract**

The main purpose of this study is to identify customer preferences toward frozen food that is exported from Prantalay Company, Thailand, to California, USA. This study will help in understanding consumer behavior that is related to the purchase of Prantalay seafood. This marketing research focuses on the customer preferences such as price, quality, availability (distribution or place), product attributes and promotional channels that can be used in the marketing plan to successfully impact Thailand's export of frozen seafood from Prantalay. The study aims to determine the response of Californian consumers towards the importation of seafood from Thailand, understanding the drivers behind consumer behaviour and to identify means to improve sales for Prantalay company. With that said, and after undertaking a complete IMC evaluation. Several conclusions can be determined. The idea is to bring about Prantalay's IMC tools to focus at touting the 'Thailand' factor into its product offering by using the slogan on all marketing material "From the Fresh Oceans of Thailand". They are recommended to follow an intensive distribution strategy with reputable retailers such as Whole Foods and Walmart to gain access to the mass target market. A market penetration pricing strategy should be employed to undercut competitors and gain market share