

“พัฒนาศักยภาพผู้ประกอบการ เตรียมความพร้อม สู่ตลาดจีน”

โครงการ ส่งเสริมพัฒนาตลาดอิเล็กทรอนิกส์สำหรับ SMEs
โดย สสว. และ มทร. รัตนบุรี

Phone

Participation

Homework

Agreement





ntroduction



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การศึกษา : ปริญญาตรี วิทยาศาสตร์การประมง พระจอมเกล้าลาดกระบัง

ปริญญาโท การจัดการตลาด วิทยาลัยการจัดการ มหาวิทยาลัยมหิดล (CMMU)

ประกาศนียบัตร การตลาดระหว่างประเทศ (International Marketing) และ ประกาศนียบัตร

การบริหารธุรกิจนานาชาติ (Global Business Management) มหาวิทยาลัยแห่งชาติ

แคลิฟอร์เนียเบิร์กลีย์ (UC Berkeley)

การทำงาน : บมจ. เสริมสุข ฝ่ายการตลาด

บริษัท พีพี แพลกเจจิง จำกัด, ผู้จัดการฝ่ายการตลาด

บริษัท แกะดำทำธุรกิจ จำกัด, ทีมที่ปรึกษาและพัฒนาธุรกิจ

บริษัท โนวเจจ จำกัด, ทีมที่ปรึกษาและพัฒนาธุรกิจ

บริษัท ทีเอ็มพี แพลกเจจิง จำกัด, ผู้จัดการฝ่ายการตลาดและพัฒนาบรรจุภัณฑ์

บริษัท บิวด์ อะ บ็อกซ์ จำกัด, กรรมการผู้จัดการ, เจ้าของกิจการ

บริษัท สยามมิตร เบฟเวอเรจ จำกัด, ที่ปรึกษาธุรกิจและการตลาด

บริษัท สตาร์ไวร์ คอมบ จำกัด, ที่ปรึกษาธุรกิจและการตลาด

มทร. รัตนบุรี ตำแหน่ง อาจารย์ที่ปรึกษาพิเศษด้านการพัฒนาบรรจุภัณฑ์

MR.SUNART TANNUT

ONLINE MARKET PLACE CONSULTANT

Education

Ramkhamhaeng University

- Master Degree (MBA)
- Bachelor Degree (BA)

Experience

- 1993-1998 IBM (Thailand) Co.,Ltd. (KBANK Reengineering Project)
- 1999-2006 IT Consultant KBANK
 - KBANK Incident Management Consult
 - KBANK Maintenance Service
- 2007-2009 IT Outsourcing Service
 - DTAC
 - TOYOTA
 - KFC
 - KTB
 - PIZZA HUTZ
 - MOSBERGER
- 2010-2015 Project Management
 - Implementation Service
 - DOL (กรมที่ดิน)
 - DOPA (กรมการปกครอง)
 - Honda



Distributor

- Sandisk
- SJCAM
- Bticino
- DJI
- GoPro

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Value Proposition Model

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The Business Model Canvas

Designed for:

Designed by:

On: Day Month Year
Iteration:

Key Partners



Who are our Key Partners?
Who are our key suppliers?
Which Key Resources are we acquiring from partners?
Which Key Activities do partners perform?

MOTIVATIONS FOR PARTNERSHIPS:
Optimization and economy
Reduction of risks and uncertainty
Augmentation of particular resources and activities

Key Activities



What Key Activities do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue Streams?

CATEGORIES:
Production
Problem Solving
Platform/Network

Value Propositions



What value do we deliver to the customer?
Which one of our customer's problems are we helping to solve?
What bundles of products and services are we offering to each Customer Segment?
Which customer needs are we satisfying?

CHARACTERISTICS:
Novelty
Performance
Customization
"Getting the Job Done"
Design
Brand/Status
Price
Cost Reduction
Risk Reduction
Accessibility
Convenience/Usability

Customer Relationships



What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
Which ones have we established?
How are they integrated with the rest of our business model?
How costly are they?

EXAMPLES:
Personal assistance
Dedicated Personal Assistance
Self-Service
Automated Services
Communities
Co-creation

Customer Segments



For whom are we creating value?
Who are our most important customers?

Mass Market
Niche Market
Segmented
Diversified
Multi-sided Platform

Key Resources



What Key Resources do our Value Propositions require?
Our Distribution Channels?
Customer Relationships?
Revenue Streams?

TYPES OF RESOURCES:
Physical
Intellectual (brand, patents, copyrights, data)
Human
Financial

Channels



Through which Channels do our Customer Segments want to be reached?
How are we reaching them now?
How are our Channels integrated?
Which ones work best?
Which ones are most cost-efficient?
How are we integrating them with customer routines?

CHANNEL PHASES:
1. Awareness
How do we make ourselves known about our offerings to prospects and partners?
2. Evaluation
How do we help customers evaluate our offerings before they purchase?
3. Purchase
How do we allow customers to purchase specific products and services?
4. Delivery
How do we deliver a Value Proposition to customers?
5. After sales
How do we provide post-purchase customer support?

Cost Structure

What are the most important costs inherent in our business model?
Which Key Resources are most expensive?
Which Key Activities are most expensive?

IS YOUR BUSINESS MODEL:
Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing)
Value Driven (focused on value creation, premium value proposition)

SAMPLE CHARACTERISTICS:
Fixed Costs (salaries, rents, utilities)
Variable costs
Economies of scale
Economies of scope

Revenue Streams

For what value are our customers really willing to pay?
For what do they currently pay?
How are they currently paying?
How would they prefer to pay?
How much does each Revenue Stream contribute to overall revenues?

TYPES:
Asset sale
Usage fee
Subscription Fees
Lending/Renting/Leasing
Licensing
Brokerage fees
Advertising

FIXED PRICING:
List Price
Product/feature-dependent
Customer segment-dependent
Volume-dependent

DYNAMIC PRICING:
Negotiation/bargaining
Yield Management
Real-time Market



ประสิทธิภาพ Efficiency



จินตนาการ
Values

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Designed for:

Designed by:

On: Day Month Year

Iteration: No.

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Acquisition of particular resources and activities

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2. Evaluation
How do we help customers evaluate our organization's Value Proposition?
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How do we allow customers to purchase specific products and services?
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How much does each Revenue Stream contribute to overall revenues?

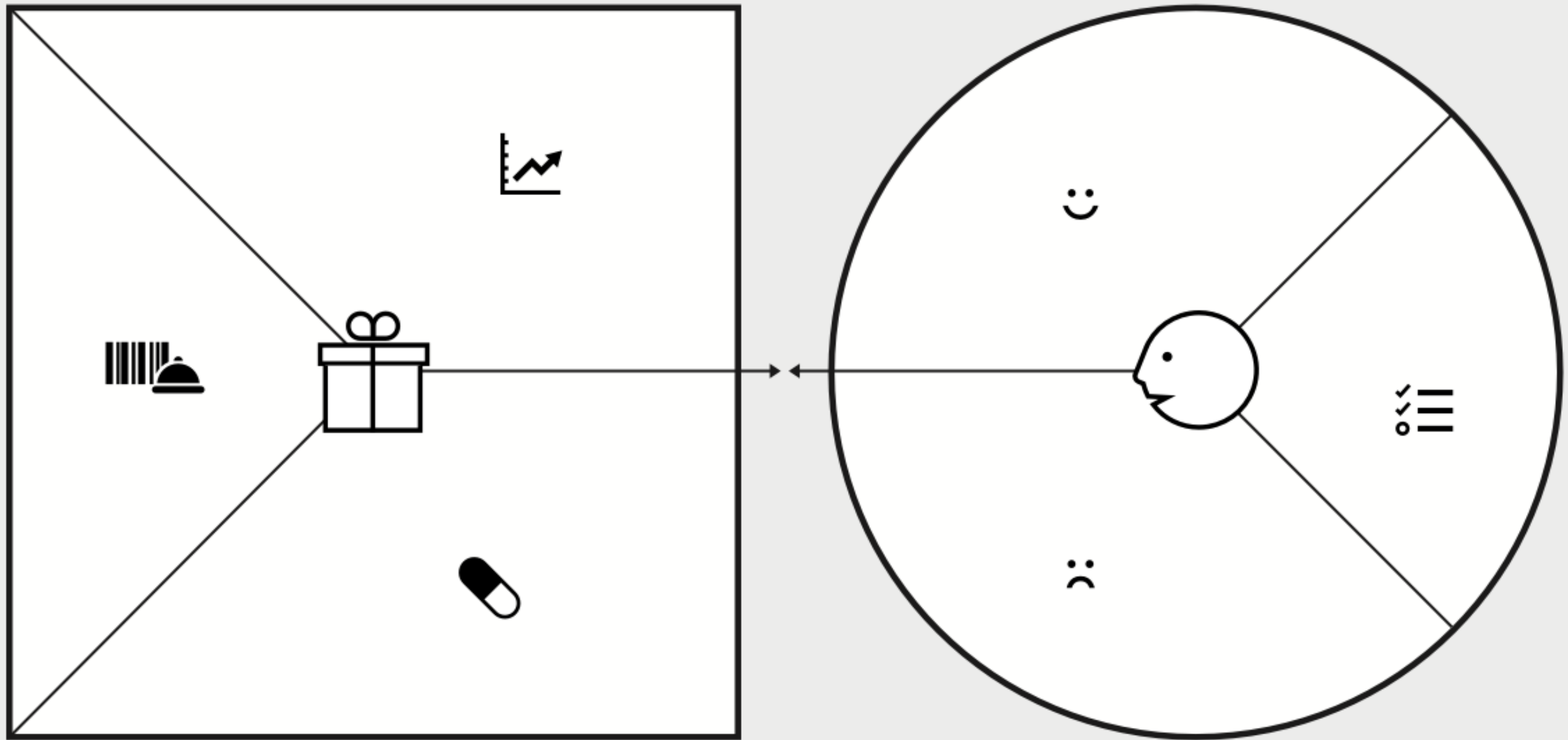
TYPES:
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Usage fee
Subscription Fee
Lending/Renting/Leasing
Licensing
Brokerage fees
Advertising

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List Price
Product feature dependent
Customer segment dependent
Volume dependent

DYNAMIC PRICING:
Negotiation/ bargaining
Yield Management
Real-time Market



The Value Proposition Canvas



10 คุณสมบัติของ Value Proposition ที่ดี

1. Are embedded in great business models
2. Focus on few pain relievers and gain creators, but do those extremely well
3. Focus on jobs, pains, or gains that a large number of customers have or for which a small number is willing to pay a lot of money
4. Align with how customers measure success
5. Focus on the most significant jobs, most severe pains, and most relevant gains
6. Differentiate from competition in a meaningful way
7. Address functional, emotional and social jobs all together
8. Outperform competition substantially on at least one dimension
9. Are difficult to copy
10. Focus on unsatisfied jobs, pains, and gains

Operation Overlord

6th June, 1944

Utah

Omaha

Gold

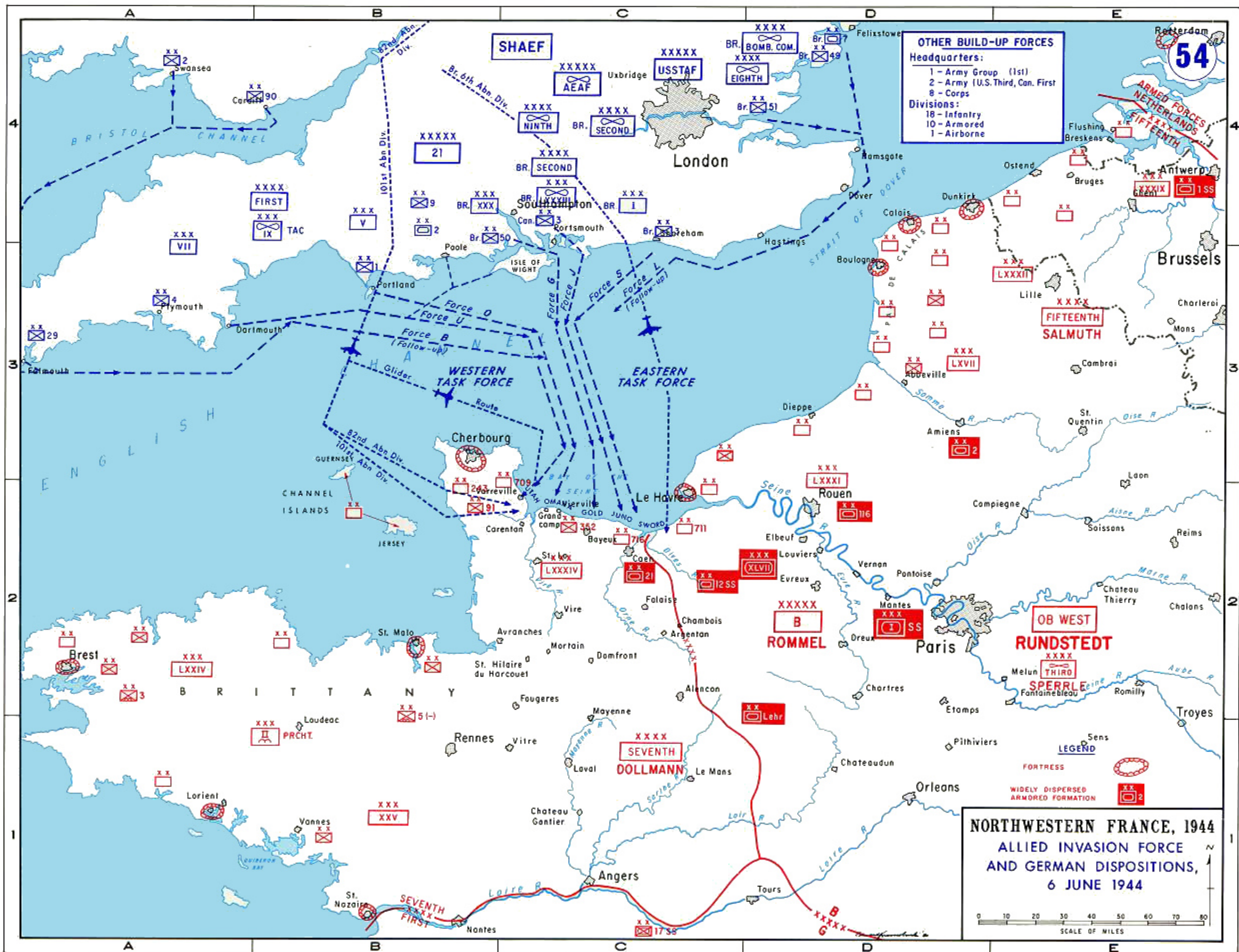
Juno

Sword

Normandy

D-Day





Identify target market

Beachhead Market

China Syndrome

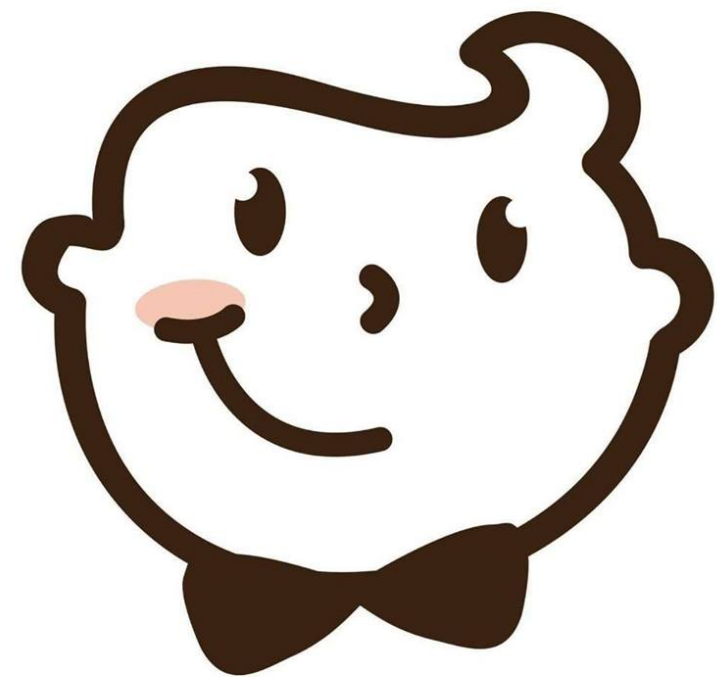
Fun with spreadsheet

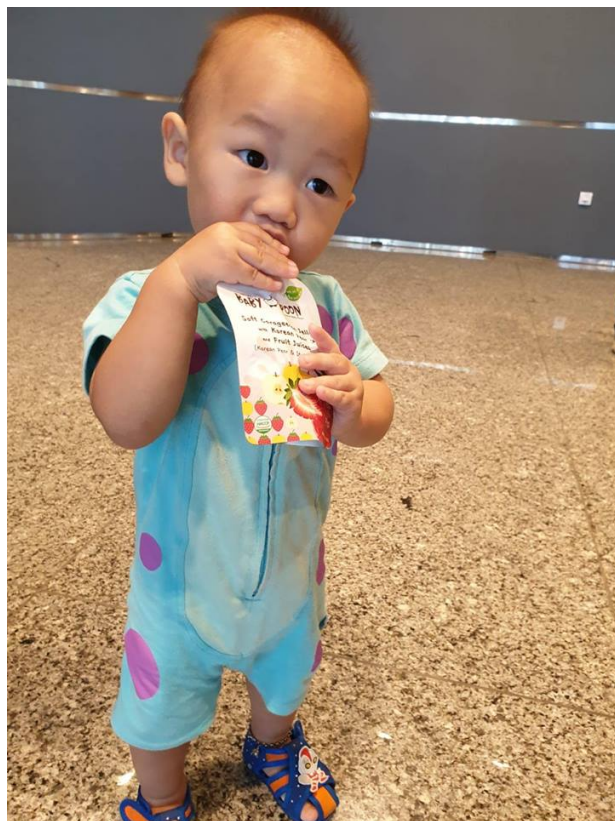
may be we can get 0.1% of 1.3 billion customers buy...

End user: The individual (real person) who will use your product.



Case Study: Baby Spoon





อาหารเด็กแช่แข็งออร์แกนิก
Organic Frozen Baby Food





Step 1
Pumpkin,
Carrot & Broccoli





ท็อปส์ มาร์เก็ต
Tops
market



BABY SPOON
Rebrand

แฮปปี้สปูน.. ป้อนความสุขในทุกคำ

"For Happiness in Every Spoonful"



ハッピースプーン
HAPPY SPOON
Naturally Good



- What is their gender?
- What is their age range?
- What is their income range?
- What is their geographic location?
- What motivate them?
- What do they fear the most?
- who is their hero?
- Where do they go for vacation? For dinner? Before work?
- What newspaper/FB Page/Youtube/TV/Website do they consume?
- What is the general reason they are buying this product?
- What makes them special and identifiable?
- What is their story?

End user: The individual (real person) who will use your product.



Total Addressable Market (TAM)

ปัจจัย	หน่วย	โต๊ะกินข้าว	อาหารเสริมเด็ก
จำนวนประชากรเป้าหมาย	คน	100,000	500,000
ราคา	บาท	20,000	350
จำนวนครั้งที่ซื้อต่อปี	ครั้ง	0.2	12
TAM Calculation**		400,000,000	2,100,000,000

Where to begin?

สำนักงานสถิติแห่งชาติ



[บริหารจัดการระบบสถิติ](#)
[สำมะโน/สำรวจ](#)
[บริการข้อมูล](#)
[เอกสารเผยแพร่](#)
[e-Book](#)

ขนาด
ตัวอักษร:
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[เกี่ยวกับ สสช.](#)
[ติดต่อ สสช.](#)
[ประกาศ/ข่าว](#)
[ร้องเรียน/ข้อเสนอแนะ](#)
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[ลิงค์หน่วยงาน](#)
[แผนผังเว็บไซต์](#)




การรัฐประศาสนภักดี ชั้น2 ส่งทีศได้ โทร 0 2141 7500-03, 0 2141 7495, 0 2141 7497 อีเมล services@nso.go.th ***

ระบบสมาชิก
 

โบายแอปพลิเคชัน พร้อมเปิดให้ดาวน์โหลดแล้ว ทั้งในระบบ Android และ iOS




Android
 

ค้นหา









รายงานประจำปี (บริษัทมหาชน)

รายงานประจำปี scg



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SCG

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รายงานประจำปี - SCG Packaging

www.scgpackaging.com/annual-report/TH ▼ Translate this page

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รายงานการศึกษา ของหน่วยงานราชการ



อาชีพ
อายุ

โสด/แต่งงาน

สถานที่ทำงาน

ที่อยู่อาศัย

พฤติกรรมการซื้อของ

เพศ

Lifestyle

สถานที่ทำงาน

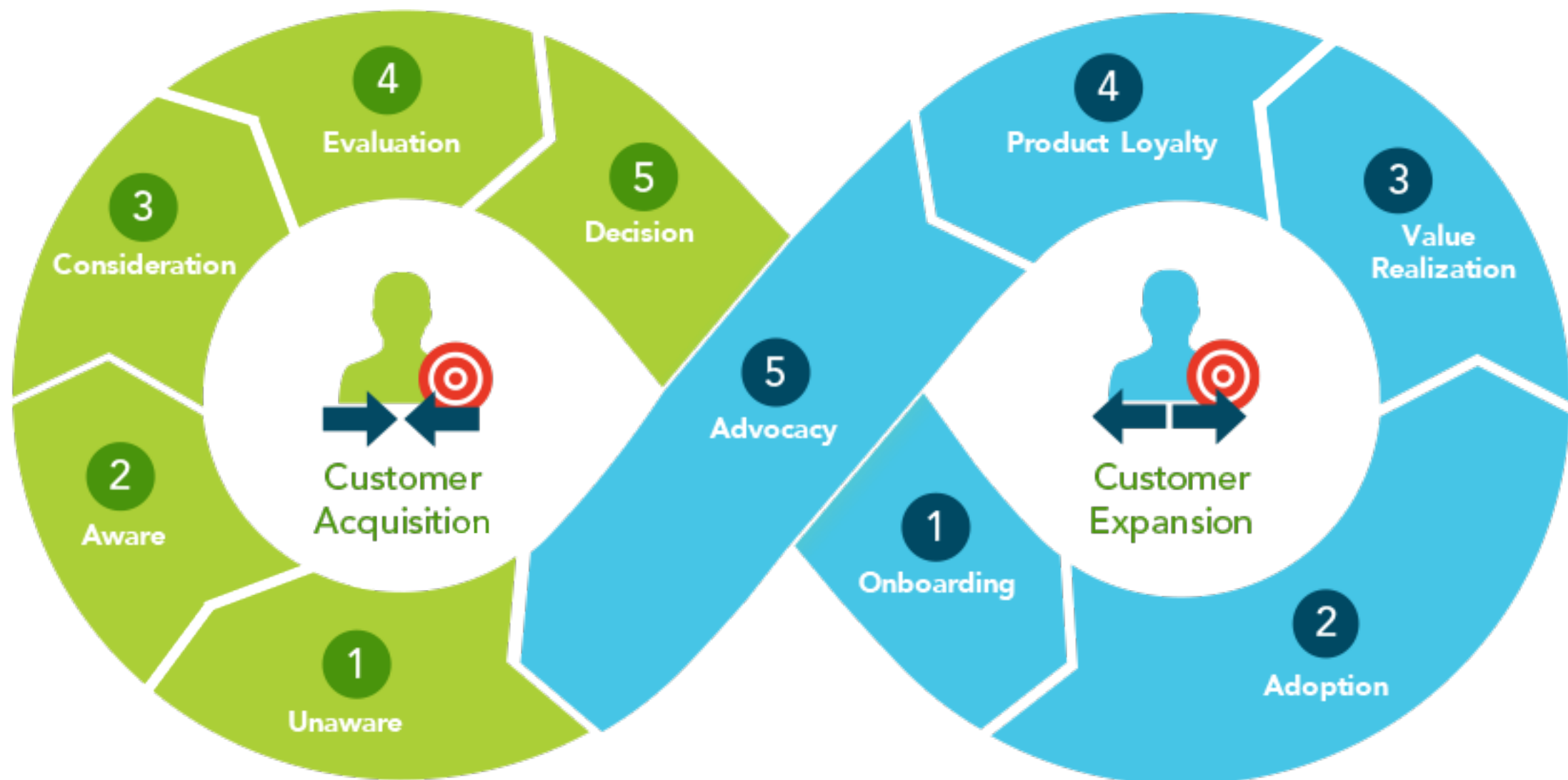
Website

Gym

Social Media

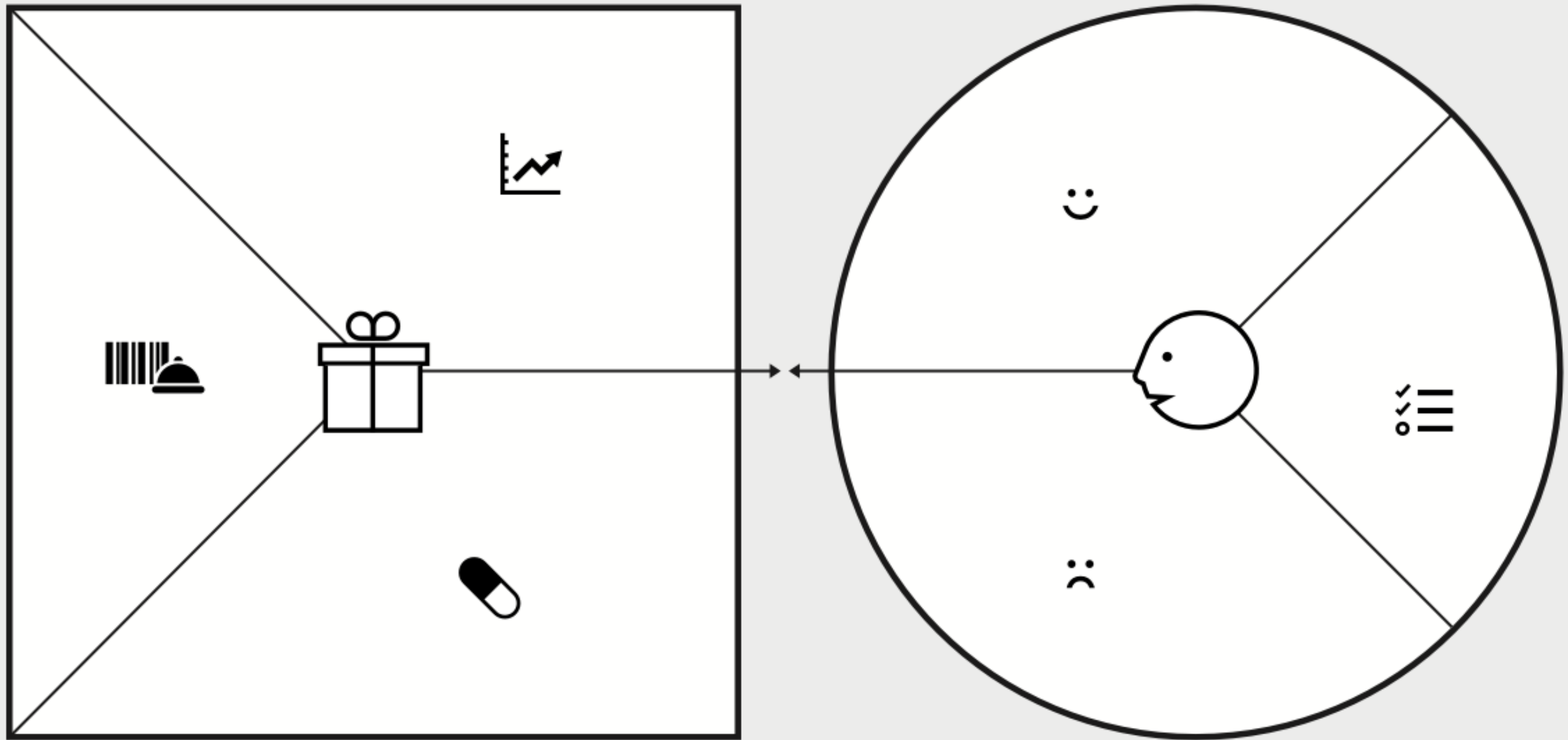


How's your customer's journey looks like?



Homework for 03/08/2019

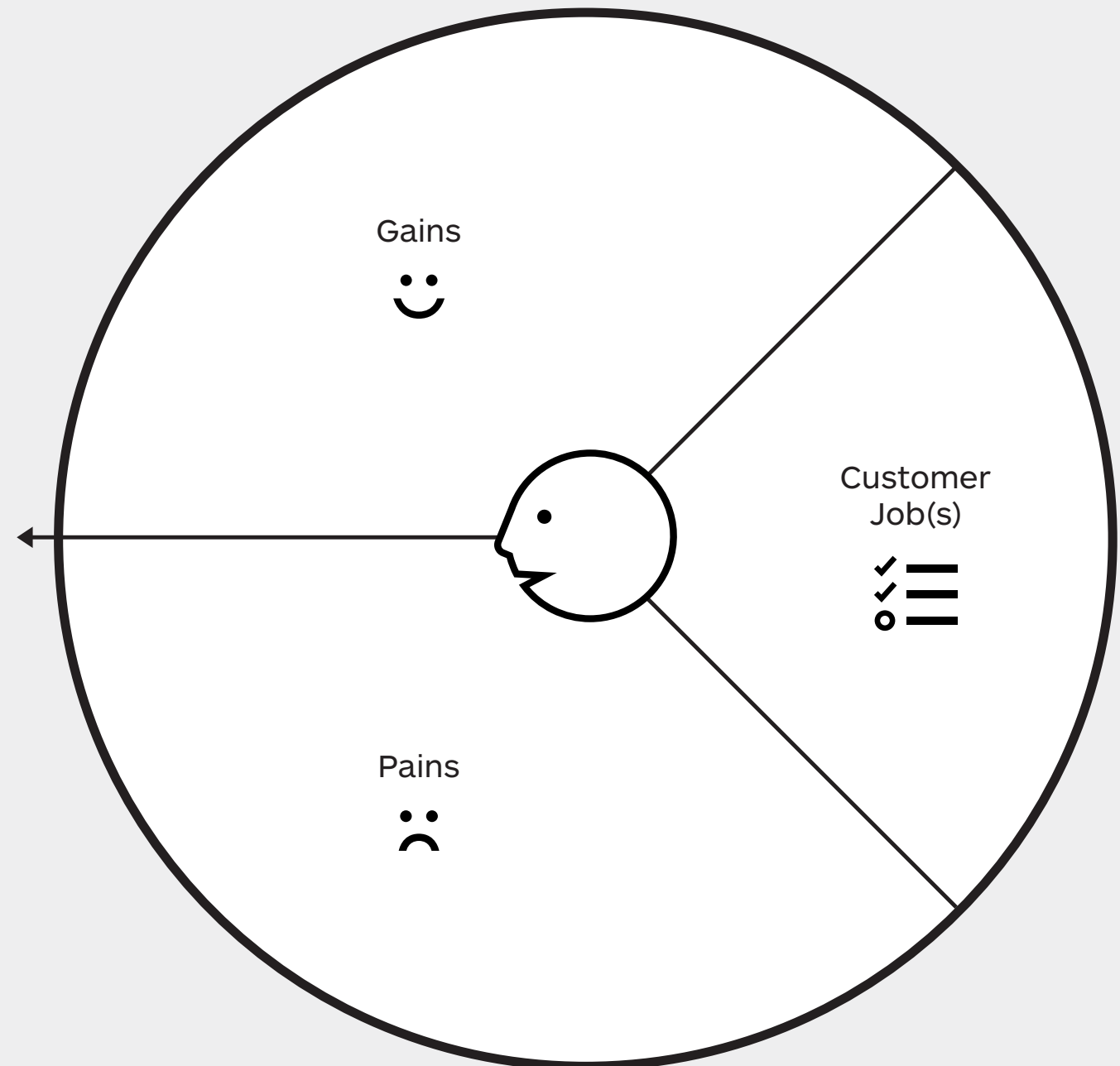
The Value Proposition Canvas



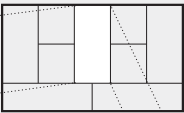
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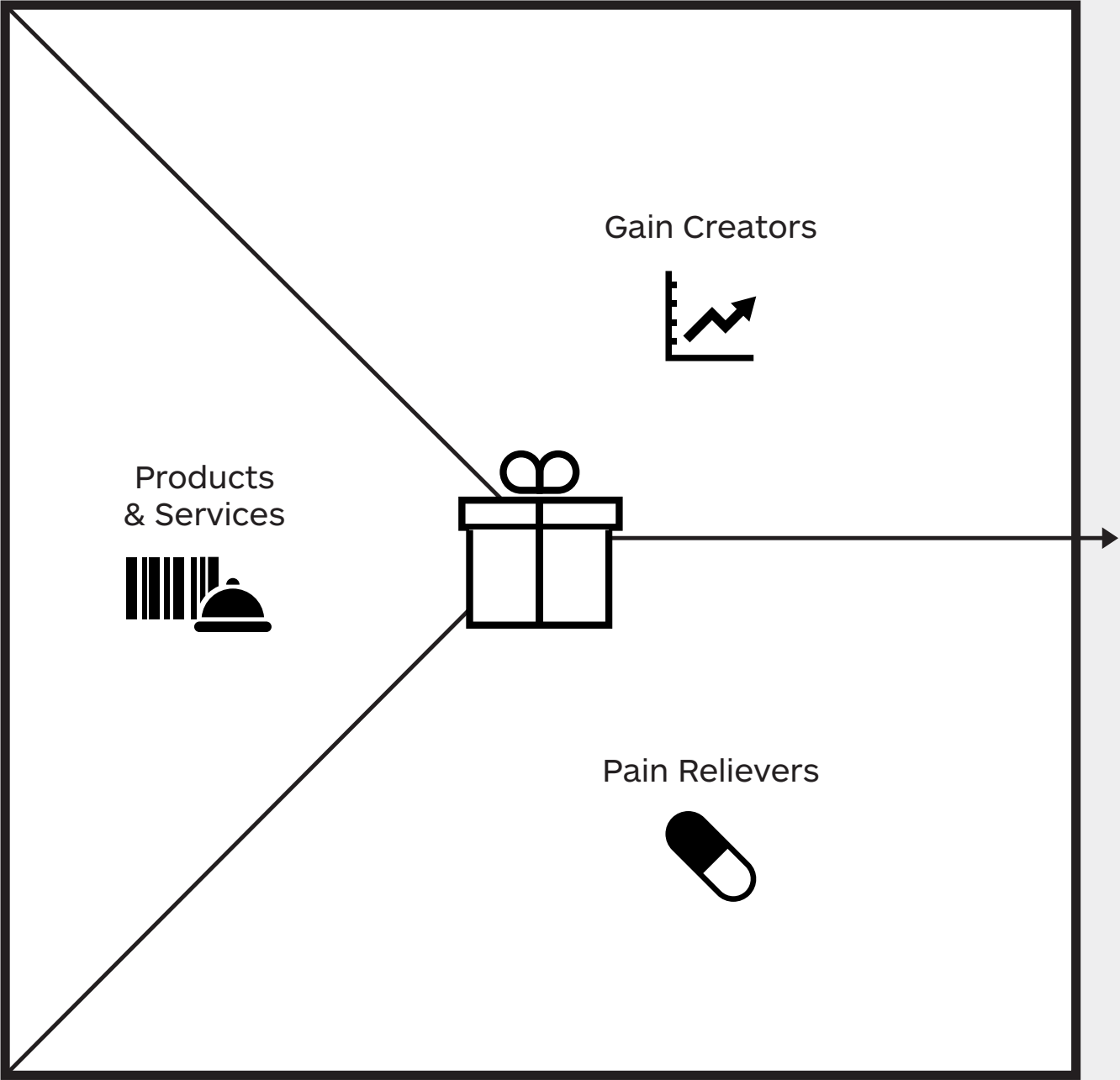
Customer (Segment)
Profile:



The Value Proposition Canvas



Value (Proposition)
Map:



Job Trigger Questions

Use the following trigger questions to help you think of different potential customer jobs:

1. What is the one thing that your customer couldn't live without accomplishing? What are the stepping stones that could help your customer achieve this key job?
2. What are the different contexts that your customers might be in? How do their activities and goals change depending on these different contexts?
3. What does your customer need to accomplish that involves interaction with others?
4. What tasks are your customers trying to perform in their work or personal life? What functional problems are your customers trying to solve?

Job Trigger Questions

5. Are there problems that you think customers have that they may not even be aware of?

6. What emotional needs are your customers trying to satisfy?

What jobs, if completed, would give the user a sense of self-satisfaction?

7. How does your customer want to be perceived by others? What can your customer do to help themselves be perceived this way?

8. How does your customer want to feel? What does your customer need to do to feel this way?

9. Track your customer's interaction with a product or service throughout its lifespan. What supporting jobs surface throughout this life cycle? Does the user switch roles throughout this process?

Pain Trigger Questions

Use the following trigger questions to help you think of different potential customer pains:

1. How do your customers define too costly? Takes a lot of time, costs too much money, or requires substantial efforts?
2. What makes your customers feel bad? What are their frustrations, annoyances, or things that give them a headache?
3. How are current value propositions under performing for your customers? Which features are they missing? Are there performance issues that annoy them or malfunctions they cite?
4. What are the main difficulties and challenges your customers encounter? Do they understand how things work, have difficulties getting certain things done, or resist particular jobs for specific reasons?

Pain Trigger Questions

5. What negative social consequences do your customers encounter or fear? Are they afraid of a loss of face, power, trust, or status?
6. What risks do your customers fear? Are they afraid of financial, social, or technical risks, or are they asking themselves what could go wrong?
7. What's keeping your customers awake at night? What are their big issues, concerns, and worries?
8. What common mistakes do your customers make? Are they using a solution the wrong way?
9. What barriers are keeping your customers from adopting a value proposition? Are there upfront investment costs, a steep learning curve, or other obstacles preventing adoption?

Gain Trigger Questions

Use the following trigger questions to ask yourself:

Could your products and services...

1. ... create savings that please your customers? In terms of time, money, and effort.

2. ... produce outcomes your customers expect or that exceed their expectations?

By offering quality levels, more of something, or less of something.

3. ... outperform current value propositions and delight your customers?

Regarding specific features, performance, or quality.

4. ... make your customers' work or life easier? Via better usability, accessibility, more services, or lower cost of ownership.

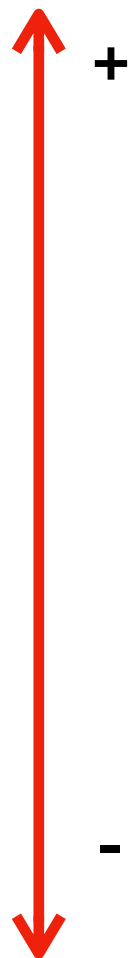
Gain Trigger Questions

5. ... create positive social consequences? By making them look good or producing an increase in power or status.
6. ... do something specific that customers are looking for? In terms of good design, guarantees, or specific or more features.
7. ... fulfill a desire customers dream about? By helping them achieve their aspirations or getting relief from a hardship?
8. ... produce positive outcomes matching your customers' success and failure criteria? In terms of better performance or lower cost.
9. ... help make adoption easier? Through lower cost, fewer investments, lower risk, better quality, improved performance, or better design.

Ranking

Job Importance

Importance



Insignificant

Pain Severity

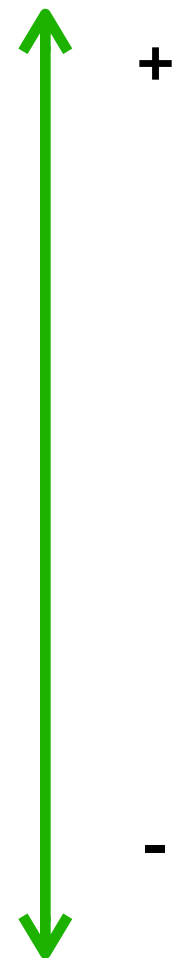
Extreme



Moderate

Gain Relevance

Essential



Nice to have

The Value Proposition Canvas

