



Case Study

Online Marketing Communication of P. Siwat Karn Kaset

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Abstract

P.Siwat Store is an entrepreneur of a physical store which has long sold agricultural supplies. Recently, the store has gone online buy starting a facebook page to sell vegetable seeds. As product awareness and sales are still lower than expected, he is reviewing his current marketing communication practices. P.Siwat Store wonders what could do done based on the present business environment and consumer behaviors to improve its marketing communication in order to reach consumers more efficiently and increase brand awareness and sales? Furthermore, the page would like to acquire the new customer base by considering the building of channel distribution and store awareness, the creation of product quality awareness and the building of market position of the store in the consumer's perception.

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This case study is expected to provide intellectual benefits to students. If there is any flaw or mistake in the case study, I will assume all the responsibilities.

Asst.Prof. Kawpong Polyorat, Ph.D.

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