



Case Study

Online Marketing through Shopee of Pook Pak Kin Eng

Asst.Prof. Kawpong Polyorat, Ph.D.

Faculty of Business Administration and Accountancy

Khon Kaen University

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Office : Faculty of Business and Accountancy, Khon Kaen University
Author : Asst.Prof. Kawpong Polyorat, Ph.D.
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Abstract

Pook Pak Kin Eng Shop is an entrepreneur of a store which sells a variety of plant seeds especially those of vegetables. Recently, the store has gone online in an e-marketplace on the Shopee application. As product awareness and sales are still at present lower than expected, the store is reviewing its current marketing practices. Pook Pak Kin Eng Shop wonders what could do done based on the present business environment and consumer behaviors to improve its marketing in order to reach consumers more efficiently and increase brand awareness and sales. Furthermore, the store would like to acquire the new customer base by considering the building of online channel distribution, store awareness, product quality awareness and the market position of the store in the consumer's perception through the use of marketing mix.

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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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