

ACKNOWLEDGEMENT

This case study project would not have been possible without the support of many people.

Firstly, I would like to gratitude to my supervisors Dr. Vijit Supinit, Dean of MBA at Siam University. His continuous guidance and advice have guided me through my career of MBA.

Secondly, my appreciation also goes to the university and staffs in the Siam University for their support and assistance.

Thirdly, I would also like to thanks to my family who have given me this greatest opportunity and encouragement to study MBA in Thailand.

Finally, I would like to thanks to my friends who has stood beside me over the past few years.

Ms. ESTHER TIN SOE

2015