



Cooperative Education Report

“Overall marketing strategies of Newgen Inter Trading Co. Ltd”



NEWGEN INTER TRADING
GLOBAL TRADING

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**This Report Submitted in Partial Fulfillment of the
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Title Overall marketing strategies of Newgen Inter Trading Co.Ltd


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We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2017


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Project Title : Developing a stale category in an e-commerce website in Nepal
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Degree : Bachelor of
Major : Marketing
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Abstract

Sastodeal (P) Ltd. is one of the leading e-commerce companies in Nepal bagging in the ICT startup of the year award in 2016. Currently, it has over 140,000 active users and about 0.5 million active Facebook users. One of the major lacking sections of the company was that of Fashion category with low sales and GMV contribution. Fashion, being the biggest GMV and profit driving category in any e-commerce website, this was a concerning factor for the company. To look after this issue and work towards developing the category, I was assigned with the new category head.

During the internship period, the category was able to increase the GMV from NRs. 800,000 to NRs. 1,250,000. To grow the GMV from that to that, lot of hard work and determination was required. During this time, the major lessons learnt were the importance of planning and promotion, past sales study, understanding the market trends and customer needs, competitor analysis and better relationship with vendors and customers. As per the experience at the company, all those factors are required to develop a stale category in an e-commerce website in Nepal.

my signature

Keywords: *E-commerce/ category growth/ startup/ profit driver/ research*

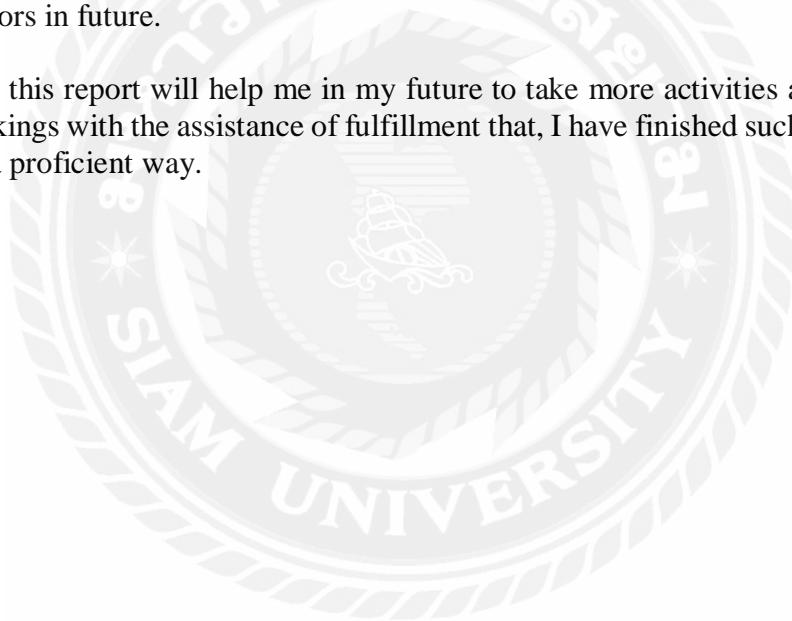
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I am likewise grateful to the entire group of Newgen Inter Trading Co. Ltd. for giving me this wonderful opportunity to work with them.

Also, I would like to thank my parents for their constant support and unconditional love in my life. I additionally thank my companions and well-wishers, who have given their entire support to me in this activity. The experience I have accumulated will be a benefit for my future vocation arranging. I trust that this Endeavor has set me up for accepting up new difficult open doors in future.

I figure, this report will help me in my future to take more activities and huge undertakings with the assistance of fulfillment that, I have finished such a major task in a proficient way.



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Chapter One: Introduction

1.1 Company Profile

Newgen Inter Trading Co. Ltd (Thailand) was established in April 2013. Its office is situated in the focal point of the capital city of Thailand (Silom). (Newgen Inter Trading, 2013) The fundamental reason for the organization is to present premium items with high caliber to buyers around the world. The organization items are upheld by The Federation of Thai Industries (FTI), SME bank, and the Office of SMEs Promotion (OSMEP). (Newgen Inter Trading, 2013)

The organization offers spa items under the brand HANA-E and beautifiers items under the brand Klass. The items are accessible both on the web and in physical stores. The organization responsibility is to offer astounding items at a sensible cost and eco-accommodating. All items are sans brutality (no creature testing). (Newgen Inter Trading, 2013)

The company products are easily available at:

- Spa shops
- Wholesalers
- Beauty Salons
- Pharmaceutical
- Shopping malls
- Hotels
- Natural product shops
- Tourist attraction places
- E-commerce sites such as 11street, Lazada, LnwShop, Thaitrade, Amazon, eBay, onenow and social Medias as Instagram, Facebook etc. (Newgen Inter Trading, 2013)

Company products

There are two brands under the company, Newgen Inter Trading Co. Ltd which are Hana-e and Klass.

HANA-E



Figure 1 Hana-e products

Under Hana-e, there are herbal massage pillows and balls for body and face. They are qualified as medical advice which certified by the division of Medical Device Control, Food and Drug Administration. (Newgen Inter Trading, 2013)

Herbal products of Hana-e:

- Hana-e Back Pillow
- Hana-e Knee Comfort
- Hana-e Neck Pillow
- Hana-e Shoulder Pillow
- Hana-e Eye Pillow
- Hana-e Multi-purpose Pillow
- Hana-e Body Compress
- Hana-e Face Compress

Hana-e products are ideal for:

- Muscular pains and spasms.
- Bruises and swelling wounds.
- Migraine symptoms
- Poor flow of blood circulation
- Women who suffer from menstruation
- Stress reduction
- Insomnia
- Elders who suffer from muscular discomforts
- Youths who have concentration problem.

KLASS



Figure 2 KLASS products

Under the brand KLASS, there are many product categories like: hair, face, balms, perfume etc.

Products of KLASS:

- Shampoo
- Shower gel
- Deep conditioning hair mask
- Massage balm
- Perfume
- Organic anti hair loss
- Deep cleansing gel mask
- All-in-one mineral cleaning water
- Silky hair serum
- Cucumber scrub gel

1.2 Organizational Structure

The organizational structure at Newgen Inter Trading isn't a complex one which allows easy flow of communication amongst each department.

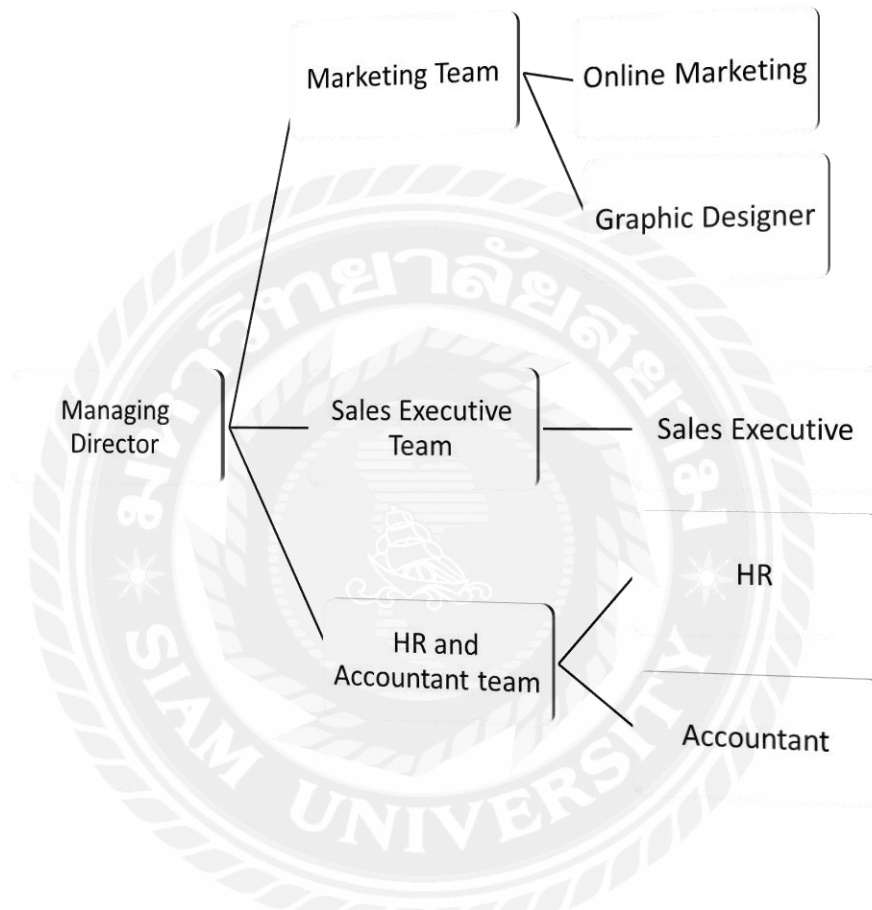


Figure 3 Organizational Hierarchy

1.3 Statement of the report

Dialect boundaries

Clearly we will look with numerous challenges while doing internship and one of the major could be the dialect obstruction. It is difficult to work set up where we don't have a clue about the dialect to impart. It is hard to express or comprehend the working in the place because of dialect hindrance. I was likewise not ready to work in other office is a direct result of the worker's utilizing Thai local dialect.

Social obstructions

Association culture differs starting with one then onto the next association. As place I worked in is a privately-owned company it was very unique then the place I interned previously. Inability to wind up mindful of association's way of life can straightforwardly affect correspondence with others in the work environment.

Distortion

Confounding something everybody encounters so did I in the work environment. I for the most part experienced up close and personal discussions when the representatives attempt to allot me so work. As an understudy I oftentimes attempted to make inquiries to clear up before doing any given works. In this somebody may translate something uniquely in contrast to we may not get it.

1.4 Objectives of my study

I have divided my objectives into two categories. The main objective of my study is:

- To understand the marketing concepts of the organization by applying the theoretical knowledge I have acquired to the practical experience in the organization.

Following are the specific objectives of the study:

- To study the marketing practices of the organization
- To study about the effective use of marketing communication
- To study how different products are marketed to different customers with different needs
- To study all the key aspects of marketing.

1.5 Expected outcomes

Newgen Inter Trading Co. Ltd has completed 5 years of its operation this month. Being a trading company, it additionally has two of its own brands HANA-E and KCLASS under it. The scope of this study is constrained to the Marketing Department as it were. The report will cover the elements of various branches of Newgen Inter Trading Co. Ltd like Selling, Customer Satisfaction, promoting, branding and so forth.

- Build brand awareness
- Create different media campaigns
- Increase customer interest
- Find out major competitors and conduct an analysis
- Globalizing the brand
- Using different promotion tactics to maintain a stronger position in the market.

1.6 Limitation of study

As this is my own involvement in the workplace, I have confronted a few issues to finishing the report. Like some other examination the constraints of this investigation isn't out of inquiries. At first it is difficult to do the exploration straightforwardly i.e. examining with the delegates, field work to oversee required critical information, and others because of the correspondence hindrance. In addition greater part great points are available in this examination yet it has additionally some data holes. These are given beneath:

- Lack of time.
- Confidential matters of the association. One of the remarkable impediments of this report is sales report isn't revealing a few information and data for clear reasons, which could be especially helpful.
- As a non-govt. Association and rivalry, unwillingness to share all the data. Restrictions of giving some data about marketing activities, it was difficult to discover the correct impact of advertising instruments.

Chapter Two: Literature review

2.1 Related theories or concepts

Marketing

In today's world where there are a lot of business running as well as large amount of goods produced to lure the customers into buying the goods, marketing plays a huge role in any business. Whether it is a physical product/good or a service to be provided to the customers, without proper marketing, no business can sustain its growth for a longer period of time.

Marketing can be defined as the process by which a company, a business or a service provider communicates about their products and services to their customers through various mediums. In many cases marketing is done by marketing agency where the company needs to pay some amount of money in return of doing so. While there are many other means of marketing, for example

- Marketing through social media platforms
- Through different promotional events like exhibitions, discounts
- In television
- In newspaper etc.

The medium of marketing that any company selects truly depends upon their budget, their customers, their products and their reach (the number of people they are trying to gain attention)

Any business/product passes through these many stages

- Introduction
- Maturing
- Growth
- Decline

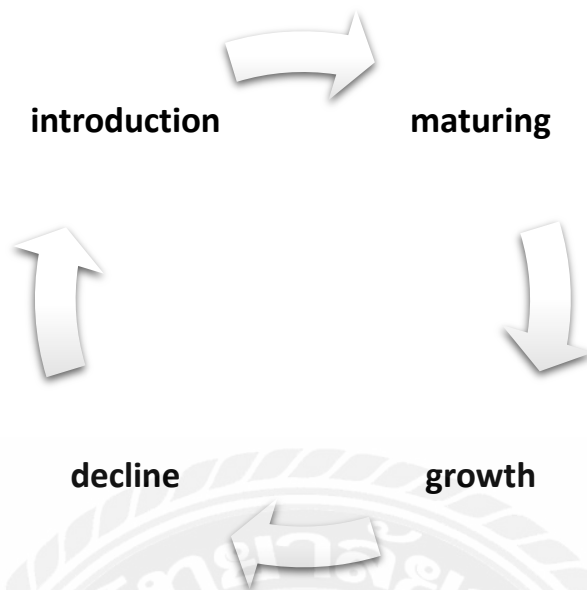


Figure 4 product cycle

While the businesses that do not utilize the correct marketing tools soon after introduction may face the decline phase. It is really necessary to also select the correct form of medium as well as the correct message structure to be delivered to the customers.

If any business is to expand its operations in the international market, again correct marketing needs to be used. The customer base in different market is different so are their needs, wants, behavior and culture. So, the marketing needs to be done by taking into account the location, culture and customers too.

Communication Theory Framework

Communication is the way of expression of thoughts. Communication simply is the process why which you deliver the things you have to say. There always needs to be a sender as well a receiver for a communication to be successful. In case there is a disturbance between the sender and the receiver, it causes hindrance in the communication process.

During the process of communication, since there is a sender and a receiver, it is not always necessary that the things delivered are interpreted the same way by the receiver as the sender wanted them to interpret. Sometimes, there may be a difference in the interpretation which may also lead to wrong information or wrong judgement. The communication framework helps us understand the possibility of interpretations during communication process.

- **Mechanistic**

Communication is just the flow of data between two ends. The primary party being the sender and the second party being the collector. (Juneja, 2008)

- **Psychological**

Communication is not just the flow of data from one end to the other but it also carries some abstract feelings to it. It also incorporates the responses and interpretation of the second end after receiving the data. (Juneja, 2008)

- **Social**

Communication occurs because of cooperation between the sender and the receiver. (Juneja, 2008)

- **Systemic**

Communication is a unique process that occurs between two ends of different thought process who reinterpret the information to be understood. (Juneja, 2008)

- **Critical**

Communication is basically a medium by which people not only exchange data between two ends but it is also used to give orders and show possession by a stronger end. (Juneja, 2008)

Elements of marketing communication mix

- **Advertising**

It is a method by which organizations have to pay advertising agencies for advertising their products, services in various mediums such as radio, television, print Media, online sites etc. (Business Jargons.com, 2016)

- **Sales Promotion**

It is the tool which the organizations use to retain their loyal customers in the form of discounts, free package. It also attracts new customers through different pricing schemes. (Business Jargons.com, 2016)

- **Events and Experiences**

Several organizations support the occasions, for example, sports, excitement, charitable events. (Business Jargons.com, 2016)

- **Public Relations and Publicity**

The marketing tool used by organizations by joining social causes or events with higher respectable people to gain a strong image in the market. (Business Jargons.com, 2016)

- **Direct Marketing**

The way of marketing in which the organizations make complete use of resources to their advantages to reach out to their potential customers. Such mediums are telephone, e-mail, fax, face to face interactions etc. (Business Jargons.com, 2016)

- **Interactive Marketing**

It is a way in which the members of the organizations interact with the customers so as to solve their queries or to provide information about the organizations offers (products/services). (Business Jargons.com, 2016)

- **Word-of-Mouth Marketing**

It is a very beneficial way of marketing. This kind of marketing is possible when the organization is able to successfully serve their past clients in such a way that they are not only satisfied but also loyal and they in turn bring in more customers as well as spread positive word of mouth about the organization to other clients. (Business Jargons.com, 2016)

- **Personal Selling**

The method of marketing communication wherein the sales executive approach the prospective customers directly. (Business Jargons.com, 2016)

SWOT analysis

SWOT analysis is a procedure that distinguishes an association's strengths, weaknesses, opportunities and threats. (Investopedia, LLC, 2017)

With SWOT analysis, it is possible to know the strengths, weaknesses, threats and opportunities of any company.

This method helps an organization to know its strength and main its strong position, to know its weaknesses so that they can think of ways to overcome those weaknesses and turn them into their strengths, to know their opportunities and how they can utilize it to gain a competitive advantage, to realize their threats and how to take preventive measures beforehand.

SWOT analysis helps any business to sustain in the market because it makes the organization aware of their current position as well as the possibilities that the future holds. on. (Investopedia, LLC, 2017)

Competitor's analysis

A competitor's analysis is basically the process in which you analyze your competitors and evaluate what makes your organization stand out against them. While conducting the competitor's analysis, the SWOT analysis also comes into play. This is because we first need to analyze the strength of the competitors, their weakness and threats and use the weaknesses of the competitors as an opportunity to make it our strength and work on it to gain a competitive strength. In many cases conducting competitor's analysis also gives us many new ideas regarding how a new improvement could be made.

Online marketing

With the growth in the use of internet worldwide, internet has also provided the platform for many business to market their products there, to advertise about their products, attract customers etc.

Online marketing is the process by which products, goods and services are marketed online over the internet either in social media sites, through online videos, through paid online search etc.

Online marketing can convey advantages such as:

- Growth in potential
- Reduced expenses
- Elegant communications
- Better control
- Improved customer service
- Competitive advantage
- Online marketing is also known as internet marketing, web marketing, digital marketing and search engine marketing (SEM). (Janalta Interactive Inc., 2018)

E-commerce business

E- Commerce business (electronic trade or EC) is the online buying and selling of products and services. (Rouse, 2016) There could be different medium of conducting the business in e-commerce that is to the customers directly, to the retailers, distributors etc. The term e-tail is additionally some of the time utilized as a part of reference to value-based procedures for web based shopping. (Rouse, 2016)

CAR (Context, Action, Result) technique

Context: First clarify the encompassing setting for which you were required to follow up on. (BlueSteps, 2018)

Action: Describe your activities to cure the issue or to make new openings. (BlueSteps, 2018)

Result: What was the result of your activities/how did the association advantage? (BlueSteps, 2018)

Six thinking hats

White Hat: this colored hat of thinking as the color itself clear means to look into the data's available on hand. (MindTools.com, 2000)

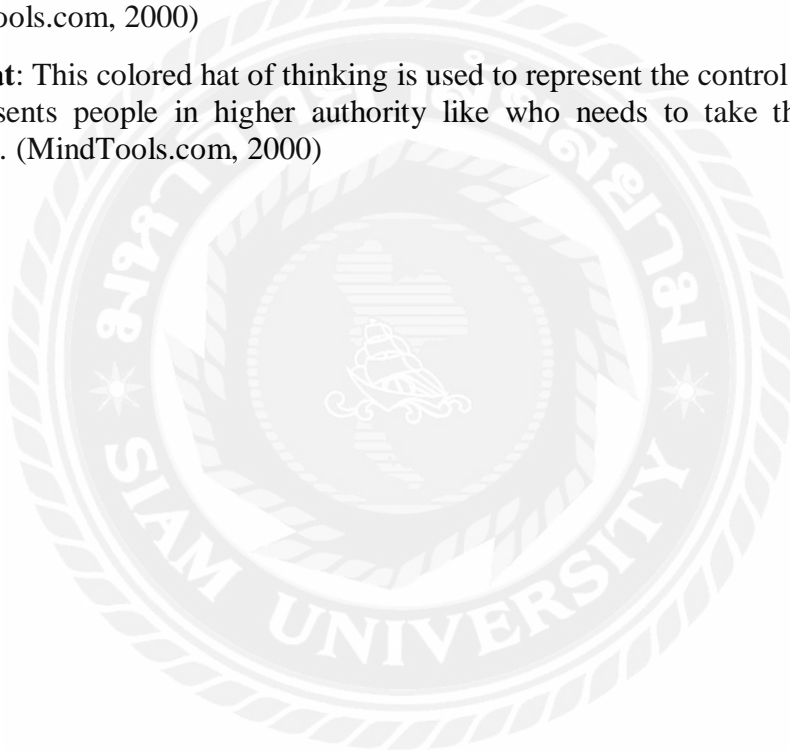
Red Hat: this colored hat of thinking is to be alert to go with the inner instinct and feelings. (MindTools.com, 2000)

Bark Hat: this colored hat of thinking focuses on the negative results. It focuses on the chances why a certain remedy or a decision could not work out.. (MindTools.com, 2000)

Yellow Hat: this colored hat is where the word empathy comes into action. Instead of focusing on the negatives, this colored hats encourages to focus on the advantages, positives of any decision or circumstances. (MindTools.com, 2000)

Green Hat: this colored hat of thinking represents uniqueness and creativeness. It is this hat that says there is always an innovative solution to every problem. (MindTools.com, 2000)

Blue Hat: This colored hat of thinking is used to represent the control process. It represents people in higher authority like who needs to take the entire decision. (MindTools.com, 2000)



Chapter Three: Methodology

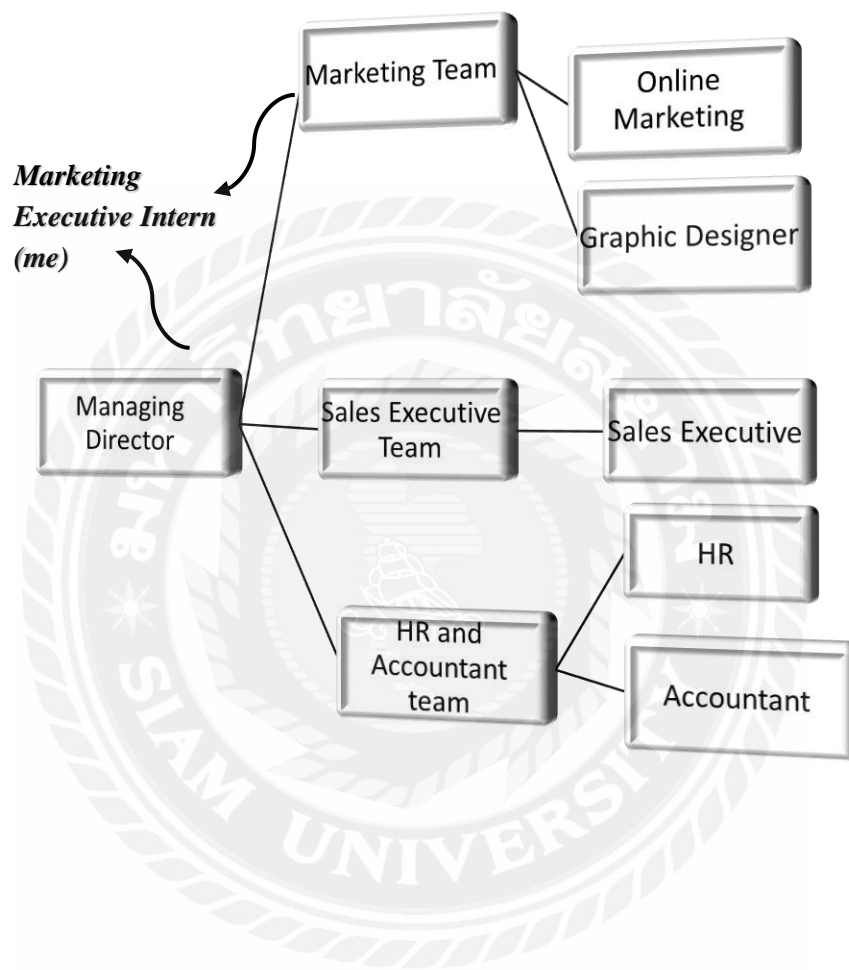


Figure 5 My Job Supervisors

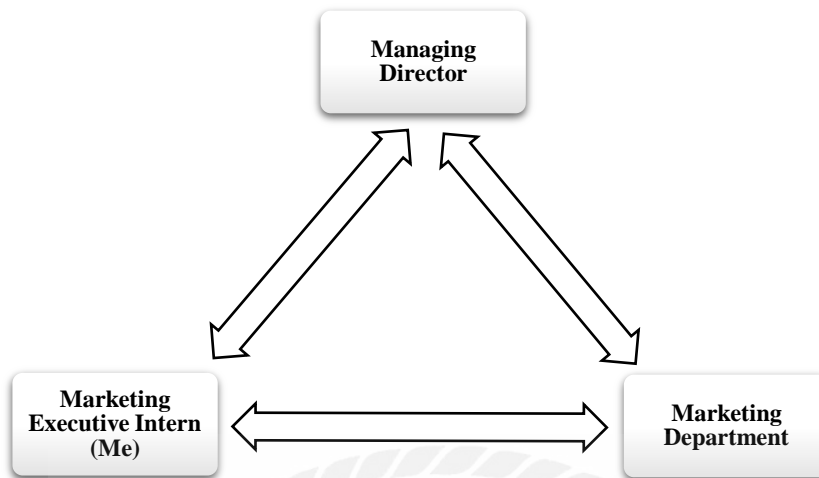


Figure 6 Flow of information

Working process:

The assignments that I carried out during my internship involved the use of both primary as well as secondary data. However, primary data was less frequently used in comparison to secondary data. I watched different activities of Newgen Inter Trading Co. Ltd. My involvement in Newgen Inter Trading Co. Ltd. was also a great source of data.

Primary sources

- Face to confront discussion with the organization officers and staffs.
- Day to day work of employments
- Informal discussion with the clients and the prospects
- Exposure on various work area of the association

Secondary Sources

- Company sites
- Product leaflets
- Company information and presentations

Assignments under supervisors:

I was basically working under two supervisors. The managing director, Ms. Nootsara Rutsang would assign me work related to brand building, competitor analysis, international market entry, product photography concept, listing products in e-commerce sites, drafting emails and preparing presentations for her, accompany her to some international events etc.

Whereas my second supervisor, Mr. Paradon Tomechai would assign me works related to social media content creation, page handling, market visits etc.

Workflow

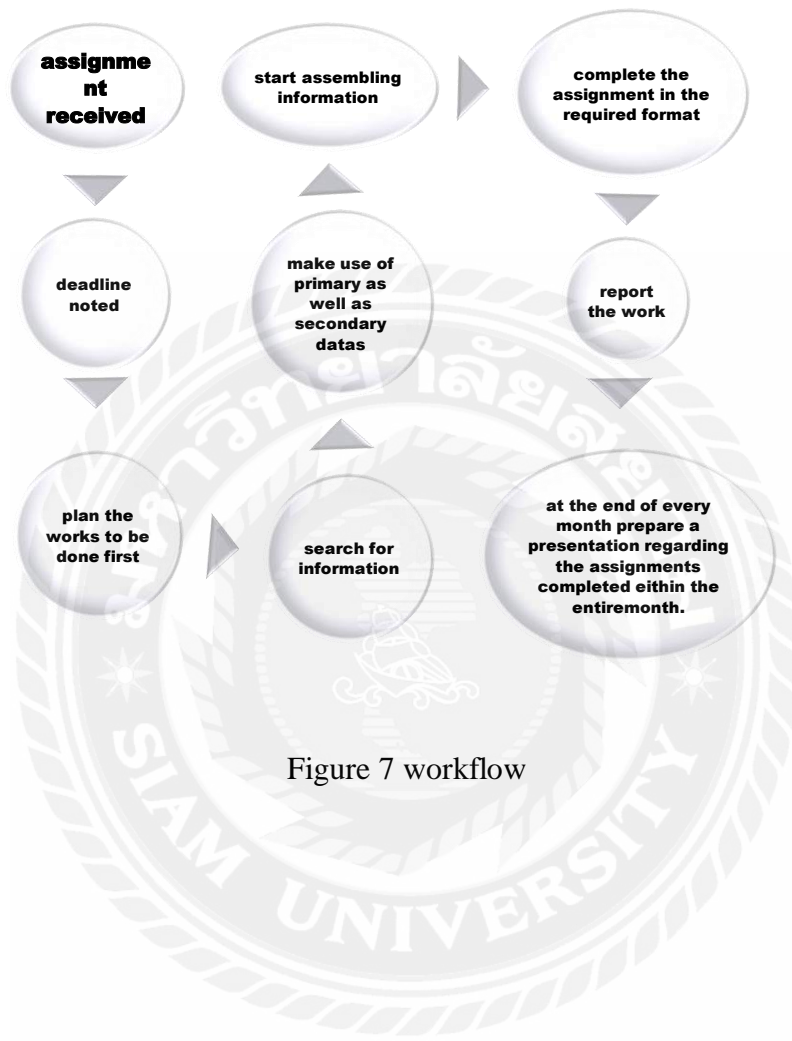


Figure 7 workflow

3.1 Roles and responsibilities assigned by company

My job in brief

The job that I was offered at Newgen Inter Trading Co. Ltd was the position of Marketing Executive understudy in the Marketing office. In this division, all the colleagues needed to work 5 days a week, once in a while at the work environment and now and then through market visits. As advertising is the most intelligent and testing stage now-a-days, it was extremely fun either ways. At work, training were given and I was lucky enough to be able to attend some exhibitions, seminars and workshops. I had another assistant colleague with me. We used to have a list based work design. The allowance was by the association's arrangement.

Roles and duties

Some everyday works included:

- Researching competitor's websites
- Organizing documents
- Drafting mails
- Preparing presentations for supervisors for meetings and exhibitions
- Attending seminars and exhibitions
- Visiting the market
- Creating accounts and listing company products in e-commerce websites
- Search for potential suppliers for the demanded products by the costumers
- Creating Advertising materials
- Printing/E-mailing

Chapter four: results and discussions

4.1 Contributions of student made during the internship

This part incorporates every one of the duties and definite portrayal of the contribution during my internship period

1. Conceptualizing/ idea generation

Our most vital errand here was to do conceptualizing to produce uncommon 'out of the container' thoughts for our brands such as content writing for the promotion of brands online, concept creation of product photography, ideas to lure customers into buying the product or to generate interest in trying the brand.

2. Collaboration

At Newgen Inter Trading Co. Ltd, representatives are into groups. So cooperation is extremely exceptionally critical which needs great working relationship. In any case, I made great relationship individuals inside my area of expertise and different offices inside a brief span which I accept is the consequence of my correspondence ability where I need to express gratitude toward Kathmandu College of administration, Siam University and our respectable employees.

3. Everyday Operations

As an Intern, there were some day to day tasks in creative department, customer response and most importantly in the online platform. Between departmental follow up of progressing obligations, account creation in internet business destinations, content creation for web-based social networking, reaching providers for items, arrangement of presentations for the organization items and so on are most amazing among the everyday assignments.

4. Inquiry Management

Inquiry administration of various customers on various online stages including internet business sites and web-based social networking stages, was one of the greatest parts of the activity.

5. Follow up

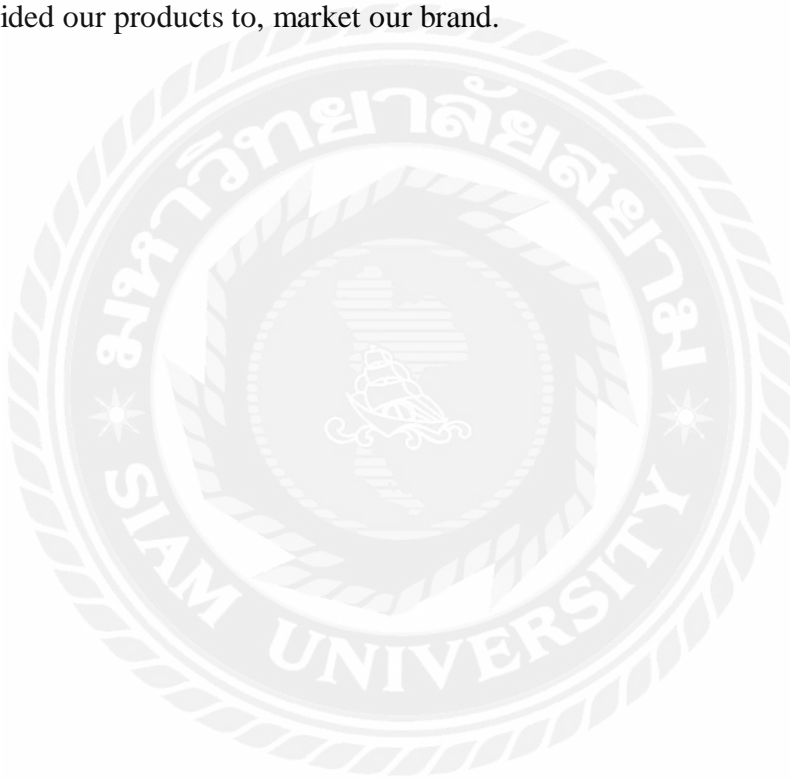
Standard catch up with the prospect clients and providers (suppliers) was likewise another general activity. Where I had to draft email to the prospect costumers about our company and brands and propose them our products and ask them if they are interested in buying the product. Likewise, I would also have to draft e-mails to distributors in different countries to propose and ask if they would be interested in being the official distributors of our brands in the respective countries that they operate.

1. Research activities

This included finding out information about competitors, carrying out their analysis which made use of mostly the secondary data such as company websites of the competitors. Sometimes, even primary data had been used as a means of face-to face interaction with the sales executive of the competing brand, as we would even visit the outlets of the competitors in order to gain information from them.

2. Market visit

As a part of my job, sometimes I was assigned to visit certain area to better understand the market and also to enquire about how the retailers that we provided our products to, market our brand.



4.2 Details of related learning process and new knowledge student has received

During my internship period, I was involved in various branding, marketing, promoting, and research activities. As a part of my everyday work assigned, I have managed to contribute to the organization by successfully fulfilling these activities:

- Prepared International business plan
- Emailed prospect customers from Srilanka, India and Hong Kong
- Contacted suppliers
- Contacted distributors in Myanmar, Cambodia
- Listed products on e-commerce websites like: eBay, ones now, Amazon, Thai by Nature
- Reviewed buyer requests on Thai trade
- Attended jumpstart amazon
- Created company LinkedIn account and posted the product details
- Concept creation for product photography
- Attended SME IDOL 2018 and presented about our brand and secured a position in the list of companies to get a chance to demonstrate their products in Hong Kong house ware fair
- Prepared video script for KLASS and HANA-E
- Created ideas for Line mascot stickers
- Handled Facebook page of brand, Hana-e
- Created promotional contents for social media
- Also conducted SWOT analysis for one product of the company under the brand KLASS (Organic anti hair loss)



Figure 8 product carried SWOT analysis on

<p><u>STRENGTHS</u></p> <ul style="list-style-type: none"> • High Product Quality • Ingredient : 100% Herbal • Chemical free and eco friendly • Value based pricing- good value pricing 	<p><u>WEAKNESSES</u></p> <ul style="list-style-type: none"> • Lack of Brand Awareness compared to competitors • High Productivity Cost • Lack of costumer involvement to spread word of mouth.
<p><u>OPPORTUNITIES</u></p> <ul style="list-style-type: none"> • Trend of using Healthy /chemical free products (Organic) • Ageing Society are tend to face hair loss problems • Travelers 	<p><u>THREATS</u></p> <ul style="list-style-type: none"> • High number of direct and indirect competitors • High number of substitute products.

Figure 9 Swot analysis on organic anti hair loss

Chapter five: Conclusions

5.1 Self-assessment as future professional

From the internship, I could learn and build up my aptitudes in numerous regions. The exercises and assignments could satisfy for all intents and purposes with the information I gained from the college. In the college we gain much from hypothetically and we figure out how to execute them reality in the work. Each errand I did was extremely intriguing for me as everything was a novel affair for me. It enhanced my written work and also helped me widen my vocabulary. Before internship, I didn't have a reasonable thought on the most proficient method to plan and work in an office. Yet, amid the initial two weeks I could see how the function is going.

To start with involvement in the expert life is critical to everybody to figure which region ought to enthusiasm to locate the future vocation.

Demeanor

I joined Newgen Inter Trading Co. Ltd at an assistant to learn and apply my insight. So I generally had a state of mind to be included more into the undertaking and be advantageous for both myself and the organization. In this way, from my perspective, I have dependably been excited in my work.

Capacity to learn

At Newgen Inter Trading Co. Ltd, I have exceptionally pleasant and benevolent coaches and administrator who showed me extremely well. They were never irritated to answer even to my imbecilic inquiries. Also, in the meantime, I could discover everything that they have been letting me know. Thus, I would state, I learned at Newgen Inter Trading Co. Ltd extremely well and I might want to thank my colleagues for that.

Activity

The works at Newgen Inter Trading Co. Ltd is in the premise of everyday assignments and courses of events and I have dependably possessed the capacity to finish the assignments relegated to me before the due dates and I generally request more work.

Nature of work

I have been told ordinarily by my manager that my nature of work is great. I would state the explanation for this is a few courses like brand administration where we needed to concoct new thoughts in building a brand.

Development balance

I have dependably been certain about myself that in the event that I attempt to accomplish something, I will succeed. Furthermore, my college additionally set off this trust in me by giving legitimate direction and bearing.

Amount of work

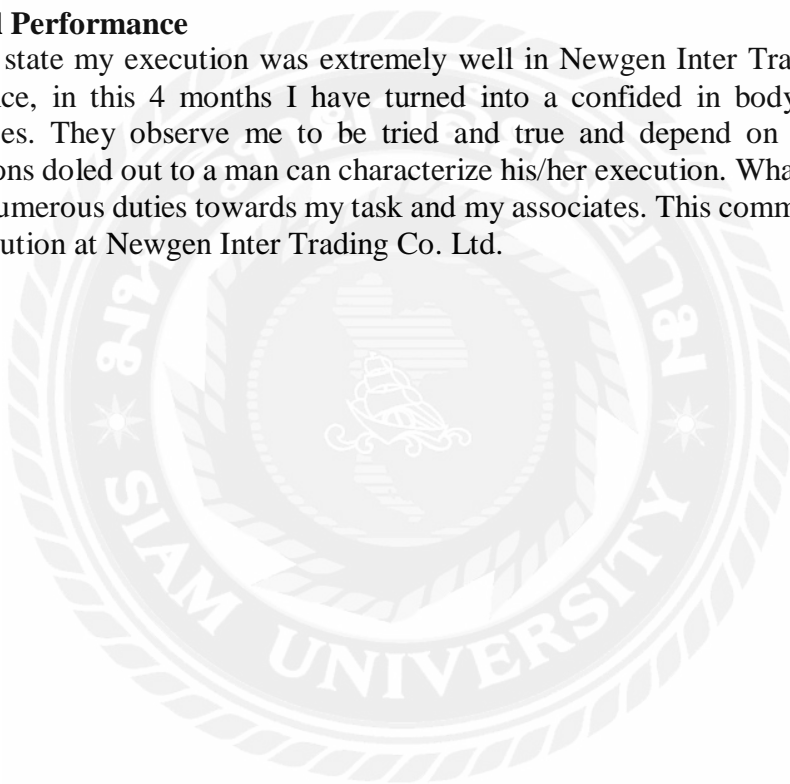
As I as of now specified, I generally every assignments previously due dates and request more work, the sum is extremely gigantic for an assistant and notwithstanding for some full-time representative.

Judgment

I didn't have much opportunity to settle on choices in Newgen Inter Trading Co. Ltd, however I took choices of the works allocated to me like on organizing the allotted undertakings, executing points of interest and important activities and so on.

General Performance

I would state my execution was extremely well in Newgen Inter Trading Co. Ltd. Since, in this 4 months I have turned into a confided in body for my colleagues. They observe me to be tried and true and depend on me. The obligations doled out to a man can characterize his/her execution. What's more, I have numerous duties towards my task and my associates. This communicates my execution at Newgen Inter Trading Co. Ltd.



5.2 Comparison of practical learning VS theory

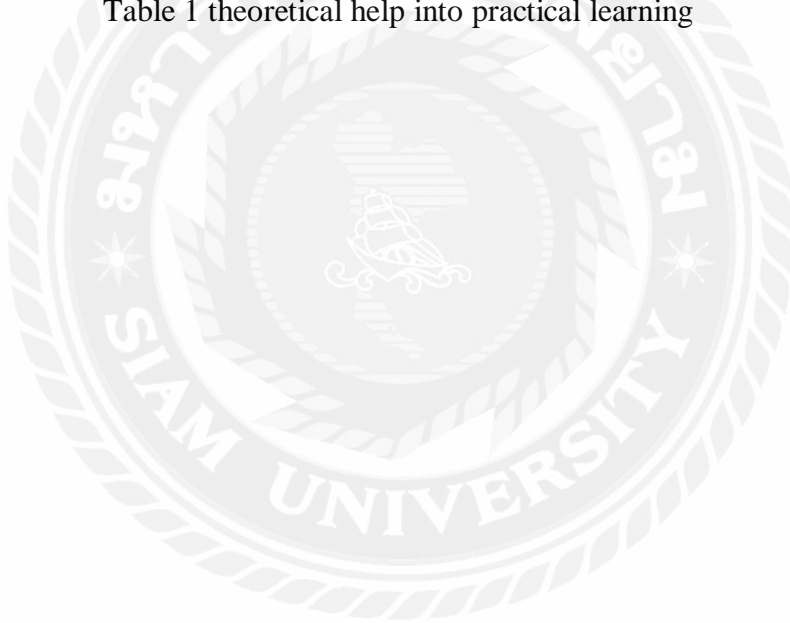
I picked up an extremely significant ordeal amid my internship period. I truly welcome the way the organization regarded me as an esteemed part and the thankfulness it appeared towards my activities. The internship time of 4 months gave me a huge chance to learn different aptitudes and handle the functional working situation in the association.

I was able to relate the assignments I received to the courses I learned in the past semesters.

S. N	Assignments taken	Purpose	Role	Relevant course
1.	PowerPoint preparation and business proposal writing	- To prepare proposal to distributors overseas -To prepare PowerPoint slides about company profile	Visited company website to gather information, look for product contents and features into the product leaflets, prepare report and submit.	English for professionalism
2.	Competitor's Analysis	To analyze the competitor's strength, weakness and to develop a system focusing on their weakness.	To visit different online sites, Find out their weakness and strength, Suggest strategy based on strength and weakness of competitor's site, Help to develop USP	Principles of Marketing, Brand management, Integrated Marketing Communication
3.	listing of products into e-commerce sites	to reach maximum number of customers	Clicking pictures, updating product content and listing them online.	integrated marketing communications, Digital Marketing,

				Management Information System, Brand management
4.	Creative Design for product photography	To understand the concept of designing and advertising making.	<p>I was involved in creating concepts for product pictures</p> <p>Lesson learned: Different aspect of designing like choosing a color and how corporate color are used in designing.</p>	Advertising, Brand Management

Table 1 theoretical help into practical learning



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Appendices

Appendix 1 Screenshot of Account creation and product listed on e-commerce websites

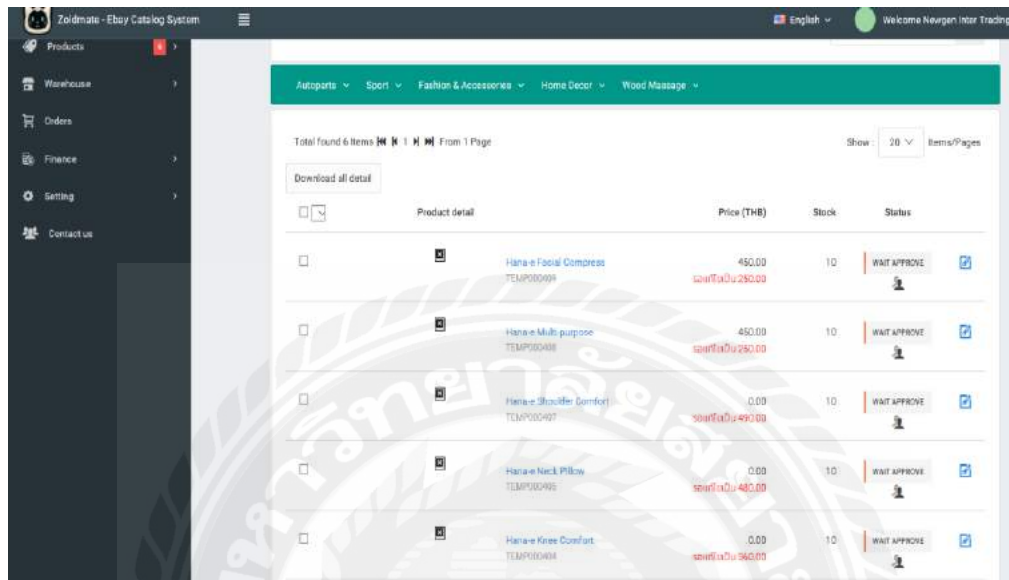


Figure 10 Account creation and product listing on EBay

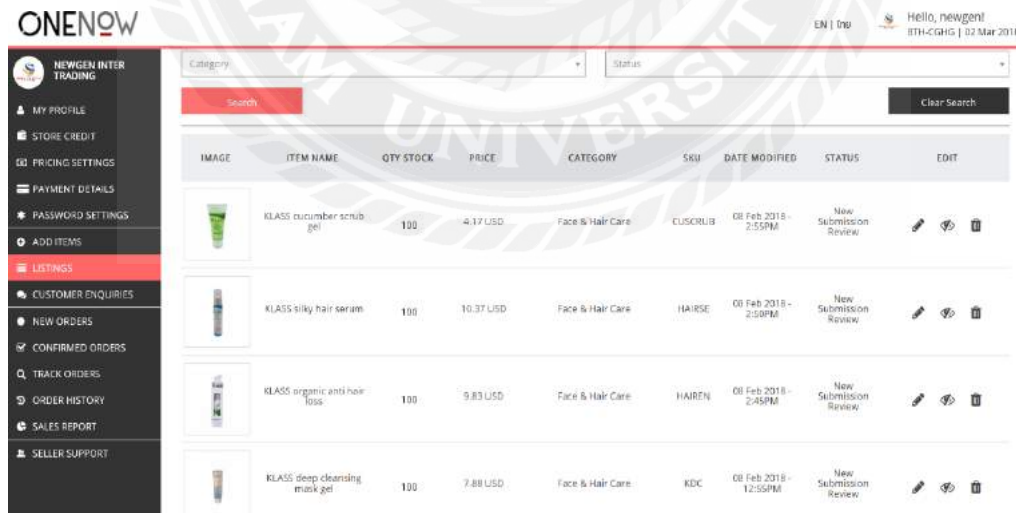


Figure 11 Account creation and product listing on Onenow

amazon seller central

NEWGEN KLASSEHMAN... WIKIPEDIA.COM English Search Messages Help Settings

CATALOG INVENTORY ORDERS ADVERTISING STOREFRONT REPORTS PERFORMANCE

All inventory Manage Pricing

Manage Inventory Learn more Take the tour Rate this page

Add a product Preferences & columns hidden

Action on 0 selected Search 0 products

Filters: ☒ Active ☐ Inactive Additional filters

	Status	Image	SKU Condition	Product Name ASIN	Date Created (Sales Channel Date)	Available	Fee Preview	Price + Shipping	Lowest Price + Shipping	Save as
<input checked="" type="checkbox"/>	Active		Item-e000 New	Item-e Face Compress B07CZ3M4X2	05/10/2018 23:22:17 05/10/2018 23:22:17	100	\$3.76	\$ 14.00		Edit
<input checked="" type="checkbox"/>	Active		Item-e007 New	Item-e Body Compress B07CZ3M4X4	05/10/2018 23:19:49 05/10/2018 23:19:49	100	\$4.21	\$ 17.00		Edit
<input checked="" type="checkbox"/>	Active		Item-e006 New	Item-e Multi Function B07CZ3M4X6	05/10/2018 23:19:55 05/10/2018 23:19:55	100	\$3.76	\$ 14.00		Edit
<input checked="" type="checkbox"/>	Active		Item-e002 New	Item-e Shoulder Compress B07CZ3M4X5	05/10/2018 23:16:17 05/10/2018 23:16:17	100	\$6.21	\$ 35.00		Edit
<input checked="" type="checkbox"/>	Active		Item-e005 New	Item-e Eye Pillow B07CZ3M4X4	05/10/2018 23:04:46 05/10/2018 23:04:46	100	\$1.76	\$ 14.00		Edit
<input checked="" type="checkbox"/>	Active		Item-e001 New	Item-e Neck Pillow B07CZ3M4X3	05/10/2018 23:01:59 05/10/2018 23:01:59	100	\$6.86	\$ 32.00		Edit

Figure 12 Account creation and product listing on Amazon

ThaiByNature

Foreigners ☒ Admin ☐ Unpublished ☐ Login

product, category, industry

THAI PRODUCTS BY CATEGORIES SALES AGENT WANTED FEATURED PRODUCTS

Home ☒ Sellers ☐ Newgen Inter Trading's profile ☐ Newgen Inter Trading products

Sort By: Name (A-Z) Show: 25

Newgen Inter Trading
 VIEW PROFILE

All products

Natural Thai Herb Back Pillow

Natural Thai Herb Body Compress

Natural Thai Herb Eye Pillow

Natural Thai Herb Facial Compress

Natural Thai Herb Neck Pillow

Figure 13 Account creation and product listing on Thai by Nature

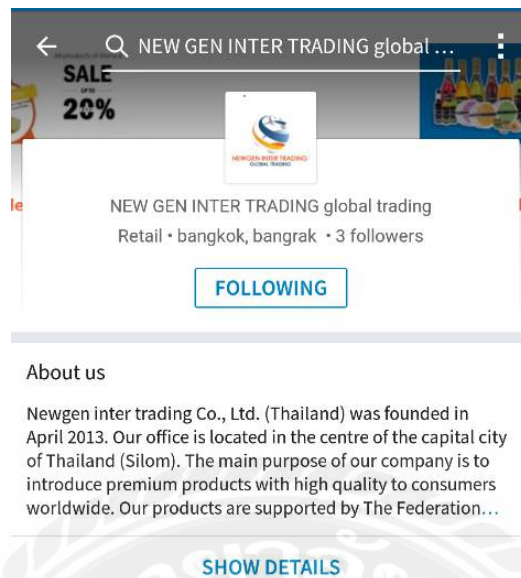


Figure 14 Account creation and product listing in LinkedIn

Appendix 2 Product photography carried out





Appendix 3 Advertising content creation to share on social networking sites

KLASS
Cucumber Scrub Gel
50 g

Extract of Cucumber, Suitable for all Skin Type

Remove Dead Skin
Remove Dirt
Moisturize Skin

KLASS
7 in 1 MASSAGE BALM
30 g

100% BEESWAX
Relieve Stress & Aches
Moisturizer
Replenish Dry Skin
Improve Blood Circulation
Provides Refreshment

INGREDIENTS
PEPPERMINT OIL
BLACK PEPPER MINT
EUCALYPTUS OIL
CASSIA EXTRACT
METHYL SALICYLATE
TEAL OIL
CAMPHOR

KLASSbrand

KLASSbrand

KLASS & HANAE

KLASS
ORGANIC
ANTI HAIR LOSS

LIFE ISN'T PERFECT BUT YOU HAIR CAN BE.

Introducing Newgen Inter Trading's KLASS Shampoo & Hair Mask

Experience how fruits extract product can transform your hair. It helps to clean, refresh, condition, nourish and energize any damage hair.

Organic Anti-Hair Loss
Natural herbs
Slow down hair loss process
Nourish hair scalp and roots
Healthy hair

KLASSbrand

KLASS & HANAE

KLASSbrand

KLASS & HANAE

Appendix 1.4 Events attended



Figure 15 SME IDOL 2018



Figure 16 Jumpstart Amazon

Appendix 1.5 Market Visit



Figure 17 lotte Duty free



Figure 18 Prathunam



Figure 19 Exhibition at market JJ

Bibliography



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Rewards Certificates for extra curriculum like dance, singing, orchestra

Certificates for story forming, Case study Presentation in SQC
(Student's Quality Circle)

Special interests watching different types of advertisements, playing badminton