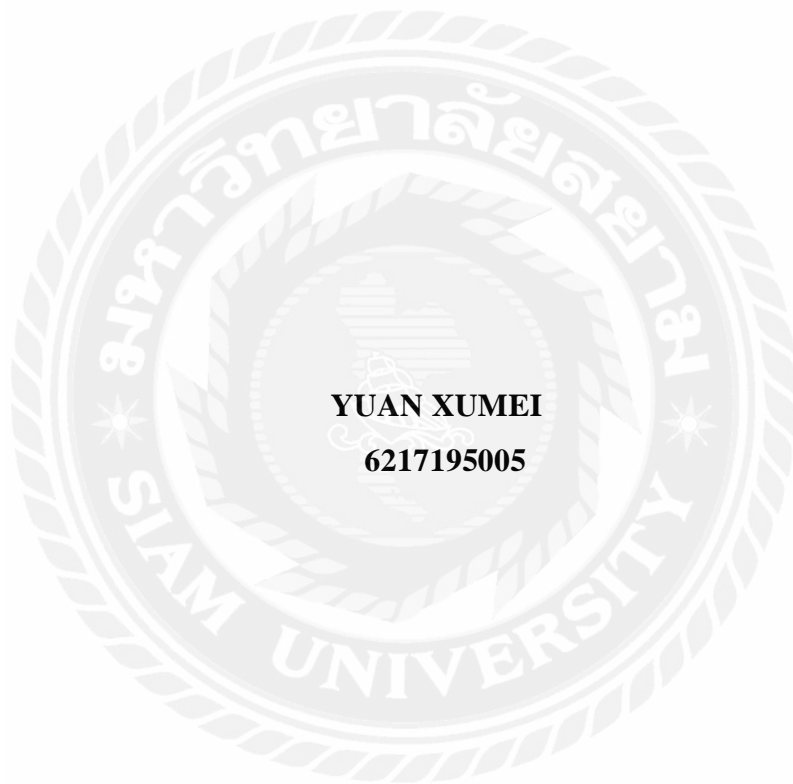




**MARKETING PROSPECT OF THAI DURIAN IN CHINESE MARKET ----RESEARCH
AND DEVELOPMENT OF NEW TYPES OF DEGREASED PERFUME DURIAN**



**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR
THE MASTER'S DEGREE OF BUSINESS ADMINISTRATION
GRADUATE SCHOOL OF BUSINESS
SIAM UNIVERSITY**

2022



**MARKETING PROSPECT OF THAI DURIAN IN CHINESE MARKET ----RESEARCH
AND DEVELOPMENT OF NEW TYPES OF DEGREASED PERFUME DURIAN**

Thematic Certificate

To

YUAN XUMEI

This Independent Study has been Approved as a Partial Fulfillment of the Requirement of
International Master of Business Administration in International
Business Management

Advisor: 

(Associate Professor Dr. Qiu Chao)

Date: 20 / 3 / 2023



.....
(Associate Professor Dr. Jomphong Mongkhonvanit)

Dean, Graduate School of Business Administration

Siam University, Bangkok, Thailand

Date: 24 / 3 / 2023

Title: Marketing Prospect of Thai Durian in the Chinese Market - Research and Development of New Type of Durian Degreased Perfume
By: YUAN XUMEI
Degree: Master of Business Administration
Major: International Business Management

Advisor: 
(Associate Professor Dr. Qiu Chao)
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Abstract

With Thailand's export of dried durian, this paper analyzed the prospects of Thailand's new dried durian de-greased perfume in the Chinese market. The research method utilized a literature review and found that high demand for Thai durian in the Chinese market exists, and the new Thai dried durian de-greased perfume has a promising outlook. Maintaining product quality is crucial for export trade and maintaining the product's high reputation. Policies and stable exchange rates between the countries are also essential to improve the competitiveness of the export products, such as taking full advantage of the China-ASEAN free trade agreement. Diversified product offerings also improve market awareness, establish brands, and cultivate brand loyalty. Finally, effective promotion strategies and high-quality products should be paired with efficient marketing methods to increase awareness of the new dried durian de-greased perfume.

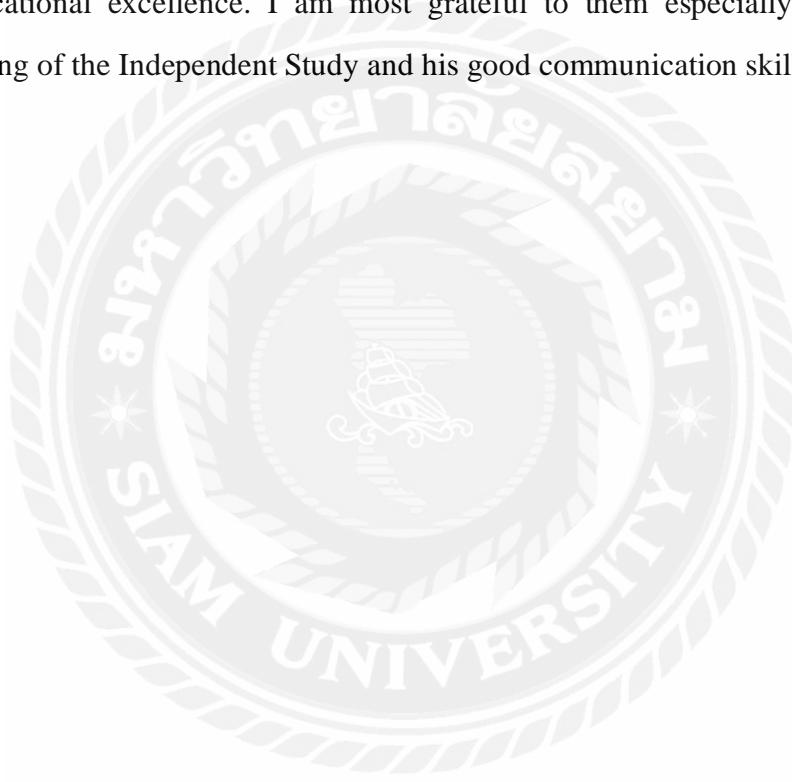
Keywords: Thai durian, Chinese market, durian degreased perfume, export trade



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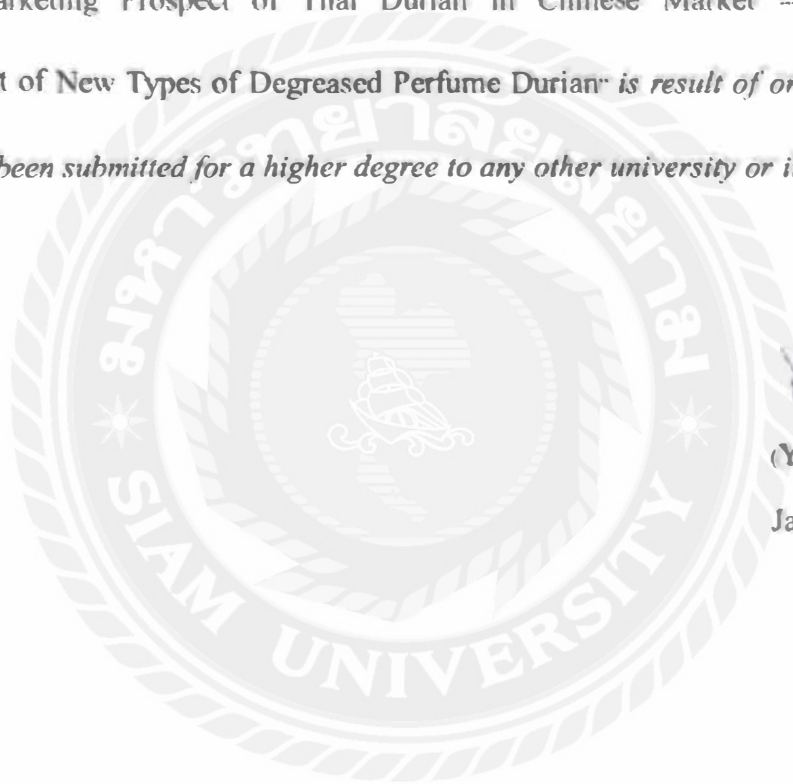
In this section, I would like to express my gratitude to Associate Professor Dr. Qiu Chao, advisor and Dr. Jomphong Mongkhonvanit, Dean, Graduate School of Business, Siam University, Bangkok, Thailand for their thoughtful and caring supervision by means of his educational excellence. I am most grateful to them especially for their deep understanding of the Independent Study and his good communication skills.

YUAN XUMEI
2023



Declaration

I, YUAN XUMEI, hereby certify that the work embodied in this independent study entitled "Marketing Prospect of Thai Durian in Chinese Market ---Research and Development of New Types of Degreased Perfume Durian" is result of original research and has not been submitted for a higher degree to any other university or institution.



Yuan Xumei

(YUAN XUMEI)

January 1, 2023

Contents

Abstract.....	I
ACKNOWLEDGEMENTS	II
Declaration.....	III
1. Introduction	1
1.1 Background	1
1.3 Research objective.....	3
1.4 Scope of study.....	3
1.5 Research significance	3
2. Literature review	5
2.1 Export status of durian in Thailand	5
2.2 Development status of durian exported from Thailand to China	5
2.3 Past Research	6
3. Research Methods.....	8
3.1 The Porter's Five Forces Model of Thai dried durian in the Chinese market	9
3.2 SWOT analysis of Thai dried durian in the Chinese market	10
4. Finding and Conclusion.....	12
4.1 Research and development of new degreased perfume dried durian	12
4.2 Marketing process of new degreased perfume durian dried	12
4.3 Finding	14
4.4 Conclusion	17
5. Recommendation	19
Reference	21

1. Introduction

1.1 Background

According to the report of Thailand Zhonghua Network, the export volume in the first half of 2019 was about more than 800 million dollars. Since 2019, the sales of durian in Thailand have ranked first in the world. During the COVID-19 epidemic in 2020, the sales of durian have not decreased but increased, and consumers are increasingly fond of it, which is very recognized by consumers (Womoto, 2021). China and ASEAN have a population of about one-third of the world's population. Durian accounts for 41% of China's total fruit imports and exports in 2020, with a total amount of \$980 million, accounting for 33% of China's exports, and a total export amount of \$430 million (. Since October 1, 2003, the governments of China and Thailand signed a zero tariff agreement between the two countries. Previously, the tariff on agricultural products was 30% (Sun, 2019). Therefore, the trend of China ASEAN fruit production and ASEAN fruit trade is of great significance for strengthening the development of China ASEAN fruit industry. Southeast Asia is also a country with more than 20 million overseas Chinese. Driven by overseas Chinese, Southeast Asia has a great demand for importing Chinese fruits. Bai, 2022). I have been working in durian for 3 years. At present, I have set up a research and development department and my own dry durian factory, which has a certain foundation. Since we engaged in durian business, we have been very optimistic about the Thai durian market, and the sales of durian have also increased preliminarily. As a durian industry professional with 3 years of experience and an MBA graduate from Siam University, I have established a research and development department and my own dry durian factory with a strong foundation. Based on the strong sales figures, I am optimistic about the Thai durian market and constantly looking for innovative, consumer-accepted products related to durian.

In order to improve the competitiveness of Thailand's new degreased perfume dried durian in the Chinese market, it is important to focus on product quality, take advantage of the China-ASEAN zero tariff agreement, offer a variety of products, and implement effective

promotion strategies. By doing so, the market awareness of this new product will be increased, leading to brand establishment and recognition.

1.2 Research problems

At present, in addition to durian mud, durian powder and other auxiliary processed food materials in the Thai durian market, the most popular durian products that can be eaten directly are divided into three categories: fresh durian fruit, frozen durian and dried durian (Yang, 2013). The article hopes to develop new durian varieties popular with consumers based on the current development of dried durian, so that more Chinese consumers will no longer exclude durian, increase the sales volume of new products and increase the market share. The new defatted perfume dried durian is a kind of fresh fruit processed by freezing. It has high calories, but the Institute hopes to develop a new product, which has no special flavor, low fat and low calorie, namely, the perfume defatted and defatted dried durian. It is a leisure snack that consumers can take with them. However, the trade growth of the main export markets of Thai dried durian is not stable, which exposes many problems in the export process of Thai dried durian. First of all, the quality and quantity cannot be guaranteed. Fruits are highly dependent on climate conditions, but the climate is variable. Therefore, the quality and quantity of durian exports will change every year, and it is difficult to always meet the requirements of the market (Hepburn, 2021). Competition with import and export trade is great, which will also cause changes in fruit prices and affect sales. Secondly, there are too few kinds of dried durian, low brand awareness and low willingness to buy, which will affect the prospects of Thai durian in the Chinese market (Shen, 2019). This paper studies the market influencing factors of the new degreased perfume durian dried from Thailand exported to China. This paper mainly studies the following issues:

1. Is the new degreased perfume dried durian being exported to China?
2. What are the factors that influence the export of the new degreased perfume durian?
3. What recommendations can be made to improve the export development of new

degreased perfume durian?

1.3 Research objective

Based on the current situation of Thailand's export of dried durian, this paper evaluates the development conditions of new degreased perfume dried durian and the market environment of China's dried durian, deeply analyzes the export development prospects of new degreased perfume dried durian, and then puts forward relevant marketing strategies to provide reference for the development of Thailand's dried durian market. Therefore, the following research objectives are proposed:

1. Analyze the export prospect of the new degreased perfume durian.
2. Analyze the relevant factors affecting the export of new degreased perfume durian dried.
3. Provide suggestions for the development of the export of new degreased perfume dried durian.

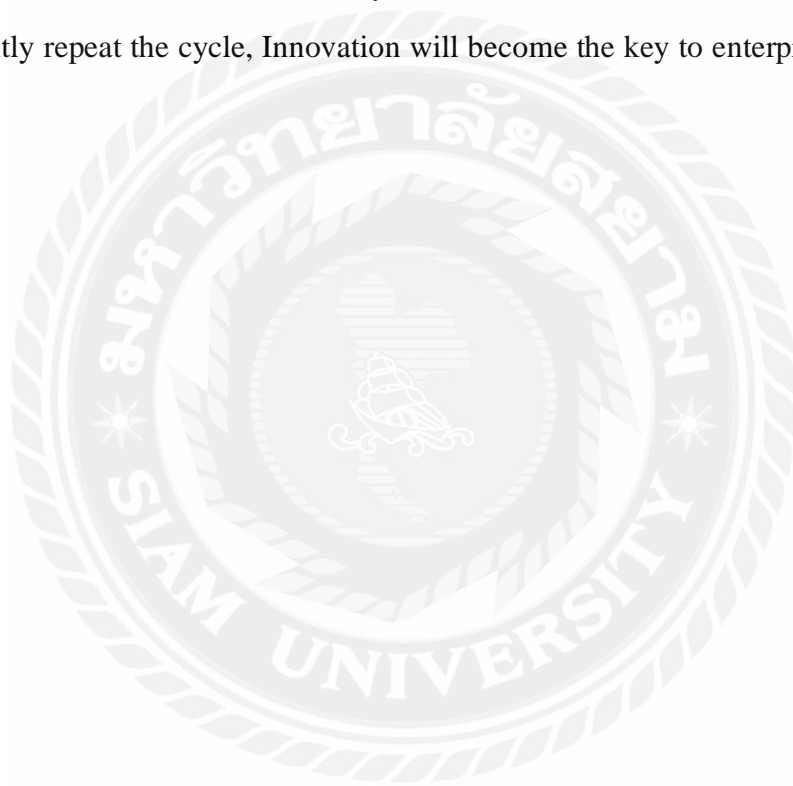
1.4 Scope of study

This article uses the literature research method as the research method, in favor of Thailand's export of durian to China within the scope of development. Through empirical research on the factors affecting the export of Thai dried durian, multi-level analysis was conducted to obtain the factors affecting the export of new degreased perfume dried durian, and then put forward countermeasures and suggestions for the export of Thai dried durian to enrich the research on the export trade of Thai fruits.

1.5 Research significance

The article on new products is of great significance to enterprises. The success of new products is directly related to the development of enterprises and brings new satisfaction to consumers. The research and development of new products by enterprises directly affect the survival of enterprises. The research on new products can occupy a high place in

meeting consumer needs. Facing fierce market competition, continuous innovation will not lose the existing market. New products can occupy the market and consolidate the market, Every product has its life cycle, from birth, growth, growth to death. No matter how popular any product is, it will eventually be eliminated from the market and withdrawn from the market. Today, with the rapid economic development, the life of the product market will be shorter and shorter. The needs of consumers are constantly changing. The needs of consumers are endless and constantly changing. In the process of improving the requirements, consumers will immediately return to meet one demand and another demand, and constantly repeat the cycle, Innovation will become the key to enterprise success (Ye, 2021).



2. Literature review

2.1 Export status of durian in Thailand

As a large durian producing country in the world, Thailand has a wide range of durian exports, including fresh durian, frozen durian, durian paste and dried durian. The export region of durian is mainly Asia and surrounding areas, and the most important export region is Chinese Mainland (Meng, 2022). Fresh durian is the main export product of Thailand durian, and the export volume has increased significantly since 2016, mainly because the development of e-commerce Internet has made durian widely spread abroad. As the second largest export product of Thai durian products, the export volume of frozen durian in 2012 was 13895 tons, which also showed an overall growth trend in the past decade. The growth rate was relatively slow before 2018. From 2018 to 2021, the export volume of frozen durian was 20029 tons in 2018, and reached 50048 tons in 2021, an increase of about 260% compared with 2012, with a value of 9574 million Baht. As another durian product, the export volume of dried durian fluctuates slightly. As another durian product, the export volume of dried durian fluctuates slightly and is relatively stable, and the export volume is also small. In 2012, the export volume was 392 tons, and in 2021, 359 tons, with a relatively stable change compared with the previous several (Thailand has formed a strategy to open the fruit market in an all round way, 2018).

2.2 Development status of durian exported from Thailand to China

The "The Belt and Road" came from the People's Daily on May 23, 2018 to report that China has become the fastest growing destination of Thailand's durian export, and Thailand is an important producer of tropical fruit durian. In Thailand, durian can be subdivided into many varieties, such as long handle, golden pillow, and Charani, which are mainly planted in the east of Jianzhuwen, Rayong, and Dalat. The time of listing is concentrated in May and June. China has become the fastest growing destination for Thailand's durian exports, and the durian in the Chinese market is also basically from Thailand. (Chinese demand

changes the durian market in Thailand,2019)。

On April 7, 2018, Jack Ma Alibaba Group organized Tmall Supermarket to sell 80000 durian, 400000 jin, in one minute. This achievement opened the first all-round cooperation between Thailand and Alibaba Group. Countless Chinese people engaged in durian business in Thailand, and cooperated with Thai people to open a durian factory. Alibaba Group has contracted 100 mu of orchards (Tidarat, 2018) at an annual price of 4 million Baht. Songqi, Thailand's vice premier in charge of economy, said that many rural people in Thailand are still poor, and the annual production of agricultural products is oversupplied. If there is support from the international market, it can help Thai farmers increase their income (Dong, 2020).

2.3 Past Research

The export quantity of dried durian increased from 2011 to 2015. In 2011, the export volume was 323 t, worth 132 million baht (390000 US dollars). In 2015, the export volume increased by about 24% to 401 tons, worth 290 million baht (US \$8300000) (Huang, 2019). It can be seen that in recent years, the export demand for fresh and frozen durian products is still very large. For processed products such as durian paste and dried durian, the import country can also process fresh or frozen durian products that meet the market demand into similar products, so the export demand is not large. Therefore, in order to meet the demand of the export market, durian planting and dealers in Thailand should strengthen the production and quality improvement of fresh durian, and can also develop other new products to expand the export market. Although there are still many problems in the production and export of durian in Thailand, there are also many opportunities for further development (Zhang, 2019). At present, the Thai government has provided a great deal of support for export business and issued a series of relevant preferential policies. The market of durian products also has great development potential, such as durian pastries that are popular in Thailand and foreign markets, so there is room for further development of durian products. At the same time, Thai durian has a long history of export, with 60% of the total

output exported to China, so it has a high reputation in the Chinese market and other countries' markets. We can improve the quality of durian by strengthening product quality control and win the trust of the target market (Zhao, 2022).



3. Research Methods

Qualitative research method that could be used to investigate the sales prospects of Thai dried durian in the Chinese market is a focus group study.

Focus groups involve gathering a small group of individuals who are representative of the target population to discuss a particular topic. In this case, the focus group would consist of Chinese consumers who have purchased Thai dried durian in the past or are interested in trying it.

To conduct a focus group study, researchers first need to recruit participants who meet the inclusion criteria. They can do this through various methods, such as social media, online forums, or through consumer panels.

Once the participants are recruited, researchers need to schedule a time and place for the focus group. The group should be moderated by a skilled facilitator who can guide the discussion and keep it on topic.

During the focus group, participants would be asked a series of open-ended questions related to their attitudes, perceptions, and behaviors towards Thai dried durian. Questions could include topics such as their awareness of Thai dried durian, their reasons for purchasing it, and their overall satisfaction with the product.

The moderator would encourage participants to share their thoughts and experiences with Thai dried durian and to respond to the comments and opinions of other group members.

After the focus group is completed, researchers need to analyze the data collected. This involves transcribing the discussion, identifying key themes and patterns, and summarizing the findings.

Finally, the researchers would need to report the results of the focus group study. The report should include a description of the research question, objectives, methodology, and results. The findings should be presented in a way that is easy to understand and should be relevant to stakeholders in the Thai dried durian industry who are interested in expanding their sales in the Chinese market.

Overall, a focus group study is a useful qualitative research method for investigating the sales prospects of Thai dried durian in the Chinese market. It provides valuable insights into consumer attitudes, perceptions, and behaviors towards the product and can help identify opportunities for growth and improvement in the industry.

3.1 The Porter's Five Forces Model of Thai dried durian in the Chinese market

The Porter's Five Forces Model is a useful tool for analyzing the competitiveness of a market. This model helps businesses identify the forces that impact their ability to compete and succeed in a particular industry. This paper aims to use the Porter's Five Forces Model to analyze the sales prospects of Thai dried durian in the Chinese market.

According to Porter (2008), the Five Forces Model is a useful tool for analyzing the competitiveness of a market. In the case of Thai dried durian in the Chinese market, Tan and Teo (2016) suggest that the durian industry in Southeast Asia is highly competitive, while Zhou and Jiang (2019) note that the competition among durian enterprises in the Chinese market is intense.

The analysis of the Porter's Five Forces Model reveals that the threat of new entrants into the Chinese dried durian market is moderate. However, the bargaining power of suppliers of Thai dried durian in China is low, while the bargaining power of buyers is high. Furthermore, the threat of substitutes to Thai dried durian in China is high, and the rivalry among existing competitors is intense.

Based on the analysis of the Porter's Five Forces Model, it is evident that the sales prospects of Thai dried durian in the Chinese market face significant challenges (Porter, 2008; Tan & Teo, 2016; Zhou & Jiang, 2019). To succeed in the Chinese market, Thai dried durian producers need to focus on building strong brand recognition, distribution networks, and marketing strategies.

Threat of New Entrants

The threat of new entrants into the Chinese dried durian market is moderate. The durian market in China is already saturated with local brands as well as established international players such as Malaysia and Indonesia. The high cost of setting up a distribution network in China and the stringent regulations make it difficult for new entrants to enter the market. However, with the increasing demand for durian in China, there is a possibility of new players entering the market.

Bargaining Power of Suppliers

The bargaining power of suppliers of Thai dried durian in China is low. Thailand has a competitive advantage in producing high-quality durians due to favorable growing conditions. However, Thailand's durian industry is fragmented and dominated by small and medium-sized farms, which limits their bargaining power. Additionally, there are alternative suppliers in the market that could potentially replace Thai dried durians, reducing the bargaining power of Thai suppliers.

Bargaining Power of Buyers

The bargaining power of buyers in the Chinese dried durian market is high. China is a large market with many buyers, which gives them significant bargaining power. Buyers can easily switch to alternative suppliers if the prices of Thai dried durian become too high. Moreover, buyers have access to information on prices and quality, which makes them well-informed in their purchasing decisions.

Threat of Substitutes

The threat of substitutes to Thai dried durian in China is high. There are many alternative dried fruits and snacks available in China, including dried mangoes, raisins, and apricots. Moreover, Chinese consumers have diverse tastes and preferences, which increases the likelihood of them switching to alternative products.

Rivalry Among Existing Competitors

The rivalry among existing competitors in the Chinese dried durian market is intense. Durian is a highly sought-after fruit in China, and many established players are competing for market share. The market is dominated by Malaysian and Indonesian brands, which have strong brand recognition and distribution networks. Thai dried durian faces intense competition from these established players, as well as from local Chinese brands.

3.2 SWOT analysis of Thai dried durian in the Chinese market

Strengths:

High-quality product with a unique flavor and texture: Thai dried durian is a premium product known for its rich and creamy taste, which sets it apart from other dried fruits.

Strong brand recognition and reputation in the Southeast Asian market: Thai durian is well-known and highly regarded in the region, which can help build brand recognition and trust among Chinese consumers.

Established relationships with suppliers and distributors in Thailand: The company has established connections with durian farmers and distributors in Thailand, which can help ensure a consistent supply of high-quality products.

Competitive pricing compared to other imported dried fruits: The company's pricing is competitive with other imported dried fruits in China, which can help it gain market share.

Weaknesses:

Limited awareness and understanding of Thai dried durian among Chinese consumers: Thai dried durian is not well-known in China, which can make it challenging to build market demand.

Limited distribution channels and reach in the Chinese market: The company has limited distribution channels in China, which can make it difficult to reach a broader audience.

High competition from other imported and local dried fruits in China: The dried fruit market

in China is highly competitive, with many different products vying for consumer attention. Dependence on the seasonal availability of durian in Thailand: The availability of durian is limited to certain seasons, which can create supply chain challenges for the company.

Opportunities:

Growing interest in exotic and healthy foods among Chinese consumers: Chinese consumers are increasingly interested in trying new and exotic foods, which could help generate interest in Thai dried durian.

Increasing demand for Thai cuisine and products in China: Thai cuisine is growing in popularity in China, which could help generate interest in Thai dried durian as a snack or dessert.

Growing popularity of e-commerce platforms in China for purchasing imported food products: E-commerce platforms offer a convenient way for consumers to purchase imported food products, which could help the company reach a wider audience.

Potential to expand distribution channels through partnerships with local retailers and e-commerce platforms: The company could explore partnerships with local retailers and e-commerce platforms to expand its reach in the Chinese market.

Threats:

Potential for trade restrictions or import tariffs on imported food products in China: Trade policies and tariffs could impact the company's ability to import Thai dried durian into China.

Potential for negative publicity or quality issues with durian products from Thailand: Negative publicity or quality issues with durian products from Thailand could harm the company's reputation and sales.

Growing competition from other imported and local dried fruits in China: The dried fruit market in China is highly competitive, which could make it challenging for the company to stand out.

Potential for changing consumer preferences or trends in the Chinese market: Consumer preferences and trends can be unpredictable, which could impact demand for Thai dried durian in the Chinese market.

Overall, the company has several strengths that can help it succeed in the Chinese market, such as its high-quality product and established relationships in Thailand. However, it also faces several challenges, such as limited awareness among Chinese consumers and competition from other dried fruit products. By leveraging opportunities such as growing interest in exotic foods and partnerships with local retailers and e-commerce platforms, the company can work to overcome these challenges and grow its sales in the Chinese market.

4. Finding and Conclusion

4.1 Research and development of new degreased perfume dried durian

Low temperature drying of dried durian is to select durian with a sweetness of more than 35 degrees in the picking season, pick out the flesh, use the low temperature drying and freezing technology to freeze the durian at minus 45 degrees, put the fresh durian flesh into a minus 45 degrees freeze drying agent, freeze it immediately, let the water in the flesh convert into ice particles, and then put it into a vacuum durian pot to convert the ice particles into steam, The vacuum low-temperature freeze drying technology only removes the moisture of durian, maintains the original shape of durian pulp, and retains the original nutritional value and vitamin composition of the pulp to the greatest extent. For the R&D of new products, the following three issues are emphasized: 1. The problem of separating durian fat: try various methods to remove the fat components in durian, separate the fat contained in durian, and separate the pulp and fat; 2. The problem of burning durian: Add other ingredients or find other ways to neutralize the problem of eating durian. 3. Treatment of durian smell: the existing smell of durian needs to be treated to change the smell of smelly durian, but it is difficult to study. The development of high-end snacks in durian market has been very rare for many years, and it is also very difficult to find similar products at present. Products with less heat, fat and fragrance are very good for most consumers in the blind area of durian, and also very good for those who like to eat durian. They don't have to worry about the bad things of durian, and can enjoy the delicious durian very happily, enjoy snacks, and taste anywhere and anytime. However, if the R&D is not successful, it will waste the previous human and financial efforts. If the R&D is not welcomed by the market, it will have a greater impact on the company, causing certain losses and irreversible problems for the company.

4.2 Marketing process of new degreased perfume durian dried

1. Research. According to the confirmed ideas and product orientation, we will

conduct an analysis and survey of similar products and categories in the market to find out the product and market demand, make adjustments according to consumer needs, analyze consumer preferences, feedback, suggestions, analyze, innovate, change, find multiple suppliers, and conduct price analysis. We are studying new durian products, and need to learn more technology, Try many times. Have some confidence in the new products, and finally sort out the detailed information, report to the company for project approval.

2. After the project is approved, the company will continue to screen, sample, select appropriate raw materials, purchase products that meet the company's new products, prepare a series of data and raw materials for research, contact relevant departments that need to learn, and be ready at any time.

3. Decision making. The company's decision making plays a vital role in the company's development. Delayed decision making and mistakes in decision making will bring huge losses to the company. Timely and effective decision making is the key to the company's success. The product approval committee has the right to allocate resources. They are the high-level leading group responsible for the company's new product decision. The project team can directly authorize the project team to develop the product by stages. The project team will develop a detailed plan for the product, make a detailed plan, and apply for the data and resources needed for the next step, so as to empower the team to make decisions smoothly and orderly.

4. The product strategy process and the station strategy process can be used as a starting point for the development of new products. The company can define the type of products through the product strategy, distinguish how competitors and their own products introduce new technologies to new products, and prioritize the development of new products. The platform is as important as the product. The company needs to effectively evaluate the products, avoid mediocre new products, and simplify the definition of products, It is developed strictly according to the product vision, and also needs to consider market changes, competition of other products, advantages,

disadvantages and flexibility in all aspects, and judge the market and opportunities of products.

5. Management. The company needs a good management to solve a series of problems encountered in the research process in a timely manner: such as excessive resource scheduling, uneven budget allocation, incorrect project priorities, product portfolio growth, short-term priorities and unpredictable problems. The management team and managers need to deal with and coordinate these problems so that they can be well handled.

6 Testing. After the first batch of new products are successfully researched, they need to be sent to the relevant testing department for testing and get the test report to ensure that they can be eaten safely and there is no problem in all aspects of putting them on the market.

7. After the successful design and product research, while testing the product quality, the R&D department should send the relevant data, efficacy, product features and other documents to the Design Department, analyze and position the product, design the outer packaging, and make a publicity plan, such as publicity posters, publicity pictures, publicity videos, advertisements, Chinese and English introductions, Chinese and Thai introductions, etc.

4.3 Finding

Reasons for influencing the import of Thai new degreased perfume durian into China

1. Quality influencing factors

There are many problems in planting durian in Thailand. The majority of Thai durian is produced and planted by orchard farmers. With more and more overseas exports of durian in recent years, more and more farmers choose to plant durian. At the same time, the health problems of planting durian are becoming increasingly prominent (Liu, 2020). Because Thai farmers planting durian generally lack agricultural knowledge and

production technology is not advanced enough, they usually use some chemical products to accelerate the ripening of durian in the process of planting durian, resulting in chemical problems such as pesticide residues in exported durian. The import laws of many countries clearly stipulate that no pesticide residues, heavy metals and other toxic and harmful substances are allowed in imported fruits. At present, the export detection mechanism of durian in Thailand will prolong the export time of Thailand, which is not conducive to the export of fresh durian. In the current situation, it will greatly reduce the reputation of fresh durian in Thailand, and put the export of dried durian in a disadvantageous position.

2. High competitiveness of export products

The competitiveness of a country's export products is affected by many factors, such as price factors, quality factors, reputation factors, which will affect a country's export scale and the choice of export markets, including ① overall competitiveness, ② specific competitiveness. The overall competitiveness of a country may come from changes in policies, exchange rates, trade policy factors in the target market, etc. For example, Durian Dry mainly affects a country's export trade, including tariff barriers and non-tariff barriers. Secondly, the Chinese government has proposed a policy to promote farmers' production and consumption of domestic products. This policy has raised the demand level of Chinese consumers for domestic fruits. Therefore, the export of Thai fruits does not have an overall advantage. This has increased the difficulty of importing new degreased perfume dried durian into China.

3. Few varieties of dried durian are exported

The most exported durian in Thailand is the golden pillow durian. In China, most people only know about the golden pillow durian, while there are more than 200 durian varieties in Thailand. Because most people know little about other Thai durian varieties, although a large number of Thai durians are exported to the world every year, there are

big problems in brand cultivation. At the same time, Malaysian durian is constantly exported to China, and Malaysia has accelerated its brand construction. The market unit price of the exported durian is 2-3 times higher than that of Thai durian. Therefore, for the export of Thai durian, it is necessary to create a durian brand other than the golden pillow durian, so as to improve the international market competitiveness of Thai durian while diversifying its export varieties.

4. Few new product promotion channels

As a pioneer in the Chinese market, durian in Thailand has formed a broad consumer market in China. However, consumers' awareness of dried durian is not deep enough. The promotion of new degreased perfume dried durian in the Chinese market requires more consumers to recognize the difference between high-fat fresh durian and low-fat dried durian. Advertising design and promotion should focus on highlighting its product advantages and cultural characteristics. The new degreased perfume dried durian is different from the traditional durian fruit, which has higher requirements for transportation. The new degreased perfume durian dry product has the same quality as the fresh durian after the first thaw. After the second thaw, the taste and color of durian will be discounted. In order to ensure the promotion of Thai nonfat perfume durian dry in the Chinese market, sales promotion alone cannot ensure that the product is popular, and there must be a sound promotion strategy to ensure it.

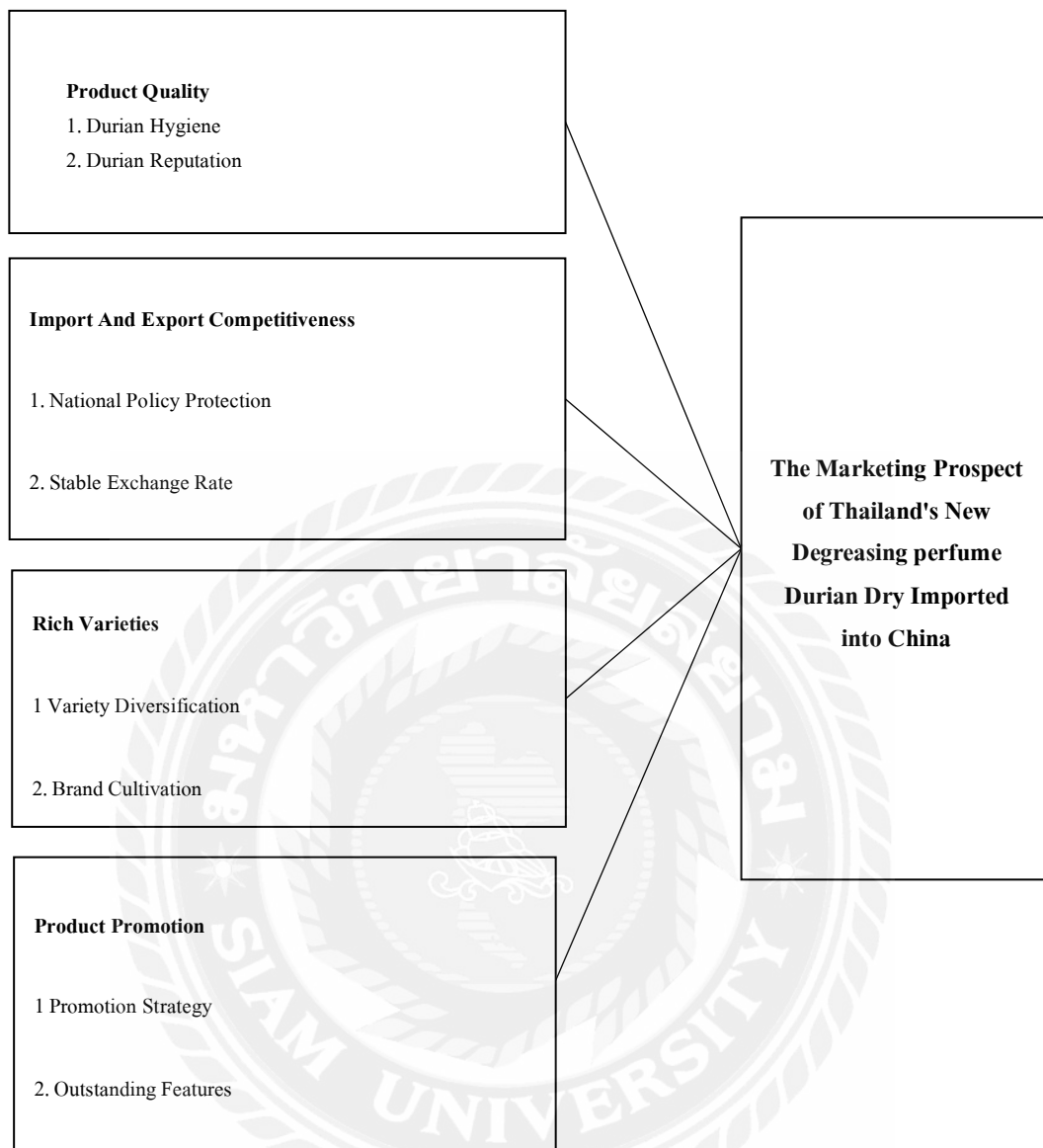


Figure 1: Model used as a guideline for this paper

4.4 Conclusion

To promote Thai nonfat perfume dried durian in the Chinese market, the first thing is to ensure the product quality. The health of durian affects exports. High quality fresh durian can enhance the reputation of the new nonfat perfume dried durian. Secondly, the policy guarantee of the two governments is also the key to improve export competitiveness. In addition, a stable exchange rate can better meet the demand for new product imports by making full use of the advantages of zero tariff or free trade zone to

improve product competitiveness. Third, diversification of dried durian varieties is also conducive to improving market awareness and brand building and cultivation. Finally, the promotion of the new durian jerky should have a perfect promotion strategy, focusing on the characteristics of low fat, easy to carry and good taste of the new product.



5. Recommendation

The study found that Thailand's new degreased perfume durian dried has a development prospect in the Chinese market. The planting amount of durian in Thailand has increased year by year. The government has vigorously developed the planting of durian. China has become the fastest growing destination for the export of durian in Thailand, and the durian in the Chinese market is basically from Thailand. Secondly, China and ASEAN are the most important export markets of Thai durian, and they are the most dependent markets of Thai durian. Quick frozen pulp and dried durian have good market prospects in China. The new degreased perfume dried durian has the advantages of low fat, low odor, easy to carry and good taste, which is conducive to its rapid opening to the Chinese market. To sum up, Thailand's new degreased perfume dried durian has the development prospect of exporting to China.

Secondly, the first factor that affects the export of new degreased perfume dried durian is product quality. The way of planting durian affects the sanitation of durian, and then affects the taste and appearance of degreased perfume dried durian. Second, increasing the export competitiveness of products is more conducive to the sales of the Chinese market, because the policy protection and stable exchange rate of the two countries determine the difficulty and overall advantages of importing dried durian. Third, the richer the types of new products are, the more competitive they can be in the international market and the faster they can build their brands. Fourth, the promotion of Thai nonfat perfume durian in China should focus on promotion strategies, and use advertising to highlight the advantages of new products that are different from other products to attract consumers.

During the implementation of new product R&D projects, enterprises need to conduct regular post evaluation of projects to enable them to timely test decisions, fine tune technology innovation strategies and improve management. Through the process of continuous evaluation and revision, an effective new product R&D project management process can be summarized, so as to ensure the realization of the predetermined goals and the growth of enterprise benefits. R&D is feasible. The post evaluation of new product

R&D projects should not only follow the theory and method of general project post evaluation, but also constantly improve and innovate new product R&D and the enterprise's own competition according to its characteristics, so that new products can better meet consumers, thus attracting consumers to buy and win the competition.



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