



## **Cooperative Education Report**

# **Consumer's Repurchase Intention of Super Oil Product**

**Written by**

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**This report is submitted in Partial Fulfillment of the  
Requirements for Cooperative Education  
Faculty of Business Administration  
Academic Semester 1/2022**

**Siam University**

**Title:** Consumer's Repurchase Intention of Super Oil Product


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**Department:** Bachelor's in Business Administration

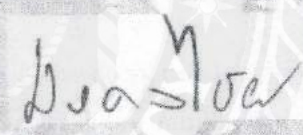
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We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 1/2022


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## **Acknowledgement**

Throughout my internship, working as a trainee has been a source of pride and excitement for me. I am thankful to Siam University for giving me the opportunity to learn about the functions of organization and the working cultures. This internship helped me to increase my understanding of the entire process of sales and marketing, and I also gained valuable perspective on the operational side of the company as well.

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### **Abstract**

The purpose of this cooperative report was to explore how sale and marketing sector was managed at Super Oil Co., Ltd., in Thailand. In this line, the report described the nature of the business and also the responsibilities and experiences of working as an intern in this company. A mini qualitative research was conducted to figure out the level of customers' satisfaction and their intention for repurchasing the company's products in future. A questionnaire was used to collect the data. The findings showed that the company's success relied on pre-sale support and after-sale service. Using these strategies in sales and marketing could increase the rate of sale in the company. Besides, customer confidence was found to be an effective factor in customers' repurchase intention. Finally, as an intern, some valuable lessons were learnt including how to deal with a customer, how to plan before meeting a customer, and how to handle unexpected selling issues with a customer.

**Keyword:** Super Oil Company, Sale and marketing, Pre-sale support, After-sale service, Repurchase intention

### **Declaration by the researcher**

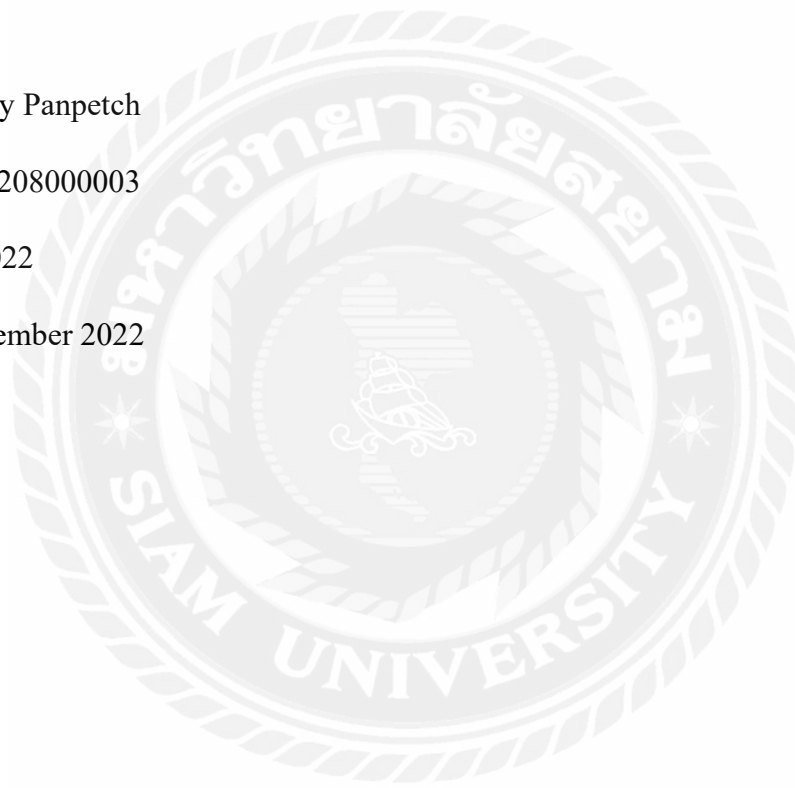
I am Praeploy Panpetch, do hereby declare that the research entitled “Consumer’s Repurchase Intention of Super Oil Product” has been undertaken by me for the completion of the cooperative education studies program. I have completed this study under the supervision of academic advisor Mrs. Sumaia Farzana. I also declare that this Cooperative Education report has not been submitted for the award of any degree, diploma, fellowship or any other title in this university or any other institution, I have not intentionally included any information that may cause adverse effects on any institution and organization that I studied.

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**Semester:** 1/2022

**Date:** 15<sup>th</sup> December 2022



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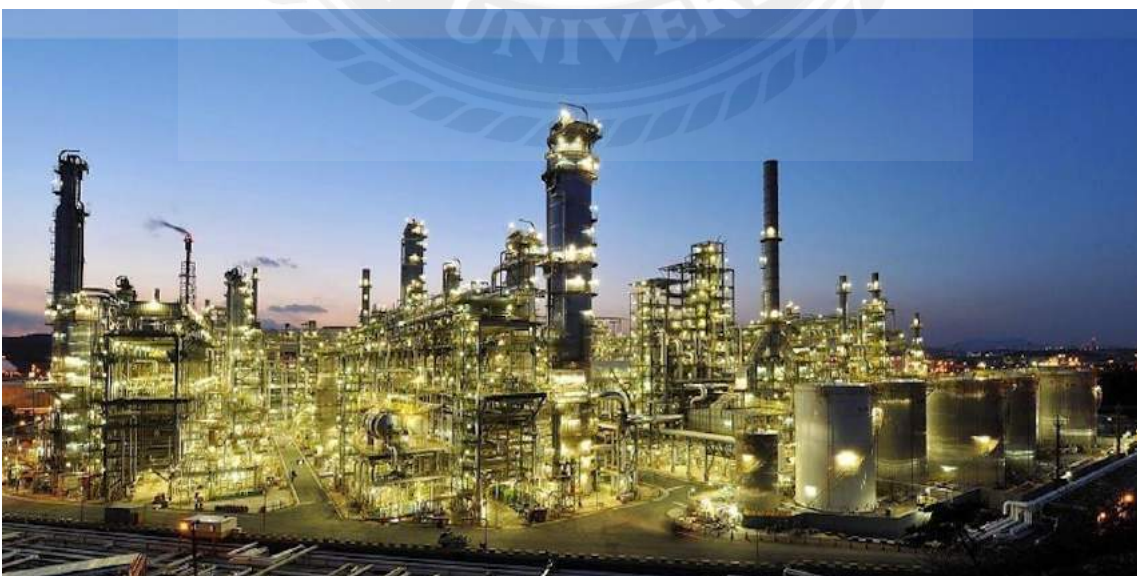
## Chapter 1 Introduction

### 1.1 Company Profile of S-Oil



*Figure 1. S-Oil Logo*

S-OIL was established in South Korea 1976 and cultivated management characteristics with a mobility to match the international generation, and a management strategy for its profit-base to grow as a competitive oil-refining company. The company has facilities that produce lube base oil, petrol-chemical products, and crude oil refining facilities of 669,000 barrels a day in the Onsan Industrial Complex of Ulsan. Based on the Xylene Center, which is the world's largest PX production facility, and the Bunker-C Creaking Center of worldwide standard, the company is establishing itself as a company that leads in environment protection and consumer protection by producing and supplying high quality petroleum products. (S-Oil company, n.d.)



*Figure 2. Refinery of S-Oil (e.g., Onsan, Ulsan, South Korea)*

S-OIL has successfully operated the world's largest Bunker-C Cracking since the middle of 1990s, which was 10 years ahead of other competing companies. Competition and profitability were innovatively increased through the Bunker-C Cracking center (BCC). Furthermore, the company seeks marketing and production strategies connected to local and foreign market while maximizing efficiency (S-Oil company, n.d.).

**S-Oil performance**

**669k B/D**

Crude Oil Refinery  
Capacity World's 5<sup>th</sup>

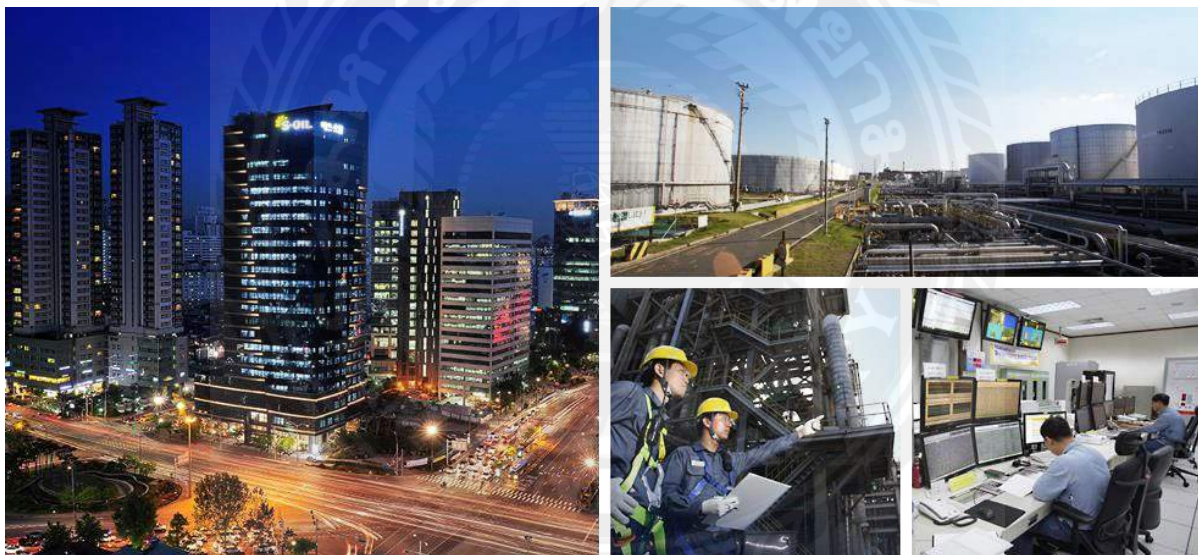
**1,800k t**

PX production Capability  
World's 2nd

**669k**

**B/D**

Lube Base Oil  
Production  
Capability  
World's 2nd



*Figure 3. S-Oil company*

**S-OIL LUBRICANTS is responding to various market demands by repeating continuous change and development**

S-OIL has been firm in its position as the leading company in the lubricant market after reforming development and continuous change since entering the lubricant business 1989. S-OIL diversified its lubricant portfolio according to the demands of the market, and S-OIL possesses both lubricant brands, a high-quality lubricants brands S-OIL 7 and an economic feasible S-OIL dragon. (S-Oil company, n.d.)

### 1.1.1 Brand concept

S-OIL SEVEN, a brand name, is effective in brand communication since the familiar number 7 is used and seven features of the high-quality lubricants beyond the nature of engine oil are highlighted. The number 7, which is dynamically shaped, represents lubricants' five core functions plus improvements in vehicle's performance and driver's satisfaction (Forward & Ascend). It also symbolizes a multi-tasking engine oil customized to meet today's automobiles with changing requirements in various aspects such as environment, engine, and technology.



Figure 4. Brand concept

#### 1. Fuel-Economy

Helps to cut fuel consumption to save on car maintenance costs

#### 2. Eco-Friendly

Protects the environment by minimizing air pollutant emissions

#### 3. Drivability

Makes the engine and parts work smoothly and efficiently

#### 4. Durability

Prevents the engine and parts from damages or wear-out

#### 5. Cleanness

Keeps the car's insides clean by inhibiting the formation of and eliminating foreign substances and impurities.

## 6. Forward

A horizontal axis that signifies cars (machine)' moving in a forward direction. It represents maximization of five main features to make the car deliver the best performance

## 7. Ascend

A vertical axis that signifies the driver's satisfaction level. It represents improving the driving experience by making the driver satisfied with the vehicle performance ('reduced noise' 'no vibration' and 'smooth driving')

(S-Oil company, n.d.)

### 1.1.2 Commercial Character



*Figure 5. Brand character "Goodoil"*

S-OIL created a commercial character 'GOODOIL' that embodied the unique identity of S-OIL in order to enhance the brand's friendliness and form emotional bonds with customers. GOODOIL is a symbolic representation of good oil designed to promote public awareness of oil which could not be recognized properly due to its intangible invisible property. The name of GOODOIL is made by combining two words of 'good' and 'oil' to promote the brand image and affinity. The name also sounds like a Korean name which makes customers feel friendly, and implies that S-OIL equals a good company.

They developed a new GOODOIL character that matches well with the lubricant business. It is designed to symbolize S-OIL's lubricant business and highlight the image of Korean goods while maintaining a linkage with the existing GOODOIL character. The new GOODOIL character is a mechanic in green overalls embroidered with the Taegeuk mark, a traditional Korean symbol, with a spanner in hand. (S-Oil company, n.d.)

## 1.2 Company Profile of Super Oil Co. Ltd.

### SUPER OIL (THAILAND)



*Figure 6. Super Oil Logo*

Super Oil (Thailand) Co., Ltd. was established on June 27, 2016, by three directors. The directors are Khun Sirilak Noramat, Khun Mongkolchai Manadee, and Khun Oranut Jaiprasat who also work as the committee members of the company. In addition, these directors function as the Head of the department of Marketing, and Finance.

Super Oil (Thailand) Co., Ltd. is a distributor of the mother company S-OIL. The purpose of the company is to import products such as petroleum products, petroleum oil, engine oil, and lubricants for Thailand. In addition, the company provides consultation services and pre-sales and after-sales services to their customers., The services include; consultation with the prospective customers about the products, and the formalities about after-sales services if they purchase the product. provide. To maintain a strong customer base, the company often provides gifts to their customers.

The company has three sellers who directly communicate with the customers for their inquiry or interest towards the products. When the customers are interested to purchase the product, they communicate with the sellers directly and then the sellers check the warehouse in the distributor company to process the purchase and deliver the product within the specified time. The company delivers the product on time, however, if the product is damaged during the delivery process, the customer returns the product and the company follows the steps of sending new products.

Therefore, Super Oil (Thailand) Co., Ltd. is like a company that imports products, distributes products, and includes full service directly to customers for customers to receive products and services of the Company at all times.

### 1.3 Organization Structure

#### 1.3.1 Super Oil (Thailand) Location

##### Office Location:

The location of Super Oil (Thailand) Co., Ltd. is in Rama II. The address and the location map of the company is given below:

Address: 156 Rama II Soi 30, Rama II Road, Chom Thong Subdistrict, Chom Thong District, Bangkok, Thailand 10150

##### Location Map:

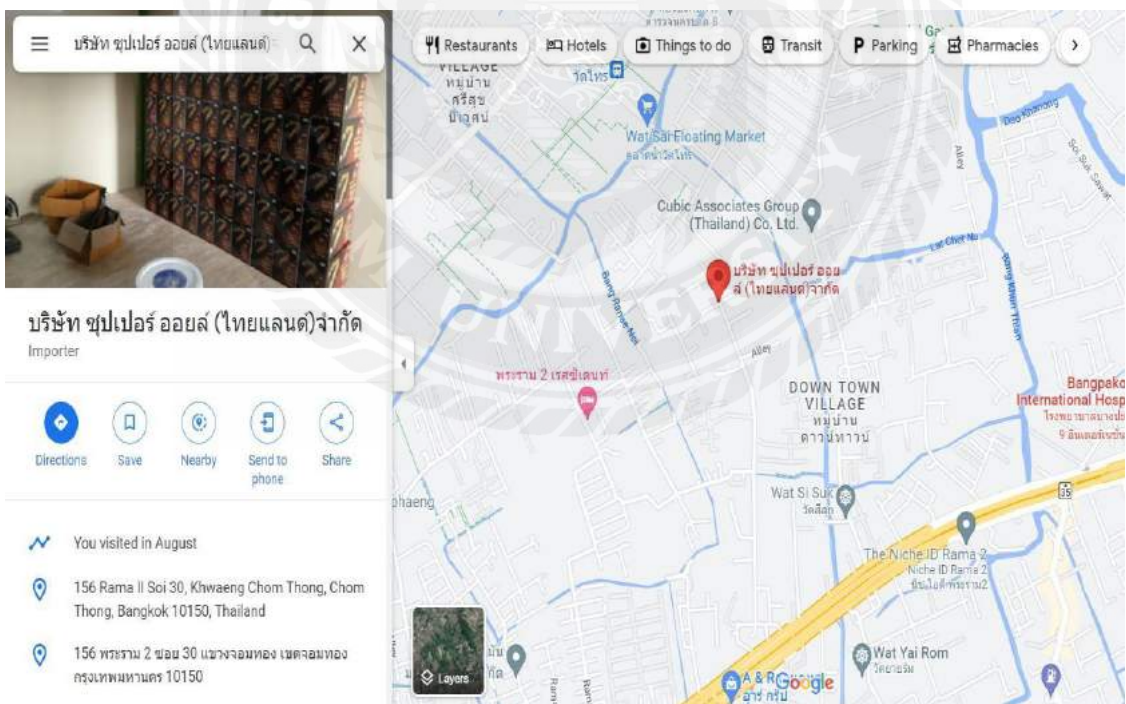


Figure 7. Location map of Super Oil (Thailand) Co.,Ltd.

Telephone no: 096-649-7951

Company email: [super.oil.thailand@gmail.com](mailto:super.oil.thailand@gmail.com)



### 1.3.2 Job Title & position of the Super Oil (Thailand) Co., Ltd.

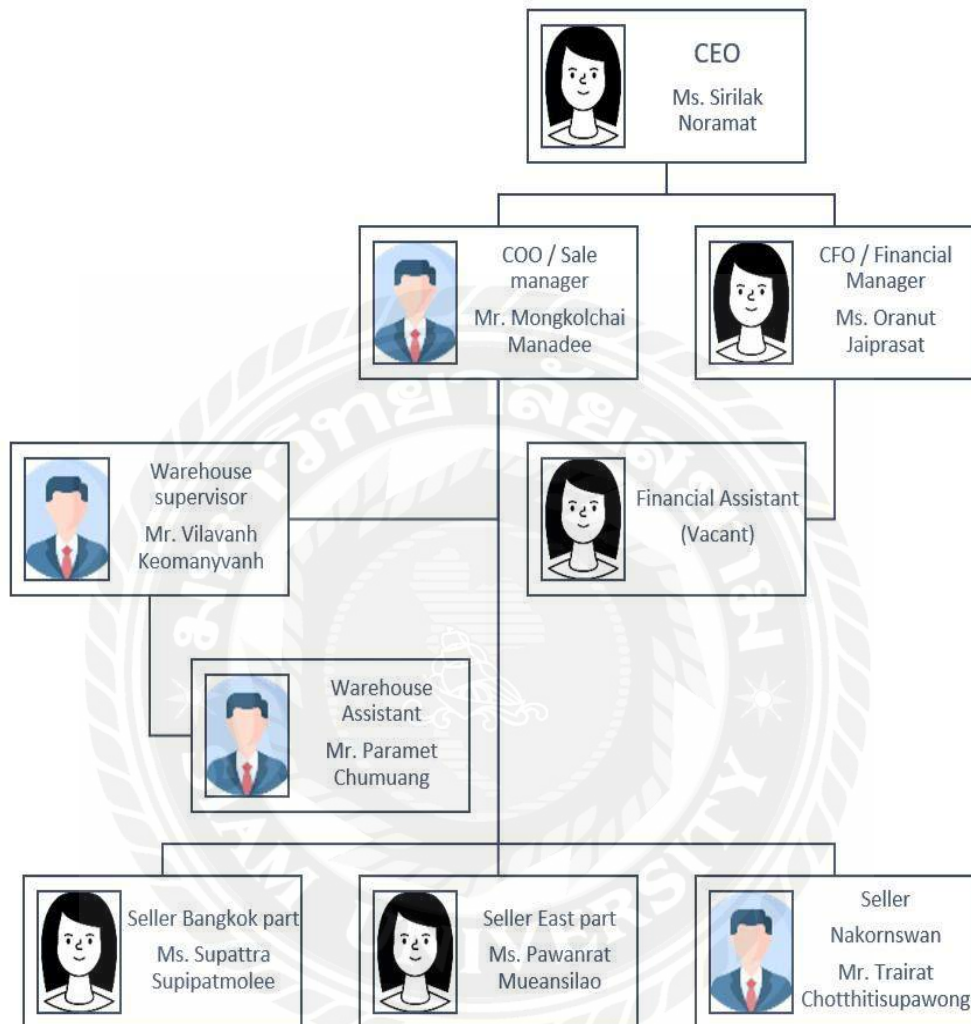


Figure 8. Job position in Super Oil (Thailand) Co.,Ltd.

### 1.3.3 Job Position as a trainee

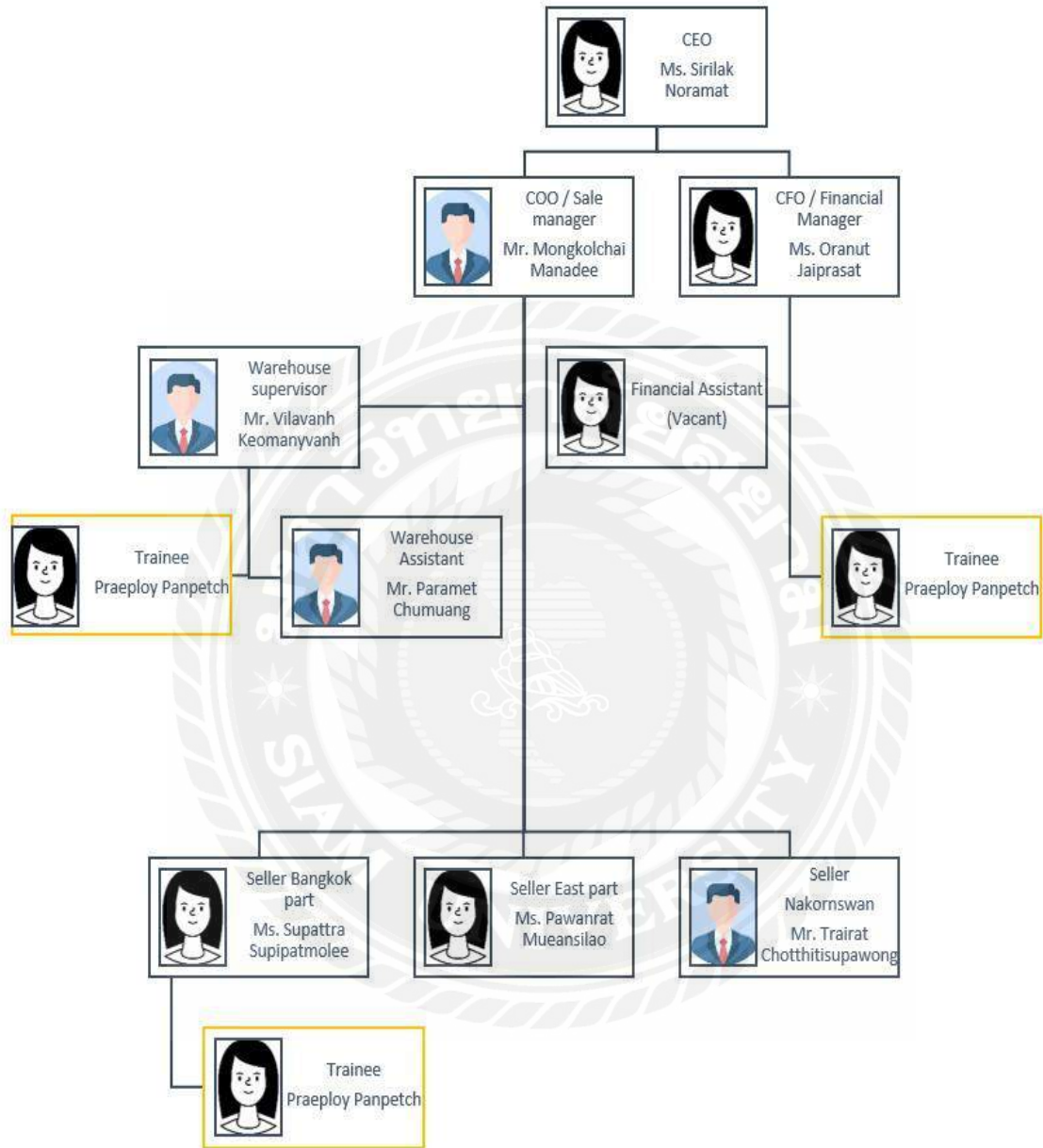


Figure 9. Trainee Position in Super Oil (Thailand) Co.,Ltd.



### 1.3.4 Products imported by the company for sale




Super Oil Co., Ltd. company generally, select the type of imported products according to the need of the market characteristics and terrain of Thailand to match the target group in each area.

The company is registered under the Department of energy business and received the product registration number. Super Oil company needs to put this information as a sticker at the back of each product before selling to the customers. The company needs to put a reminder card with an elastic band on each bottle of the product before selling to the customer as well. When the product is sold the customers, they will add the date of change as a reminder on the card. In addition, the company sends gifts to the customers who has high amount of purchasing and customer base in a long relationship.

Basing on the demand on the market characteristics, the Super Oil Co., Ltd. import a lubricant, for example; GOLD #9 API SN/ACEA C3-16, and RED #9 SP are using in a passenger car and commercial vehicle. ATF Multi, and GEAR HD are transmission oil and others that the product are given and mentioned below.

Passenger Car / Gasoline	
	<p><b>GOLD #9 API SN/ACEA C3-16 5w30</b></p> <p><b>GOLD #9 C3</b> It is formulated from 100% synthetic base oil with the most advanced technology “Ultra-S (VHVI base oil) for high engine protection used in passenger cars or gasoline, diesel and LPG engines. Requirements for engine oils from European automakers such as Volkswagen, BMW, and Benz.</p>

	<p><b>GOLD #9 API SN/ACEA A3/B4</b> 5w40</p> <p><b>GOLD #9 A3/B4</b> It is formulated from 100% synthetic base oil with the most advanced technology “Ultra-S (VHVI base oil) for high engine protection used in passenger cars or gasoline, diesel and LPG engines. Requirements for engine oils from European automakers such as Volkswagen, BMW, and Benz.</p>
	<p><b>RED #9 SP</b> 0w20/0w30</p> <p><b>RED #9 SP</b> Produced from 100% synthetic base oil with the most advanced technology "Ultra-S (VHVI base oil) suitable for passenger cars with gasoline engines. It is also suitable for new technology equipped with the latest engines such as DOHC GDI turbochargers and vehicles requiring API, SP and ILSAC performance requirements GF6 was built to prevent LSPI (Low speed Pre-Ignition) problems in T-GDI engines.</p>
	<p><b>RED #9 SP</b> 10w30</p> <p><b>RED #9 SP</b> Produced from 100% synthetic base oil with the most advanced technology "Ultra-S (VHVI base oil) suitable for passenger cars with gasoline engines. It is also suitable for new technology equipped with the latest engines such as DOHC GDI turbochargers and vehicles requiring API, SP and ILSAC performance requirements GF6 was built to prevent LSPI (Low speed Pre-Ignition) problems in T-GDI engines.</p>

	<p><b>RED #9 SN</b> <span style="float: right;"><b>5w50/10w40</b></span></p> <p><b>RED #9 SN</b> Produced from 100% synthetic base oil with the most advanced technology "Ultra-S (VHVI base oil) to provide a high level of engine protection. Suitable for gasoline engine passenger cars. It is also suitable for new technology equipped with the latest engines such as DOHC GDI turbochargers and vehicles requiring API SP and ILSAC GF-5 performance requirements.</p>
	<p><b>RED #7 SN</b> <span style="float: right;"><b>10w30/15w40</b></span></p> <p><b>RED #7 SN</b> Produced from synthetic base oil with the most advanced technology "Ultra-S (VHVI base oil) to provide a high level of engine protection. Suitable for gasoline engine passenger cars. It is also suitable for new technology equipped with the latest engines such as DOHC GDI turbochargers and vehicles requiring API SP and ILSAC GF-5 performance requirements.</p>
	<p><b>GOLD #9 A5/B5</b> <span style="float: right;"><b>5w30</b></span></p> <p><b>GOLD #9 A5/B5</b> Produced from 100% synthetic base oil with the most advanced technology "Ultra-S" (VHVI base oil), designed to optimize fuel economy and reduce CO2 emissions with low viscosity and friction properties and ensures a long oil life with a very pure synthetic base oil. Suitable for the most stringent requirements of gasoline and diesel vehicles requiring ACEA A5/B5 requirements.</p>



**BLUE #9 CJ-4/SL** **10w40**  
**BLUE #9 CJ-4/SL** Produced from 100% synthetic base oil with the most advanced technology "Ultra-S" (VHVI base oil) suitable for all types of heavy-duty engines. No turbochargers or turbochargers, including the latest and older OEM's EURO 6 engine model, and recommended for vehicles equipped with post-treatment equipment such as DPF, FGR, and SCR.



**BLUE #7 CK-4/SL** **10w30**  
**BLUE #7 CK-4/SL** Produced from synthetic base oils with the most advanced technology "Ultra-S" (VHVI base oil) is suitable for all types of heavy-duty engines. No turbocharger or turbocharger, including EURO 6 and most OEM older models, and recommended for vehicles equipped with post-treatment equipment such as DPF, FGR, and SCR.






**BLUE #7 CI-4/SL** **5w30**  
**BLUE #7 CI-4/SL** Produced from synthetic base oil and multigrade engine oil for diesel engines with the most advanced technology "Ultra-S" (VHVI base oil). It is suitable for both turbocharged or conventional diesel engines of civil machinery, trucks, fishing boats, and locomotives. Can be used in vehicles requiring API CI-4/SL performance.

	<p><b>BLUE #7 CJ-4/SL</b> <span style="float: right;"><b>10w40</b></span></p> <p><b>BLUE #7 CJ-4/SL</b> Produced by synthetic technology with the most advanced technology “Ultra-S” (VHVI base oil) suitable for all types of heavy-duty engines. No turbocharger or turbocharger and recommended for vehicles equipped with post-treatment equipment. Which includes diesel particulate filters.</p>
	<p><b>BLUE #7 CH-4/SJ</b> <span style="float: right;"><b>15w40</b></span></p> <p><b>BLUE #7 CH-4/SJ</b> It is a multigrade engine oil for diesel engines. Produced by synthetic technology The most advanced technology “Ultra-S” (VHVI base oil) suitable for both turbocharged or conventional diesel engines of civil machinery, trucks, fishing boats, and locomotives, and can also be used in vehicles requiring API CH-4/SJ</p>
	<p><b>BLUE #5 CF-4/SG</b> <span style="float: right;"><b>10w30</b></span></p> <p><b>BLUE #7 CF-4/SG</b> It is a multigrade engine oil for diesel engines. Produced by synthetic technology With the most advanced technology “Ultra-S” (VHVI base oil) has been developed to meet the harsh driving conditions of diesel engines for vehicles requiring API CF-4/SG performance.</p>

	<p><b>BLUE #5 CF-4/SG</b> <span style="float: right;"><b>20w50</b></span></p> <p><b>BLUE #7 CF-4/SG</b> It is a multigrade engine oil for diesel engines. Produced by synthetic technology with the most advanced technology “Ultra-S” (VHVI base oil). Has been developed to meet the harsh driving conditions of diesel engines for vehicles requiring API CF-4/SG performance.</p>
	<p><b>CVTF</b></p> <p><b>CVTF</b> It is a high-performance gear oil manufactured with selected base ingredients and additives to deliver viscosity, wet clutch performance, protection against fatigue damage, dispersion, and oxidation stability. Using the latest version for both CVT and Chain-CVT applications is recommended.</p>
	<p><b>ATF Multi</b></p> <p><b>ATF Multi</b> It is a premium automatic transmission fluid based on highly refined API Group III base oil and suitable for use in ATF Asia, Europe, America, and American 4/5/6/6+ high speed, heat, and excellent speed stability that prevents dirt or corrosion on your gearbox. So it provides stable operation of ATF and long service life.</p>
	<p><b>DCTF</b></p> <p><b>DCTF</b> It is a high-performance lubricant with selected formulations and additives to provide superior wet clutch performance, and protection against wear damage recommended for use in the latest generation of dual-clutch transmissions with a damp flush.</p>



	<p><b>ATF Dexron VI</b></p> <p><b>ATF Dexron VI</b> It is a high-performance automatic transmission fluid officially approved by General Motors for use in vehicles with automatic transmissions (J-60007). It is formulated with a 100% synthetic base stock and advanced additive technology. can also be used as a complete replacement and can be used with vehicles recommended for use with DEXRON-II and/or DEXRON III.</p>
	<p><b>ATF III</b></p> <p><b>ATF III</b> It is an innovative automatic transmission oil from advanced synthetic technology that provides very high efficiency and fuel economy. Due to its low viscosity, it passes DEXRON III, which is the standard for General Motors automatic transmission fluids in the United States.</p>
	<p><b>MTF FX</b> <span style="float: right;"><b>75W85</b></span></p> <p><b>MTF FX</b> S-OIL's best synthetic differential gear oil, formulated with the most advanced technology “Ultra-S” (VHVI base oil), provides the best friction properties for a smooth ride for long periods of time as it reduces the impact caused by changing gears.</p>

	<p><b>GEAR HD 75W90</b></p> <p><b>GEAR HD 75W90</b> The best synthetic differential gear oil. Made from the most advanced technology “Ultra-S” (VHVI base oil), S-OIL provides the best friction properties for a smooth ride for a long time as it reduces the impact caused by gear shifting.</p>
	<p><b>GEAR HD 85W140</b></p> <p><b>GEAR HD 85W140</b> S-OIL's best synthetic differential gear oil, produced from the most advanced technology “Ultra-S” (VHVI base oil), provides the best friction properties for a smooth ride for long periods of time as it reduces the impact caused by changing gears.</p>
	<p><b>GEAR LSD 80W90</b></p> <p><b>GEAR LSD 80W90</b> It is a high-performance lubricant for final drives. Differential and shaft oil according to API GL-5 specification helps reduce the abrasion of LSD* differential gear like Japanese cars such as TOYOTA, etc. and helps to prolong the long service.</p>
	<p><b>BREAK FLUID DOT3</b></p> <p><b>BREAK FLUID DOT3</b> It is designed to be used where the vehicle manufacturer recommends a Class 3 automotive brake fluid.</p>

	<p><b>BREAK FLUID DOT4</b></p> <p><b>BREAK FLUID DOT4</b> It is designed to be used where the vehicle manufacturer recommends a Class 4 automotive brake fluid.</p>
	<p><b>POWER STEERING FLUID</b></p> <p><b>POWER STEERING FLUID</b> It is a product for power steering and shock absorbers. It guarantees smooth steering performance by improving low-temperature flow and longer oil life.</p>
	<p><b>SUPER COOLANT</b></p> <p><b>SUPER COOLANT</b> Coolant/antifreeze is used by mixing with water in a certain ratio to cool gasoline and diesel engines as well as prevent freezing.</p>
	<p><b>SUPER COOLANT LL</b></p> <p><b>SUPER COOLANT LL</b> It is a long-hardening organic acid and coolant with a transition interval of 10 years or 200,000 km. This product is a nitrite, borate-, phosphate-, silicate-, and amine-free mixture meeting the GM 6277M blending requirements and SSANGYONG long-life coolant motor</p>

	<p>CLEAN</p> <p>CLEAN Made from 100% synthetic base oil, it is a high-performance washing oil formulated with selected stock base S-OIL 7 CLEAN to help remove dirt example varnish sludge and carbon deposits and clean the oil system for best performance. Recommended for gasoline, diesel, and LPG engines.</p>
	<p>HYDRO FLUID AW32/46/68</p> <p>HYDRO FLUID AW It is a high-performance hydraulic oil. Manufactured from S-OIL's highly hydro-treated base stock and anti-wear system. Advanced anti-oxidant designed to provide excellent protection and performance in industrial hydraulic systems. It has excellent resistance to heat and oxidation. Provides good performance and prolongs oil change intervals.</p>
	<p>GREASE HT2</p> <p>GREASE HT2 It is a high-speed, heat-resistant grease formulated for automotive wheel bearings based on lithium complex lubricants, pure mineral oils, and additives.</p>
	<p>GREASE HT3</p> <p>GREASE HT3 It is a high-speed, heat-resistant grease formulated for automotive wheel bearings based on lithium complex lubricants, pure mineral oils, and additives.</p>

Table 1. Super Oil Product

## 1.4 SWOT Analysis of Super oil Thailand

To understand the market in Thailand, the company needs to have their SWOT analysis. The main thing of SWOT analysis is to explore the internal and external of the company and to know the strengths, weaknesses, opportunities, and threats of the lubricant industry. Including the impact of changes on the various aspects of the business organization. This information will be beneficial in determining the vision, strategy, and implementation of appropriate organizational strategies in the future.

<p><b>Strength</b></p> <ul style="list-style-type: none"> <li>● Direct experience through the company.</li> <li>● Have a certain attitude.</li> <li>● Support to serve customers fully at all times.</li> <li>● Support to serve customers fully at all times.</li> <li>● Customer's trust in the company.</li> </ul>	<p><b>Weakness</b></p> <ul style="list-style-type: none"> <li>● Not enough employees.</li> <li>● The organizational structure is not</li> <li>● Lack of coordination efficiency.</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>● The lubricant market is large.</li> <li>● The automobile industry, tools, and</li> <li>● Build network alliances with customers to advertise products.</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>☐ There is high competition within the</li> <li>☐ The bargaining power of consumers</li> <li>☐ Service policy for customers to</li> <li>☐ The price in petrochemical always moving.</li> </ul>

*Table 2. Company SWOT*

### 1.4.1 Strength

- **Direct experience through the company.**

The company knows how to communicate with the customers through their experience and the strategy that they had planned. Accordingly, to the strategy of Customers Relationship Management strategy "Marketing to customers, consumers, or intermediaries in each distribution channel on an ongoing basis aims for customers to understand and have a good perception through the company." As they have experience

in handling their customers, they are also making a proper plan to attract the new customers.

- **Have positive attitude.**

As into this, because of the competitive environment, the seller job is stressful. Because they have to understand customers need and demand or in the better way. At the same time, the seller needs to remember the rule of the company. And match the need between the need of company and the need of the customer to sell the product. To match all these things, seller always create and maintain a positive attitude by thinking that there is always a possibility in a sale.

- **Support to serve customers fully at all times.**

The company is always supporting their customers as they believe that the most important thing for company to retain their customers. The company maintains good relationship both during work and after work and expand the customer base in the long-term relations.

- **Customer's trust in the company**

Since the company never break their trust or never do underseller. It's seeming most of customers have good trusted to the company more than their competitor. For that, the seller always checks with the customers and try to get their satisfaction level time to time. Most of seller agree that experience of talking skills and psychology greatly help in sell to the customers by increasing the trust. Customers can be trusted to act credible. It starts with doing everything that boosts confidence. Dress, tone, and understanding of what buyers want. This is the heart of the creation "Regular customer".

#### 1.4.2 Weakness

- **Not enough employees.**

As this company is a small company and it has a limited number of employs. Once distributed and number of sellers in each area was limited. It is difficult to access to those areas that they want to do. Therefore, due to the limited number of employees it's difficult to asset the whole area even they have a plan to do.

- **The organizational structure is not organized.**

This is a small distributor company. The structure of the company is not organized. Only a few people are working in the company and managing all the work. For example, the financial manager also works in a marketing team. So, there is no definite system that why there are lacking in organization system. Demand might be good for products or services, but if it can't efficiently deliver what it selling, it can't maximize sales. An organizational structure not only hurts the ability to maximize opportunities, but can also create problems and can lead to serious financial consequences.

- **Lack of coordination.**

Due to the limited number of employees in a distributor company, sometimes workload is higher. It is difficult to maintain communication with the required people which can created high errors or many error on the job. At the same time, the demand of their product is getting higher and it is sometimes challenging to deliver the product through the people they want to.

### 1.4.3 Opportunities

- **The lubricant market is large.**

Having a large market size means that the lubricant market segment has the opportunity to grow and the market demand will increase. Which can be said that the company can also have the opportunity to grow too.

- **The automobile industry, tools, and equipment have a tendency to grow.**

In Thailand, the demand of purchasing is getting higher and there is a relationship between oil industry, tools, and equipment. So, this company can explore these opportunities and to growth, not only in Bangkok but also outside from the city. Example as a freight forwarding business. It has to use oil and lubricant as a propellant.

- **Build network alliances with customers to advertise products.**

The company can advertise in a variety of ways especially directly to customers. Because customers in the target market of the company do not come from internet or

online, but from word of mouth and sellers causing the company to be able to leave customers to tell other customers to tell each other continuously. Networking "is the surest way to long-term stability in business today," "If you nurture your network the right way, you'll build alliances with other businesses that will gladly promote your product or service to their customers." More doors will open if you bring something to the table that others can use, such as referrals, information, or assistance with problems. And the longer you're in business, the more credibility and success you'll have with contacts. "We like to do business with those we know and trust," customer says. "The best way to get to know someone, other than working with them directly, is through networking."

#### 1.4.4 Threats

- **There is high competition within the same industry.**

The number of competitors in the same industry is so large that the capabilities of a small company can perish, which makes the competition fierce and everlasting. There are many brands of lubricant products in the market that consumers can choose easily and appropriately according to their own needs, including price, and quality, in relation to the factors that consumers want. As a result, the competition for lubricants in the market is intensifying.

- **The bargaining power of consumers is high.**

When consumers purchase a large quantity, they tend to bargaining to a better price. When customers have higher information about the product, they tend to negotiated a lot before purchasing.

- **Word Of Mouth of Service policy**

There is a high chance to losing their customers if there have a negative of word of mouth regarding to the service policy and which can push the customer to move to the competitive company.



- **The price in petrochemical always moving.**

The cost of petrol and lubricant always swing in the world market. The price for the petrol and lubricant always going up or down. One of the reasons can be a war or an explosion of an oil refinery, the price is unstoppable. Which the cost coming from abroad is already high will be higher than before.

### **Activity by Super Oil (Thailand) Co., Ltd.**

This distributor company participated in various motorsport activities and organize in Thailand. For example, by sending a car to compete in the name of “Super Oil Thailand Racing Team” and supporting the racing teams that are partners in other competitions. In addition, the company also supports S-Oil products for use in the whole system of racing cars to demonstrate the capability of the engine oil to support the vehicle and the results was very satisfactory.



*Figure 10. Super Oil (Thailand) participated in Racing Team*

## 1.5 Student Profile

### 1.5.1 Personal information



*Figure 11. Personal Picture*

Full name: Ms. Praeploy Panpetch

Student ID: 6208000003

Program: Bachelor's in Business Administration

Email: [praeploypanpetch1@gmail.com](mailto:praeploypanpetch1@gmail.com)

### 1.5.2 Self-introduction, intention and motivation to choose the company

Hello, my name is Praeploy. I'm a Scorpio girl. I was born in Bangkok, Thailand. Now I living in Rama II. I am a creative person. I like doing new things and bringing what they have to create creativity and add or change existing things for the better and newly. I am the only child in my family. My family was very small, not very big but it's so warm family, my parents always supported me. I am graduated from vocational college faculty of Food and Nutrition for three years and intern at Dusit Thani Hotel. The hotel used to be number 1 in Thailand and I intern there for four and a half months. I worked in the kitchen department. It was a very challenging job for me that I have to cooked food for customers by myself. And now I am studying at Siam University's faculty of International Bachelor's in Business Administration and have an internship at Super Oil (Thailand) Co., Ltd. in the Sales and Marketing department.

In these opportunities in intern experience, I wish I can bring out my existing performance, and I want to learn new things such as sales techniques, learning real job training, living with others under corporate culture, thinking realistically, acting under pressure to practice skills, thinking processes, management, coping with situations, and applying the knowledge learned to prevent and solve problems.

I had sent my CV and resume to several companies and hotels for the position I was interested in and tried a "Walk in" on the recommendation from one of my seniors. This was my first time applying for the "walk-in" interview for the intern job. I decided on Super Oil company because I had a sneak peek into the culture of the company and saw that everyone seemed very friendly. The working atmosphere and culture were very good. That was the basis of my choice on which I could be fully happy at work and able to answer the questions that I needed to actually go out on practice.

### 1.5.3 Self SWOT

<p><b>Strength</b></p> <ul style="list-style-type: none"> <li>● Honest</li> <li>● Always accept others' opinions.</li> <li>● Have high endurance</li> <li>● Creative</li> </ul>	<p><b>Weakness</b></p> <ul style="list-style-type: none"> <li>● Paying too much attention to detail</li> <li>● Indecisive and soft-hearted</li> <li>● Afraid to speak with others</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>● Family and people around me give full support.</li> <li>● Have experience working with others</li> <li>● Have the opportunity to practice using English in the subjects that may be used when studying or working in the future</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>● Body not ready due to disease</li> <li>● Often taken advantage for being indecisive and too soft-hearted</li> <li>● Too many competitors who have better fundamentals, make me need to develop ourselves as much as them.</li> </ul>

*Table 3. Personal SWOT*

- **Strength**

**Honest:** I consider myself honest from the point of view of integrity. In example, I can distinguish for your own benefit from the benefit of others, respect one's own duties, treated other people without cheating, and be sincere with personnel in the organization.

**Always accept others' opinions:** I think I can listen to others as much as I listen to myself. I am a person who likes to listen more than talk. Whether that person has a high position or is an office cleaner. If they come to talk to me, I'm always ready to listen.

**Have high endurance:** I'm sure I have a lot of patience. If I am assigned to a specific job, I'm going to do my best until the job is done and look the best as I can.

**Creative:** I think I'm creative. I like to imagine and draw. It's the only thing I'm sure of having it. I'm definitely creative, whether it's drawing, creating things, making new ideas for events, decoration, and refinement.

- **Weakness**

**Paying too much attention to detail and over thinking:** I'm a person who pays too much attention to details, and I can say that I'm skeptical and skeptical until unable to do anything on time, even if I start working on the assignment since first, I will be suspicious that What should I do first? Am I doing this right or not? Is it right to go this way? made me a person who did not dare to make decisions on my own.

**Indecisive and soft-hearted:** I can't deny anyone. If I refuse, then I will come back and think again. Have I done something wrong? If someone comes in and asks me to help. I couldn't refuse them. Although I also have things that need to be done as well.

**Afraid to speak with others:** I am a person who is afraid of socializing. With that appearance, I felt that I was not good-looking person who could not reveal my identity and was afraid that if I spoke, Will it be good for people to listen? That's why I can't talk to other people in a friendly way without first encouraging myself.

- **Opportunities**

**Family and people around me give full support.** My family is a small and warm family. They always support me no matter what aspect, both physically and mentally, giving me opportunities to do things that I want to do, study according to my dreams, or even if it's teaching, they always taught me how to be a good person. Teach me to learn on my own and give me advice on the problems I'm facing. No matter what, they're always there to support me.

**Have experience working with others:** I have a lot of experience working on a team with others. I gained work experience in a team from my studies and group work, such as a food processing project competition, internship at Dusit Thani Hotel, and have worked with personnel on various projects such as, representing the seminars between Thai-Japanese, Thai-Chinese, and Thai-German, as well as being an intern at Super Oil, so I had the opportunity to learn to work with others and team.

**Have the opportunity to practice using English in the subjects that may be used when studying or working in the future.** Which made me increase my chances of finding a job easier and can be used to develop my work. I'm sure it will be an opportunity that can open up more channels for my learning and jobs.

- **Threats**

**Body not ready:** Some jobs I can't do it because my appearance and physical condition are not ready to lift. With a body that is too big, it can't be sluggish in working or lifting certain things. The body is therefore my top hurdle in finding a job and work.

**Often taken advantage for being indecisive and too soft-hearted.** As I said, one of my weaknesses was, I can't refuse anyone else. Cause when there is work, most people will send me their work and I can't refuse.

**Too many competitors who have better fundamentals, make me need to develop ourselves as much as them.** Nowadays, competitors in work are based on very high

standards. Some graduated from abroad. Some come to work with high honors. Some people are in good shape. As a result, there are competitors working at a high level. There are hurdles that come in the form of individuals. The company has many options and it is very difficult to find a job nowadays.

## 1.6 Objective of the study

The objectives of the study are as follows:

1. To bring knowledge and ability from study to be applied in a real workstation.
2. In order to have skills and experience working on the actual site.
3. To study the work process of the actual establishment.
4. In order to achieve the objectives of the Cooperative course.

## Chapter 2 Job Activities

### 2.1 Job Description

Internship Role: Sale and Marketing intern

Intern Worksite Location: Super Oil (Thailand) Co., Ltd., BangMod, Chomtong, Bangkok, Thailand

Length of internship: 3 and a half Months

Internship Start Date: 1<sup>st</sup> August, 2022

Internship End Date: 15<sup>th</sup> November, 2022

#### 2.1.1 Department Description

**Sale Department:** The main part of the distributor company is the sales department. The duty of the sales department is to sell the product to the customers and build a strong customer base in the market. In general, the sales department's focus will be on advertising, selling products, public relations, contacting customers, finding new customers, and learning about the products Super Oil has. Super Oil has both retail sales and commercial sales for their company.

Retail Selling is the type of sale that we see commonly. Generally, sellers are responsible for recommending products that are qualified and suitable for customers. In addition, there are trade sellers in the selling process of the product. Trade sellers typically sell products again to the retailers.

In general, the main function of the sale department is, advertising products, building credibility in the market, and expanding the retail customer base. All employees must have sales psychology and skills in advertising, as well as customer service. Customer service is essential as we have to give advice and consult on a case-by-case basis.

**Marketing Department:** For a distributor company, marketing department is equally important for coordinating with existing and new customers, creating an image in the market and represent the business. However, the company is still a small distributor company, thereby sales department is also involved in marketing. It will plan from going out to find customers and recommendations from customers. Every seller needs to come up with a sales and marketing plan each week or day and present it to the head of the sales department.

## **2.2 Job Responsibilities**

### **2.2.1 Job responsibilities in Warehouse department**

- i. **Delivery note:** Arrange all customer orders in one round delivery by separating the number of invoices that came before and put it in order in the MS Excel. In the MS Excel, first put the customer's name followed by province, invoice number, number of boxes (e.g., how many boxes per order) and packing size (e.g., 6L, 4L, 1L and other). All of this information will be based on bills and temporary bills. Once the bill is ready, the goods are sent to the shipping company. after that the shipping company sign the delivery note when the goods reach to the customers. However, they have to double check during transportation process and will send this back to the company together with the bill received by post.

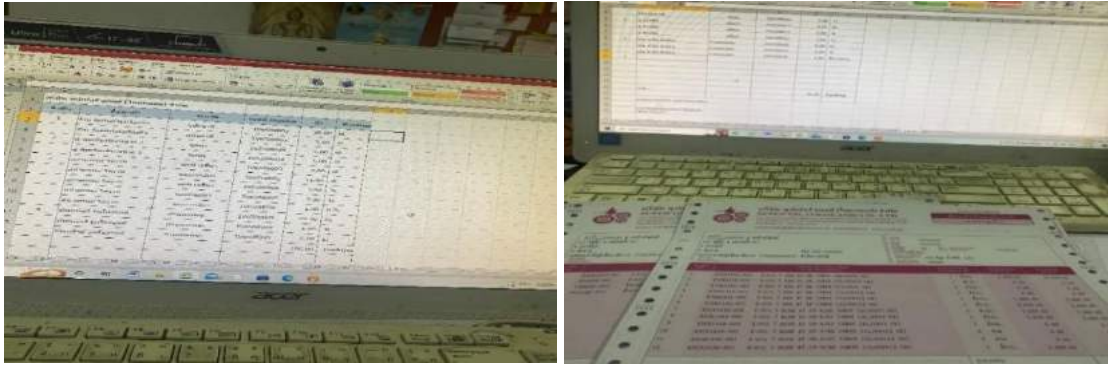


Figure 12. Delivery note

- ii. **Address label:** Another job was for me to prepare the address labels for the customer orders from other provinces. The label will be made when mailing and shipping are required. In MS Excel sheet, I need to enter the information like, the recipient's name, address, postal code, and contact number. I have to maintain the customer order no according to the order. Once the labels are put on the boxes, the company will send the product boxes to the shipping company for the delivery to the customer.

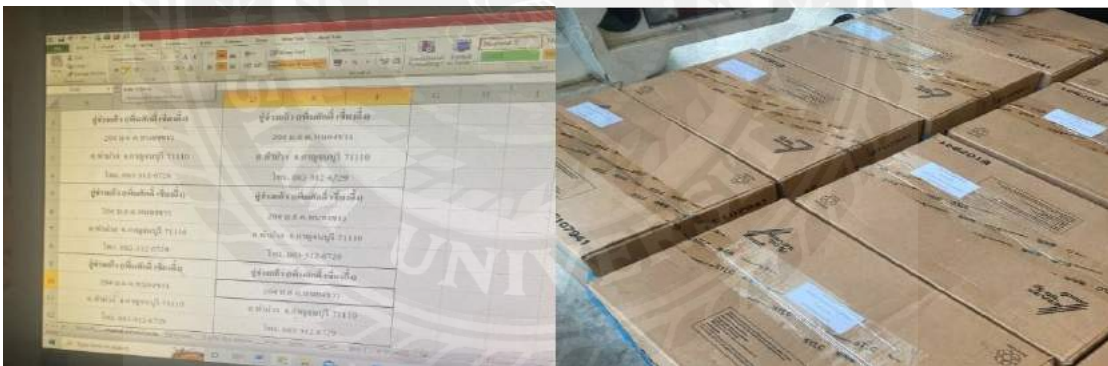


Figure 13. Address Label

- iii. **Temporary bill:** Another job was for me to prepare Temporary bills. Temporary bills are bills created to replace the actual bills. It will be made when the customers are ordering via LINE application or other social media only. These types of orders will not come from the sellers directly Generally, when customers want to buy products, they need to make a proof of purchase with a Thai ID card. For new customers, they need to provide their identity verification but for old customers we usually collect the information from old data. After getting the orders via Line app, we enter the information in the MS Excel sheet. It consists of the product name, size, invoices number, and the number of orders. Lastly, prepare a temporary bill with the name of



customer, their phone number. The recipient address is placed in the middle of the temporary bill (example of temporary bill is Figure no. 13).

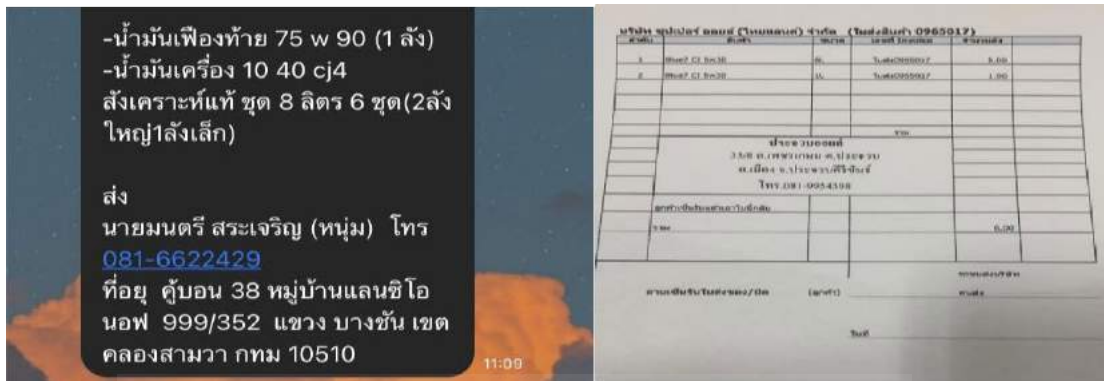


Figure 14. Temporary Bill

iv. **Checking list and product code:** Another job was for me to prepare A checking list and product code. Check list and product code will be generated when the company places an order from S-OIL. When the product places down, the company will make a checking list and product code to check the increase and decrease in stock. The check list contains code then description and quantity. The product code is an identifier followed by the number of products, such as product code is 186 RED7 SN 10w30 004 is No. = 186, product type = S-OIL RED #7 10w30, product size = 4L (e.g., 4L\*4L). after that a checking list will be made for the overall check that the items are complete. Finally, when unloading the product, a final checking will be done to verify whether the workers drop any items or not.

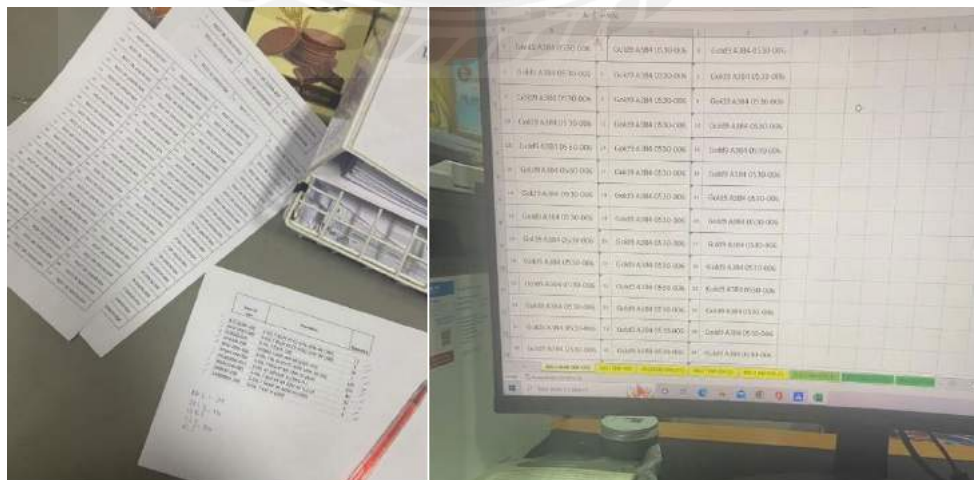


Figure 15. Checking List and Product code

- v. **Stick the sticker from the Department of the energy business:** As a part of my job, we need to put the sticker as a requirement by the department of the Department of the energy business on each bottle before sending it to the customers. My job was to check the product from S-Oil product, print out the sticker and added it behind the bottle.



*Figure 16. Stick the sticker from Department of the energy business*

- vi. **Hanging Oil change reminder card:** As a part of my job, I need to include oil change reminder card on every bottle of the product.



*Figure 17. Hanging Oil change reminder card*

## 2.2.2 Job responsibilities in Sale & Marketing department

- i. **Follow up with supervisors:** I went out as a sale learner with a seller supervisor. Before we left, we needed to make a plan and send it to the manager of the sales department before going out and we have to make a call to make an appointment with the customer before going to meet as well

- ii. After preparing everything, I will always ask my supervisor "How many customers do we have to meet today?" so I can get ready to print the necessary document and manage documents according to the number of customers on that day. In general, I can only follow to my supervisor only on Tuesdays of every week to update the work.'
- As a part the follow up with the sale manager, I have to prepare the document to report directly regarding the summary of the day trip.



Figure 18. A. following up with seller supervisor



*Figure 19. B. following up with seller supervisor*

*Figure 20. C. following up with seller supervisor*



*Figure 21. D. following up with seller supervisor*

*Figure 22. E. following up with seller supervisor*



*Figure 23. F. following up with seller supervisor*

*Figure 24. G. following up with seller supervisor*



Figure 25. H. following up with seller supervisor

### 2.2.3 Job responsibilities in Financial

- i. **Purchase tax report:** As a part of my job, I had to make purchase tax report. To prepare the tax report need to sort out the related receipts and tax invoices number. Also, to prepare the report, I need to put a tax identification number with establishment and value of goods or services, as well as amount of additional tax with a discount if any.

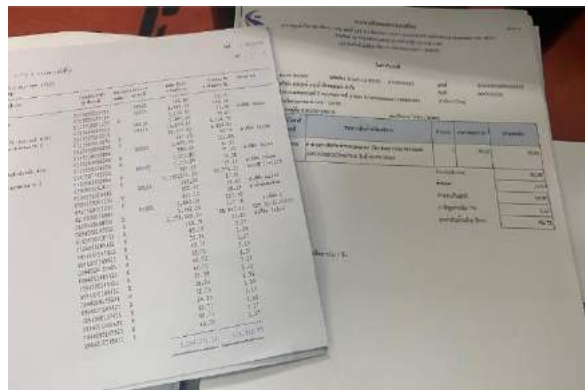
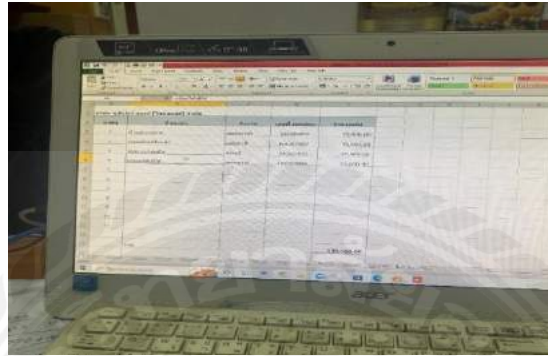


Figure 26. Purchase tax report

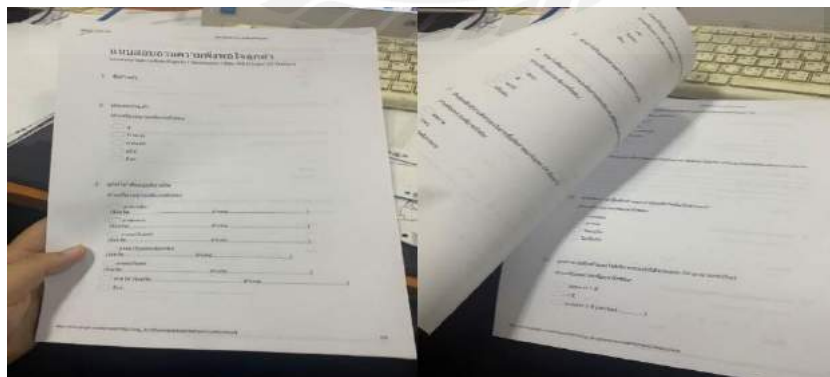
- ii. **Prepare billing note:** To collect the liability from the customer, a billing note was prepared. The billing note is the one that consolidates the credit accounts of the debtor to the sellers that open the bill to collect money from customers. To prepare the billing note, I needed to gather information like customer's names, province, invoice number, actual and temporary bills, amount owed. After that the billing note is prepared according to the format and send it to the sellers who are in charge of their customers.



*Figure 27. Prepare billing note*

### **2.3 Duties assigned beyond the standard job description**

- i. **Customer satisfaction survey:** In a big job that I have to make the survey questions of the customer satisfaction survey with the instructions of sale manager. The survey was showed to the supervisor and resolved until correct. The customer satisfaction survey was used while I went out to meet customers and do the survey by interview the customers.



*Figure 28. Customer Satisfaction Survey*



- ii. I clean the spaces they pay their respects to every day. They use this area to pray and pray for good work and finances. Which is the belief of the Chinese people to always pay homage to the gods for blessings.



Figure 29. Daily cleaning Routine

## 2.4 Job Process Diagram

The job responsibilities work processes which are as follows:

- i. **Delivery note:** Arrange all customer orders in one round delivery by separating the number of invoices that came before and put it in order in the MS Excel. In the MS Excel, first put the customer's name followed by province, invoice number, number of boxes (e.g., how many boxes per order) and packing size (e.g., 6L, 4L, 1L and other). All of this information will be based on bills and temporary bills. Once the bill is ready, the goods are sent to the shipping company. after that the shipping company sign the delivery note when the goods reach to the customers. However, they have to double check during transportation process and will send this back to the company together with the bill received by post.

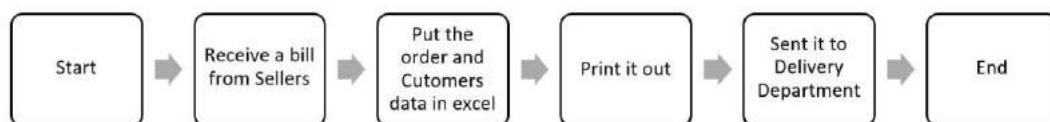


Figure 30. Process Diagram of Delivery note

To begin this work process, the customer orders through the manager of the sales department. Later, the manager of the sales department will open the real bill for the customer. When the actual bill has been printed out, the warehouse manager who was instructed to make a delivery

note tell me to prepare a delivery note via MS Excel by putting the information in the customer's bill into MS Excel. It will start sorting by entering the customer's name followed by the province, putting the invoice number, and then putting the number of orders. The information entered will be sorted by the invoice number that came before. Once the data is entered in the MS Excel, print it out and send it to the warehouse manager to inspect along with the goods to be taken into the car and delivered to the transportation company.

*ii. Address label: Another job was for me to prepare the address labels for the customer orders from other provinces. The label will be made when mailing and shipping are required. In MS Excel sheet, I need to enter the information like, the recipient's name, address, postal code, and contact number. I have to maintain the customer order no according to the order. Once the labels are put on the boxes, the company will send the product boxes to the shipping company for the delivery to the customer.*

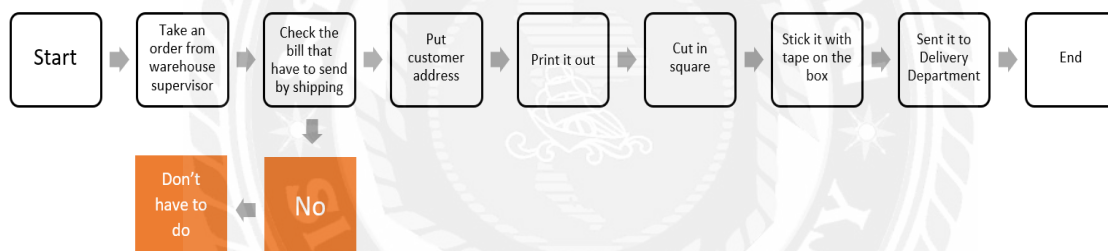


Figure 31. Process Diagram of Address Label

This step is similar to the first step where the sales manager will open the bill. And the warehouse manager will check which bills must be sent by transport and which bills the company must send by themselves. If the bill has to be sent by the company, this bill will be placed in another basket to be taken directly to the customer to sign. This means it's not necessary to do. The bill that must be sent to transport will be sent to me and I will be assigned by the warehouse manager to make an address label, starting from taking the actual bill to looking at the header, which will have the address of the customer. After that I need to bring the name, address, phone number, and postal code and put it into the MS Excel, and arrange it in a box. Once the address label is ready, I need to print out according to the number of product boxes to be delivered. Finally, it must be sent to the warehouse assistant so that he can cut and paste it on the box that must be sent to transportation.

**iii. Temporary bill:** Another job was for me to prepare Temporary bills. Temporary bills are bills created to replace the actual bills. It will be made when the customers are ordering via LINE application or other social media only. These types of orders will not come from the sellers directly Generally, when customers want to buy products, they need to make a proof of purchase with a Thai ID card. For new customers, they need to provide their identity verification but for old customers we usually collect the information from old data. After getting the orders via Line app, we enter the information in the MS Excel sheet. It consists of the product name, size, invoices number, and the number of orders. Lastly, prepare a temporary bill with the name of customer, their phone number. The recipient address is placed in the middle of the temporary bill (example of temporary bill is Figure no. 13

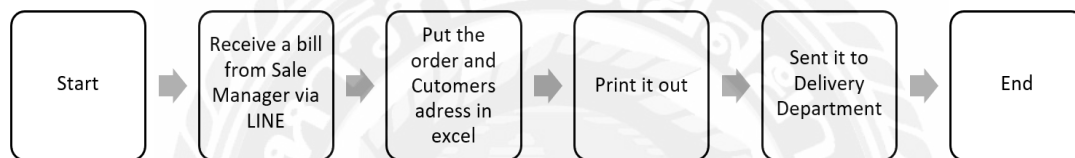


Figure 32. Process Diagram of Temporary bill

The preparation of this task will be the same as the first and second steps. To begin with, the sale manager takes the order from the customer through LINE and the sales manager sends the order through LINE directly to the warehouse manager. When the warehouse manager acknowledges it, he gave me the order to prepare it. It starts by typing the received order into excel, which will be sorted by the delivery slip number, put the product type, followed by the number of goods and size of the product. When finished, the customer's name, address, and phone number will be placed in the middle of the page and printed out and sent to the warehouse manager so that he can prepare and deliver it to customers.

**iv. Checking list and product code:** Another job was for me to prepare A checking list and product code. Check list and product code will be generated when the company places an order from S-OIL. When the product places down, the company will make a checking list and product code to check the increase and decrease in stock. The check list contains code then description and quantity. The product code is an identifier followed by the number of products, such as product code is 186 RED7 SN 10w30 004 is No. = 186, product type = S-OIL RED #7 10w30, product size = 4L

(e.g., 4L\*4L). after that a checking list will be made for the overall check that the items are complete. Finally, when unloading the product, a final checking will be done to verify whether the workers drop any items or not.

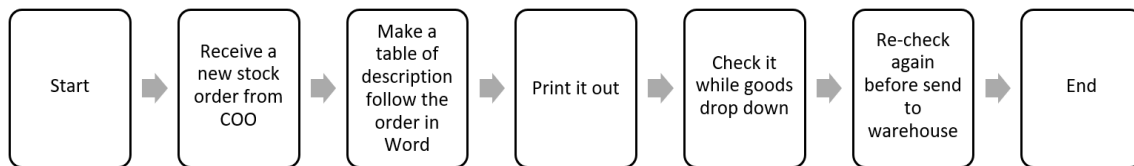


Figure 33. Process Diagram of Checking List

To carry out this task, the Chief Operating Officer (COO) will send the new stock orders to the Warehouse Manager which needed to be updated in the MS Excel. the Warehouse Manager assigned me the task to make a checklist to check when the item arrives. In the MS Excel sheet, I need to insert the code number followed by the description and quantity of the product. Once the checklist is done, I need to print it out and send it to the Warehouse Manager so that he can check on the stock orders when they landed. If the prepare list doesn't match with the list of stock we receive, then it is my duty to inform my manager about the issue.

v. **Product Code**

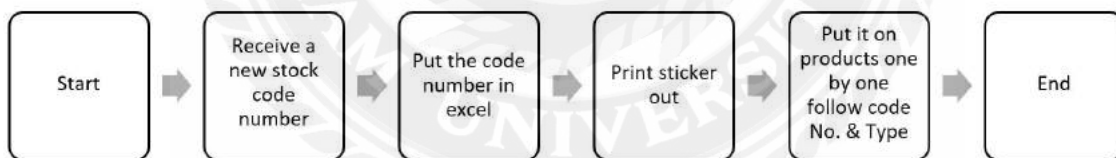


Figure 34. Process Diagram of Product code

The preparation of this task is, when the Chief Operating Officer (COO) sending the stock detail to Warehouse manager, Once the Warehouse Manager received the order, he assigned me a task starting from reading the description, for example, s-oil 7 Blue #7 CJ-4/SL 10W40 with 200 boxes. And then went into MS Excel and inserted the description. As the product information is too long, sometimes, to arrange properly, I need to cut out and arrange in a proper manner for example, Blue7 CJ10W40-006. Once that is done, I print them out as a sticker and cut them according to the number of boxes, and send them to the Warehouse assistance to put a sticker on the box to know that the order has been ordered is complete checked.

- vi. ***Hanging Oil change reminder card:*** As a part of my job, I need to include oil change reminder card on every bottle of the product.



Figure 35. Process Diagram of Hanging Oil Change reminder card

Initially, the company ordered cards to be made and when the cards were received, the manager ordered everyone to help each other to bring the cards to tie with rubber bands. When it's done, we take the card to hang on every bottle of oil, and every box in the stock.

- vii. ***Stick the sticker from the Department of the energy business:*** As a part of my job, we need to put the sticker as a requirement by the department of the Department of the energy business on each bottle before sending it to the customers. My job was to check the product from S-Oil product, print out the sticker and added it behind the bottle.



Figure 36. Process Diagram of stick the sticker from The Department of the energy business

In the beginning, Warehouse Manager orders to make a sticker of The Department of Energy Business certificate which needs to be attached to the back of the product. First, open the form of The Department of Energy Business in MS Excel, take the form to print the document as stickers and cutting it. Once done, send it to the Warehouse Assistant so that he and I can help each other to stick the sticker. Once we had done, we have to return the product to the box and close the box to its original state.

viii. **Customer satisfaction survey:** In a big job that I have to make the survey questions of the customer satisfaction survey with the instructions of sale manager. The survey was showed to the supervisor and resolved until correct. The customer satisfaction survey was used while I went out to meet customers and do the survey by interview the customers.

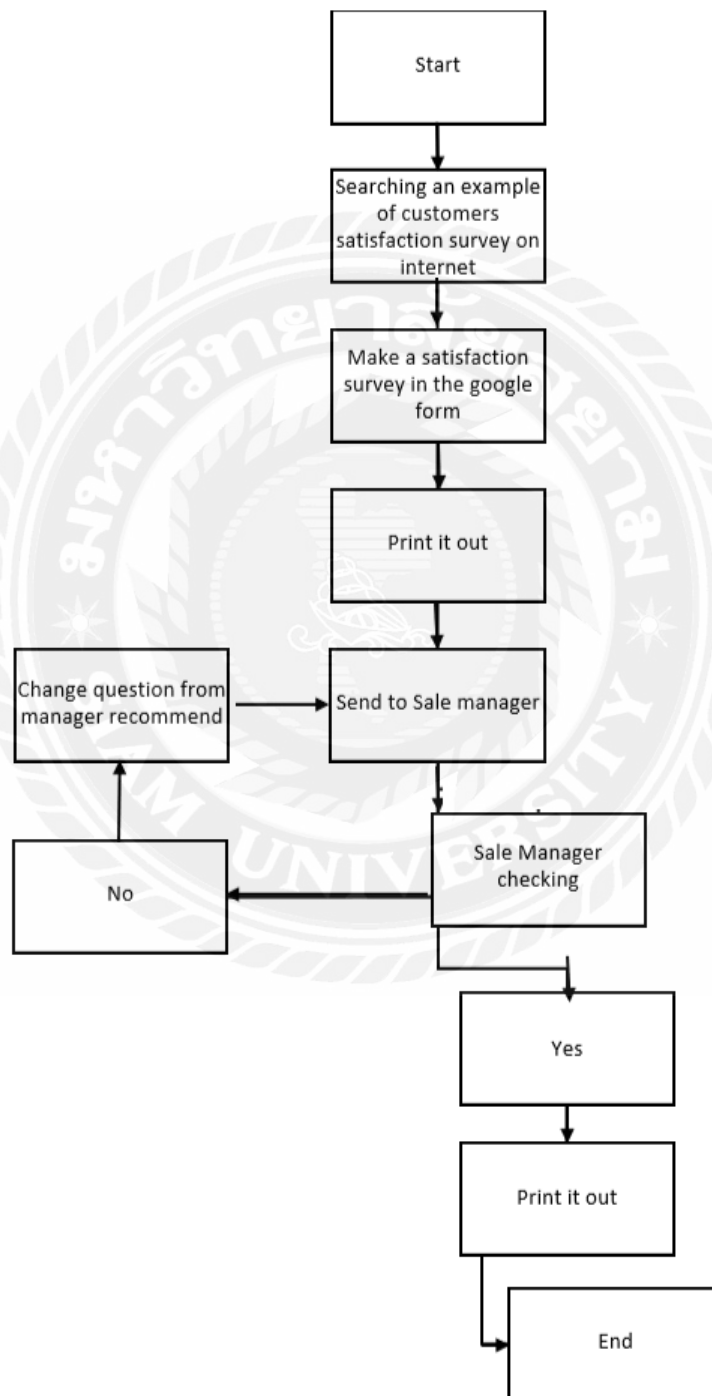
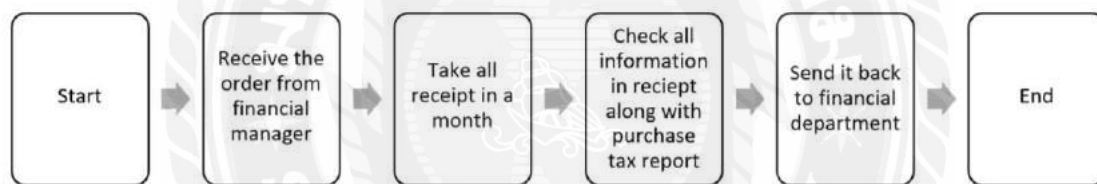


Figure 37. Process Diagram of Customers Satisfaction Survey

To carry out this task, starting from, I was assigned by a sales manager to complete a customer satisfaction questionnaire. I started by searching the internet for an example form. And when I got the form, I changed it to match the questionnaire that fits to the company. Once I completed the form, I presented it to the sales manager, I printed out two copies, and attended a meeting with the sales manager. When the sales manager is still not satisfied with the questions, he recommends some questions to be revised and presented to him again. After the proposal was completed and went well, I have to prepare questionnaires for customers. And I have to meet and do interviews with customers when I'm out.

*ix. Purchase tax report: As a part of my job, I had to make purchase tax report. To prepare the tax report need to sort out the related receipts and tax invoices number. Also, to prepare the report, I need to put a tax identification number with establishment and value of goods or services, as well as amount of additional tax with a discount if any.*



*Figure 38. Process Diagram of Purchase tax report*

My supervisor of financial described that when you start, bring all the receipts that related to expenditures and put it together in order from the date that started earlier within the month. When sorted by date, check all information, such as purchase tax invoices, service provider or seller, check Taxpayer Identification Number, and check the establishments or branches that use the service. Check the value of the product or the value of the service. Check the amount of VAT and check notes such as discount accommodation charges or Vat, and additional taxes. When the check is completed and the number entered is not wrong, I have to return it to the accounting department for them to submit it to regarding the input tax report.

- x. **The billing note:** To collect the liability from the customer, a billing note was prepared. The billing note is the one that consolidates the credit accounts of the debtor to the sellers that open the bill to collect money from customers. To prepare the billing note, I needed to gather information like customer's names, province, invoice number, actual and temporary bills, amount owed. After that the billing note is prepared according to the format and send it to the sellers who are in charge of their customers.

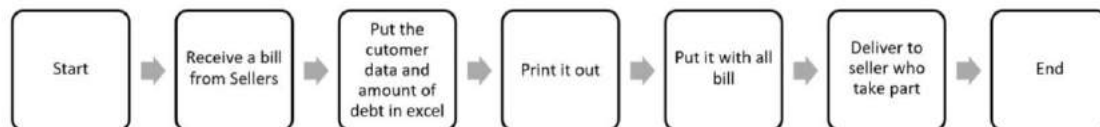


Figure 39. Process Diagram of Billing note

To carry out this task, I receive a bill from sellers. Once I received the bill, I created a table and put the name of the customer, the province, the invoice number, and the amount that the customer has not paid. Print it out and attach it back with the original bill and send it back to the seller that takes care of all these customers to collect money with the customer.

## 2.5 Contributions as a student in Super Oil (Thailand) Co., Ltd.

Working on the actual site this time make me aware of the product offerings to customers. I learned the steps to take when a customer wishes to buy or not to buy makes me know how to proceed and also get benefits from hands-on practice where you learn how to speak and talk. How to persuade and how to sell. How to provide services that satisfy customers and keep them wanting to buy in the future.

In addition, I have also worked and done one piece of work, that is, I made a customer satisfaction questionnaire form and was interviewed by myself, which gained knowledge beyond the content that must be studied in this internship and also benefitted in many aspects. In addition to the content learned in the classroom and in addition to the content that must be studied in the workplace. And this is my internship success.



## **Chapter 3 Mini research**

### **Repurchase Intention in customers to Super Oil (Thailand) Co., Ltd.**

#### **3.1 Introduction to Research**

Today's consumers are increasingly choosing the best for themselves. Results in the standard of selling products and services must be increased accordingly and to increase the number of customers. Therefore, the company's needs to make the customer trust and believe in the company to the utmost.

From the above information, I am interested in studying "Factors Affecting Repurchase intent of Super Oil (Thailand) consumers". In order to know the factors that affect the decision to repurchase and to meet the needs as much as possible. In addition, the obtained information can be used to plan improvements and develop the quality of the company to better meet the needs of customers.

#### **3.2 Objective to Research**

The objective of this research was to study the relationship between investigation factor (e.g., service factors, communication factors, sales factors, price factors, product quality factors, and WOM: word of mouth) that can affect customer intention to repurchase the product of Super Oil (Thailand).

#### **3.3 Research Question**

1. How survey quality can enhance repurchase intention among the customers?
2. What is the effect of price on repurchasing intention?
3. How word of mouth can influence customers to repurchase the product again?

## **3.4 Literature Review**

### **3.4.1 Repurchase Intention**

Chaturongkul (2000) said that consumers often repurchase products from their habits that make decision-making easier to manage their lives better. In general, repurchase habits can vary depending on the level of involvement and effort spent on the product. Techasawat (2006) mentioned that when consumers have the intention to buy products or services, they will pay attention to meticulously for purchasing. In addition, he classified the repurchase decisions of consumers in 3 types; habitual decision making, limited decision making and extended decision making. Firstly, Habitual Decision Making is a decision to buy without making a decision that the consumer has previously thought of alternatives. The Habitual can be separate in two types. First is Brand loyal purchase, it is the purchase of the same brand over and over again with consumers confident. Second is Re-purchases, the consumers will repurchase of the same brand but they didn't give importance to the brand or thought that any brand was the same. Secondly, Limited Decision Making is a purchase decision based on the same information with a limited search for additional information, consumers may be stimulated by the external environment. Lastly Extended Decision Making Is the consumer-attentive decision where some degree of external search is needed to attribute the existing knowledge.

### **3.4.2 WOM or Word-of-mouth**

Word of mouth is an informal form of communication in which consumers communicate the use and characteristics of products and services (Yasin & Shamin, 2013). Murray (1991) defines word-of-mouth as informal narrative by word of mouth from someone with previous experience. Ismail & Spinelli (2012) stated that the basic idea of word of mouth is to provide information about a product or service that consumers want to share their opinions with others. Word of mouth is a communication that builds credibility with the recipients. Because the news there were received is news that comes from the direct experience of users who have used the product or service. They are also people who are intimate with able to motivate and persuade others to pay attention and make a purchase decision (Boyer, et al., 2015).

### **3.4.3 Service Quality**

Chiu, Liu & Tu (2016) found that service quality was associated with increased consumer purchase intent and also showed that good service quality creates customer satisfaction. Parasuraman, Zeithaml & Berry (1985); Wongmontha (1997), and Takojeen (2016) aforementioned that creating a service dimension ensures that the service is good enough to make customers feel valued for the cost they spend. In an extension, they defined the service quality dimension into 4 parts. First, reliability is accurate and meets the purpose of the service at the right time. The second is responsiveness in providing fast service. Including providing assistance when customers need to use the service. The third is an assurance that ensures the staff serving is knowledgeable in product and service. The last is empathy to understand the problems and be able to solve the problem as well as communicate with customers.

### **3.4.4 Perceive Price Value**

Supathorn, Chuleerat, & Orachan (2013) mentioned price is amount of money set as the cost of goods and services or the sum of value that consumers exchange for benefits. Dodds, et al. (1991) described price perceived value as the perceived price value of the product offered by the seller and considering the value by the buyer. Han & Kim (2009) defined price perceived value as the value that customers can perceive what they get from their actual experience, and consider between the product and the price compared to the money they have to exchange. Dickson & Sawyer (1986) delineate the perceived value of price as it is the value that the customer is aware of the product value that they receive and with the price their will lose. Watanasuwakul (2012) indicates that price refers to the appropriateness of the price to be redeemed. Variety of prices available on products and the ability to negotiate prices with sellers.

### 3.5 Research conceptual framework

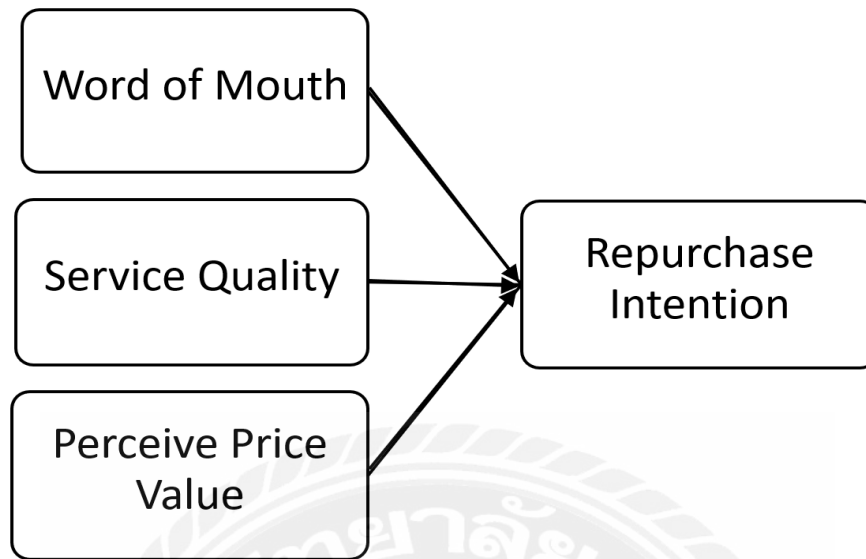


Figure 40. Conceptual Framework

### 3.6 Research Methodology

#### 3.6.1 Type of Research

This research was qualitative research using a qualitative study method and data collection by interview. The respondents are customers of Super Oil Company.

#### 3.6.2 Research population & Area

The population for this study were consumers in Bangkok and perimeter area who knew and used to buy Super Oil products which determine the sample group of consumers.

#### 3.6.3 Research tools

As this is qualitative research, the researcher has chosen to use an informal interview by using interviews with key informants along with non-participant observation. In order to obtain complete information that meets the objectives of the research and has the following tools:

- The researcher, which is considered the most important tool for qualitative research.
- Satisfaction Questionnaire
- pen for taking notes

And the researcher has created the questions relate to purchasing behavior and elements of repurchase and service decisions as follows:

- General Information Questions
- Questions related to deciding factors for repurchasing.

### **3.6.4 Questionnaire**

This questionnaire is belonging to the main factor of mini-research. The question prospective in two parts under the factor of repurchasing that links to price and service, for example; what are the main factors you consider when purchasing our products? and word of mouth for example; what channels does the customer receive the news from?

#### **Part 1 General Information**

1. Shop name
2. Type of shop
3. Place of shop

#### **Part 2 Deciding questionnaire factors for repurchase intention.**

##### **Example Question:**

1. Product quality when arrive at place?
2. How were sellers' sales?
3. What channels does the customer receive the news from?
4. What are the main factors you consider when purchasing our products?

### **3.6.5 Data analysis**

The researcher uses a descriptive analysis method by analyzing the data as follows:

- Carefully read interviews with all key informants.
- Compile the information obtained from the data collection.
- Summarize research results according to the objectives set.

### 3.7 Result

<i>Deciding Factors</i>	<i>Question Survey</i>	<i>Result Survey Feedback</i>
	What are the main factors you consider when purchasing Super Oil products?	<p><b>Sample groups 2,4,5,6, and 7</b> gave an interview that the price and quality are suitable. It is the main choice in their purchase decision.</p> <p><b>Sample groups 4 and 6</b> They assume that the type of product is the same no matter which brand. If the price is too high, they choose to use brands that are cheaper.</p> <p><b>Sample groups 1,2,3,4, and 7</b> They said in an interview that, they like the service of a company that is always informative and follow-up. Never leaves contact with them.</p>
	How is the sale of the seller in charge?	<b>All 7 samples</b> were interviewed said, they were very satisfied with the service of the seller who took care of them.

*Table 4. A. Result Survey Feedback*

<i>Word of Mouth</i>	<i>Question Survey</i>	<i>Result Survey Feedback</i>
	Will customers recommend our product to customers who come to use the service to understand our products or not?	<b>The sample group 1-7</b> gave an interview that they are definitely recommend the company's products to their customers.
	What channels does the customer receive the news from?	<p><b>Sample group 1,2,3,4, and 5</b> Gave an interview that they know from the seller's came to presented the product.</p> <p><b>And the sample group 6 and 7</b> Gave an interview that they knew about the product and received advice from their friends who had used the product, so they were interested in trying it out.</p>

*Table 5. B. Result Survey Feedback*

<i>Repurchase Intention</i>	<i>Question Survey</i>	<i>Result Survey Feedback</i>
	Do you think you will buy our products in future?	<b>Sample group 1-7</b> Gave an interview that they will definitely continue to buy and use the company's services in the future.

*Table 6. C. Result Survey Feedback*

### **3.8 Discussion Result**

#### **1. How survey quality can enhance repurchase intention among customers?**

From the survey, it was found that all 7 samples trusted on the company that Super Oil Co., Ltd understands customers well. The majority of consumers to choose products that will meet their needs based on alignment with their purchase intent as key decision-making factors. They are considered in quality, price, and all benefits of the goods and services are taken in order to be compared and concluded as an alternative to the arising needs and future repurchases.

#### **2. What is the effect of price on repurchasing intention?**

The result of price factor is the main factor of customers choosing to buy products. The company's products have a high price if compared to competitors. Resulting in the repurchase intention of a group of customers that can change if that customer finds the same type of product and it meets their needs.

#### **3. How word of mouth can influence customers to repurchase the product again?**

The results of this research found that, the perceived credibility of a company plays an important role in repurchasing and acquiring new customers. The company's customers are chosen to receive news from friends and those who have used the product as the main source of decisions. These consumer groups are not interested in news or advertising but they are looking at how the person they are close to has used it. As a result, it can say that word of mouth is an important source of advertising for the company.

### **3.9 Conclusion**

From the research, it was found that product quality of Super Oil (Thailand) Co., Ltd. has an impact on consumers repurchase intention. The interview survey found that some customers are still satisfied with the price paid at the same time they still want more promotions from the company. The existing customers are still satisfied to have a long-term relationship with sellers. In another hand, most of the customers consumer groups are not interested in news or advertising, but they are happy to share their opinions of the products with their friends and close associates who work in the same type of business. As a consequence, it can make customers satisfied and trusting to buy again with company in the future which leads to referrals from other groups of customers.

### **3.10 Limitation of this Research**

Problems and obstacles in this research are the researcher is unable to clearly identify the sample group because the sample group was the customer of the company. Therefore, the time that can complete the survey is limited. In addition, the researcher has a desire to go out, such as following the supervisor out to meet with customers in order for the researcher to study as many customer groups as possible. The researcher sees that the problem was that going out to study depends on the situation at each time. Due to going out to meet customers need to make an appointment with a supervisor first and it was necessary for the supervisor to make plans before meet customers as well.

## **Chapter 4 Conclusion**

### **4.1 Summary of highlight of my company**

The highlight received from the internship at Super Oil Co., Ltd. in sales and marketing department. The company pulls on the knowledge that I learned in the class to apply in daily life to the trainees. Makes me see the ability that I have to use in work and makes me know the advantages - disadvantages of myself while working.



The company tries to adapt trainees to society, working as a team and co-existing with others in society. It is to create responsibility in my own duties and know the rules of work working time management which will be applied very well in life. Also, they are open the opportunity to find a job that has an advantage over those who have never received training. The company focuses on allowing trainees to actually go to the area and learn which it can be useful in the future work.

## **4.2 Self-Assessment of the work experience**

From conducting professional training at Super Oil Co., Ltd. in sales and marketing department. This training experience resulted in bringing the knowledge and skills gained from the course to use in daily life. There may be some problems and obstacles sometimes caused by the trainee self or due to mistakes that cause delays in performance, but the problem can be solved. It makes trainees can practice in communication and coordination in the department of sales and marketing, which requires understanding, deliberateness, precision, patience, self-responsibility, and duty.

Thus, causing the work that is responsible for the least number of mistakes and makes it possible to experience in real work by using real office equipment such as photocopiers, paper shredders, computers, products, and events that have to go out to meet customers. Make the trainees understand the work system more which in this practice experience can be applied to other tasks and also know their own flaws in work and will take to improve. Including advantages in their own work to develop further.

### **4.2.1 Limitations of my Internship**

- i. Lack of readiness to work due to not being proficient in the work and not learning the basics skills
- ii. Do not understand the assignments, So I had to ask the supervisor again and again.
- iii. Can't use office equipment and some office tools such as Excel and bill printer.
- iv. Failure of office equipment causes delays to assignments.

## **4.3 Recommendations**

### **4.3.1 Recommendations for the Company**

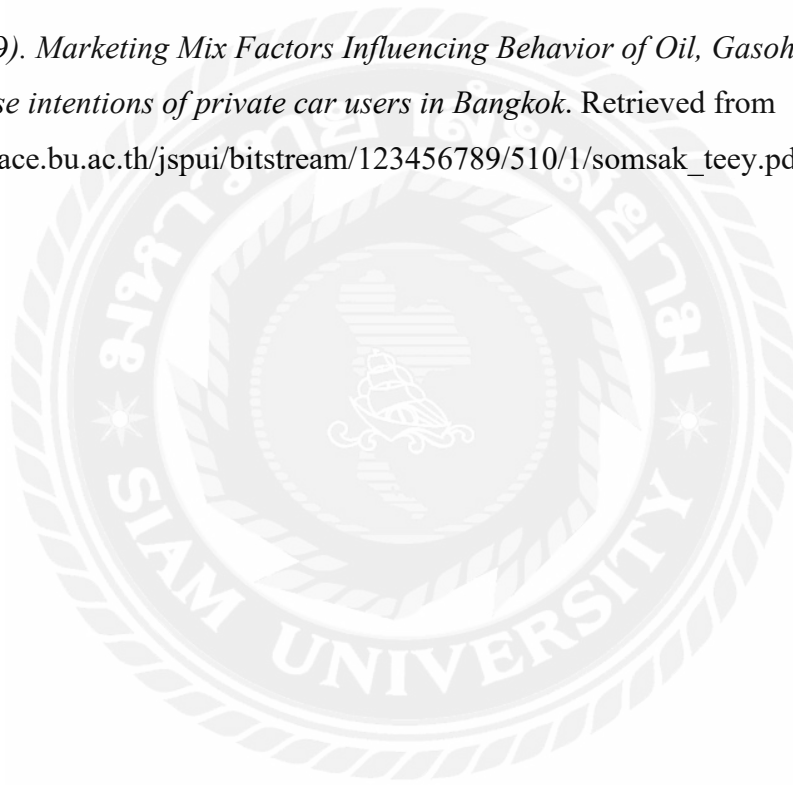
Based on the research results, the researcher suggests that Super Oil (Thailand) Co., Ltd. promotes and focuses on the perceived value of quality, service quality, and the perceived price-to-satisfaction value, customer engagement, word of mouth, and repurchase of Super Oil (Thailand) customers. Super Oil (Thailand) should focus more on the quality of service. Since lubricant dealers and sellers have many competitors with similar brands and models, therefore, the quality of service should be emphasized. By providing fast, swift service in a reasonable period of time, employees have good human relations and polite, courteous, and reliable, service with willingness, dependable, good understanding of customer needs, and willing to listen to what customers request. And also wants the company to make a full system to fit in some departments and increase the advertising fully both offline and online as well. In addition, now many people in Thailand have online platform. To target the customers, the company should think about the future to have some digital marketing. So that, online customers will know more about the product of the company.

### **4.3.2 Recommendations for the department**

According to my experience, MS Excel is an "essential" program that including in most of work in the company. The students were faced with the problem of not having enough basic knowledge and skill to use MS Excel which makes the students miss out on some job opportunities. Furthermore, in the future, courses should add some more lap practice course by course. According to the students, most of them understand strategy without skills. They are unable to cope when faced with problems. If they encounter problems repeatedly, they can practice their skill and be prepared to deal with the problem all the time.

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## Appendices



*Pic 1. The visit of international office to Super Oil (Thailand) Co., Ltd.*



## Miss. Praeploy Panpetch (Prae)



### OBJECTIVE STATEMENT

Soon to graduate university student, fluent in Thai and English and with an experience chef trainee at Dusit Thani Hotel Bangkok.

**Field of Training Desired:** Marketing staff

**Address:** 142 soi 30 Rama II road, Bangmod, Chomthong, Bangkok, Thailand 10150

**Telephone Number:** 0972379647

**E-mail Address:** Praeploypanpetch1@gmail.com

**ID Card number:** 1103702920070

**Date of Birth:** 13 November 1999

**Gender:** Female

**Country of Citizenship:** Thailand

### EDUCATION

**2019 – Present**

**BBA in International Program / Siam University**

Major: International Business Management

CGPA: 3.32

**2015 – 2018**

**Saowabha Vocational College**

Major: Food and Nutrition

GPA: 3.63

### Award & Achiev

**Saowabha vocational college**

2016 – 2018

The 2nd of chinese speech contest

The 2nd runner up award of food product

### EXPERIENCE

**Saowabha vocational college**

2016 – 2018

Took part in student representative in

- Collaboration between Thai & German
- Collaboration between Thai & Japan
- Collaboration between Thai & Taiwan

### Dusit Thani Hotel Bangkok

May 2017 – Sep. 2017

Trainee in Dusit Thani

- Prepare ingredienth and cook in bakery kitchen,cold kitchen, international kitchen, pavillion restaurant, thai kitchen, steward

### SKILLS/QUALIFICATIONS

Languages Skill: English / Thai

Computer Skills: Microsoft Application (Word, Excel and PowerPoint)

Skills: Critical Thinking / Flexibility / Creativity / Attention to detail / Responsibility / Energetic

Date: 1 September 2022To: The Dean/Associate Dean of International College,  
Siam UniversitySubject: Accepting student (Name Praeplay Panpetch  
as a cooperative student from 1 Aug, 2022 to 15 Nov, 2022)ID 6208000003

This is to confirm that the following student is/are accepted to provide "Cooperative Education" session under our organization, as mentioned.

Student ID: 6208000003Student Name: Praeplay Panpetch

Program: Bachelor of Business Administration (International Program)

Company details:

Location/Address of the company (university supervisor will visit this location)  
156 Soi Rama 30, Chomthong Sub-district, Chomthong District, Bangkok 10150  
ThailandContact details of the company: Email: superoilthailand.office@gmail.com Contact No: 096-649-7951Job Supervisor's Name นายสุวิทย์Email superoilthailand.office@gmail.com Contact no(s) 096-649-7951Line/WahtsApp/Signal ID: superoilthailandWe/ I hereby confirm and accepted the above student to be the advisee under the company from 1 Aug, 2022 to 15 Nov, 2022 and we agree to provide the Cooperative Educational activities under joint supervision of the job-supervisor and the academic advisors.

Your sincerely,

นายสุวิทย์

Authorized person from the company (Date, seal)





**หนังสือรับรองการฝึกงาน**

**ขอรับรองว่า**

**แพรวพลอย ปานเพ็ชร**

**คณะบริหารธุรกิจ สาขานานาชาติ**

**มหาวิทยาลัยสยาม**

ได้ผ่านการฝึกงานในทีม Sale-Marketing ณ บริษัท Super Oil Thailand จำกัด  
ระยะเวลาการฝึกงานตั้งแต่วันที่ 1 สิงหาคม พ.ศ. 2565 – 15 พฤษภาคม พ.ศ. 2565

**(มงคลไชย มานะดี)**

**COO และ ผู้จัดการฝ่ายขาย**



# แบบสอบถามความพึงพอใจลูกค้า

แบบสอบถามความพึงพอใจลูกค้า / ข้อเสนอแนะ / ดิฉัน บริษัท Super Oil Thailand

## 1 ชื่อร้านค้า

\_\_\_\_\_

## 2 ประเภทร้านค้า

ทำเครื่องหมายเพียงหนึ่งช่อง

- อู่
- ร้านยาง
- คาร์แคร์
- ผู้ใช้
- อื่นๆ: \_\_\_\_\_

## 3 ลูกค้าอาศัยอยู่ภูมิภาคใด

ทำเครื่องหมายเพียงหนึ่งช่อง

- ภาคเหนือ  
(จังหวัด:.....อำเภอ:.....)
- ภาคกลาง  
(จังหวัด:.....อำเภอ:.....)
- ภาคตะวันออก  
(จังหวัด:.....อำเภอ:.....)
- ภาคตะวันออกเฉียงเหนือ  
(จังหวัด:.....อำเภอ:.....)
- ภาคตะวันตก  
(จังหวัด:.....อำเภอ:.....)
- ภาคใต้ (จังหวัด:.....อำเภอ:.....)
- อื่นๆ: \_\_\_\_\_



- 4 ก่อนที่ใช้สินค้า ลูกค้าเคยใช้สินค้าเรามาก่อนหรือไม่

ทำเครื่องหมายเพียงหนึ่งช่อง

- เคย
- ไม่เคย
- อื่นๆ: \_\_\_\_\_

- 5 ลูกค้าได้รับแหล่งข่าวสารมาจากช่องทางใด

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- 6 ระหว่างสินค้าของเราและสินค้าชนิดเดียวกันที่มีในท้องตลาด สินค้าเราเป็นอย่างไร

ทำเครื่องหมายเพียงหนึ่งช่อง

- ดีมาก
- ดี
- พอใช้
- ปรับปรุง

- 7 ปัจจัยหลักที่ท่านพิจารณาในการซื้อสินค้าของSuper Oil คืออะไร

ทำเครื่องหมายเพียงหนึ่งช่อง

- คุณภาพ
- ราคา
- บริการหลังการขาย
- อื่นๆ: \_\_\_\_\_

8. ลูกค้ามีความคิดเห็นอย่างไรต่อสินค้าและบริการของบริษัทSuper Oil

ทำเครื่องหมายเพียงหนึ่งช่อง

- พึงพอใจมาก  
 พึงพอใจ  
 ไม่มีความคิดเห็น  
 ไม่พึงพอใจ  
 อื่นๆ: \_\_\_\_\_

9. ลูกค้าจะแนะนำสินค้าของเราให้กับลูกค้าที่เข้ามาใช้บริการให้เข้าใจผลิตภัณฑ์ของเราหรือไม่

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10. ท่านคิดว่าจะซื้อสินค้าของเราอีกหรือไม่ในวันข้างหน้า

ทำเครื่องหมายเพียงหนึ่งช่อง

- แน่นอน  
 อาจจะ  
 ไม่แน่ใจ  
 ไม่ซื้ออีก

11. ลูกค้าขายสินค้าและใช้บริการของบริษัทSuper Oil มานานเท่าไร

ทำเครื่องหมายเพียงหนึ่งช่อง

- น้อยกว่า 1 ปี  
 1 ปี  
 มากกว่า 1 ปี (เท่าไร.....)

## 12 บั้จจ่ายใดที่ลูกค้านำมาพิจารณาในการเลือกซื้อสินค้าและใช้บริการของบริษัท Super Oil

ทำเครื่องหมายเพียงหนึ่งช่อง

- คุณภาพ
- ราคา
- บริการ
- ค่าแนะนำจากลูกค้าท่านอื่น
- ประสบการณ์ในการเลือกซื้อ
- อื่นๆ: \_\_\_\_\_

ข้อมูลบริการหลังการขาย

## 13 ระยะเวลาในการจัดส่ง

ทำเครื่องหมายเพียงหนึ่งช่อง

- 1      2      3      4
- ปรับปรุง     ดีมาก

## 14 คุณภาพสินค้าเมื่อถึงมือลูกค้า

ทำเครื่องหมายเพียงหนึ่งช่อง

- 1      2      3      4
- ปรับปรุง     ดีมาก

## 15 การขายของพนักงานขายที่ดูแลเป็นอย่างไร

ทำเครื่องหมายเพียงหนึ่งช่อง

- 1      2      3      4
- ปรับปรุง     ดีมาก

- 16 กรุณาให้ความคิดเห็นหรือคำแนะนำอื่นๆ (เพื่อให้ตรงตามความต้องการของลูกค้าให้มากที่สุด)

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เนื้อหาไม่ได้ถูกสร้างขึ้นหรือรับรองโดย Google

Google ฟอรัม



Co-operative Education - Daily Diary  
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<b>Week: 1</b>	<b>Date: 1<sup>st</sup> August 2022</b>
<p>Time: 8.00 – 12.00</p> <p>Today is the first day, the boss assigned the job to clean and pay respect to the sacred things. In the late morning, there is a new saler named P. Noom Nim came training for the first day of work and we greeted each other. She told me about her past experience at her old job. She used to work as a sale so I asked her for advices and tips. The main key point working as a sale is to let the customer see the benefits of the product and build trust among them. We have to meet them regularly in order to make it happen.</p>	
<b>Week: 1</b>	<b>Date: 2<sup>nd</sup> August 2022</b>
<p>Time: 8.10 – 17.00</p> <p>My morning routine includes cleaning. I had to do the delivery notes according to the location of the customers where they lived. making a delivery bill, making a delivery list of who to deliver, where to deliver, how many boxes, for example, customer name A delivers to Nakhon Ratchasima &gt; product name (example; s-oil 7 Gold #9 C3 5w30 4L) &gt; Amount: 3 boxes 4L and 1 box 1L &gt; Price: 0.00฿ &gt; Amount: 0.00 and check the goods to deliver according to the bill issued. Then today there is a training in the afternoon about the engine oil and other products of the company (in the note) plus understanding about doing promotions when going out for sale. in order to know the selling price in front of the store if the store owner or customers are curious Including knowing the store or Target shop, Market &amp; Customer that we have to go to offer products.</p>	
<b>Week: 1</b>	<b>Date: 3<sup>rd</sup> August 2023</b>
<p>I started working at 08:05am to 17:00pm. I did my morning daily routine. My work today was very similar to yesterday's work. Received order from customer and put into account. Check the items according to the orders that the salesman sent accordingly. Prepare items according to orders and bring items to the car. Moreover, today I learned about different types of oil and which oil to use in different cars part.</p>	
<b>Week: 1</b>	<b>Date: 4<sup>th</sup> August 2022</b>

Started working at 08:15 am to 17:00pm. Prepare bill invoice for customer, check the products according to the bill as well as kept an eye on the workers who was keeping products in the car. Learned about the goods and products as well as memorizing the details about the product. Went to “www.s-oil7.com” to learn and understand about the market plus, to see if there’s any changes in the market. Got to meet P’Jae who is the seller of the company who takes cares of customers in Bangkok.

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<b>Week: 1</b>	<b>Date: 5<sup>th</sup> August 2022</b>
<p>Time: 08:00am – 17:00pm I did my morning routine as usual. Making delivery note for the people who is responsible transportation. Check the product if its ready or not to the customer. Also, memorizing oil product.</p>	
<b>Week: 2</b>	<b>Date: 8<sup>th</sup> August 2022</b>
<p>Time: 08:15am – 12:00pm Today I did my morning routine, my task for today is making address label. The process of making address label is  1. See the name of the customer in the bill  2. Count the number of boxes according to the order  3. Put the information in the excel. Then I prepare the product according to the order. It was difference from other days that I have to check all the product by myself.</p>	
<b>Week: 2</b>	<b>Date: 9<sup>th</sup> August 2022</b>
<p>Time: 8.30 – 17.00 Today I start work with my morning work routine. Today I have to check the product according to the order. Did the 3 deliveries note and address label that I have to put on the box according to the number of the box. In a special thing I have met today, I have learned new product in warehouse. A new box of product is white color that naming POWER STEARING.</p>	
<b>Week: 2</b>	<b>Date: 10<sup>th</sup> August 2022</b>

Today I start worked in the early morning. I started working at 8 am. My work today was very similar to yesterday's work. I received the order from my job supervisor to do the delivery note that I have to print it out before time to send. When he gets all the paper, he will bring all this belong with him.

**Week: 2**

**Date: 11<sup>st</sup> August 2022**

Today I got up early in the morning, I woke up so fast so I can have breakfast from my house. Today I did my morning routine. My task for today was the same as usual. I did the delivery note and keep learned about all products. After I done this whole day. They let me leaved from company early. So, I can back home 1 hour before work done.

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**Week: 3**

**Date: 15<sup>th</sup> August 2022**

Today I start work at 8.30 am. I did my morning routine. Today I received my task to separated all the bill according the seller and province. Example like North, East, or/and in the city and some province in Thailand. After done separated, put all the bill in to folder in order to keep it for future collect debt from customers. Example, Miss A have 45 days for credit. So, seller will collect debt from them.

**Week: 3**

**Date: 16<sup>th</sup> August 2022**

I started my work since 8.30am for this day. I did my morning work routine as usually. Today the Electronic Department came to shout down the electronic in Soi 30 from 10.30 – 12.00 so my work will start again at 1pm. My task for today was same as usual. But today my sale manager gave me homework to do that I have to go back and make a summary of S-Oil background and news that just come up. Also today, I'm talked with my sale job supervisor about tips and trick how to deal with the customers and how to know the target customers if I went out to choose the shop.

**Week: 3**

**Date: 17<sup>th</sup> August 2022**

Today I start work from 8.15am – 17.00pm. I did morning routine in the morning crossed late morning. After that I went out to check the stock in warehouse and prepare the order for customer by read the product by myself. Once I did it, I done some mistake about I didn't read the name and number of products clearly. When warehouse supervisor came and check it. He let me prepare the order again and remind me to remember every single of detail

**Week: 3**

**Date: 18<sup>th</sup> August 2022**

I'm started work at 8.30am of the day. My task for today was to do morning routine, delivery note and checking all the product according to the bill that I received for today.

**Week: 3**

**Date: 19<sup>th</sup> August 2022**

Today I start work at 1 pm. I am learned and did the marketing task according from homework that the sale manager gave to me. I learned most of the tactic and strategy from S-oil website to present him in another day.

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**Week: 4**

**Date: 22<sup>nd</sup> August 2022**

I'm started my work at 8.30am in the morning. I did my job morning routine and collected the order to made a delivery note. After that I have to prepared the product according to the bill that I have received. This time the order has to send by the company so it's mean warehouse supervisor have to send all the product by us. Most of the order will be GOLD #9.

**Week: 4**

**Date: 23<sup>rd</sup> August 2022**

In this morning, I came at 8.17 am. I did my morning routine as usual. Continued to making delivery note for the people who is responsible transportation. Check the product if its ready or not to the customer.



<b>Week: 4</b>	<b>Date: 24<sup>th</sup> August 2022</b>
<p>Today I started my work from 8.30am. I did my morning routine as usual. Lately, I have to making delivery note for transmission, checking product according to the order and prepared the product and checking it while it went on the car. Today order was newly for me that the number I've never met. It's 20w50, actually most of it will be 5-15w30-40.</p>	

<b>Week: 4</b>	<b>Date: 25<sup>th</sup> August 2022</b>
<p>Today I woke up late. It makes me reach to the company late. I started work at 8.45. I did my morning routine along to late morning. Today didn't have many works to do much. Started from making delivery note and prepared the product send it to Kanchanaburi.</p>	

<b>Week: 4</b>	<b>Date: 26<sup>th</sup> August 2022</b>
<p>Today I have to woke up early in the morning because my warehouse supervisor told me that he needs a help in the early morning. Another job was for me to prepare a checking list and product code. Check list and product code will be generated when the company places an order from S-OIL. When the product places down, the company will make a checking list and product code to check the increase and decrease in stock. The check list contains code then description and quantity. The product code is an identifier followed by the number of products, such as product code is 186 RED7 SN 10w30 004 is No. = 186, product type = S-OIL RED #7 10w30, product size = 4L (e.g., 4L*4L). after that a checking list will be made for the overall check that the items are complete. Finally, when unloading the product, a final checking will be done to verify whether the workers drop any items or not.</p>	

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<b>Week: 5</b>	<b>Date: 29<sup>th</sup> August 2022</b>
<p>Today I start did my morning routine work in 8.30am. After that at 10 am. We (warehouse department) received a big amount of order from customers, so we have to prepared 100 boxes of product and I have to making an address label for 100 boxes of BLUE product.</p>	
<b>Week: 5</b>	<b>Date: 30<sup>th</sup> August 2022</b>

Today I woke up super late. So, I started my morning work routine at 9am. I making delivery note, address label, and checking product list according to the order that I have received. Also today, I have some meeting with warehouse supervisor and sale manager to discussing about the stock issue. (I didn't give any recommended with them but for me if it happens, I want to recommend them to check stock along with financial department.

**Week: 5**

**Date: 31<sup>st</sup> August 2022**

I started with my morning work routine. My task for today is making address label and delivery note same as most of the day that I did as usual.

**Week: 5**

**Date: 1<sup>st</sup> September 2022**

Today I have done my morning routine since early morning. I did delivery note according to the big about order of the week. It seems like BLUE is good product for selling, that why most of customers like to ordered it. After the delivery, I have to prepared the address label and check the product list according the order.

**Week: 5**

**Date: 2<sup>nd</sup> September 2022**

Today I started work at 1 pm. I received an order from sale manager to making the consumer satisfaction survey. But first of all, I have to make research about it on internet and meet with sale manager in other day to discuss and plan it together before doing the real one.

**Week: 6**

**Date: 5<sup>th</sup> September 2022**

I start continue making and research about customer satisfaction since I came to the company. After that I have meeting with sale manager to discussed about the plan how to make a questionnaire along with how to talk and how to communicate with customers for tomorrow out.

**Week: 6**

**Date: 6<sup>th</sup> September 2022**

Today is the first day I went out to met with customers. (Super Interesting) My sale supervisor of Bangkok part will take care of me for going out to meet their customers. Today we went out to Samut Prakan (สมุทรปราการ). We had met 4 customers in a day. Most of the interesting for me was the first shop, because there was very big logistic company. We also went through the new shop but it was lunch time so we cannot talk, we just only gave our brochure. Today I also got tips and trick, when I went out, I have to plan to communicate with them first.

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**Week: 6**

**Date: 7<sup>th</sup> September 2022**

I started my morning work routine as usual. Today my task was to separate all of the bill in a separate folder. Also, I did a temporary bill for the order that had send from LINE. Between a gap of work time, I start putting all survey that I have done yesterday in to google form.

**Week: 6**

**Date: 8<sup>th</sup> September 2022**

Today I came to the company in early morning. I did morning routine continue with delivery note. In added with address label according to the order. After that I've met with my sale manager to presented about first day out from yesterday story. He gave me some recommend that I have to ask more than questionnaire.

**Week: 6**

**Date: 9<sup>th</sup> September 2022**

I started working at 1am. My work today was very similar to yesterday's work. I Received order and making delivery note. Check the items according to the orders. Making an address label according to number of the box. Prepare items according to orders and bring items to the car.

**Week: 7**

**Date: 12<sup>nd</sup> September 2022**

Today I start working in the morning. My work today was the same work as yesterday's work but have something new to learn today. So, I start my work with, I have received order and making delivery note. Check the items according to the orders. Making an address label according to number of the box. Prepare items according to orders and bring items to the car. Addition, today I did a hanging oil change reminder card according to prepared for hang the card on every bottles. But will keep it to hang it in another day so we have to do like more than hundred card.

**Week: 7**

**Date: 13<sup>rd</sup> September 2022**

Today I start work in early because I have to go out with my sale supervisor. We planned to meet each other at 9am in the morning. But I came in early morning because I have to prepared all the stuff in need. Once we both are ready so we go out from the company. Today we planned to meet 3 customers nearby Nontha Buri (นนทบุรี). I can survey only 2 people for today because one of the customers busy on his work. After we met all of them, we return back before the rain come.

**Week: 7**

**Date: 14<sup>th</sup> September 2022**

I went to the company in the morning to do my job morning routine. After that I making the delivery note according to new order. Once I've all of my task, I updated my survey in google form. Making a summary about yesterday and present it to sale manager as usual. When I have done with the summary present, he gave me a task to do a billing note that have to prepared and send it to seller who lives in another prefecture.

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<b>Week: 7</b>	<b>Date: 15<sup>th</sup> September 2022</b>
<p>Since I woke up late, today I started my work from 8.40am. I did my morning routine as usual. Continue with making delivery note for transmission, checking product according to the order and prepared the product and checking it while it went on the car.</p>	
<b>Week: 7</b>	<b>Date: 16<sup>th</sup> September 2022</b>
<p>Today I start my work in the afternoon. I received the order to making an address label according to number of the product. After that I have to separate the bill in separate folder according to the order from sale manager that he will use this separate folder when he went out to no-where part of Thailand.</p>	
<b>Week: 8</b>	<b>Date: 19<sup>th</sup> September 2022</b>
<p>I starting my work in the morning as usual. Once I have done my job morning routine. I've continue making a hanging oil changing reminder card from last time because the product has more than thousands of bottles. So, I kept do it until it full.</p>	
<b>Week: 8</b>	<b>Date: 20<sup>th</sup> September 2022</b>
<p>Today I went to the company in early morning to did my morning job routine. After I have done, I making a temporary bill and delivery note to wait my sale supervisor come pick me up to meet today customers. The plan for today was we went to meet her customers at Minburi (มินบุรี). Today I did the survey just only 1 person because, one of the customers was busy and last person, my job supervisor did not allow me to do the survey with him.</p>	
<b>Week: 8</b>	<b>Date: 21<sup>st</sup> September 2022</b>
<p>Today I start my morning routine as usual and making the delivery note according to order, check the items according to the orders. Making an address label according to number of the box. After that I updated my survey in google form. Making a summary about yesterday and present it to sale manager as usual.</p>	
<b>Week: 8</b>	<b>Date: 22<sup>nd</sup> September 2022</b>
<p>I start my work as usual. Today doesn't have a lot of work to do. So, I did clear my survey and make the summary from the past. Once I have done that, I continue with making a temporary bill according to the order.</p>	
<b>Week: 8</b>	<b>Date: 23<sup>rd</sup> September 2022</b>
<p>I reach to the company at 8.25am. I start my work with my morning routine. I did the delivery note according to order, making the temporary bill according to the order from LINE, check the items</p>	

according to the orders. Making an address label according to number of the box. And sign the bill for done checking all the items before sending.

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<b>Week: 9</b>	<b>Date: 26<sup>th</sup> September 2022</b>
<p>Today I start my morning routine from 8.36am. After that I delivery note according to order as usual continue with making an address label according to number of the box and check the items according to the orders then stick the sticker from the Department of the energy business behind the product in every bottle.</p>	
<b>Week: 9</b>	<b>Date: 27<sup>th</sup> September 2022</b>
<p>Today I start my morning routine as usual. I did the delivery note and making the sticker from the Department of the energy business and cut follow the line. After I done it, I can send to P. Pao to let him put it behind the product. Once we done all, we hang the reminder card follow the bottle that they put the sticker.</p>	
<b>Week: 9</b>	<b>Date: 29<sup>th</sup> September 2022</b>
<p>I start the day with my morning job routine as usual. I did the delivery note and making an address label according to order that I had received. When I done, I making reminder card to kept it for next product load. And I also sign the bill before the product send.</p>	
<b>Week: 9</b>	<b>Date: 30<sup>th</sup> September 2022</b>
<p>I wake up early in the morning so., I came to the company very fast for today. Today have not many works to solve. I have only few orders to make some delivery note and address label according to the order.</p>	
<b>Week: 10</b>	<b>Date: 3<sup>rd</sup> October 2022</b>
<p>As usual, I begin the day with my daily ritual for work. In accordance with the order, I had been given, and I completed the delivery note.</p>	
<b>Week: 10</b>	<b>Date: 4<sup>th</sup> October 2022</b>

Today I started my work from 8.30am. I did delivery note for transmission, checking product according to the order and sign the bill for confirm sending according to the bill.

**Week: 10**

**Date: 5<sup>th</sup> October 2022**

Today I did my morning routine as usual. Lately, I have to making delivery note for transmission, did the temporally bill according to the order via LINE, stick the sticker of the Department of energy business and hang the reminder card on the products.

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**Week: 10**

**Date: 6<sup>th</sup> October 2022**

I went through my typical morning routine today. Recently, I've had to create delivery notes for transmission and Department of Energy sticker for product attachment.

**Week: 10**

**Date: 7<sup>th</sup> October 2022**

I started working at 1am. My work today was very similar in every day. I received order to check the items according to the orders and prepare items according to orders and bring items to the car.

**Week: 10**

**Date: 8<sup>th</sup> October 2022**

Today was very excited for me that I can making purchasing tax report according to the financial manager order. Once she gave me the chunk of all the receipt and read all the number on it clearly and check it with the purchase tax report that correct or not. Example: Date, Taxpayer identification No., Name of the company and all that should be include.

**Week: 11**

**Date: 10<sup>th</sup> October 2022**

I started working in early morning. I received order to do the delivery note according the order from customers and hang the reminder card on the products.

**Week: 11**

**Date: 11<sup>st</sup> October 2022**

I begin my for today with I making the sticker of the Department of energy business and send it warehouse department. Continue with checking the items according to the orders and sign the bill for done checking all the items before sending.

**Week: 11**

**Date: 12<sup>nd</sup> October 2022**

As usual, I begin the day with my daily ritual for work. I completed the delivery note, checked the packages to ensure they matched the orders, and signed the bill after I was through.

**Week: 12**

**Date: 17<sup>th</sup> October 2022**

I start the day with my daily routine. According to the order, I had made delivery note and address label and sent it to warehouse department to check and prepared all the product before going out and sending all the product to the customers.

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**Week: 12**

**Date: 18<sup>th</sup> October 2022**

Today I start my day at the company in early morning to wait my sale supervisor. The plan for today was we will meet her customers nearby:

- Muang Thong Thani
- Songrapha
- Lat Pla Kao
- Ramintra
- Kasetsart Univercity

And today we plan to meet 4 customers. But Today I did the survey just only 2 persons because both from the customers were busy.

**Week: 12**

**Date: 19<sup>th</sup> October 2022**

Today I received a request from clients to make address labels based on the quantity of boxes ordered. After inspecting all the products before mailing, I have to sign the bill.

**Week: 12**

**Date: 20<sup>th</sup> October 2022**

I start the day with morning work routine in early morning, I did delivery note according to the order and sign the bill for allowed. After that I went out to help warehouse department to hang the reminder card on the products.

**Week: 12**

**Date: 21<sup>st</sup> October 2022**

I started my work from 1pm for this day. I did temporary bill according to the order that send from LINE. I making the address label and delivery note according to the order that I had received. After I done all of this, I checking the bill before it goes on to car.

**Week: 13**

**Date: 25<sup>th</sup> October 2022**

Today I start my morning routine as normally and making the delivery note, did a temporally bill and making an address label according to number of the box.

**Week: 13**

**Date: 26<sup>th</sup> October 2022**

I start my morning routine as usual in the early morning. I making the temporally bill. Making an address label. And sign the bill according to checking all the items before sending. After that I updated my summary about all the experience I meet and present to sale manager.

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**Week: 13**

**Date: 27<sup>th</sup> October 2022**

I start working at 8.20am. My work today was very similar to yesterday's work. I did my daily routine as usual. I received order and making delivery note according to the order. Did the temporally bill according to the bill that I have received via LINE. Making an address label according to number of the box.

**Week: 13**

**Date: 28<sup>th</sup> October 2022**

Today I start my morning routine as usual. I did the delivery note and address label according to the order that I received. Today I had received lot of order from customers. Once the bill has print out,



the bill is very long but only one customer ordered. But one-by-one of customers ordered very long bill, example: RED and BLUE was very common in here.

**Week: 14**

**Date: 1<sup>st</sup> November 2022**

As usual, I begin the day with my daily routine for work in the morning. I completed the delivery note, and signed the bill after I was through.

**Week: 14**

**Date: 2<sup>nd</sup> November 2022**

I'm started my work at 8.30am in the morning. I did my morning job routine and collected the order to made a delivery note. After that I have to prepared temporally bill according to the bill that I have received via LINE and sign the bill for done checking all the items before sending. This time it seems like most of the product out of stock. It's seeming like it went well in sell.

**Week: 14**

**Date: 3<sup>rd</sup> November 2022**

I wake up early in this morning so., I came to the company very fast for today. Today have no many works to solve as usual. I have only few orders to make some temporally bill and address label according to the order.

**Week: 14**

**Date: 4<sup>th</sup> November 2022**

Today I start work from 1pm. to 5pm. My task that I have received today was making delivery not according to the order and sign the bill for done checking all the items before sending.

**Week: 15**

**Date: 7<sup>th</sup> November 2022**

I started with my morning work routine. My task for today is making address label and temporary bill same as most of the day that I did as usual.

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**Week: 15**

**Date: 8<sup>th</sup> November 2022**

Since I woke up very late, today I started my work from 8.45am. Today I received my task to making delivery note for transmission, checking product according to the order and prepared the product and checking it while it went on the car.

<b>Week: 15</b>	<b>Date: 9<sup>th</sup> November 2022</b>
<p>Today I came at 8.15am. I making delivery note for transmission, did the temporally bill according to the order via LINE and hang the hanging Oil change reminder for 200 boxes for today. And when I have done all my task, I leave from company at 5 pm. as usual</p>	
<b>Week: 15</b>	<b>Date: 10<sup>th</sup> November 2022</b>
<p>Today I did my morning routine as usual. Lately, I have to making delivery note for transmission, did the temporally bill according to the order via LINE, stick the sticker of the Department of energy business and check the goods to deliver according to the bill that I made and received.</p>	
<b>Week: 15</b>	<b>Date: 11<sup>st</sup> November 2022</b>
<p>I went to the company in the afternoon to do the job. After that I making the delivery note according to new order. Once I've done all delivery note, I did the address label according to the number of box and sign the bill for done checking all the items before sending.</p>	
<b>Week: 16</b>	<b>Date: 14<sup>th</sup> November 2022</b>
<p>I begin by going through my morning work routine. Continue to create a temporary bill in accordance with the instructions sent over LINE. Then creating an address label with the box count number in mind.</p>	
<b>Week: 16</b>	<b>Date: 15<sup>th</sup> November 2022</b>
<p>Today is my last day. I start work with my morning work routine in early morning. Today I have to check the product according to the order. Did the 4 deliveries note and address label that I have to put on the box according to the number of the box. Making a temporary bill according the order that send via LINE. And prepare and checking the product according to the order and send it to the warehouse department.</p>	

Week: Last

Date: 15<sup>th</sup> November 2022

**Supervisor's comment:**

นักศึกษา ขามมี นุชขส์ มั พน์ ฐ์ ดี ี่ มี ราชาท อ่อนน้อ มล่อมตน ขยน้ำ ไฟ หา  
ความรู้ ี่ พม ิ เตมิ อยู่เสมอ

มดี วามกระตือ รือ รัน ในกรท งานท ี่ ี ี ครู้ บั มอบหมาย

และศกี ษาหาความรู้ ี่ พม ิ เตมิ ในงานท ี่ ี ี ครู้ บั มอบหมายได้ ี่ นอย่างดี

Students have good human relations, manners, humbleness, and diligence, always seeking additional knowledge. Enthusiasm for the work assigned and to study and gain further expertise in the given work as well.

Supervisor'



Signature: