

Understanding Consumer Psychology in Thailand



October 8-9 (Thurs-Fri) Queen's Park Hotel – skytrain: Phrom Phong

**If you are a foreign company or director doing business in Thailand
- or if you intend to establish a presence in Thailand -
then this conference is for you.**

Many savvy observers (including JS Kim and even The Economist) are warning us that we are only experiencing a partial recovery and that we are heading for an even worse recession - the "W" effect.

This is a critical time for understanding your market - who are ordinary people, not "prospects" and "customers".

I recently enquired about setting up an internet line in my new home. I'm a True customer, so I called them first. But they hummed and hawwed, didn't return my calls, and then they asked me to go into a shop (far from where I live) for more information. I called MaxNet, who told me immediately over the phone what I wanted to know and said they could install my line straight away. I'm changing providers and am even happy to pay more than before. True lost a loyal customer because they didn't understand that we don't want to trek around the stores just to order internet or cable services. MagNet might not be much better, but for now they've won a new customer, thanks to True's inflexibility.

Many foreign companies have invested millions of dollars setting up operations in Thailand, only to find that either their assumptions about the market were hopelessly over-inflated, or that their market fizzles out after a year or so. Or that customers become frustrated and disillusioned and quit buying from you.

The product or service may be successful in other countries, yet sales or productivity or profitability in Thailand is disappointingly mediocre.

Why is that? What went wrong?

And what can you do to avoid costly mistakes and achieve real returns on your investment?

This conference is about understanding where to invest your capital and your efforts. "For want of a nail... the kingdom was lost." This two-day investment of your time will reap rewards in terms of effective & sustainable profitability - as well as saving you a fortune by helping you to avoid the blind alleys of fruitless marketing & inappropriate product design.

Understanding Consumer Psychology is vital for organizations as it has a direct impact on how you do business and on your ultimate success. Being able to predict consumer behavior enables you to design products and services, and plan market campaigns more effectively. More importantly, helping you to develop and retain loyal customers (and hence repeat business) is what long term success is all about.

Understanding Consumer Psychology provides a useful platform for you to generate ideas on how to target specific viable markets in Thailand, thereby increasing profitability, sales and productivity as a whole.

We have assembled a panel of experienced sales and business advisors, each with an international background and each with on-the-ground, personal experience of operating successfully in Thailand and dealing with Thai businesses and consumers.

- Pholchai Ekrojrat, Regional Sales Manager for Nestle (Ice Cream Division) – 22 years.
- Stephen Reynolds, CEO of SRS International: Top Performance Motivator in Sales & Leadership.
- Alex Mavro, CEO of SIV Asia: Corporate Responsibility (previously CSR Manager for TNT).
- Gary Orman, CEO of Genggwaa: Smarter Practical Thinking Skills.

We would like to invite you to participate in the conference and share your experience and opinion with the panel and other business owners and directors in Thailand.

Many of the problems may seem intractable. But with a clearer understanding of what (and who) you are dealing with and what consumers want, and with help from the panel and other delegates, you will discover new strategies and solutions for you to achieve a strong, profitable and sustainable presence in Thailand.

Please note that this conference is suitable for decision makers only: CEOs, senior directors, owners, board members, etc. It is not just about creating more effective sales and marketing campaigns. It is also about understanding the relationship between providers (of products or services) and the Thai consumer. Many of the ideas and concepts that will come out of this conference may require policy changes and implementation of new strategies.

We also want to share policy and implementation insights between delegates. Everyone in the group will be experienced, practical business people. We can help each other to achieve lasting success in Thailand by sharing our first-hand knowledge and practical expertise in this market.

And if you have not yet launched in Thailand - or only begun to do so - then you will gain valuable insights of how to do business successfully, without making wasteful and costly mistakes.

Please [visit the website](#) for further details about the speakers and the program.

Note: some delegates have asked for more time to get the company paperwork done in order to pay for the conference. So we have decided to extend the earlybird deadline as follows.

So long as you *book* by the end of Monday September, 14th - and then pay by Monday September 21st - you will still be eligible for the earlybird discount.

Looking forward to seeing you there!

Best wishes,



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PS If you are flying in from overseas for the conference, we can help you with your accommodation and itinerary in Bangkok.

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