

Abstract

Research Title : Marketing Strategies Development for Salaya Informal Sectors

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The purposes of the research were to study the fact, the results of this study will be used as a guideline for improving the efficiency of the Salaya Informal Sectors based on the Marketing Strategies Development for higher quality and standard.

The analyses are based upon the primary data obtained from the survey on 200 owners of the Informal Sectors in retail and services in Salaya Nakhon Phatom Province. Research methodology uses qualitative analysis through interviewing key informants. Questionnaires were distributed for data collection. Data were analyzed by frequency the descriptive statistic, percentage, mean, standard deviation, and contents-based analysis were used for the qualitative approach.

The research findings showed that :

1. Most of the targets group are females, ages between of 26-35 years who have never been studied has low social status so they come into a career as an informal sector as retail trader because of poverty. And as a career is independent. They have no capital investment. Informal sector has a small-scale, Most income is not so much on a daily basis. Shortage of funds in the occupation. Have a high interest rate debt because they don't use a financial institute of loans.

2. The problem of the Salaya (Old) is a different social path, and the expansion of social economic and social capital. The basis of the prosperity and way of quality of life varies. Has not spread into the old market area. However, the emergence of new markets are concentrated. The PR campaign requires support from all parties to cooperate with the restrictions as a barrier. How to solve the problem, if there are a special supporting from the other part of the governance to make progress. Generating activities that will help attract tourists to come to the old market.

3. The strategy is a special program or campaign of marketing to attract customers. Generate revenue to the old market. is to improve the product sold. And how to make a satisfaction of the trade base on the needs of our customers. The colorful and attractive packaging conveys the impression identity. The identity of the community old market. Now the market. In order to respond the demands of tourists conservative. The convenience of our customers. The toilets are clean and adequately provide for special events of interest in order to attract visitors, handling, transportation routes, it should have been linking in the area of sales, with adequate and safe or convenience parking for customers, making it easy to spot. Moreover, the label releases have become more prominent. And also to consider the period of time of sale.

4. The special strategies method of our research found that a remarkable novel struck clients are traders; retailers have to accept it as something that should be supported in terms of knowledge via public relation or campaign. It will run these programs based upon budget and public relations campaigns as well as activities by cooperation between female merchants wear brightly colored eye-catching flower is a unity of the retail trade during the day with special events. It also invites the customer. Visitors want to experience the atmosphere back to the past as well.

This research suggests that:

1. Encourage the establishment of a club or association for the retail trader in the old market and develop for the seminar of knowledge, technology and training. The retail trader and the employee can be utilized in the business. By government part.

Government assistance and supporting is necessary.

2. Designated government partner agency responsible for overseeing the development of professional knowledge. Allocation of facilities. Welfare and other

3. To provide financial support for a lower interest rate. And small business loans.

4. Organize them in a set and waiver of the fee.

5. Promote the benefits of the social security system.

6. The use of identification card as a code for the services of all types of government welfare