

# **Applying Business Model Canvas (BMC) for planning marketing strategies and strategies for the customers of the consumer and consumer retail business Case Study: Kong Khong Market Business, Ban Sang Som**

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**Dr. Pattarapon Chummee<sup>1</sup>, Sutapat Chanprasert<sup>2</sup>**

<sup>1</sup> Faculty of Administration, Valaya Alongkong Rajabhat University, Under the Royal Patronage, Thailand

<sup>2</sup> Faculty of Administration, Rajamangala University of Technology, Suvarnabhumi Phra Nakhon Si Ayutthaya Wasukri Campus University, Thailand

Email: <sup>1</sup>atta9899@hotmail.com. <sup>2</sup>nutsutaphat@gmail.com

**ABSTRACT:** This article is the application of the Business Model Canvas (BMC) to 1. Marketing strategy planning to increase sales as well as solving problems such as operational results and declining sales; and 2. Customer strategic planning in the consumer and consumer retail business Case Study Saeng Som House to create awareness and satisfaction of existing and new customers. It starts with an analysis of the general business conditions of the establishment from the study of business environment data and assess the return of the past business. The results were then analyzed using the Business Model Canvas (BMC) to obtain a business overview. and then to formulate a strategic plan. The details of the strategic plan are as follows: Strategy 1 focuses on increasing operational results, i.e. increasing sales. The researcher has a goal of increasing sales by 50 percent and strategies 2. Focus on creating awareness and satisfaction of existing and new customers 30 percent increase.

**KEYWORDS:** Business Model Canvas (BMC), Marketing Strategic Plan, Customer Strategic Plan and retail businesses, consumer good

## **1. INTRODUCTION**

Today, you can see that there are many retail stores, whether small or large. As a result, the foreign trade sector which sells both consumer and consumer products There is a lot of competition. However, due to the evolution and current technology by modifying a new distribution method. with services that can be accessed quickly, such as home delivery, via GAP, via Lineman, via Food Panda, etc. for further growth in the future Therefore, it is imperative that today's retailers sit and think about what to do. Allowing businesses to stand and stay and gain an advantage. that is the retail business. have to analyze their business Whether it is a swot analysis, reducing weaknesses, increasing strengths, creating opportunities and removing obstacles Analysis of the current competitive conditions That there is a competition? Who are our competitors? Which group will our customers focus on? What are the current customer needs? and how much will stimulate the grandma's total, etc., the details of which are hidden in the business analysis. This is for information on leading to the further development of the existing business. by the case studies that the authors have put up It is a retail store located in the Chao Phraya River Basin. It is a retail store of the Sang Som village community. Also known as Kong Khong Market for short, it is a community retail store. established to generate income for people in the community Therefore, it is a shop that people in the community have, what products they have, what kind of skills they have. It is sold, whether it is baking, cooking, dish making, pottery or glass blowing, etc., in which the community trades. it is available There may be some days to sell. Some days I can't sell, alternating with each other. What is the reason? It's a lack of business knowledge. lack of marketing planning or business analysis as a result, the current operating results are not in line with the anticipated plans. For tools to help people in Kong Khong market or Sang So village find answers. In addition to the swot analysis, the business environment is analyzed. Another thing that helps very well. bmc Analysis, also known as the Business Model Canvas Analysis, is a comprehensive analysis of the business

community. Therefore, it can be applied to the curved market as well. to help solve sluggish marketing problems Missing customers as well, etc.

### **1.1 Objectives of the study**

1.1.1 To use in planning a marketing strategy on the customer side of the retail business by applying the Business Model Canvas (BMC)

1.1.2. To create awareness, understanding, access and satisfaction for customers and the market

### **1.2 Scope of research**

Study the retail business of Sangsom Village or Kong Khong Market, Bang Pa-in District, Phra Nakhon Si Ayutthaya Province

### **1.3 Educational tools**

Use of Building Blocks of Business Model Canvas (BMC)

## **2. LITERATURE REVIEW / LITERATURE REVIEW**

### **2.1 Evolution of retail business**

In the past, you can see that there are many types and types of businesses. both the form of a shoal shop The form of a stall, etc., but nowadays the type of donut shops are dead and fewer. will change to a type of direct sales (Direct Sales) for reasons and conditions for business competition by using The technology system has helped to make today's retail trade faster and more convenient for sellers and buyers, while simplifying the process. Reduce costs and most importantly, can create satisfaction for customers. by adding more distribution channels Whether selling through online systems. wireless network service and various applications Storage system, billing, barcode reading Selling through wireless portable devices Help increase profits in the operation to reduce costs. including creating satisfaction for customers Creating new applications

### **2.2 Businss Model Canvas (BMC) [1]**

Building Blocks of Business Model Canvas (bmc), also known as writing a business plan on canvas. use it as a Tamplate that helps entrepreneurs, businessmen, plan or design a business model. developed by Alexander Osterwalder in his book Business Model Generation by The content of the book is a presentation about the creation of a business model. Presenting a conceptual framework for creating new business models It is a presentation of tools that can be used to design business models in various formats. as well as presenting a sample business model To understand and come up with ideas about business models and resulting in the creation of strategies that are suitable for the business Business environment analysis as well as introduction of business concept summary, etc.

### **2.3 Retail Business [2]**

Retail business is the sale of goods and services to the final consumer. to buy and consume and product development in various types to meet and meet the needs of consumers in daily life. classified by type of business as follows:

2.3.1 Retail business in the category of convenience stores, i.e. selling everyday products and drink Available 24 hours a day, such as Family Mart. Seven Eleven shop Chain stores that are attached to various gas stations, etc.

2.3.2 A retail store of specific purchase type, i.e. selling a specific brand with specific expertise.

2.3.3 Hawker Retail Business It is important to bring products or services to the community. or the door of the house, such as a grocery store, a bush car shop in the village, etc.

2.3.4 Supercenter retail business There are important characteristics. There is everything to choose from. Pay in one place diverse There are both consumer products (One Stop Shopping).There are services that focus on the diversity of customers. It is suitable for customers of all genders every day. Attract customers with a wide selection of products. self service This type of business includes Big C, Lotus, etc.

2.3.5 Retail store business in the category of department stores There are important characteristics. Sales of fresh food focus on consumer Such as food products, fresh vegetables, fruits, frozen food with a variety such as tops, supermarkets, etc.

2.3.6 Retail business in the category of department stores There are important characteristics. Sales of general merchandise with diversity There are many types of products to choose from. Focus on products with a wide range of prices, from mid-priced to expensive, and the customers are the same with many levels, both medium and high. Retail stores in department stores are divided into departments such as women's clothing, men's clothing, and superstores.

#### **2.4 Strategy Theory / Service Marketing Mix**

There are four main services: Product in terms of distribution price, channel (location) and marketing promotion Subsequently, in the service marketing mix, 3 additional services were added, namely, service processes, personnel, and the creation and presentation of physical characteristics. Therefore, there are 7 factors of marketing mix. Including the marketing mix of the retail business, which has 7 aspects as well, consisting of 1. Product (Kotler,2003) [3] 2. Price refers to expenses, therefore, pricing must take into account the target market group,3. Location. The building and the environment must be located in a safe and pollution-free location. 4. Marketing promotion or sales promotion means a channel for presenting products and services that can attract customers. There are promotions to encourage purchases (Lovelock & Wirtz, 2007). [4] 5. Service process or process means The convenience that customers receive from each purchase which will impress customers. Business operators must select to train their personnel. to satisfy customers; and 7. Physical evidence and presentation. Refers to the quality of service through the use of visible evidence such as Clean and tidy environment and clean bathrooms, etc. (Lovelock & Wirtz, 2010). [5]

### **3. METHODOLOGY**

#### **3.1 Research questions /Research Queations**

From the introduction above, it can be seen that the problems encountered in Ban Sang Som Market or Kong Kong Market are community trade. There may be some days to sell. Some days I can't sell, alternating with each other. What is the reason? It's a lack of business knowledge. lack of marketing planning or business analysis As a result, the current operating results are not in line with the anticipated plans. for that reason Therefore, business tools That will help entrepreneurs find answers is the Model Canvas, also known as Business Analysis on a Little Canvas that can answer the overall picture of the business in its entirety Create knowledge and understanding for business operators and customers

#### **3.2 Model used / Modeling Volatility**

In this article, the BUSINESS MODEL CANVAS (BMC) model is applied to the marketing strategy planning and the customers of the business. The curve market is developed to be better and to be on par with other retail markets. by studying the business environment General information of the establishment including business environment analysis and then bring the results obtained to mobilize the results and used to formulate a strategy which has the following methods of study

3.2.1 Study the business environment of the business Kong Khong Market or Sang Som Village Founded on January 29, 2006, it is a private market with an area of approximately 10 rai with 100 stalls selling stalls. Kong Kha Market is an interesting retro market. one which looks like a Thai house and is a place where various kinds of goods are traded both products in the community and products that come from abroad The highlight is Vendors dressed in traditional Thai costumes At present, the curved market Has been revived to allow tourists to experience the retro experience of shopping for community wisdom. And is another alternative attraction for people traveling to travel. Phra Nakhon Si Ayutthaya Province. In addition, the operation of the Kong Khong market has 4 employees. Retail sales are about 85 percent of all products. The sales area is about 10 rai, the area is about 100 stalls. The best selling products are food, Thai desserts, respectively.

##### **3.2.2 Business SWOT Analysis**

Analysis of the business environment with details as shown The details are as follows.

### Strengths

1. The owner of the business has the intention of doing business. have good human relations Treat employees like family
2. There are a variety of products to choose from, such as fresh food, dry food, dessert food, appliances, suitable for the needs of customers of all genders and ages.
3. There is a parking lot for customers.

### Weakness

1. Lack of planning marketing strategies to reach customers and systematic work
2. Not open for sale every day causing a lack of regular customers

### Opportunities

1. Support both Thai and foreign customers

### Threats

1. The current situation of covid resulting in fewer customers
2. There are many competitors of the same type.

### 3.3 Building Blocks of Business Model Canvas (BMC)/ Data

the operation of the business in Present from the brainstorming of business owners and employees and put them in the box according to the business model.

**Model Canvas (BMC) as detailed in Table**

Key Partner	Key Activities	Value Proposition	Customer Relationships	Customer Segments
<ul style="list-style-type: none"> <li>- line man</li> <li>- food panda</li> <li>- delivery shop</li> <li>- ice shop</li> </ul>	<ul style="list-style-type: none"> <li>-Organize product promotions</li> <li>-Open the market area Saturday - Sunday</li> <li>-Organize activities during morning saturday - sunday</li> <li>-Paying respects to father and grandfather every Thursday to Sunday</li> </ul>	<ul style="list-style-type: none"> <li>- There is a wide variety of products</li> <li>- Friendly service</li> <li>- affordable price</li> <li>- Convenient parking</li> <li>- There is a service to arrange products according to the order.</li> <li>- Taking orders through face book, Thai currency house</li> <li>- Lineman</li> </ul>	<ul style="list-style-type: none"> <li>- good service staff</li> <li>- friendly</li> <li>- beaming</li> </ul>	<ul style="list-style-type: none"> <li>-local residents nearby</li> <li>-foreign(Saturday-Sunday)</li> <li>-regular customers</li> <li>-people coming to the Market</li> <li>-people in the community</li> </ul>
	<b>Key Resources</b> <ul style="list-style-type: none"> <li>-employee</li> <li>-Sales equipment</li> <li>-Location</li> </ul>		<b>Channels</b> <ul style="list-style-type: none"> <li>- Shop for sale</li> <li>-Publicrelations signs in front of the shop</li> </ul>	
<b>Cost Structure</b> <ul style="list-style-type: none"> <li>-Product</li> <li>-Maintenance costs</li> <li>- Product cost</li> <li>-Salary</li> <li>-Water and electricity bills</li> </ul>			<b>Revenue Streams</b> <ul style="list-style-type: none"> <li>- Sell merchandise</li> <li>- Space renta</li> </ul>	

From the data in Table 3.3, it is the information that will be used to set goals in the preparation of strategic plans for marketing and customers. The details are as follows.

### Strategy 1 focuses on increasing sales.

Sang Som Village Market or Kong Khong Market has added channels to reach customers. Preparation of public relations media to reach customers to be well informed through various social media, whether it is via line facebook in order to have easier access to customers with a target of 50% increase in sales proportion of total sales

**Strategy 2 focuses on creating awareness.**

To attract buyers in the area to become members in the form of Line and Facebook PR media and other channels  
Increased customer targets by 30%

**Strategy 3: Value Proposition**

1. Focus on product placement and has products covering all types, all genders and aTges.
2. A face book page has been created Ruen Sakul Thai

**4. RESULTS AND DISCUSSION**

From the study of the business environment General information of the establishment analyze the condition business and assess the business of the entity and then brainstorm ideas using the Business Model Canvas (BMC) to obtain business overview The results of the customer strategic plan are as follows:

**Strategy 1 focuses on increasing sales.**

with the goal of increasing sales proportion by 50 percent of the total sales, which the business has formulated and guidelines for organizing details in making A face book page has been created Ruen Sakul Thai

**Strategy 2 focuses on creating awareness.**

The entity has a model and approach to create awareness targeting a 30% increase in customers in order to Public relations in many media, such as line, facebook

**Strategy 3: Adding the value of products and services (Value Proposition)**

The business has brought products to cover all genders and ages.

**5. CONCLUSIONS AND RECOMMENDATIONS/CONCLUSIONS AND RECOMMENDATIONS**

**5.1 Conclusion**

From the results of the Business Model Canvas (BMC) study, it provides an overview of the business. and have information for be used to formulate a strategic plan for solving returns problems and creating awareness, understanding, accessibility and satisfaction

Satisfied with the group of customers and the market of the business.

**5.2 Suggestions**

current and future situation There is a high competition in the retail business. Businesses must develop to survive.that is sustainable There must be cooperation of all parties and the business plan should be reviewed. using Business Model Canvas (BMC) came to help find new methods. To create competitive advantages and business returns that

continue to increase

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