

Research Title	Community Retail Store Management Strategy
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Abstract

This research aims to learn about community retail stores management. A according to the perception of the entrepreneurs of community retail stores and propose guidelines for management strategies for self-sustaining development of community retailers. Populations and samples of the research are community retailers who are members of the Makro store, Srinakarin branch, Bangkok and have filed the requirement for improving their store by joining the activity under the name Makro and university students join in for the development of community retailers. The results of the general information about the community retailers are mostly, female, aged between 41-50 years of lower secondary education or less. The location of the stores usually set up along the road or around residential area. Most of the stores are opened for more than 10 years. There are usually about 2 storekeepers. The stores are opened on Mondays to Sundays around 6:01 am to 7:00 am and close after 9 pm. The owners run their stores as their primary occupation. The investment of the stores are more than 150,000 baht and the average sale amount around 5,001 to 10,000 baht per day. The percentage of the profit from the sales average of each store is between 11-20%. The results of factors that influence the decision before opening local retail stores are concerned with location, the density of the customer (for example, near the residential area, market, community, school, or workplace). In the target customers of the store category, selection is the item purchased. For the information about competitors, selection is the study of the amount, type, and the type of the competitors. And results of the level of store management of the entrepreneurs of local retail stores is at high level and the products prices followed by the store layout and products display, the inventory management, the diversity of products, and store decoration. The moderate levels of the store management are the store differentiation followed by marketing promotion, and customer service.

English Keywords

Management strategies for community retailers, community retailers, and the perception of the entrepreneurs of community retail stores.