

Overcoming Challenges in Launching Your Business

By

Dr. Chonchanok Viravan

President, Pathanasomdoon Company Limited

APEC Women's Business and Smart Technology Seminar Program,
Manila, Phillipines, 15 September 2015



To launch start up business,
should use smart tech to build.....

- (a) Web site?
- (b) On-line store in Marketplace?
- (c) Facebook page?

⋮

Start up businesses

In Thailand....

Start
up

42% of SME in Thailand
(1.09 Million people)

- < 3 years old
- Not separate personal finance from business finance.
- Access to finance from commercial bank as individual

Established
Business

58% of SME in Thailand
(1.56 Million businesses)

Have access financial service
as business entity from
commercial bank

Pathanasomdoon company limited



The image shows a screenshot of the Facebook page for Pathana Somdoon Company Limited. The page features a cover photo of a group of people, a profile picture with the Thai text 'พัฒนาสมดุค' and 'Education', and a 'Create Call to Action' button. The main content area displays a post from September 10 at 3:57am, edited, with a testimonial from Dr. Pean Padunchwit. The 'ABOUT' section lists the address as 46 Soi Sukhumvit 61 and includes options to add contact information. The 'PHOTOS' section shows a grid of images.

พัฒนาสมดุค
Education

Pathana Somdoon Company Limited

Create Call to Action

Timeline About Photos Likes More ▾

5,344 likes +1 this week

900 post reach this week

Invite friends to like this Page

Promote Your Page
Connect with more of the people who matter to you
[Promote Page](#)

ABOUT >

46 Soi Sukhumvit 61

Add phone number

Add Hours

Add Price Range

Add your website [Promote Website](#)

PHOTOS >

Pathana Somdoon Company Limited
September 10 at 3:57am · Edited ·

Dr. Pean Padunchwit took the course to learn how to give inspiration speech in 3 minutes back in February 2015. Here is her testimony:
"The class was very interesting and beyond expectation. I was expecting some learning & improvement but it is way beyond as it can be used immediately in every day life.
Communication is the key to success as we all know. These days, information is overload and how one can convey the message in a shortest possible time is critical. Dr. Nok ... [See More](#)



www.facebook.com/pa.somdoon

Single-O Coffee



www.facebook.com/singleocoffee



instagram.com/singleocoffee



Experience in launching Start up business

- ◆ Business can start without having web site.
- ◆ Social media is quickest and most affordable way to create online presence.
- ◆ Digital Payment Service is most important.
- ◆ Online shop does not have to be ready yet.

Why not jump into doing e-Business fully?

Understanding the risks involved

- ◆ CHARGE BACK risks
- ◆ Currency conversion & Foreign Exchange Loss
- ◆ 24/7 demand for Back Office

Start up Business Challenges

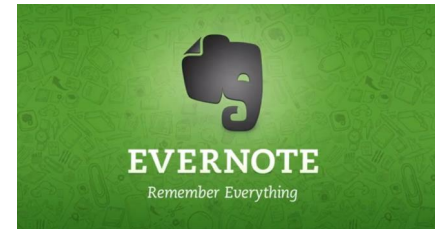
- 💧 Knowledge
- 💧 Finance
- 💧 Human relations

Tech we used to meet start up challenges



Knowledge

Google

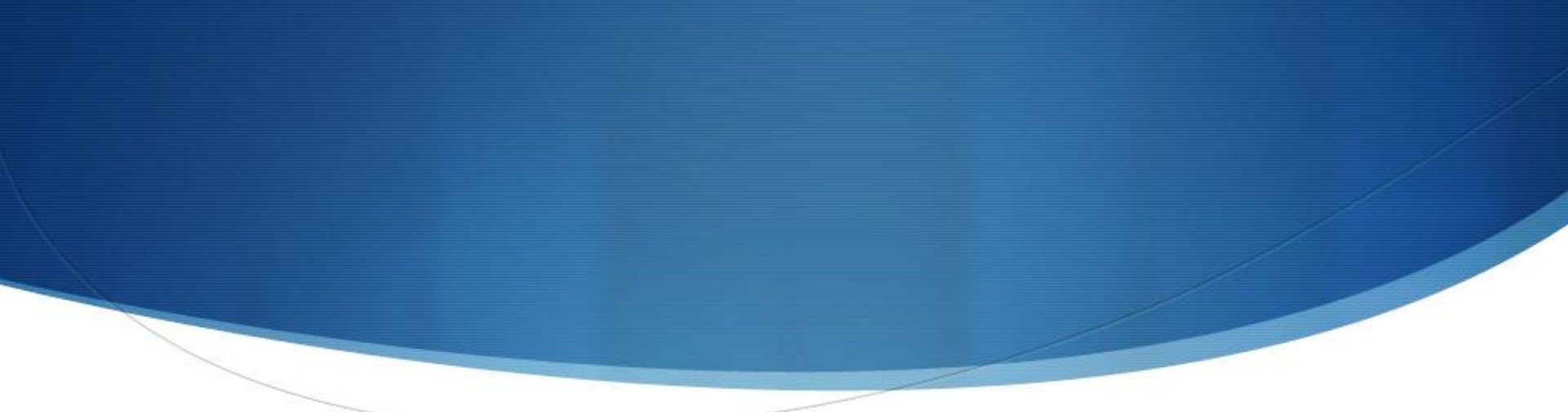


Finance



Human relations

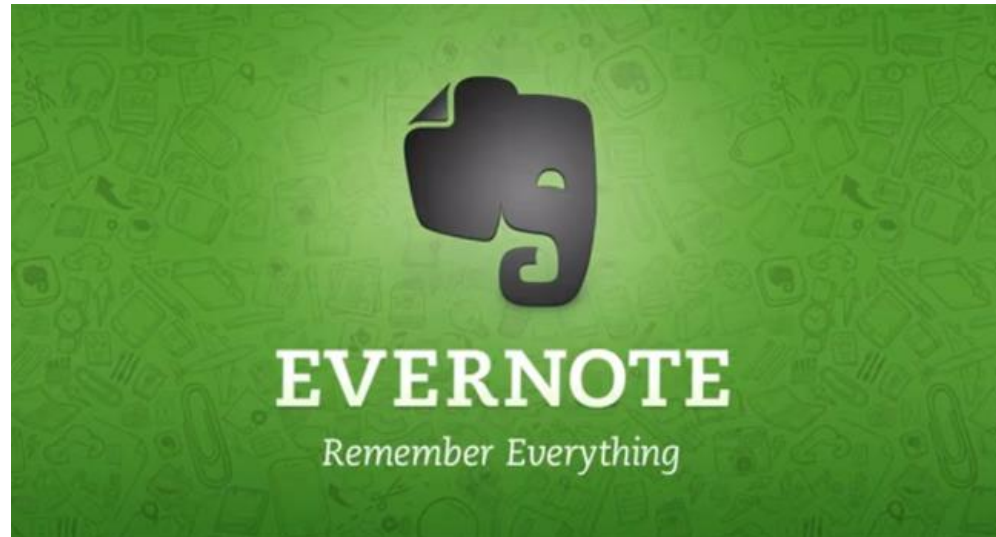




Questions Start Up
(should) ask....

Do you know enough to start a business?

Google

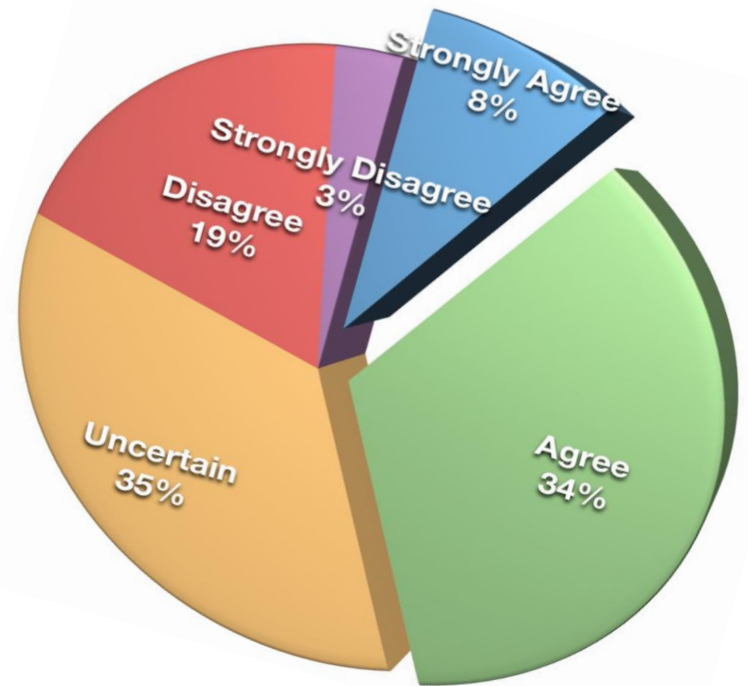


What is my Return on Investment in using Social Media?

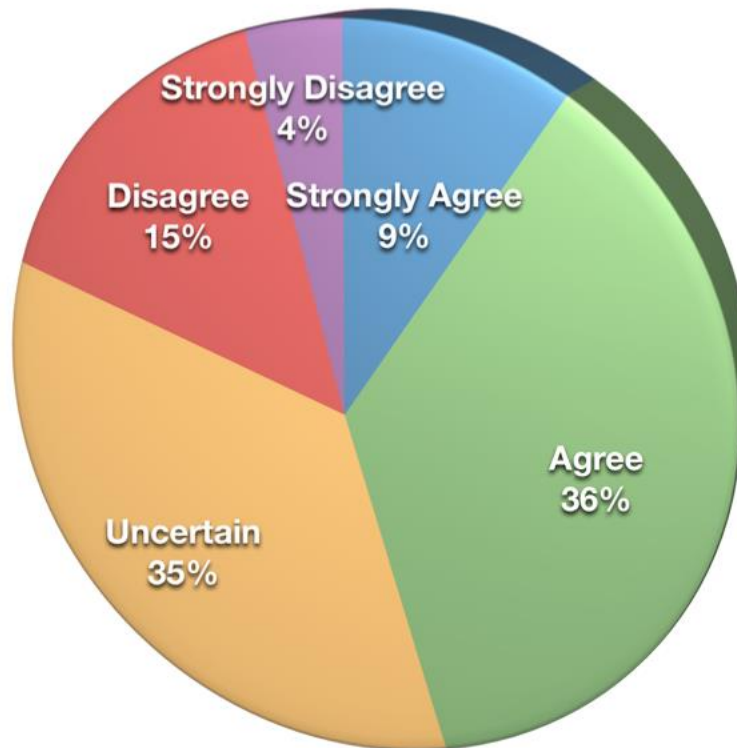
96% of businesses use Social Media.

84% integrate it with traditional marketing

BUT only 42% are certain they can measure its Return on Investment (ROI)



Is my facebook marketing effective?



45%

of marketers feel like their Facebook efforts are working

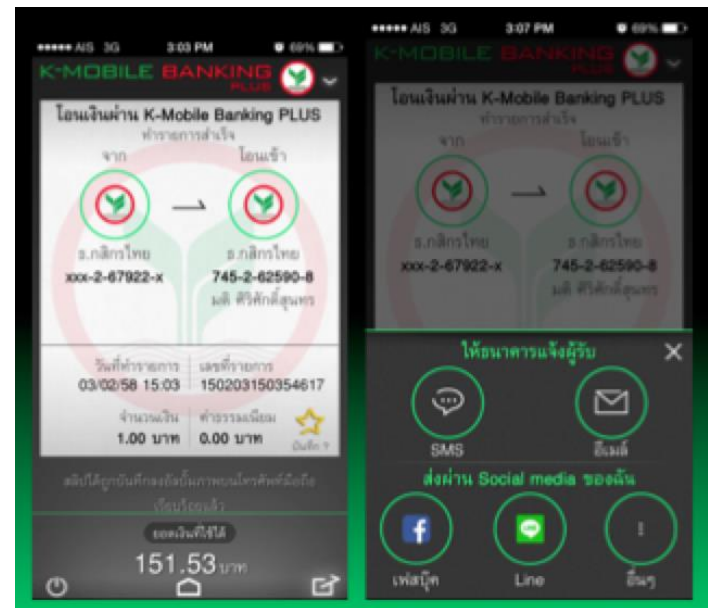
Who should be your target customers?



Can your customers trust your start up exists & deliver quality?



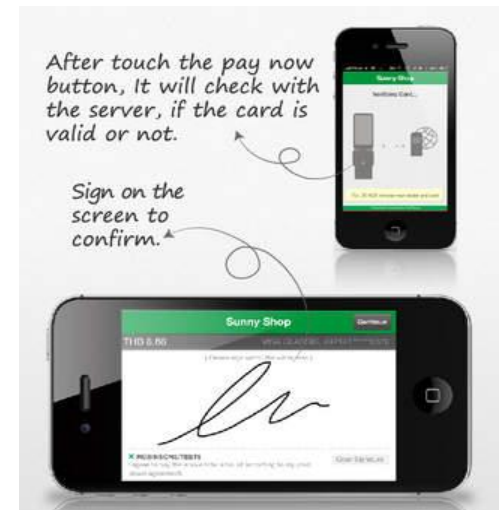
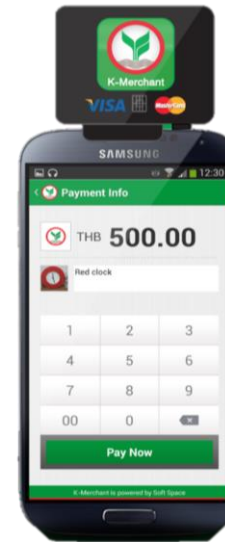
Do you TRUST that customers made payment?



Can your customers trust that your business will deliver?

**CASH
ON
DELIVERY**

prefer by **60%** of e-Commerce
Customers in Thailand



K Power Pay:
Mobile POS Service

Can the bank TRUST that you make online financial transaction?

OTP : One time password generation



PIN

Personal
Identification
Number



Token

Hardware
Token



SMS-OTP



QR-OTP

Can you TRUST that your start-up
will be protect from FRAUD?

Verified by **MasterCard**
VISA *SecureCode*[™]



Source: Kasikornbank, 2015

Which e-Marketplace should you TRUST your e-business with?



Can International business TRUST you enough to make you their suppliers?





ธนาคารกสิกรไทย
开業銀行 KASIKORNBANK



Alibaba.com

SME

ค้าคล่องออนไลน์
นำเข้า-ส่งออกได้ตั้งใจ

- อนุมัติง่าย ได้เงินเร็ว
- วงเงินสูงสุด 4 ล้านบาท
- ไม่มีหลักประกัน



สินเชื่้ออีคอมเมิร์ซ : Alibaba

สินเชื่้อหมุนเวียนเพื่อซื้อ-ขายสินค้าผ่าน Alibaba.com สำหรับผู้ซื้อที่มีคู่ค้าเป็น Gold Supplier และผู้ขายที่เป็น Gold Supplier

- เป็นเงินทุนสำหรับผู้ซื้อที่ซื้อนำเข้าสินค้ากับ Alibaba Gold Supplier เพื่อนำไปซื้อสินค้าก่อนแล้วชำระเงินภายหลัง
- เป็นเงินทุนสำหรับผู้ขายที่เป็น Alibaba Gold Supplier เพื่อผลิตหรือจัดหาสินค้าไว้ขาย

สมัครวันนี้ที่ผู้ดูแลความสัมพันธ์ลูกค้า หรือ สอบถามโทร. 02-8888822

To launch start up business,
should use smart tech to build....

- (a) Web site?
- (b) On-line store in Marketplace?
- (c) Facebook page?

Trust & Reputation!

Thank
You

Dr. Chonchanok Viravan, President
PATHANASOMDOON COMPANY LIMITED

E-mail: president@pathanasomdoon.com
www.facebook.com/pa.somdoon

