

MSME



Project Summary Report of

MKT Academy # SME

October 14, 2016

**Martin de Tours School of Management
and Economics**

Assumption University

MKT Academy # SME

PART I: Project Details

Project Title: MKT Academy # SME

Project No.: 5.17

Responsible Person(s): Chairperson, Deputy Chairperson, and A.Porameth

Type of Project: Academic Services

Nature of Project: ☐ Routine ☒ New

Date/ time: October 14, 2016

Venue: Assumption University, Suvarnabhumi Campus

Participants: 60 participants (SME entrepreneurs in BangBo subdistrict and Subdistrict Administration Organization officers)

Objectives:

1. To increase awareness and understanding of Marketing, product development & innovation and branding.
2. To inspire and motivate SMEs for international business and marketing.
3. To create and foster a liaison between School, Department, Assumption University and neighboring people and SMEs.

Description of Activities: 1. Workshop

M S M E

PART II: Summary of Project Performance

Project Title	University Strategic Goal#	School Strategic Goal#	Indicator Number (I 1.1.1 – I 9.1.2)	Nature of Project*		Achievement Indicator	Target	Actual Result	Completion Time-Frame (dd/mm/yy)	Evidence
				New (√)	Routine (√)					
Proj.5.17		5		√		1) Level of participants' incremental knowledge 2) Level of participants' satisfaction	1) At least 3.51out of 5 2) At least 3.51out of 5	1) 4.13 2) 4.78 3) 60	October 14, 2016	1) Program Schedule 2) Photo Gallery
				Total New Project	Total Cont. Project					

PART III: Research Work (If any?) : None

PART IV: Project Achievement

Result of Evaluation

Survey	Average (Full score = 5)
Incremental Knowledge	4.27
Overall satisfaction	4.43

Summary of Comments and Feedback:

- The survey was conducted right after the show by asking the participants to rate their overall satisfaction on this activity and the level of incremental knowledge obtained.
- The result shows that participants and audience are satisfied with the activity and obtained over the expected level of incremental knowledge.
- Some comment that they would like to participate in the next training if available.
- They think the lecture and workshop are interesting and fun.
- The participants said that it is a very great opportunity for them to obtain the essential marketing knowledge for their own business.
- The participants suggested the topics for the next session (if available) as the following:
 - Marketing for Exhibition and Booth
 - Online Marketing in Real Practice
 - Package Development
 - Marketing Channel
 - Selling
 - Sales Promotion
 - Brand Building
- The project got very good support from local SMEs in BangBo subdistrict, Chief Administration of BangBo Subdistrict Administration Organization, Chief of Community Development (Acting) of BangBo Subdistrict, and BangBo Subdistrict Administration Organization Officers.

PART V: Discussion of Project Performance

- Details of the target monitored, assessed and achieved
This project targets at local community around Assumption University and to create good relationship with them, and also become our network for further activity in the future. The targets have been well achieved from our survey with the participant. They said that they gained very good knowledge in marketing from this project which they can apply to their business and also gain some ideas for their further development in real business practice. This project received great attention from SME entrepreneur in Bangbo subdistrict and local Subdistrict Administration Organization (SAO).

At the end of the project, the participant can create a local network among them and also create good relationship with SAO, School, Department, and Assumption University.

- Constraints or circumstances affecting the project
 1. The coordination between Department and local community is very difficult due to diffusion of SME
 2. As the activity was executed only one day after the King's pass away. Therefore, some participants would not be able to participate due to this event.
 3. The venue used to host the competition was the MSE 0204 which limit the number of participant to only 60 persons.
- What are the issues to be addressed?
 1. No direct connection to participant and difficulty in contacting them.
 2. The size of the training room is not flexible when we have more participants than the expectation.
- How will these issues be resolved?
 1. Keep close contact with BangBo SAO and keep record of participant's contact.
 2. Revise the size of the room to bigger size.

PART VI: Summary of Budgets (Actual vs. Estimated) of Project

Budget Source: ☒ University ☐ External ☐ Both University and External ☐ No Funding Needed
Budget Types: ☒ Project Budget ☐ Auxiliary Enterprise Budget

No.	Project Title	Actual	Estimated	Estimated over (less) Actual
5.17	MKT Academy # SME			

Note: Please append the summary of source and uses of revenue and expenses provided by the Office of Financial Management upon completion of the project.

PART VII: List of Evidences

- Evidence of this particular project includes the following:
 - Program Schedule
 - Photo Gallery
 - Budget Approve

Program Schedule

Training Schedule (Friday 14th October 2016, MSE0204)

Time	Topic	Minutes	Speaker/Trainer
13.00 – 13.05	Opening Speech	5	Dr.Suwanna
13.05 – 13.30	<ul style="list-style-type: none">• Target Market Selecting• Competitor Analysis	25	A.Porameth
13.30 – 14.00	<ul style="list-style-type: none">• Brand Building and Positioning	30	Dr.Punnaluck
14.00 – 14.20	<ul style="list-style-type: none">• Brand Building Workshop	20	Dr.Punnaluck
14.20 – 14.30	Coffee Brake	10	Khun Mon and Team
14.30 – 15.00	<ul style="list-style-type: none">• Package Design and Development	30	A.Nattapon
15.00 – 15.20	<ul style="list-style-type: none">• Online Marketing	20	A.Pea
15.20 – 16.00	Q&A and Advising Session	40	Dr.Suwanna and Trainers

Photo Gallery






Training Session (Friday 14th October 2016, MSE0204)





Budget Approve

0062

PROJECT BUDGET	
FACULTY / DEPT. MSME/Marketing	<div style="border: 1px solid black; display: inline-block; padding: 2px;">1</div> <div style="border: 1px solid black; display: inline-block; padding: 2px;">B</div> <div style="border: 1px solid black; display: inline-block; padding: 2px;">0</div> <div style="border: 1px solid black; display: inline-block; padding: 2px;">1</div> <div style="border: 1px solid black; display: inline-block; padding: 2px;">0</div> <div style="border: 1px solid black; display: inline-block; padding: 2px;">1</div> <div style="border: 1px solid black; display: inline-block; padding: 2px;">0</div> <div style="border: 1px solid black; display: inline-block; padding: 2px;">0</div> <div style="border: 1px solid black; display: inline-block; padding: 2px;">0</div> <div style="border: 1px solid black; display: inline-block; padding: 2px;">0</div>
PROJECT MKT Academy # SME	<div style="border: 1px solid black; display: inline-block; padding: 2px;">P</div> <div style="border: 1px solid black; display: inline-block; padding: 2px;">5</div> <div style="border: 1px solid black; display: inline-block; padding: 2px;">9</div> <div style="border: 1px solid black; display: inline-block; padding: 2px;">0</div> <div style="border: 1px solid black; display: inline-block; padding: 2px;">0</div> <div style="border: 1px solid black; display: inline-block; padding: 2px;">6</div> <div style="border: 1px solid black; display: inline-block; padding: 2px;">3</div>
EFFECTIVE FROM October 14, 2016	TO October 14, 2016
BAHT TOTAL EXPENSES <u>3,100</u>	
TO : UNIVERSITY PLANNING AND BUDGETING COMMITTEE FOR YOUR CONSIDERATION AND APPROVAL <div style="text-align: center; margin-top: 20px;">  SIGNATURE (DR. VINDHAI COCRACUL) VICE RECTOR FOR ACADEMIC AFFAIRS Sept. 7, 2016 </div>	<div> <input checked="" type="checkbox"/> CRITERIA FOR BUDGET ALLOCATION HAVE BEEN MET. <input checked="" type="checkbox"/> BUDGET IS INCLUDED IN THE ONE - YEAR PLAN. <input type="checkbox"/> BUDGET IS NOT INCLUDED IN THE ONE - YEAR PLAN. <input type="checkbox"/> OTHER INFORMATION <u>Project No. 5.17</u> </div> <div style="text-align: center; margin-top: 20px;">  SIGNATURE (MS. NATTHAYAMON PAYONRAK) DIRECTOR, FINANCIAL MANAGEMENT OFFICE 11 SEP 2016 </div>
TO : CHAIR, UPBC OF UNDERGRADUATE PROGRAMS FOR YOUR CONSIDERATION AND APPROVAL <div style="text-align: center; margin-top: 20px;">  SIGNATURE (MR. ANNOP PEUNGCHUER) SECRETARY, UPBC OF UNDERGRADUATE PROGRAMS 5 Sept. 2016 </div>	TO : THE PRESIDENT FOR YOUR CONSIDERATION FOR : <div> <input checked="" type="checkbox"/> APPROVAL FOR IMPLEMENTATION <input type="checkbox"/> APPROVAL FOR CONSIDERATION OF </div> <div style="text-align: center; margin-top: 20px;">  SIGNATURE (DR. VINDHAI COCRACUL) CHAIR, UPBC OF UNDERGRADUATE PROGRAMS Sept. 7, 2016 </div>
<div> <input checked="" type="checkbox"/> APPROVED <input type="checkbox"/> NOT APPROVED </div> <div style="text-align: center; margin-top: 40px;">  SIGNATURE (REV. BRO. SIRICHAIR FONSEKA, F.S.G., PH.D.) VICE RECTOR FOR STUDENT AFFAIRS ON BEHALF OF THE PRESIDENT 8 Sept. 2016 </div>	

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Project Proposal

Project Number and Title: 5.17 MKT Academy # SME
 Nature of Project ☐ Regular ☒ New
 Responsible Person(s): Chairperson/Deputy/A.Porameth
☐ School ☒ Program of Marketing
 School QA Component: ☐ Graduate Production
☐ Research ☒ Academic Services
☐ Preservation of Art and Culture ☐ Administration
☐ Institution's Identity
 Participants: Bangbo Bangsaothong entrepreneurs
 Time – Frame: October 14, 2016
 Venue: Assumption University, Suvarnabhumi Campus

1. Alignment with School 's Five-Year Strategic Plan

Strategy 5

Promote uniqueness of the university and enhance good image of the School.

2. Project Objectives

- 1) To increase awareness and understanding of Marketing, product development & innovation and branding.
- 2) To inspire and motivate SMEs for international business and market.
- 3) To create and foster a liaison between School, Department, Assumption University and the neighboring people and SMEs.

3. Activities

- 1) Workshops

4. Expected Outcomes

- 1) SMEs' marketing knowledge is increased.
- 2) School and department academic services are enhanced.
- 3) University and SMEs in the area's relationship is increased.

5. Project Achievement Indicators, Targets and Research Instruments:

Achievement Indicators	Target	Evaluation method/ Instrument
1) Level of participants' incremental knowledge	1) At least 3.51 out of 5	1) Survey
2) Level of participants' satisfaction	2) At least 3.51 out of 5	2) Survey

6. Budget Sources

- ☒ University ☐ External Source
☐ University and External Source ☐ No Budget Needed


7. Budget Type

- ☒ Project Budget
☐ Auxiliary Enterprise Budget


OFFICE OF FINANCIAL MANAGEMENT
 SUVARNABHUMI
 30/9/09
 8:00
 RECEIVED



Coordinator/Responsible person :

Signature 
(Dr.Suwanna Kowathanakul)

Dean/Director :

Signature 
(Dr.Uree Cheasakul)

BUDGET OF EXPENSES

FACULTY / DEPT. BBA/Marketing

PROJECT /ACTIVITY TITLE : MKT Academy # SME

VENUE: Assumption University, Suvarnabhumi Campus

TIME - FRAME: October 14, 2016

EXPENSES :-

(Account code)

1. Coffee Break	()	(INDEX 1)	1,500.00	BAHT
2. Workshop material	()	(INDEX 2)	1,000.00	BAHT
3. Certificates	()	(INDEX 3)	600.00	BAHT

TOTAL EXPENSES

3,100.00 BAHT

(Dr. Suwanna Kowathanakul)

CO-ORDINATOR

25.8.16

REFERENCE

INDEX1 Coffee Break		(Account code)		
1. Coffee Break For Participants	()	(30 persons x 1 time @ 50 baht)	1,500.00	BAHT
TOTAL			1,500.00	BAHT
INDEX2 Workshop material				
1. Stationaries, documents, and others	()	()	1,000.00	BAHT
TOTAL			1,000.00	BAHT
INDEX3 Certificates				
1. Certificates	()	(30 persons @ 20 baht)	600.00	BAHT
TOTAL			600.00	BAHT