Reconstructing retail management in wholesale business in order to survive in online Era - Case study of Bakery business in Thailand. (Bk@Eco)

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Key word  
Bakery business Reconstructing, To survive bakery business, bakery organization reorganization, Wholesale business for surviving, Turn into online bakery, Bakery business trend in Asia

Abstract  
In the world of online shopping is gaining popularity in many countries has gradually shifting the trends of E-commerce has faster growing. The customer prefers to purchase goods and service, by online orders. The physical of retail and wholesale should be rapidly transform their traditional management by reconstructing strategic to fight back the competitive in this business crisis to survive long run in the online era. For the conduct studying has call Bk@Eco for the project. It has focus on the bakery products which are launched by daily fresh from the oven, of which were one part of retail sale in wholesale business in Thailand and it also has effected directly by online-business competitive. They must be adapted to challenges faced by the industry by the strategic; downsizing and flat organization and scope economies scale structure, automatic machine for production, control cost saving, reconstructing products by profit and margin, using core assortment as products signature, issue new trend production and packaging design, adding online and delivery business channel. Using strategy of prices for competition, offer special service, display attractive.

The research has been operated for the evaluation the conceptual by mixed method between qualitative and quantitative, we found the results that it has the significant level to believed that Bk@Eco might be the strategic solution to reconstructing bakery in retail and wholesale business for management in order to survive in online Era. The research will share more details and results of the conduct study.