



Annual International Training Course (AITC) 2023

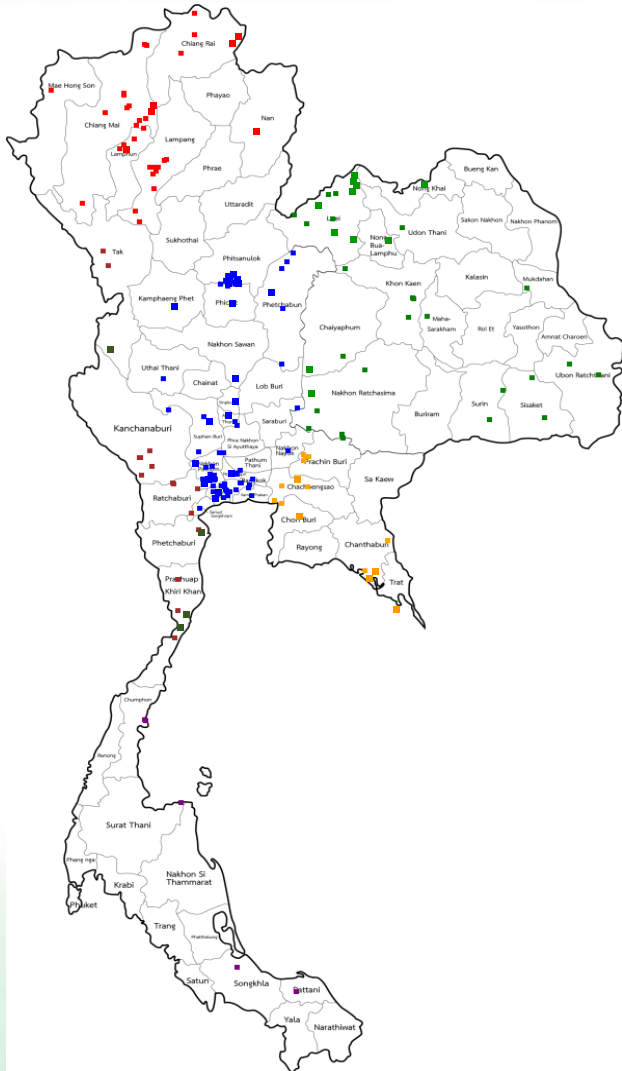
The application of a parabolic greenhouse solar dryer together with raw material preparation techniques to extend shelf-life and enhance quality of agricultural products

24 April – 5 May 2023





AITC course 2023 : The application of a parabolic greenhouse solar dryer together with raw material preparation techniques to extend shelf-life and enhance quality of agricultural products



Lecture 17_4th May 2023

Key successes for local business

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Case studies_the work with communities

At SuanPueng District, Rajchaburi Province in 2009



Her Royal Highness Princess Maha Chakri Sirindhorn

Prof. Serm Janjai and Officers from the Minister of Energy



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Case studies_the work with communities



In 2009, the Department of Physics and Department of Food Technology, Silpakorn University upskill the people on dried banana production using a greenhouse solar dryer



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Case studies_the work with communities



At Bangkratum District, Pitsanulok Province



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Case studies_the work with communities



1 US\$



4 US\$





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คุณรู้ไหม
กล้วยตากอร่อยตัวนี้ใช้กล้วยอายุที่วัน

แปรรูป

ปลูกกล้วย... ด้วยรัก

110 Day

Solar Greenhouse Dryer

โตเต็มผล วิตามินครบถ้วน

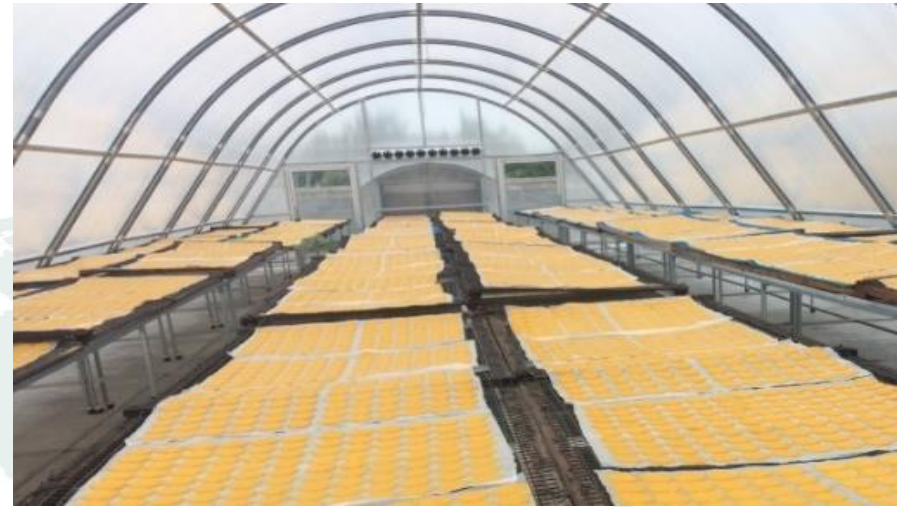
100% Banana

www.bananajiraporn.com





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Tropical fruits





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Rice cracker





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Meat and Fish



Dried Sea Shrimp





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Miscellaneous products



line id : @blackdragon





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Bang kratum District – Dried Banana City



In 2007

Products and Process Analysis
Local Wisdom and Scientific
knowledge





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Products and Process Analysis

In 2007





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Products and Process Analysis





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Banana Solar Dome Society





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Branding and Marketing





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Products



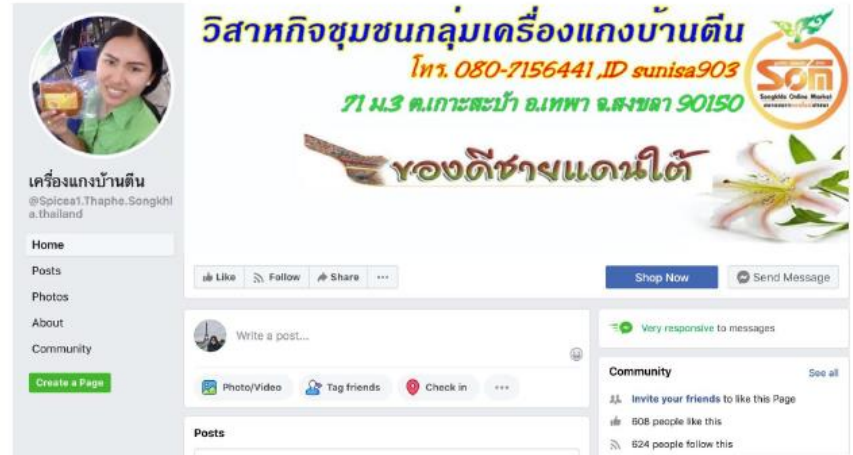
Value Chain Analysis
Branding and Marketing



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Channel

Offline



Online





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Competitors

Well-known Brand



Small Brand



House Brand



Local Brand





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Well-known Brand



- ภาพลักษณ์ดูเข้าถึงง่าย
- ใช้พื้นที่หลังเป็นโต๊ะอาหารให้ความรู้สึกถึงความเป็นมืออาหาร
- มีการใช้ไอคอนสื่อถึงความเป็นต้นตำหรับ
- เป็นเจ้าที่เป็นที่รู้จักและมีการถูกยกให้เป็นที่พูดถึงเวลามีการหาสินค้าประเภทนี้
- มีการเพิ่มผลิตภัณฑ์ที่สร้างความสะดวกในการปรุงเพิ่มมาในช่วงที่ผ่านมา



มีกล่องข้อความโฆษณาและข้อดีของผลิตภัณฑ์





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Well-known Brand



- ใช้พื้นหลังและภาพขณะเป็นสีขาวเพื่อทำให้ตัวแวงโดดเด่น
- ภาพลักษณ์ไทยสมัยใหม่ มีรสนิยม
- ช่องทางออนไลน์มีข้อมูลละเอียดลูกค้าสามารถหาข้อมูลสินค้าได้ง่าย



มีกล่องข้อความโฆษณาว่าผลิตภัณฑ์มีความเป็นไทยแท้





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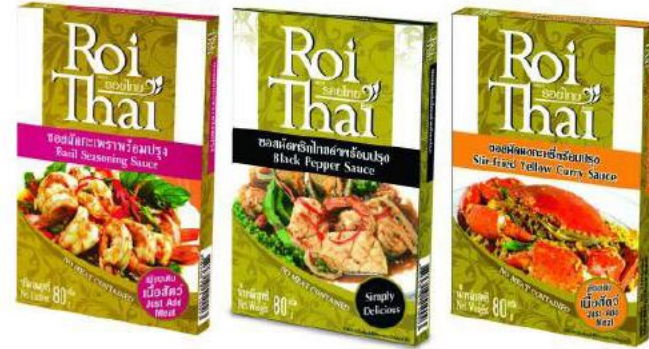
Well-known Brand



- มีการใช้สีทองในสัดส่วนที่มากทำให้มีความโดดเด่นและตัดตาต่างจากแบรนด์อื่น
- เห็นโลโก้แบรนด์ได้ชัดเจนทำให้จดจำได้ง่าย
- เป็นผลิตภัณฑ์ที่แ่งแบบ UHT ไม่ที่เจ้าในท้องตลาด
- เป็นเจ้าที่ได้ Awareness จากผู้บริโภคเคียงกับโลโก้



มีกล่องข้อความโฆษณาว่าผลิตภัณฑ์ให้ความสะดวกยิ่ง





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MAEPRANOM BRAND®

- ให้ความรู้สึกดั้งเดิมด้วยโลโก้และสีของแพคโดยรวม
- เป็นเจ้าเดียวที่ใช้สีอ่อนที่ไม่ใช่สีขาวเป็นพื้นหลัง
- เป็นเจ้าที่อยู่ในท้องตลาดด้วยผลิตภัณฑ์ชนิดอื่นมาก่อน ทำให้ลูกค้าเกิดความเชื่อถือในผลิตภัณฑ์



มีการใส่ข้อความเพื่อบอกถึงข้อดีผลิตภัณฑ์





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Small Brand



- สามารถเห็นโลโก้และภาพแทนได้ชัดเจน
- ทางแบรนด์มีการเคลมความเป็นพริกแกงปักษ์ใต้



มีไอคอนบอกว่าเป็นเครื่องแกงพริกขี้หนู





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House Brand



- ภาพถ่ายอาหารที่ชัดเจน
- นำเสนอความเป็นไทย



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Local Brand

- กุ้งใส มัดยาง หรือซีล
- มีฉลากบ่งบอกชื่อตราสินค้า
- ให้ความรู้สึกรสดีใหม่





TICA
Thailand International
Cooperation Agency



80th Anniversary
SILPAKORN UNIVERSITY

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Competitors' Overview

Well-known Brand



Small Brand



House Brand



General analysis:

- รูปอาหาร
- ความเป็นไทย
- ไม่แตกต่าง

Key take out:

- ต้องมีรูปอาหาร
- เพิ่มความมีชีวิต



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Design Direction





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Design Direction





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Packaging Design

Direction 1



Direction 2





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Packaging Design

- กลมกล่อมอย่างกลมเกลียว -





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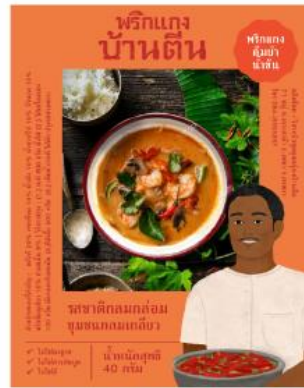
Packaging Design





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Packaging Design





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With Competitor
Option ๒





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Local Business





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Local Business

Raw Materials
People

Products
Market
Management

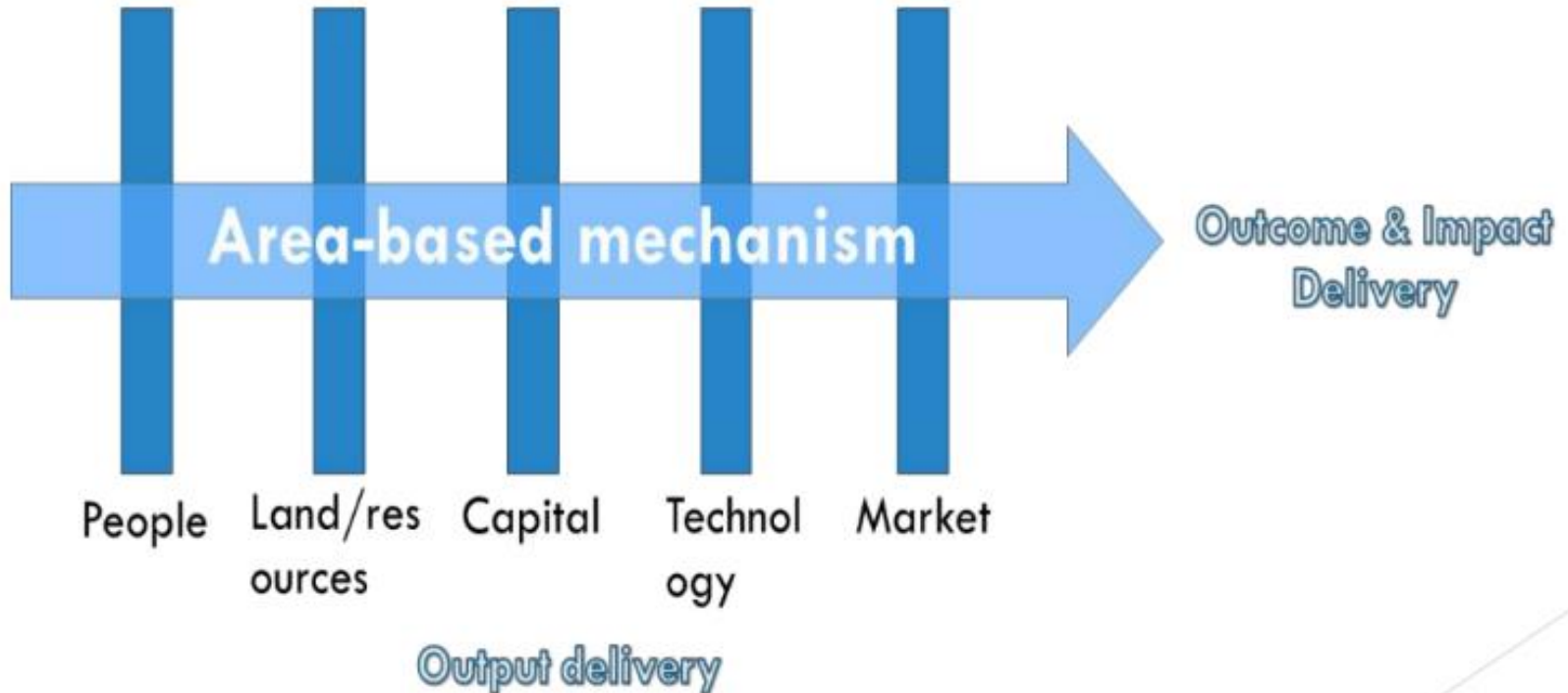
Gap to be fulfill

Area-based research



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Function-based mechanisms



Source: Silaporn Buasai (21 April 2023 Kick-off ABC Academy)



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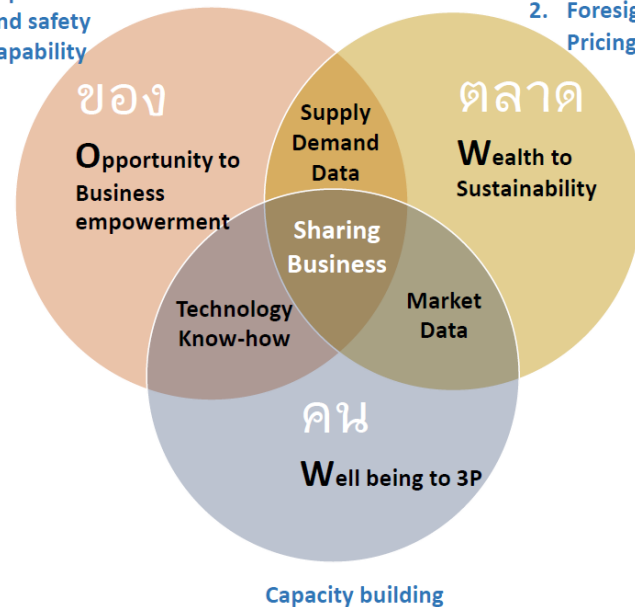
Local Business



W-O-W model (คน-ของ-ตลาด)

- 1. Variety of products
- 2. Quality and safety
- 3. Process capability

- 1. Market Insight: space, spec
- 2. Foresight: Value, Volume and Pricing



Assoc.Prof.Dr.Bhundit Innawong



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THANK YOU FOR YOUR ATTENTION



At Silpakorn University, Nakhon Pathom Campus, Thailand