

Online Store Management System Case Study King Power

Pongtanawat Noundee ^a, Pathanasuk Singsai ^b, Thipakorn Srichaidamrong ^c, Chaiyaporn Thakolkietthawat ^d, Karnkamol Naksrisuk ^e

^a Business Administration Program in Trading Innovation Management
Bangkokthonburi University, Thailand,

^{b-e} Faculty of Business Administration, Department of General Management
Bangkokthonburi University, Thailand

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Abstract: At present, online media has become an important factor in the lives of the new generation. Therefore, it cannot be denied that Online media has a great influence on us. From waking up in the morning to going to bed in addition, the speed and convenience of online media have also been used to benefit people in all walks of life. Especially doing an online business that is seen today. Therefore, online marketing (Online Marketing) is considered to be very popular nowadays. Therefore, the researcher is interested in the online store management system, a case study of King Power that makes brands and products known. In making the business successful the research results obtained from this study can be used as a guideline for other types of online store business operators and used in planning or developing marketing strategies. to be able to communicate directly with the target consumer group. Including as a way to add value to brands and products to build credibility. And able to step up to be the number one in the minds of the target group. This will be an important foundation that helps businesses grow sustainably. by collecting information from consumers who buy goods and services online A random sampling of 500 people in Bangkok. and use the questionnaire as a tool Statistics used in data analysis were percentage (percentage) for measuring personal characteristics of respondents, mean (mean), and standard deviation (SD). In descriptive statistics, statistics used to test the hypothesis were: Multiple Regression Analysis.

The results showed that Testing the relationship between online store management systems In planning or developing 4 important marketing strategies (Y1) of King Power target consumers and understanding brands and products to set a clear standpoint (x1) with a P-value equal to 0.001 less than 0.05 ($0.000 < 0.05$) and access to all channels where consumers are both offline and online (X4) has a P-value equal to 0.001, less than 0.05 ($0.000 < 0.05$), which can be written as a regression analysis equation as follows: $Y=181.516 + 1.344 (X1) + 2.312 (X4)$

Keywords: Online, Store Management System, King Power

1. Background

The duty-free and retail industry is very heavy. For announcing the minimum yield figure of the concession duty-free and retail space at Suvarnabhumi Airport and duty-free airports in Chiang Mai, Phuket, and Hat Yai (Songkhla) that the "King Power" group paid to the company Airports of Thailand Public Company Limited or AOT, a total of 3 contracts up to 23.5 billion baht per year. Supporting profits in '21, reaching 50 billion One white source in the duty-free industry analyzed that from the concession numbers of the 3 new contracts which the King Power Group offered as compensation to the Company Airports of Thailand or AOT that will take effect from 28 September 2020 to 31 March 2031. At the minimum rate (minimum guarantee) for the first year at 15,419 million baht (increasing every year according to the growth rate of passengers and inflation) or monthly at

the rate of 20% of the total revenue from operations before deducting expenses. Spending is considered an income that directly affects the growth of "profit" of AOT from 2021 onwards. as picture 1



Fig.1. Performance of King Power Group

The King Power International Group is a Thai travel retail group, based in Bangkok. The chairman and CEO was Vichai Srivaddhanaprabha until his death in October 2018. He was succeeded as chairman by his son, Aiyawatt Srivaddhanaprabha. King Power's "...cash cow is the proprietary concession of Thailand's duty-free business." The company is the largest duty-free retailer in Thailand. Its duty-free shopping mall in Bangkok's central business district covers over 12,000 square meters (130,000 sq ft) and it has branches at Suvarnabhumi Airport and Thailand's other major airports. In 2015, King Power launched an online site selling duty-free and duty-paid items. King Power began in 1989, with a license granted for Thailand's first downtown duty-free shop at Mahatun Plaza. In 1995, King Power won the sole concession to operate duty-free shops at Don Mueang Airport, then Bangkok's main airport. In 1997, the government of Prime Minister Chavalit Yongchaiyudh granted the company the sole right to manage the duty-free business at the World Trade Centre in downtown Bangkok for 10 years. The business had previously been managed by the Tourism Authority of Thailand. Some questioned whether it was contrary to Prime Minister's Office regulations regarding partnerships with private businesses.



Fig. 2. King Power Thailand

The growth of online retail is one of the most significant effects of the Internet on the modern business environment. Freed from the shackles of overhead costs that accompany brick-and-mortar stores, retail entrepreneurs can launch online stores and grow their operations with lower upfront investments. Yet even in an online retail environment, scaling up can be a challenge for businesses whose original processes for managing and fulfilling orders can't handle an increase in volume. In these situations, online retailers typically invest in various e-commerce solutions. But if these e-commerce solutions don't work well together, retailers can find themselves back at square one. Using systems that integrate within a single order management platform can help retailers maximize efficiency. This can result in more time devoted to critical business operations, and less time dealing with technological issues or entering data in multiple systems. To learn more, Software Advice surveyed small online retailers that use order management systems and at least one type of integration to illustrate how these integrations can positively impact retail businesses. We focus on the most common integrations, including those with online stores (e.g., Amazon, eBay), shopping cart services (e.g., Shopify, BigCommerce), and shipping services (e.g., UPS, FedEx). Order Management Systems and E-Commerce Integration Before we delve into how integrations impact e-commerce performance, let's look at how these integrations work. Essentially, an order management system is the "hub" where data from each critical aspect of the business—the online storefront, the shopping cart, the inventory system, and the payment- and shipment-processing platforms—flows in and out. The order management system is aided by integrations with services and functions in each of those critical areas.



Fig. 3 The relationship between the order management system and its possible integrations and how those integrations interact with one another.

2. Results

Testing the relationship between online store management systems In planning or developing 4 important marketing strategies (Y_i) of King Power target consumers and understanding brands and products to set a clear standpoint (x_1) with a P-value equal to 0.001 less than 0.05 ($0.000 < 0.05$) and access to all channels where consumers are both offline and online (X_4) has a P-value equal to 0.001, less than 0.05 ($0.000 < 0.05$), which can be written as the regression analysis equation as follows: $Y = 181.516 + 1.344 (X_1) + 2.312 (X_4)$

3. Discussion

The results were discovered in this study.

1. Understanding brands and products to set a clear position when considering various aspects found that brand positioning to a large extent, the first is teamwork, the ability to achieve more marketing strategic achievements.
2. Reaching all channels where consumers are both offline and online. When considering each aspect, it was found that the influence of social participation had opinions at a high level on the influence of social participation. Add value to brands and products to build credibility. And able to step up to be the number one in the hearts of the target group King Power

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