

รายงานการเข้าร่วมโครงการเอพีโอ

17-AG-24-GE-WSP-B

Workshop on e-Business Modeling for Women Entrepreneurs

19-23 June 2017

Taipei, Republic of China

จัดทำโดย ดร.สาวิตรี สุทธิจักร์

ผู้เชี่ยวชาญนโยบายอาวุโส สำนักงานคณะกรรมการนโยบายวิทยาศาสตร์ เทคโนโลยี และนวัตกรรมแห่งชาติ
วันที่ 24 สิงหาคม 2560

ส่วนที่ 1 ข้อมูลทั่วไปของโครงการ

- 1.1 รหัสและชื่อโครงการ: 17-AG-24-GE-WSP-B (Workshop on e-Business Modeling for Women Entrepreneurs)
- 1.2 ระยะเวลา: 19 – 23 มิถุนายน 2560 (5 วัน)
- 1.3 สถานที่จัด: เมืองไทเป ประเทศไต้หวัน
- 1.4 ชื่อเจ้าหน้าที่เอพีโอประจำโครงการ: Ms. Jisoo YUN
- 1.5 จำนวนและรายชื่อวิทยากรบรรยาย: จำนวน 8 ท่าน ได้แก่
 - 1.5.1 Ms. Jayalakshmi Thirugnanam
 - 1.5.2 Dr. Cheul Rhee
 - 1.5.3 Ms. Fione Tan
 - 1.5.4 Dr. Shiaw-Chun Shang
 - 1.5.5 Ms. Maggie Chen
 - 1.5.6 Dr. Grace Lih-Fang Lin
 - 1.5.7 Ms. Mei-Hsueh Lin
 - 1.5.8 Ms. Salome Hwang
- 1.6 จำนวนผู้เข้าร่วมโครงการและประเทศที่เข้าร่วมโครงการ: จำนวนผู้เข้าร่วมโครงการ 33 คน จาก 16 ประเทศ





ส่วนที่ 2 เนื้อหา/องค์ความรู้จากการเข้าร่วมโครงการ

2.1 Topics and contents of workshop

The workshop includes 3 main sessions: 1) Introduction of e-business and women participation in online market, 2) Getting started and managing e-business, and 3) Creating atmosphere to promote woman entrepreneurs.

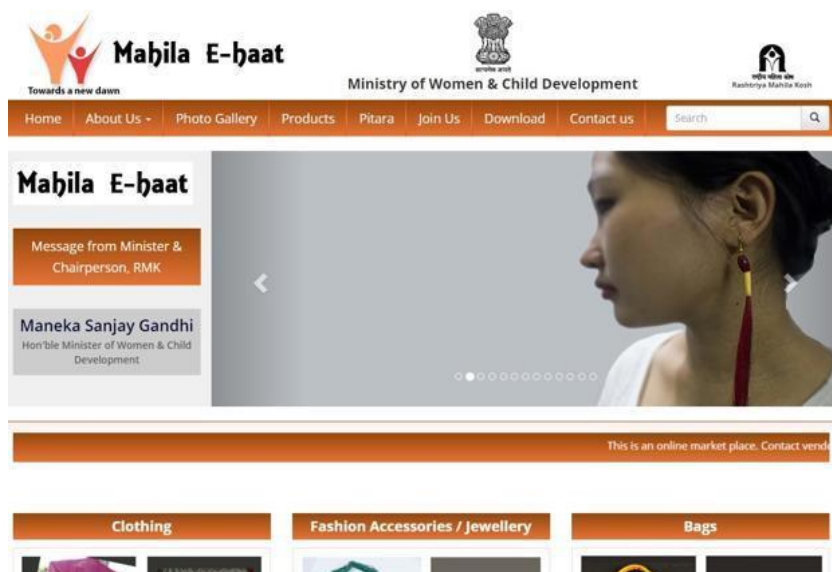
1) Introduction of e-business and women participation in online market

This session focuses on women's participation in e-commerce and e-business models for women entrepreneurs, an overview of e-business and online market ; as well as, electronic commerce for Agri-foods in Taiwan.

Ms. Jayalakshmi Thirugnanam presents issues in women's participation in e-commerce and e-business models for women entrepreneurs. Key issues include:

- Digital revolution is changing the world of work, trade and commerce at all levels
- Women's participation and leadership in e-Commerce and e-Trade
- Challenges include Niche market, Customer acquisition therefore huge marketing & promotional activities, Funds on a constant basis, Reliable logistics, Supply chain, and Good and effective customer service
- E-commerce & woman opportunities include Global reach, Minimum clerical work, Convenience, Cost savings, Removal of middlemen, Fast processing of transactions, Immediate responses, Economy of time and saving, Ease of information, and Freedom and comfort to perform both roles excellently from home.
- Identify strategies to unlock the potential for women
- Today- more than 7 billion mobile subscriptions, 2.3 billion people on smart phones and about 3.2 billion people on the Internet

An example of Indian case study is Mahila e-Haat (Online Marketing Platform for Women).



Dr. Cheul Rhee presents an overview of e-business and online market: Framework of e-business models and trends, key concepts, principles and features. He focuses on tenets in agribusiness. Key issues are:

- Not profit maximization, but value creation
- Consider, how to transmit the biggest values to consumers
- Consumers (or business partners) always find the most valuable economic behaviors
- Need to think ‘market’ all the time
- Performance
 - Efficiency & Effectiveness
 - It is not astonishing that IT adoption sometimes does not result in the increase of profit.
 - However, it is necessary to think whether an IT adoption will increase performance in any ways
 - Information systems for hog farm vs. for cabbage
 - There are always reasons if users do not use systems
- It is not always true to increase sales volume or SNS marketing
- Have to keep monitoring market
- In crowd-based business model, the best model is a model that can make everybody (all interested parties) happy

Professor Shari Shang presents electronic commerce for agri-foods in Taiwan. Trends and challenges for electronic commerce in Taiwan include:

- Although the gross of EC in TW is still increasing but the growth slows down, new market (new product categories) needs to be explore.
- With new markets are keeping exploring, some policy or rule needs to be formulated and meets the actual needs.
- Some product categories will be more mature while the related technologies can be more progress.
- With the penetration of mobile devices, the increase of people flow from mobile Apps open up the second battlefield for EC.
- Instant message apps change the communication way used by public (customer), and which may change the priority marketing strategy and channel.
- While society events reveal the concept toward the goods' value and consequently change the preference of public.

The challenges of electronic commerce in Taiwan include:

- Target Customers
 - The main customers of agri-food includes housewife, office worker, single family in city. The first challenges is find out those targets, especially the major decision maker in a family, the housewife.
- Keeping competitiveness
 - Related to traditional market, the transaction on EC for argri-food is relatively hard to attract those target customers. However, in a busy city, customers are more easier to accept the new transaction way to purchase agri-food online.
 - The main challenges of EC for agri-food is keeping those food fresh. Some technology (such as temperature-controlled logistics) must be used to support the value chain of argi-food.

2) Getting started and managing e-business

This session aims at preseting how to start and manage e-business.

Dr. Cheul Rhee presents current and future trends in the digitized market for strategic e-business model planning: How to read the customers' mind and behavior and forecast market change – tools and techniques. He points out an open platform which is a two-sided market. The platform links two sides of market which is demand and supply. Moreover, Internet of Things (IoT) include cloud computing and sensor network can be used in smart farming.

In addition, he explains about how to read the customers' mind through web psychology theories. Primacy effect shows that in an information process, initial information is more important than later information. Zajonc Effect shows that the mere-exposure effect is a psychological phenomenon by which people tend to develop a preference for things merely because they are familiar with them. In studies of interpersonal attraction, the more often a person is seen by someone, the more pleasing and likeable that person appears to be.

Ms. Jayalakshmi Thirugnanam presents issues in strategic online marketing for agricultural & food products. Agricultural scenario in India shows that India is an agricultural country. Agricultural products have contributions to national Gross Domestic Product (GDP) – 25%. Food is the primary need, emphasis on commercializing agricultural production. Therefore, adequate production & distribution of food has become high priority global concern. After USA, India has max arable land but in terms of productivity of rice & wheat, not in the top 10. Despite green revolution, Indian agriculture sector has not achieved world level productivity. GDP has grown by 7.5% annually but agricultural growth has lagged at 3%. Farmer suicide rate is drastically on the rise.

For agricultural marketing in India, buying & selling of agricultural products in earlier time was self sufficient (village economy). Marketing was simple – farmer sold his produce to the consumer on a cash barter basis. Today, agri marketing is a series of exchanges/ transfers before it reaches the consumer. 3 marketing functions involve Assembling, Preparation for consumption, and Distribution. Selling depends on demand of the product, availability of storage etc. Distribution system is to match the supply with existing demand by whole selling & retailing in various points of different markets (primary, secondary or terminal markets). Most agri products are sold by farmers to moneylenders / village traders. Products are sold in various ways (weekly market in the farmer's village/ neighboring village).

ITC's Agri-Business is one of India's largest exporters of agricultural products focusing on feed ingredients, food grains, edible nuts, marine products and processed fruits. But problems they faced in agribusiness:

- insufficient control over supply chain
- lack of infrastructure for storage, handling and transportation of produce
- middlemen and other intermediaries blocking market and price information
- no direct control over quality of products

Ms. Fione Tan presents webpage development & management; as well as, sales channels in online markets in Southeast Asia.

For webpage development & management, key issues are:

1) How to Grow Sales Locally?

- SMALL market vs Global Large Market
- HIGH Rental of Extra Outlets vs 1 Site as International Outlet
- Rise in Labour Cost vs Use Technology/System to Market & Grow

- 2) Why eCommerce Business?
 - Low Costs
 - Global / Worldwide Market
 - Growing industry / trend for Years
 - 24 Hours Business
 - Can work anywhere, anytime
- 3) Internet Opportunities
 - Sell GLOBAL
 - Make US\$ / Euro – 24 hours a day
 - Don't Just do a Website! Do a Portal
- 4) Before Building website
 - Research competitors website: design, layout, offer placement
 - Plan on your website navigation / categories: - Sketch out

For sales channels in online markets in Southeast Asia: Selling through B2B and B2C, key issues are below.

- 1) Highest Traffic Sites in the World
 - Google
 - Facebook
 - Youtube
- 2) What are local marketplaces in your country?
 - Malaysia – Lelong.com.my, Mudah.com.my
 - Thailand – Tarad.com
 - Indonesia – MatahariMall.com
- 3) Popular Online Strategies
 - SEO vs SEM
 - Social Media Marketing
 - Video Marketing
 - Email Marketing
 - Blog Marketing: Free Blogs eg Blogger, Wordpress & Own Site Hosted Blogs eg MegaWebsiteBuilder.com

Ms. Fione Tan also presents marketing channels for a cost-effective delivery: creating online advert. FACEBOOK.com is a key channel. There were 1.94 Billion Members (Mar 2017). Main Types of FB sections include Personal (non-commercial), Pages (commercial, business) and Groups (start own group as admin/ join others' group).

3) Creating atmosphere to promote woman entrepreneurs

This section aims at creating appropriate atmosphere to promote woman entrepreneurs.

Dr. Grace Lih-Fang Lin presents the Way in Promoting E-Commerce of Agricultural Products by Taiwan Government. E-commerce is gradually changing the traditional agricultural marketing structure. And driving by consumers' demand for high-quality products, agriculture will also develop towards an excellent level. It has been flourishing across different sectors. It is imperative for Council of Agriculture to provide assistance to promote E-commerce for agricultural products. We think that

one of the best approaches to cut the core issues and to assist the development of E-commerce is working from the perspective of industrial value chain. With the involvement of various industries in the industrial value chain of e-commerce for Agricultural products, it is expected that those industries could be linked through the program and provide right prescription at the breaking point of the value chain to consolidate the foundation of long-term development and to benefit the sustainable development of e-commerce for agricultural products. Driving by the characteristic of without border and diversity of e-commerce, it is the first priority to find and establish the most appropriate model of cooperation with overseas business in the target market, which will help to strengthen the global layout of Taiwan agricultural products.

Ms. Mei-Hsueh Lin demonstrates women business owners in Taiwan. She explains that female entrepreneurship has become a global trend and is anticipated to win recognition of its ever-growing importance. E-Commerce helps women entrepreneurs to tap the business beyond geographic boundaries. Establishing a good entrepreneurial environment for women businesses through its integrated assistance network is very important.

Ms. Jayalakshmi Thirugnanam explains a case study of credit & extension facilities for women in India: IT capacity development for women. She shows the case of Stand Up India. The scheme aims to facilitate bank loans between 10 lakh to 100 lakh to at least one Scheduled Caste (SC) or Scheduled Tribe (ST) borrower, at least one woman borrower per bank branch of all scheduled commercial banks in order to up a green field enterprise.

2.2 Visit Tan Hou Brand Management and On-line Shopping Platform

Ms. Salome Hwang, a vice president of Tan Hou presents Tan Hou's story. The Tan Hou Ocean Development Co Ltd was established by Liu Tien-ho in June 2003 in Penghu County, Taiwan. Its main area of business is box net breeding and the processing and sale of fishery products. The chairman-Liu Tan Hou owns a successful company supplying clean room and mechanical systems for the semiconductor and display panel industries, with operations in Taiwan, Singapore and mainland China. At present, Tan Hous has operated in 6 sectors including primary industrial sectors (Farming, Livestock, Fishing Sectors), secondary industrial sectors (Food Processing Sectors) and tertiary industrial sectors (Wholesale and Retail Trade and Food & Catering).



2.3 Knowledge from Group Discussion

All participants were divided into 5 groups. Each group had to interview one firm selected from Food Taipei 2017. Each group had to provide a group presentation about that selected firm according to questions below.

1. How is the participation of women workforce in the online business ?
2. E-business disciplines and online ethics required for operating e-business ?
3. How is online store strategies of food and agriculture products different from the products in different industries ?
4. Staff knowledge on the website info: do they recommend items currently NOT available on the website ?
5. Promotion for online store at retail shop: display, banners / posters/ packaging, shopping bag?
6. Data collection on customer information: any tool to capture customers' data ?
7. Member loyalty program: special VIP prices, benefit for membership ?
8. Intl vs Local Customers : are the materials in various languages?/ does their company offer Intl delivery or have Overseas Distributors
9. Social media marketing : How are they utilizing it , for what purpose ?

I was a member of Group A. We selected a firm from Philippines, named LA FILIPINA UY GONGCO. We found that the firm only does business in Philippines (domestically). Its main business is oriented-manufacturing (OEM). Recently, it produces a new product from corns (from middle-quality corn) and use its own brand. Lazada is a partner for the firm to sell canned food. Its marketing strategies focus on supermarkets and network of dealers in Philippines. It is heavily looking into penetration in new markets – Taiwan, Malaysia, Thailand and Singapore. It has joined food expo around the region – MIHAS in Malaysia (May 2017) & Taiwan Food Expo (June 2017) – aim to get new distributors & networks. It has used e-commerce – through Lazada – but only a small quantity. Marketing communication relies on Line & Facebook and E-coupon and coupon game.

Suggestions to the firm that we provided include:

- Research in depth of other company's existing marketing strategy in e-commerce
- Excellent customer service to create customers' loyalty
- Be transparent in policy especially in product return and refund
- Become extremely resourceful shippers
- Offering the product at less price or with added benefit to increase the sales
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ส่วนที่ 3 ประโยชน์ที่ได้รับจากการเข้าร่วมโครงการ

The project has strengthened and broadened my capabilities and knowledge on digital business and e-commerce, which is highly related to my work at the moment. Working as an executive strategic officer for Food Innopolis, I have to formulate plans to drive food companies, especially SMEs and start-up firms, to compete in the marketplace by using food innovation. Together with generating new product development by using laboratory technologies, an internet of food is a critical concept for SMEs and start-up firms to create food innovation for customers in the digital era. Therefore, knowledge that I received from the workshop on e-Business Modeling for Women Entrepreneurs assists me to come up with a realistic and feasible plan to promote e-business in the food sector in Thailand.

I may use knowledge and experience from this workshop to organise an e-business modelling for women entrepreneurs in Thailand, especially in the food sector in the near future.

ส่วนที่ 4 เอกสารแนบ

- 4.1 กำหนดการฉบับล่าสุด (Program)
 - 4.2 เอกสารประกอบการประชุม/สัมมนา (Training Materials)
 - 4.3 ประวัติโดยสังเขปของวิทยากรบรรยาย (CV)
 - 4.4 รายงานก่อนการเดินทาง (Country Paper-Thailand)
 - 4.5 เอกสารนำเสนอผลงานหลังจากเข้าร่วมกิจกรรมกลุ่ม (Group Presentation)
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