

**Title** BUSINESS PLAN COMMERCIAL AREAS OF  
KRUNGTHUMBURE AND WONGVENVAI BTS  
STATION THE KRUNGTHEP THANAKUM CO.,LTD.

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### **ABSTRACT**

The purpose of this study was to develop a business plan of BTS extension of commercial areas. There are two new BTS stations in Thon Buri area they are Krung Thon Buri BTS station and Wongwian Yai BTS station. The business plan analyzes the natural business and strategies to be used to develop this area. It also includes the financial plan for better understanding of the nature of the business and cash flow. The information which were used for analysing comes from the questionnaire survey and company's real data.