BUSINESS PLAN COMMERCIAL AREAS OF KRUNGTHUNBURE AND WONGVENYAI BTS STATIONS FOR KRUNGTHEP THANAKUM CO., LTD.



An Independent Study Submitted in Partial Fulfilment
of the Requirement for the Master of Business Administration Degree
(International Program)

May 2010

Copyright 2010 by Naresuan University

This independent study entitled "Business Plan of Commercial Areas of Krungthunbure and Wongvenyai BTS Station The Krungthep Thanakum Co.,Ltd." submitted in partial fulfillment of the requirements for Master of Business Administration Degree (International Program) is hereby approved.

.....

(Associate Professor Suthinan Pomsuwan, Ph.D.)

Advisor

(Srisuda Chongsithiphol, D.B.A.)

Director, Bangkok Academic Center

Naresuan University

May 2010

ACKNOWLEDGEMENT

We are deeply grated to Associate Professor Dr. Suthinan Pomsuwan for his invaluable advice and his patient proofreading towards the completion of this independent study. Furthermore, we also sincerely thank Assistant Professor Dr. Krairoek Pinkaeo for his kindness in writing format proofing.

Special thanks go to the owners, the managers and the massage given of BTS commercial area development of Krungthep Thanakom Co.Ltd. to their kind and informative answers to the information.

Additionally, we would like to thank those whose names are not mentioned here but have greatly inspired and encouraged us until this independent study comes to a perfect end.

Gorapop Jiravichitchai