

FULL PLAN

FULFILL YOUR GOAL

Full Plan

Business Advisor

People nowadays dream of being entrepreneurs instead of full-time employees. However, they forget that money and dream alone are insufficient to ensure success.

Being a great entrepreneur is challenging. You need to wait for an opportune moment while handling both big and small obstacles as well as thorny problems on a daily basis.

Consequently, while new entrepreneurs emerge each day, some existing ones also disappear every day. Averagely, 72% of SMEs go out of business during the first five months, and 10% follow within the next month.





No budget planning



No business plans

Entrepreneurs mostly shut down their businesses due to the following reasons



No separate budget for personal and business expenses



High sales with no profit



Full Plan Team

As a result, with our 40 years of extensive experience, we have decided to form the Full Plan Team to support and assist entrepreneurs in various aspects along their path to success. Please do not hesitate to contact us for our assistance.



Why You Need Us

- Because we will help you save time in starting your business. You don't have to wait for information before taking action since we have the data you need.
- We also help you save on costs by targeting your investments correctly, enhancing your chances of success.
- We aid in aligning your business with international standards.
- We have expertise in solving business problems with professionalism.
- We assist in transforming your strategies and traditional ways of thinking.
- We support making your business sustainable.
- We prevent your business from the trial-and-error approach.



Our Service

Consulting part

- Our business consulting service will help you determine where to start.
- Analyze the business to identify possibilities and minimize risks before starting.
- Analyze costs and hidden costs that you may overlook before start investing.
- Analyze pricing and promotional campaigns.
- Consulting service for branding insight, allowing you to see the whole picture before investing.
- Consulting service for online marketing and annual marketing planning



Business Consulting

We provide advisory services and support to assist businesses in finding the best pathways to start, in order to minimize risks and expenses. We also offer guidance in brand building and online marketing strategies.

Transform Your Business into Sustainable Success

Our team is ready to assist you in starting and expanding your business. We offer a variety of services to aid in the analysis and minimization of potential risks associated with business initiation, including price analysis and promotional strategies.

Moreover, we provide in-depth information about branding and marketing to ensure you have a comprehensive understanding before making investment decisions. We are grateful that you have chosen us for your business needs, and we are eager to help you achieve your business goals in the near future.





Business Analysis Services

The key is to know where to begin. We can assist you in determining the feasibility of your business concepts and offer recommendations on how to move forward.

Opportunity and Risk Analysis

Starting a business involves risks, but we can help you identify potential opportunities and risks. Opportunities may arise from a broad market or customer needs, whereas risks may stem from various factors such as stronger competitors, rapidly changing markets, or evolving regulations.

We can offer advice and guidance on how to mitigate these risks, such as by gaining a thorough understanding of the market, building financial resilience, or developing a business plan that unfolds gradually as the project commences.





Comprehensive Brand Analytics

A robust brand is imperative for any enterprise. Our comprehensive analytics service furnishes you with profound insights into your brand, enabling you to cultivate a distinctive, memorable identity. This strategic development ensures your brand commands attention in the marketplace and achieves a competitive edge.

Strategic Online Marketing Planning

Online marketing is a crucial component of comprehensive marketing strategies. We can assist you in crafting effective online marketing tactics that enhance your reach to the target market and fulfill your business objectives.





Annual Marketing Strategy Development

A meticulous plan for annual marketing is vital for any business. We can assist you in developing a comprehensive marketing strategy that maximizes efficacy and encompasses a full-year plan, ensuring all marketing initiatives are cohesive and strategically aligned with your business goals.

The image shows the exterior of a modern supermarket building. A prominent red horizontal band across the top features the word "Tops" in large, white, 3D block letters. Below this, the building has a curved glass facade. On the left, a glass entrance is visible with a "STARBUCKS" sign above the door. To the right, there is a two-story circular structure with a white balcony and a glass-enclosed area on the ground floor. The sky is clear and blue.

Tops

Modern Trade Consultation

We offer consultancy in product distribution via modern trade channels, along with design and analysis services to help introduce your products to these various platforms effectively.

The Importance of the Offline Retail Sector

Market analysis in Thailand underscores that e-commerce is not the sole operational sphere for enterprises; the modern trade sector also plays an integral role.

In the aftermath of the COVID-19 pandemic, the offline retail channels have demonstrated a robust resurgence

, surpassing online avenues in terms of recovery. These channels emerged as the preferred choice for a multitude of producers in the second quarter of 2020 (B.E. 2563), with offline sales in Thailand witnessing an upsurge of 10.7%, in contrast to a slight dip of 0.4% in online sales.

In the specified quarter, Thai consumers expended in excess of 1,048 billion Baht (about 33.7 million USD) in brick-and-mortar retail outlets, marking a 10.7% increment from the preceding quarter. This period represented the first instance of retail expansion since the final quarter of 2019 (B.E. 2562).

A decisive factor for consumers' preference for physical stores is the direct, sensory interaction with products, enabling an immediate and tangible assessment prior to purchase. Moreover, retail centers often entice consumers with exclusive promotional offerings, catalyzing an increased frequency of purchases within set periods.

Offline Market Channels

Thailand's modern trade landscape encompasses a variety of channels such as supermarkets, convenience stores, pharmacies, and department stores. Supermarkets are the most prevalent within the offline market domain, boasting retail sales exceeding 663 billion Baht (approximately 21.4 billion USD) just in the second quarter of 2020 (B.E. 2563). Following supermarkets, convenience stores generated 250 billion Baht (about 8.1 billion USD), pharmacies accounted for 103 billion Baht (approximately 3.3 billion USD), and department stores reached 132 billion Baht (around 4.3 billion USD).

If you are seeking professional assistance in modern trade tailored to your needs, our team offers comprehensive modern trade services.

Network of Security and Wealth Creation

You can transform your business into an asset generating as much revenue as you desire.



Online Service Solutions

Our team of professionals offers comprehensive services to manage and facilitate your online store, encompassing design, marketing, customer support, logistics, and warehousing with fulfillment services.

Digital Era Mastery

In the digital realm, the significance of having a specialized team to guide your brand's progression across web platforms, mobile applications, digital marketing, and e-commerce operations is paramount. We recognize the necessity for brands to innovate continually to maintain relevance and assert a prominent digital footprint.

Therefore, we extend an invitation to avail yourselves of our sophisticated online service offerings. These services are meticulously designed to address every dimension of online commerce management, from the initial design to the implementation of advanced customer engagement strategies. Our expert team possesses the acumen to collaborate intimately with your brand, devising tailored solutions that not only meet your distinct aspirations but also adhere to your financial framework.

What we offer

Website and Application Development

A well-crafted website can significantly enhance customer engagement and contribute to business growth. We specialize in creating aesthetically pleasing and functionally intuitive websites that embody the unique identity of your brand with remarkable clarity and impact.

E-commerce Operations Management

We can assist in setting up and managing your online storefront across platforms such as Shopee, Lazada, TikTok, Line Shopping, and Facebook. Our service includes designing and providing continuous operational support for your e-commerce presence.

Public Relations and Influencer Marketing

It is imperative to have a marketing strategy that encompasses both public relations and the leverage of renowned influencers to propel your marketing efforts. We can assist by identifying and engaging with key influencers to represent your brand, fostering viral trends, and amplifying your brand's presence on social media platforms for widespread recognition.

24/7 Customer Support Services

We understand that exceptional customer service is crucial for online businesses. Our team can offer round-the-clock customer support for your store, ensuring that your business operations can focus on efficiency and growth while we handle the customer interactions.

What we offer

Celebrity Endorsements and Marketing

We have established connections that enable us to liaise with numerous celebrities for endorsements, event appearances, and product launch promotions to ensure widespread popularity for your offerings.

Logistics and Inventory Management Services

You can rest assured about the transportation of your products. Our team provides comprehensive logistics services, ensuring full coverage of all stages of transport, warehousing, and packaging to streamline the distribution process for your business.



Branding and Product Development

We assist entrepreneurs by introducing new brands to the market, designing logos and packaging, and sourcing standard-compliant manufacturing facilities for product production.

Your Brand is the Heart of Your Business

We recognize the importance of a strong brand presence in the marketplace. This is why we offer strategic branding consultancy services to assist you, whether it's launching new brands or revitalizing existing ones. Our experienced team provides comprehensive guidance covering all facets of brand creation, from logo design and packaging to market research and market positioning.

Furthermore, we can assist in sourcing standard-compliant manufacturing facilities for your specific product needs, including cosmetics and dietary supplements. Beyond the aforementioned services, we also supply a variety of packaging solutions, ranging from plastic bottles and jars to cardboard boxes and labels.

What we offer

New Brand Strategy

The success or failure of a product often hinges on brand strategy, which dictates how customers perceive and value what you offer, fostering loyalty to your products. We provide strategic brand consultancy services to empower you to develop a strong, distinct brand identity that stands out in the market.

Market Research

Prior to launching a new product, it is critical to understand consumer needs and the demands of the target market. Our market research services are designed to help you gather in-depth information about your target demographic and to develop marketing strategies that align with these needs.

Packaging Supplies

We offer a diverse range of packaging materials, from plastic bottles and jugs to corrugated cardboard boxes and product labels. You can select from this array of packaging options to suit your product needs.

What we offer

Logo and Packaging Design

Your logo and packaging are critical components that contribute to the unique identity of your brand. They reflect the value and resonate well with your target audience. Our service includes the design of logos and packaging to help you establish a distinct and clear brand identity.

High-Quality Manufacturing

We can facilitate the sourcing of certified manufacturing facilities for your cosmetics and dietary supplements, adhering to your specific requirements. All production will comply with our high standards for quality and safety, ensuring top-tier manufacturing processes for your products.

Our Clients

We are driven to deliver the best possible outcomes and take pride in fostering positive, enduring relationships with our clients. Through building trust and mutual respect, we ensure lasting partnerships. Our clientele includes leading global corporations, highly-regarded companies, prestigious law offices, as well as industrial organizations, and various regulatory and governmental agencies in the United States and internationally.



Import and Export Management

We handle import and export documentation for international trade, including within the AEC (ASEAN Economic Community), as well as with countries like Hong Kong, China, Europe, France, Germany, Italy, and the United States. ^W

Global Trade Facilitation

We provide tailored services for enterprises aiming to expand their import and export activities. Our expertise encompasses the intricacies of international trade, particularly within the ASEAN Economic Community, Hong Kong, and China, enabling your business to capitalize on the dynamic trade opportunities in these regions.

Should your business objectives include penetrating markets such as the United States, Europe, France, the United Kingdom, Germany, or Italy, our seasoned team is adept at facilitating this expansion.

Leveraging our deep knowledge of global market regulations, compliance, and standards, we ensure seamless navigation through the complexities of international trade, delivering strategic advantages to your business doorstep.



Trademark Registration and Legal Services

If you require assistance with trademark registration and FDA licensing for cosmetics, our legal services are poised to support you. We offer registration services in Thailand, China, and throughout the ASEAN Economic Community, ensuring compliance with local and international regulations.

Protect Your Business from Infringement

If you are seeking assistance with trademark registration or cosmetics licensing, our affiliated legal team can support you. We offer comprehensive services for trademark and legal aid, including assistance with registering cosmetics with the Thai FDA, Chinese regulatory agencies, and within the ASEAN Economic Community. Our trademark and legal services are among the fastest in the industry, and we always ensure that our clients receive optimal results. With a team of highly skilled professionals dedicated to providing the best possible service, we guarantee satisfaction with all our services.



Professional Production Team

We offer content production for all types of motion and still imagery, including TV Commercials, Scoops, Video Presentations, Online Videos, TikTok Ads, Music Videos, TV Series—all acknowledged for their quality by agencies across Asia and international brands. Our experienced team operates on a partnership basis, ensuring high-quality and cost-effective outcomes.

Our company is ready to be your ace in marketing teams for any brand and online platform. We offer consultations on media production for communication, provide training, and offer straightforward and friendly advice on work processes to achieve excellent results and maximum customer satisfaction.

Our Service

Commercial Media Strategy

We offer consultative services for creating commercial media content across all platforms, including TV Commercials, Online Advertising, Bumper Ads, Corporate Videos, TV Scoops, CSR Initiatives, How-to Videos, and Web Films. Additionally, we specialize in designing and developing websites aligned with our clients' brands, accompanied by comprehensive SEO strategies to enhance their online presence across various renowned services like Google and multiple social media platforms.

Music, Video, and Sound Production

The music industry is currently a popular business, aiming to provide entertainment for everyone. We create music videos for record labels and collaborate with experienced partners in sound production, especially for advertising and various media. Our recent collaborative project involved producing a YouTube channel featuring instrumental music with a harp. This project encompassed planning, composing, filming, and managing social media for the channel.

Our Service

Movies and Series

Our company has experience collaborating with online platform owners and producing series. This includes script development, casting, music composition, and creating music videos. Our work has gained popularity both domestically and internationally, with global distribution rights.

Professional Team

Our professional team, consisting of experienced individuals in production and long-standing partners, including Film Directors and Film Producers, ensures that we deliver high-quality services to our clients. We also carefully select individuals who are well-suited to the ever-evolving media landscape, adapting to every era and the current changes in the industry to meet the unique needs of each client.



Financial and Debt Restructuring Consultants

Our team specializes in providing professional financial and debt management consulting services. We are dedicated to offering expert guidance to our clients in financial planning, debt restructuring, capital management, financial analysis, and tailored recommendations to best address their financial situations. Our aim is to assist you in efficiently managing debt issues and enhancing financial capabilities.

"We provide value for our customers."

"Our customers come from diverse sectors, including FMCG, healthcare, retail, and manufacturing. We carefully select the best solutions to meet your specific needs and help you achieve growth and success. Whether you require support in strategy, marketing, or finance, our experienced experts are here to make a real difference in your business.

You may have concerns about the cost of working with business consultants or worry that you won't receive the support you need. However, we assure you that our goal is to facilitate the continuous growth and success of your business. This means providing both flexibility and the ability to fully meet your needs, ensuring that your business thrives at all times."



SUNTORY



LISTERINE





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Contact-us

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