**1. Introduction**

Open a shop selling rice Is waiting for customers to buy. The advantage is collecting cash, not tired of running to find customers. But must invest first Suppose a customer has a capital of 10,000 baht, will be able to buy about 10 bags of rice, 10 bags of rice. Ask if you can open a shop? You can open, but the shop will look empty. which if there is more rice The shop will look full and look more attractive to buy. Depending on the capital of each person as well

**2. Why did you choose this business?**

**rice** is a commodity that everyone must buy and during this weak economy, **rice** is still available.

**3. Business model (B2B, B2C, C2C or e-marketplace)**

B2B การขายระหว่างธุรกิจ

B2C การขายระหว่างเจ้าของธุรกิจสู่ผู้บริโภค

**4. Revenue, expense, and net profit (creden.co)**

**การลงทุน**

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**5. Revenue model**

* **Transaction fees ค่าธรรมเนียมการทำธุรกรรม**
* **Fees for services ค่าบริการสำหรับส่งข้างสาร**

**Service charge for delivering rice**

**6. What are the problems of the business?**

Sales begin to stabilize Customers rarely have new groups coming in.

of course, it makes our business scale unable to grow further.

Or at best, just keep going like this. can't progress any further Which symptoms like this, people doing business should be very careful. including those in **Rice distribution business**Although it has been open for a long time, I think that it has a stable customer base. But if, whenever this signal occurs, do not be complacent. Must find a solution to give us the opportunity to continue to develop continuously again.

**7. What is your recommendation/suggestion? Why?**

**1. Improve product quality**

May be adding a type or type of rice.

**2. Develop target customers**

That is to find new markets, as in the past, used to just retail in front of the store.\

**3. Market development**

It is bringing our products to present in new markets. that are different from the original

Doing this so that people know and feel interested in our products can further expand and develop our business.

**8. Conclusions** It's better to open a rice shop where Rice is a commodity that people have a high demand and need to buy. In addition to rice being an esdsential product that Thai people consume highly. Rice is also a product that does not rot, does not spoil, can be stored for a long time. consumed and gone Buy and have to buy again

เปิดร้านข้าวดีกว่าเพราะข้าวเป็นสินค้าที่คนมีความต้องการซื้อสูง นอกจากข้าวจะเป็นสินค้าจำเป็นที่คนไทยบริโภคสูงแล้ว ข้าวยังเป็นสินค้าที่ไม่เน่า ไม่บูด เก็บไว้ได้นาน หมดแล้วหมดเลย ซื้อแล้วต้องซื้อซ้ำ

To easily remember the business models, it's enough to know what the letters stand for:

* C = customer = users, clients
* B = business = vendors, suppliers

Three combinations of letters define a business model:

* C2C — customer to customer
* B2C  — business to customer
* B2B — business to business

[**https://www.u-rice.com/sellrice/open-rice-shop/**](https://www.u-rice.com/sellrice/open-rice-shop/)