Executive Summary

Vitheethep Retail

Overview

Vitheethep Retail is a small and old mall that located in the middle of Nakhonsawan. In the mall, they sell many things such as, clothes and shoes. It is also including a supermarket that sell miscellaneous products with low price.

SWOT Analysis

Strengths

Because it is an old mall that sell product with low price, so that they have loyalty from old customers.

Weaknesses

Vitheethep has a problem about car parking problem, because it is a small mall that located in the middle of the city, so that they cannot expand their parking area. It makes a lot of people complain about it, and make people not want to come and waste their time to find a parking space.

Opportunities

Vitheethep is a mall that well known in the city, and they have space to rent for store from outside the mall.

Threats

Because Vitheethep is a mall, so that they have many competitors, such as Big C and Lotus. And in the current situation, because of COVID-19 outbreak that make people don't want to go to the mall because of fear of being infected.

Problems

Doesn't has new customers much.

Because nowadays online shopping has become more popular, because of its convenience that make modern people tend to use it instead of going out their home and buy things.

COVID-19 outbreaking

Because of COVID-19 outbreaking, it makes people tend to not go outside of house that can cause the reducing of income of the mall.

Car parking problem

Because Vitheethep is a small size of mall, therefore there is little parking space.

Recommendation

1. **Doesn't has new customers much**: Use an online advertisement to attract people from social media.
2. **COVID-19 outbreaking**: Create a portal that make people do not have to risk being infected to buy products.
3. **Car parking problem**: Create a portal that make people do not have to waste their time to find a parking space.

Conclusions

The main problems of Vitheethep are about Customer Relationship Management (CRM), if you do follow the recommendation you should solve all the problems that I mention in the problems section, and you may increase the number of customers.