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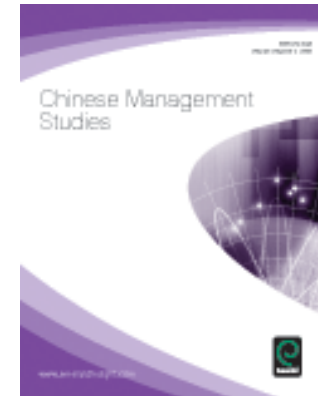
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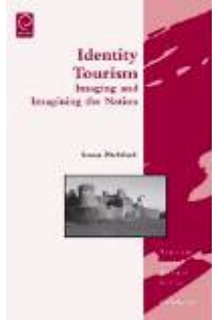


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Retailing in Thailand

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The Authors

Antony Feeny, *Director of Strategy and Business Development, Coopers & Lybrand, Bangkok, Thailand*

Theera Vongpatanasin, *Senior Consultant, Coopers & Lybrand, Bangkok, Thailand*

Arphaporn Soonsatham, *Consultant, Coopers & Lybrand, Bangkok, Thailand*

Abstract

Explains that in under 40 years the retailing industry in Thailand has developed from a traditional and backward industry into one that by the turn of the century may be as modern and vibrant as any in world. However, uneven distribution of economic activity has meant that most of the major developments have taken place in Bangkok which accounts for 50 per cent of gross domestic product, but wealth and retailing activity are now spreading to the rest of the country where more than 80 per cent of the population live. Describes the diversity of Thai retailing. Explains its historical development, and outlines the differences between retailing in provincial Thailand and in Bangkok. Describes the different types of stores now being developed and the recent modernizing trends in the industry. Suggests likely future trends in retailing over the next few years.

Article Type: General review

Keyword(s): Department stores; Market segmentation; Retailing; Stores; Thailand.

Journal: International Journal of Retail & Distribution Management

Volume: 24

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Introduction

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Retailing in Thailand

*Antony Feeny
Theera Vongpatanasin and
Arphaporn Soonsatham*

The authors

Antony Feeny is Director of Strategy and Business Development, Theera Vongpatanasin is Senior Consultant and Arphaporn Soonsatham is Consultant, all at Coopers & Lybrand, Bangkok, Thailand.

Abstract

Explains that in under 40 years the retailing industry in Thailand has developed from a traditional and backward industry into one that by the turn of the century may be as

Introduction

Retailing in Thailand is a catalogue of contrasts. A network of more than 500 7-11 convenience stores stands where six years ago there were none. Two of the largest shopping malls in the world now loom over flooded rice paddies. The bustling department stores of the Central & Robinson group, the largest in South-East Asia, jostle for space with old-style Thai-Chinese shop-houses unchanged this century. Rural farmers abandon their buffalo to load up their pick-up trucks with bulk goods from Makro discount stores, already in only six years a household name and one of the largest listed companies in the country. The industry and its practices have changed so fast that it is easy to forget that retailing in Thailand is still both advanced and backward, modern and traditional.

This paper explains the diversity of Thai retailing: its historical development; the differences between retailing in provincial Thailand and in Bangkok (the capital, where economic activity is heavily concentrated); the different types of stores now springing up; the recent modernizing trends in the industry;

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Frédéric Prevot

ABSTRACT

The management of competences in interorganizational relations refers to two fundamental domains in strategy: competence and co-operation. Thus, it constitutes an area of research which is at one and the same time complex and promising. The synthesis presented in the form of a literature review in this article allows us to look at the current state of approaches in the management of competences in interorganizational relations in the context of the resource-based view and the competence-based management perspective. We then propose a model based on two dimensions: the first is defined by the nature of the relationship (considered to be a space where either co-operation or competition predominates) and the second by the actions taken on the competences in the context of the relationship (oriented either towards creating new competences or leveraging existing ones).

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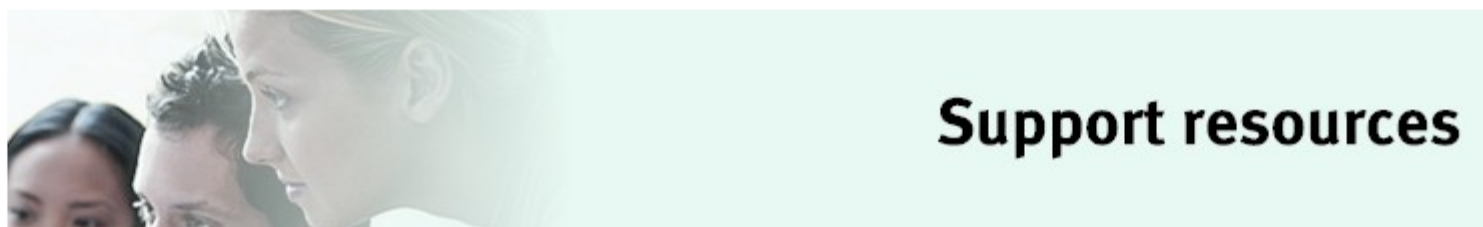
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