

Success Strategies: Business Operations and Creating of the Marketing for 6Slash3 Coffee Shop, Lampang Province

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Received 27/01/2024

Revised 04/02/2024

Accepted 25/02/2024

Abstract

Background and Aim: The study focuses on analyzing the strengths, weaknesses, opportunities, and threats (SWOT) of 6Slash3 Coffee Shop in Lampang Province, Thailand, and developing an effective marketing strategy to enhance the shop's brand identity, market visibility, and sales. The research aims to provide insights into small business marketing strategies in competitive environments.

Materials and Methods: A qualitative case study approach was used, involving in-depth interviews with the entrepreneurs and participant observation at the 6Slash3 Coffee Shop. Primary data was collected through interviews and observations, while secondary data involved the analysis of documents related to marketing management and strategies.

Results: The SWOT analysis revealed key strengths such as high-quality coffee and knowledgeable ownership, but also highlighted challenges like lack of brand personality and marketing strategies. The proposed marketing strategy includes components like quality and sustainability emphasis, engaging content development, influencer collaborations, a tiered pricing system, service optimization, and a robust online presence.

Conclusion: The research concludes that a well-crafted marketing strategy, focusing on brand personality, digital presence, and community engagement, is crucial for the success of small businesses like 6Slash3 Coffee Shop in competitive markets.

Keywords: Marketing Strategy; SWOT Analysis; Small Business; Coffee Shop; Brand Identity; Digital Marketing

Introduction

In the vibrant and rapidly evolving landscape of Thailand's coffee shop industry, small businesses encounter a unique set of challenges and opportunities (Kamkankaew et.al, 2022). In 2021, the coffee market in Thailand was valued at approximately 32,134.9 million baht, marking a 5.3% growth rate compared to 2020 (National Food Institute, 2024). This market is divided into two segments: fresh coffee and instant coffee. The economic slowdown slightly impacted the growth rate of coffee retail sales in 2021 relative to 2020. The COVID-19 pandemic significantly affected the overall economy and the coffee industry for over two years (Kamkankaew et.al, 2021). Specifically, the on-trade coffee segment experienced a contraction due to shifts in consumer behavior. People working from home and staying in more led to concerns about going out. However, this trend also resulted in increased coffee consumption at home (Kamkankaew, 2016). As society began adapting to the situation and various restrictions eased, the new normal lifestyle started to return, though not fully. Many coffee shops that survived the crisis have resumed marketing and operating normally. Nevertheless, the number of customers using their services still does not compare to the pre-crisis period.

The region's growing popularity as a tourist destination and its extensive history of coffee cultivation have fueled intense competition among coffee shops, particularly in Lampang Province (Panjawiro & Kamkankaew, 2017). Nationally, Thailand's coffee market has seen a steady increase in consumption, with a notable shift towards specialty coffee and local cafés (Kamkankaew, 2016). This trend is evident in Lampang, where small coffee shops compete not only with international chains but also with an increasing number of local entrepreneurs. The rise in coffee culture has led to a saturated market where each shop must differentiate itself to survive and thrive. The annual growth rate of coffee consumption in Thailand has steadily risen, with independent coffee shops accounting for a significant portion of this growth. This competitive environment necessitates a strategic approach for both new entrants and established businesses.





The 6slash3 coffee shop in Lampang Province stands as a prime example of this dynamic market. As a small-scale establishment, 6slash3 aims to offer a unique experience by focusing on creating a comfortable and inviting atmosphere (Phonracharnon, 2024). The owner intends to transform the shop into a haven of comfort and warmth, achieved through carefully chosen color tones and lighting that are soothing to the eyes. This sensory approach is complemented by their commitment to quality, evident in their selection of premium coffee beans and the development of a diverse drink menu tailored to customer preferences. Such attention to detail is crucial in a market where customer experience and product quality are key differentiators.

However, despite its potential and dedication to quality, 6slash3 faces significant challenges. An interview with the operator revealed that the shop, in business for just 11 months, lacks a clear brand personality and effective marketing strategies (Phonracharnon, 2024). This shortcoming is particularly critical in the context of a six-month timeline for stimulating sales and increasing customer volume. Without a well-defined marketing approach, 6slash3 risks being overshadowed in a highly competitive market, underscoring the need for a strategic plan to establish and communicate its unique value proposition (Kamkankaew, 2021).

Given this backdrop, this research article sets two primary objectives: first, to analyze the strengths, weaknesses, opportunities, and threats (SWOT) of the 6slash3 coffee shop in Lampang Province. This analysis aims to provide a comprehensive understanding of the internal and external factors influencing the shop's performance and potential for growth. Second, the article seeks to develop a robust marketing strategy tailored to 6slash3's unique context. This strategy will be designed to enhance the shop's brand identity, increase its market visibility, and ultimately boost sales. The anticipated benefits of this study extend beyond the immediate commercial advantages for 6slash3. Academically, this research contributes to the growing body of knowledge on small business marketing strategies in emerging markets, offering valuable insights and practical applications for other small businesses in similar competitive environments.

Research Objective

1. To analyze the strengths, weaknesses, opportunities, and threats (SWOT) of the 6slash3 coffee shop in Lampang Province.
2. To study the creation of a marketing strategy for the 6slash3 coffee shop in Lampang Province.

Literature Review

To develop a marketing strategy for the coffee shop 6Slash3 in line with the marketing management framework, the researcher examined the definitions of marketing and marketing management, the concept of marketing management, and marketing strategies.

Definition of Marketing and Marketing Management.

Marketing refers to the process of creating, promoting, and delivering products and services to meet the needs and wants of customers and consumers. Its primary goal is to achieve customer satisfaction, generate profit for businesses, and contribute to societal sustainability. (Ashill, Frederikson & Davies, 2003; Kotler et.al, 2018).

Marketing management combines science and art in the processes of selecting, reaching, retaining, and expanding the customer base. It encompasses influencing customer behavior through planning, directing, implementing, and evaluating the delivery of products and services by an organization's marketing department. (Wilson, 2010; Park, 2020)

In conclusion, marketing is the process of creating, promoting, and delivering products and services to meet customer needs, aiming to achieve satisfaction, generate profit, and contribute to societal sustainability. Marketing management combines science and art in selecting, reaching, retaining, and expanding customers, influencing behavior through planning, directing, implementing, and evaluating. Reviewing the meaning of marketing and marketing management in this section has



allowed the researcher to use it as a framework to understand the formal management of the 6slash3 coffee shop.

Marketing management concept

Based on the definition of marketing management presented earlier, the researcher has studied and compiled concepts of marketing management. It has been found that marketing management is a process of developing and maintaining strategic congruence between organizational goals, organizational efficiency, and changing market opportunities (Park, 2020). There are four key processes in marketing management (Ashill, Frederikson & Davies, 2003; Wilson, 2010; Kotler et.al, 2018; Park, 2020), as follows:

1) Setting the Vision: Establishing a vision and mission that responds to market needs is a crucial organizational goal. This enables the organization to design various marketing activities focused on meeting customer needs rather than solely on selling products. Organizations with a clear vision and mission typically operate more effectively and achieve better results than those without well-defined goals and missions.

2) Setting Business and Marketing Objectives: The changes and realignment of organizational and marketing goals address questions such as what the organization and its marketing efforts aim to achieve, who the customers are, what customers value from their perspective, and what actions businesses should take to meet customer needs. Setting organizational and marketing objectives requires support at all levels of the organization.

3) Developing Marketing Strategies and Programs: These should support the marketing objectives. Marketing strategies and programs need to be detailed for each aspect of the marketing plan.

4) Designing and Implementing the Marketing Program, and Evaluating Marketing Performance: These efforts must align with the organization's vision, mission, and objectives. This alignment helps executives and marketers understand the strengths and weaknesses of the marketing program. Additionally, marketers can identify opportunities in new markets for planning the development of marketing-focused businesses. This involves reviewing and evaluating the implemented marketing plan and then providing suggestions for further strategic planning within the organization.

In conclusion, marketing management is a strategic process that focuses on achieving organizational goals, efficiency, and market opportunities. It involves setting a clear vision and mission, setting business and marketing objectives, developing marketing strategies and programs, and designing and implementing the marketing program. A clear vision and mission enable organizations to focus on meeting customer needs and achieve better results. Setting objectives requires support at all levels, and detailed strategies and programs should be developed to support these objectives. Aligning the marketing program with the organization's vision, mission, and objectives helps identify opportunities and provide strategic planning. Reviewing the concept of marketing management in this section has allowed the researcher to use it as a framework to create guidelines for determining the future marketing strategy of 6slash3 Coffee Shop.

Marketing Strategy

From the literature review, it was found that scholars have provided various definitions of marketing strategy. Park (2020) proposed that a marketing strategy is a comprehensive roadmap outlining a company's approach to achieving its marketing goals. It defines the target audience, core value proposition, competitive positioning, and overall marketing mix, which includes product, price, place, and promotion. This broad definition encompasses various sub-strategies like brand positioning, pricing strategies, communication channels, and distribution networks. Upendranadh & Subbaiah (2021) suggested that a marketing strategy is a set of targeted initiatives designed to achieve specific marketing objectives within the overall framework. This could involve launching a new product campaign, entering a new market, or increasing brand awareness among a specific audience segment. These strategies are often time-bound and measurable, with defined tactics and budget allocations. According to Jang & Lee (2019), marketing strategy is an ongoing process of adapting and refining marketing activities based on market feedback, competitor analysis, and performance data. This



involves monitoring key metrics, evaluating the effectiveness of existing strategies, and implementing changes to improve results. This dynamic definition emphasizes the iterative nature of marketing, which requires constant learning and adaptation. In conclusion of the definition of marketing strategy, a marketing strategy is a comprehensive roadmap for a company to achieve its goals, defining target audience, core value proposition, competitive positioning, and overall marketing mix. It includes sub-strategies like brand positioning, pricing, and distribution networks. A marketing strategy is a set of targeted initiatives, often time-bound and measurable, based on market feedback, competitor analysis, and performance data.

In the dynamic landscape of business, a comprehensive marketing strategy acts as a guiding compass, leading brands toward a prosperous future. Developing this essential roadmap requires a deep understanding of the market, focused attention on target audiences, and a commitment to achieving measurable goals (Wilson, 2010). This essay explores the key steps in this process, providing readers with the knowledge to navigate the complexities of marketing and gain a competitive edge.

The marketing journey comprises several steps. First, marketers must understand the market and identify their target audience. This involves analyzing strengths, weaknesses, opportunities, and threats (SWOT) and pinpointing the ideal customer (Park, 2020). Next, marketers need to define their marketing goals, whether it's increasing brand awareness, boosting sales, or generating leads. Crafting a compelling brand message and value proposition is essential. Choosing the right marketing channels is also critical. Marketers must consider their target audience's preferred communication channels, budget constraints, and the nature of their message to select the most effective tools. After this, they should meticulously implement their marketing initiatives (Fadillah, 2019). It's crucial to continuously monitor progress and adjust strategies based on data-driven insights. Finally, marketers should refine and iterate their strategy for long-term success. This involves regularly analyzing results, identifying improvement areas, and adjusting the approach based on new learnings and market trends. By doing so, their marketing strategy will evolve, ensuring their brand remains relevant and successful in the ever-changing marketing landscape.

Defining and creating a winning marketing strategy is both an art and a science. By following these steps, from understanding the target audience to crafting compelling messaging and monitoring progress, brands can equip themselves with the tools needed to navigate the marketing maze and realize their full potential (Ashill, Frederikson & Davies, 2003). Remember, a successful strategy is not a static document, but a dynamic roadmap that evolves continuously, ensuring the brand remains a beacon of success in a competitive marketplace.

In conclusion, a marketing strategy is a comprehensive roadmap for a company to achieve its goals, defining a target audience, core value proposition, competitive positioning, and overall marketing mix. It involves adapting and refining activities based on market feedback, competitor analysis, and performance data. Developing a winning strategy is an art and science, ensuring brands navigate the marketing maze and remain a beacon of success in a competitive marketplace. In this section, the researcher reviews the concept of marketing strategy and utilizes it as a framework for developing the future marketing strategy of 6slash3 Coffee Shop.

Based on the aforementioned concepts and theories, the researcher has developed a conceptual framework for this research. This framework will serve as a guide for conducting the research in alignment with its objectives.

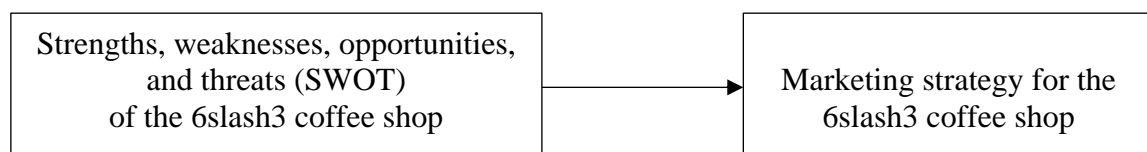


Figure 1 Conceptual Framework



Methodology

To address the research objectives, the researcher has chosen to employ a qualitative case study approach. This method is well-suited for understanding phenomena occurring under diverse conditions, specific to the business operations context of each enterprise. The methodology details are as follows:

Study Areas and Key Contributors:

The selection of the 6Slash3 Coffee Shop in Lampang Province as the study area is based on its history and alignment with the study's objectives. Being a small business operating for only 11 months, it represents an ideal case for examining the impact of marketing strategies on achieving sustainability, especially considering the lack of any formal marketing plan throughout its operation. The key informants for this study are the entrepreneurs involved in the business, comprising 1 manager and 2 partners, totaling 3 key informants.

Research Tool:

The research tool utilized in this study was a structured interview. The researcher developed an interview form aligned with the research objectives, which encompassed the exploration of strengths, weaknesses, opportunities, and obstacles, as well as the goals associated with operating the 6Slash3 Coffee Shop. This approach aimed to leverage the information gathered from the interviews to devise a marketing strategy.

Data Collection:

Data collection encompasses both primary and secondary sources. Primary data involves in-depth interviews with the entrepreneurs and participant observation within the establishment. The in-depth interviews aim to gather detailed insights into the entrepreneurs' perspectives, while participant observation provides a firsthand understanding of the business operations and environment. Secondary data collection involves gathering and analyzing documents related to marketing management and strategies. This data serves as a foundation for analyzing the coffee shop's strengths and weaknesses and formulating marketing strategies specific to 6Slash3 in Lampang Province.

Data Analysis:

Upon collecting the data, the researcher undertakes a thorough analysis to identify the strengths and weaknesses of 6Slash3 Coffee Shop in Lampang Province. The primary data, obtained from audio recordings of interviews, is transcribed and categorized into words and word groups. This categorization helps in creating themes from the raw data. For secondary data, content analysis is conducted by organizing the data into categories and linking it to the primary data analysis findings. This process helps in establishing connections between the data sets and extracting comprehensive insights into the coffee shop's strengths and weaknesses. The data is then synthesized into coherent points and narratives, describing the observed phenomena. Finally, these findings are classified to present the conditions that form the basis of the research results, focusing on the marketing strategy of 6Slash3 Coffee Shop in Lampang Province.

Research Result

In this section, the researcher will present the research findings in two parts. The first part details the results of the analysis of strengths, weaknesses, opportunities, and threats (SWOT) of the 6slash3 coffee shop in Lampang Province. The second part focuses on the results of creating a marketing strategy for the 6slash3 coffee shop in Lampang Province.

The results of the analysis of strengths, weaknesses, opportunities, and threats (SWOT) of the 6slash3 coffee shop in Lampang Province.

In addressing the first research objective, which involves analyzing the strengths, weaknesses, opportunities, and threats (SWOT) of the 6 slash3 coffee shop in Lampang Province, the findings are presented as follows.

Located in the vibrant community of Lampang, Thailand, a coffee shop full of potential beckons. Its strength is anchored in a commitment to quality, evident in its use of award-winning Arabica beans and the extensive industry knowledge of its owner. Accessibility is a key feature, with the shop being reachable both physically and through a dedicated application. Yet, beneath this surface





of potential, there are critical challenges that necessitate a thorough analysis of its current position and prospects.

The shop's main challenge is its relative newness. At barely a year old, it grapples with the challenge of establishing itself among seasoned competitors. Its brand identity is still emerging, hardly resonating within the broader public consciousness. Inconsistencies in marketing strategies and an undefined brand personality further complicate its position, leaving potential customers unclear about what the shop stands for. The reliance on a single owner for management raises concerns regarding operational viability and the potential for uneven customer service, especially during peak periods.

Opportunities, however, are abundant in Lampang's evolving coffee landscape. The Thai coffee market is witnessing significant growth, with a shift in consumer preference towards high-quality coffee. This trend provides the shop with an opportunity to distinguish itself as a destination for coffee enthusiasts. Additionally, the increasing consumer interest in sustainable coffee production offers a chance to attract a market segment focused on ethical consumption by obtaining certifications that underscore environmental and social responsibility.

Yet, the shop faces significant threats. Rising costs of coffee beans pose a risk to its profitability, potentially affecting its growth plans. The overarching threat of climate change looms, threatening the supply of high-quality beans. In response, the shop must explore sustainable sourcing and adapt its offerings to accommodate fluctuations in bean availability.

The competitive landscape in Lampang's coffee market is intensifying with the entry of new businesses. To succeed, the shop must leverage its unique strengths, such as the owner's expertise and the quality of its beans, to attract discerning customers. Strategic use of online platforms can extend their reach beyond local boundaries.

The economic context of Lampang, characterized by a relatively low average income, requires a balanced approach to pricing. The shop must innovate in its menu offerings and pricing strategies to ensure affordability while maintaining quality. Additionally, the impact of rising inflation demands operational optimization and exploration of alternative revenue streams for financial sustainability.

In summary, the Lampang coffee shop stands at a pivotal point. Its strengths are substantial, yet its vulnerabilities call for strategic action. By capitalizing on opportunities within the growing coffee market utilizing online media, and addressing the challenges of rising costs and a competitive environment, the shop can establish a sustainable position. With clarity in vision, a steadfast commitment to quality, and adaptability, this emerging venture has the potential to develop into a cherished destination for coffee lovers in Lampang.

Table 1 the results of the analysis of strengths, weaknesses, opportunities, and threats (SWOT) of the 6slash3 coffee shop in Lampang Province.

Strengths	Weaknesses
1. The shop uses high-quality, award-winning Arabica beans. 2. The owner possesses extensive knowledge and experience in the coffee industry. 3. The location is situated in a community area, providing convenient access to customers. Additionally, there is an order-through-application channel available.	1. Since the shop has only been open for nearly a year, it is not widely known among the general consumer base. 2. The market positioning lacks clarity, resulting in an ambiguous brand personality, and inconsistent marketing designs. 3. The shop is managed by a single individual, which may pose challenges in terms of operations and customer service.



Opportunities

1. The Thai coffee market is growing rapidly, with consumers increasingly demanding high-quality coffee. This presents an opportunity for businesses to meet the growing demand for fresh coffee and other beverages.
2. The demand for certified coffee beans is increasing, as consumers become more aware of the importance of sustainable coffee production. Businesses that can offer certified coffee beans can appeal to this growing market segment.
3. Online media is becoming increasingly popular, providing businesses with a new channel to reach potential customers. Businesses that can effectively use online media can expand their reach and increase sales.

Threats

1. The cost of raw materials, such as coffee beans, is rising. This can increase production costs for businesses, making it more difficult to remain profitable.
2. Climate change and other environmental problems are affecting coffee production. Businesses need to find ways to mitigate the impact of these problems to ensure a sustainable supply of coffee.
3. The coffee market is becoming increasingly competitive, as new businesses enter the market. Businesses need to find ways to differentiate themselves from the competition to attract customers.
4. The average income in Lampang province is relatively low, which can limit the purchasing power of consumers. Businesses need to offer affordable products and services to appeal to this market segment.
5. Inflation is rising, which can reduce the purchasing power of consumers. Businesses need to find ways to offset the impact of inflation to maintain profitability.

In conclusion, 6Slash3 Coffee Shop in Lampang Province, Thailand, offers quality coffee from award-winning Arabica beans and extensive industry knowledge. However, it faces challenges in establishing a strong brand identity and competing with established players. Opportunities lie in the growing Thai coffee market, particularly with consumer shifts towards ethically sourced coffee. Threats include rising bean costs and climate change impact. To succeed, the shop must leverage its strengths, seize market opportunities, and adapt strategies.

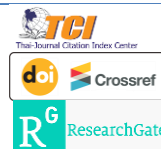
The results of creating a marketing strategy for the 6slash3 coffee shop in Lampang Province.

In response to the second research objective, which entails developing a marketing strategy for the 6slash3 coffee shop in Lampang Province, the research findings are presented as follows.

Before outlining the marketing strategy for the 6Slash3 coffee shop, an analysis of the preceding data reveals a significant finding: the establishment currently lacks a clear brand personality. This deficiency is identified as a critical weakness that necessitates the establishment of a robust brand identity. In this section, the researcher will present a detailed approach to developing brand personality, along with the determination of Segmentation, Targeting, and Positioning (STP) and the corresponding marketing strategy.

Brand Personality:

The researcher has characterized the 6Slash3 Coffee Bar as follows: Situated in the tranquil environment of Lampang Province, the coffee bar manifests a quietly captivating personality. This local establishment, distinguished by its unique charm, represents an amalgamation of simplicity and amicability in its ambiance. It stands as a venue where meticulous attention to detail and care are of utmost importance, reflecting an ingrained desire to nurture and attentively cater to each visitor. Contrary to its serene exterior, 6Slash3 possesses a playful element, providing an appealing juxtaposition that enhances its allure. The coffee bar's distinctive style, which fuses understated elegance with a welcoming atmosphere, renders it an esteemed locale for those who value a thoughtful and immersive coffee experience.

**Table 2** several key attributes of brand personality of 6Slash3 Coffee Bar

Key attributes		Description
Quietly Captivating		6Slash3 has a subtle charm that draws people in, appealing to those who appreciate a serene and inviting atmosphere.
Simplicity and Friendliness		The brand embodies a blend of simplicity and a warm ambiance, creating an environment that is both unassuming and welcoming.
Attention to Detail		There is a strong emphasis on meticulous care in every aspect of the coffee bar, from the quality of the coffee to the customer service, highlighting a commitment to excellence.
Nurturing and Caring		The coffee bar projects a sense of nurturing, aiming to provide each visitor with a personalized and caring experience.
Playful Streak		Despite its overall calm demeanor, 6Slash3 incorporates playful elements, offering a delightful and unexpected contrast that enhances its appeal.
Understated Elegance with Approachability		The brand combines elegance with an approachable vibe, making it an ideal spot for those who value a sophisticated yet relaxed coffee experience.
Thoughtful and Engaging		6Slash3 is designed for customers who appreciate a thoughtful approach to the coffee experience, providing an engaging and enjoyable atmosphere.

The delineation of the brand personality of 6Slash3 Coffee Bar, as articulated above, constitutes a pivotal component in the formulation and positioning within the marketplace. This aspect is crucial for successful differentiation, particularly in the coffee shop sector, where homogeneity is prevalent. Given the propensity of consumers to make purchase decisions based on emotional responses, the end choice often hinges on their feelings and inclinations towards brands that resonate with their personalities. Consequently, this defined brand personality is instrumental in informing the subsequent steps of segmentation, targeting, and positioning (STP), which will be elaborated upon in the following section of this research.

Segmentation, Targeting, and Positioning (STP):

Based on the established brand personality of 6Slash3 Coffee Bar, the researcher has delineated the Segmentation, Targeting, and Positioning (STP) strategy as follows: *Segmentation:* The segmentation focuses on coffee aficionados across a broad age spectrum, primarily targeting adults, tourists, and residents of Lampang who have a predilection for quality coffee and a serene setting. This segment encompasses young professionals, middle-aged individuals, and retirees who value a peaceful coffee experience. The target segment includes those who prioritize a relaxed atmosphere, meticulous attention to detail, and personalized service. It caters to individuals seeking respite from daily life's bustle, those who appreciate simplicity and elegance, and those incline local cultural experiences. The focus is also on regular coffee drinkers who emphasize quality and authenticity and are in pursuit of a unique coffee experience, encompassing both locals and visitors to Lampang Province who are drawn to a distinctive, nurturing coffee environment.

Targeting: The primary target market is adults aged 25-55 who appreciate a harmonious blend of simplicity, elegance, and quality in their coffee experience. This demographic typically has a stable income and values moments of tranquility and personal care in their daily lives. Tourists and visitors to Lampang Province seeking an authentic local experience also constitute a significant target group. They would be drawn to the cultural resonance and unique allure of 6Slash3 Coffee Bar. Additionally, engagement with the local community, including families and local businesses, is emphasized to cultivate a sense of unity and community belonging.

Positioning: The market positioning of 6Slash3 Coffee Bar is conceptualized as providing more than just a cup of coffee; it is envisioned as a sanctuary of simplicity and elegance. The commitment to quality, focus on detail, and a nurturing environment are central to ensuring an unmatched coffee





experience. Differentiating itself from other coffee establishments, 6 Slash3 offers a distinct amalgamation of local authenticity, understated elegance, and a playful character, fostering a nurturing space for a personalized coffee experience that is unique to the establishment.

Marketing strategy:

Building upon the established brand personality and the Segmentation, Targeting, and Positioning (STP) framework outlined previously, this section presents the marketing strategy for 6Slash3 Coffee Bar. The overarching theme of the marketing strategy has been identified as "6Slash3's Comprehensive Blend Strategy: Quality, Engagement, and Sustainability." The primary objective of this marketing plan is to solidify and enhance the brand presence of 6Slash3 in the Lampang coffee market over the upcoming six months, aligning with the entrepreneur's articulated short-term (6 months) and long-term goals.

Within the framework of the marketing plan for 6Slash3 Coffee Bar, six sub-strategies have been formulated to address specific aspects of the overall strategy. These are:

Sub-strategy 1: Highlighting Quality and Sustainability

The strategic initiative undertaken by 6Slash3, a coffee shop in Lampang, Thailand, represents a multifaceted approach to brand positioning and customer engagement within the competitive coffee industry. Central to this strategy is the integration of ethical sourcing and environmental stewardship, which not only appeals to the consumer's palate but also to their values. This approach is encapsulated in their "Bean to Brew" narrative, which emphasizes the journey of their award-winning Arabica beans, underscoring the importance of ethical farming and meticulous roasting processes.

At the core of 6Slash3's strategy is a commitment to transparency, which is pivotal in fostering trust and authenticity in the consumer-brand relationship. By leveraging social media platforms to narrate the journey of the coffee bean, the brand effectively engages with its audience, inviting them to partake in a story that transcends the mere consumption of coffee. This narrative strategy is complemented by collaborations with local farms and immersive coffee experiences, thereby deepening the brand's roots in the community and reinforcing its commitment to sustainable practices.

In addition to its storytelling approach, 6Slash3's strategy involves cultivating a dynamic online community. This is achieved through the encouragement of user-generated content and eco-conscious partnerships, which are instrumental in building a sense of community and loyalty among its customer base. The synergy between online engagement and physical world interactions, through collaborations with local artisans and participation in community events, further solidifies the brand's presence in Lampang's social and cultural milieu.

The development of a loyalty program represents a strategic move to incentivize repeat patronage and foster a sense of belonging among customers. This program is designed to offer exclusive benefits and early access to new products, thereby enhancing customer loyalty and reinforcing their connection to the 6Slash3 brand.

The success of this strategic approach hinges on consistent implementation and effective communication. Key performance indicators such as engagement metrics, website traffic, customer feedback, and sales figures are crucial in evaluating the effectiveness of the campaign. The overarching goal for 6Slash3 is to establish itself as the premier destination for high-quality, sustainable coffee in Lampang, encapsulating a commitment to ethical sourcing, environmental consciousness, and community wellbeing.

In summary, 6Slash3's marketing strategy is a holistic approach that encompasses storytelling, community engagement, and loyalty enhancement. This strategy is not merely focused on solidifying the brand's position in Lampang's competitive coffee landscape but is also aimed at cultivating a dedicated community that aligns with the brand's ethos of quality and sustainability. This approach underscores the significance of integrating ethical considerations and community-centric practices in contemporary business strategies, particularly in the food and beverage industry.

Sub-strategy 2: Engaging Content Development

In the context of Lampang's dynamic coffee scene, the aspiration of 6Slash3 to position itself as the preeminent destination for coffee aficionados necessitates a marketing strategy that is as



multifaceted and rich as its single-origin coffee offerings. This essay posits a content-centric approach, anchored in leveraging the owner's expertise to not only educate and engage customers but also to cultivate a base of devoted brand loyalists.

The linchpin of this strategy is the axiom "Content is King." Central to this approach is the creation of a diverse array of content, including blog posts, informative videos, and live social media sessions. These mediums offer avenues to explore the multifarious aspects of coffee, ranging from its origins and brewing techniques to prevailing industry trends. The incorporation of collaborations with local farmers and guest blog posts lends authenticity and depth to the brand, humanizing 6Slash3 and positioning it as an advocate of sustainable practices. Engaging, concise video content provides an enticing glimpse into the nuances of brewing techniques, offering viewers valuable insights while simultaneously showcasing the passion and expertise underpinning the brand.

However, the consumption of coffee is not solely a solitary pursuit but one often enjoyed within the context of a community. To this end, the strategy proposes the organization of weekly or bi-weekly tasting events. These events, which spotlight single-origin coffees or unique brewing methods, offer immersive experiences where the acquisition of knowledge is complemented by sensory enjoyment. Incentivizing participation through discounts serves not only to encourage exploration but also acts as a catalyst for community building. Collaborations with local businesses, such as bakeries and art galleries, extend the brand's reach and contribute to the creation of a shared cultural space within Lampang's vibrant creative milieu.

The nurturing of loyalty and recognition is crucial to this strategy. A points-based system for regular customers translates their purchases into tangible rewards, such as exclusive merchandise or discounts, thereby fostering a sense of belonging and incentivizing repeat patronage. The operational focus of this strategy is marked by consistency, with regular updates on social media, a dedicated event schedule, and a primary focus on platforms like Facebook and Instagram. Maintaining a consistent brand voice and visual identity is imperative for ensuring clarity and memorability in the minds of consumers.

Success in this endeavor is not measured solely in quantitative terms. Metrics such as website and social media engagement, event participation, and loyalty program uptake offer insights into the depth of customer connection. Additionally, monitoring metrics like new and returning customer rates, revenue growth, and shifts in menu demand provides a nuanced understanding of the strategy's effectiveness.

The envisaged outcome of this strategy is a resonant increase in brand awareness within Lampang's coffee community. This heightened awareness is expected to attract discerning coffee enthusiasts who value both the quality and experience offered by 6Slash3. An informed customer base, cognizant of the brand's value proposition, justifies its premium pricing and fosters positive word-of-mouth referrals. This organic growth is anticipated to propel 6Slash3 towards its ultimate objective: sustainable revenue growth and recognition as Lampang's foremost and authentically unique coffee destination.

In conclusion, by strategically amalgamating informative content, community engagement, and loyalty incentives, 6Slash3 is poised to transform discerning coffee enthusiasts into loyal brand ambassadors. This approach, steeped in expertise and passion, is well-positioned to make a lasting and flavorful impact on the coffee landscape of Lampang.

Sub-strategy 3: Collaborative Marketing with Influencers

In the vibrant coffee landscape of Lampang, Thailand, 6Slash3 Coffee Bar endeavors to establish a unique presence. This essay explores the strategy of forging strategic partnerships with local micro-influencers, a move aimed at resonating with a niche, eco-conscious demographic that values both quality and sustainability. The proposed approach pivots on collaborating with 2-3 micro-influencers, each boasting a following of 1,000 to 5,000 individuals, who mirror the ethos of 6Slash3.

The rationale for selecting micro-influencers lies in their ability to reach a highly targeted audience within the Lampang market, particularly those inclined towards eco-conscious lifestyles. These influencers typically encompass food bloggers, sustainability advocates, and local public figures,





who possess significant influence over a community that aligns seamlessly with the brand identity of 6Slash3.

One of the primary advantages of this collaboration is the generation of authentic content that resonates deeply with this audience. Envision Instagram reels that illustrate the careful brewing processes, blog entries elucidating the ethical sourcing of coffee beans, and visually striking food photography featuring locally sourced ingredients. This content strategy transcends traditional advertising, evolving into a form of storytelling that reflects the values and interests of the target demographic.

An integral component of this strategy is the organization of exclusive events, such as coffee-tasting sessions or workshops, helmed by these influencers at the 6Slash3 Coffee Bar. These events offer a platform for direct engagement with the brand. Incorporating incentives like limited-edition discounts or merchandise can enhance participation and bolster brand recall. Encouraging attendees to share their experiences on social media with specific hashtags and tagging 6Slash3 amplifies the brand's reach and fosters a sense of community.

From an operational perspective, the micro-influencer approach offers several advantages. For a business like 6Slash3, which may have budget constraints, prioritizing barter agreements or product-based compensation over hefty fees is a pragmatic choice. Furthermore, focusing on influencers with local, engaged followings ensures a higher likelihood of converting followers into customers, as opposed to targeting broader, less specific audiences.

Central to this strategy is the creation of genuine content. 6Slash3 must empower its influencer partners to craft narratives that authentically resonate with their respective audiences. Avoiding scripted or overtly promotional messages is crucial to avoid alienating the target demographic.

Engagement is key in this endeavor. It is important for 6Slash3 to actively engage with its online community, responding to comments and messages, interacting with posts from influencers and customers, and nurturing a sense of community centered on the values of the brand.

To measure the efficacy of this strategy, a multifaceted approach is required. Monitoring metrics such as social media engagement, specifically through branded hashtags and influencer mentions, is essential. Additionally, assessing website and physical foot traffic post influencer events or promotions, utilizing discount codes or referral programs for customer acquisition tracking, and conducting customer surveys for qualitative feedback are all critical components of a comprehensive evaluation strategy.

The anticipated outcome of employing a micro-influencer strategy is multifarious. Primarily, it aims to augment brand awareness and penetration within the eco-conscious coffee segment in Lampang. A secondary objective is to attract new local customers who appreciate both high-quality, sustainable coffee and a unique café experience. Ultimately, the goal is to increase foot traffic and sales at 6Slash3 Coffee Bar while simultaneously cultivating a loyal community of customers who resonate with the café's values and narrative.

In conclusion, through strategic partnerships with local micro-influencers who epitomize their values, 6Slash3 Coffee Bar is positioned to concoct a potent marketing blend. This approach not only aims to elevate brand awareness and attract new patrons but also to foster a loyal community of coffee enthusiasts who connect with the essence of the café. This strategy underscores the significance of storytelling and authentic engagement in distinguishing a brand within today's competitive coffee milieu.

Sub-strategy 4: Tiered Pricing Strategy

In the dynamic coffee market of Lampang, Thailand, economic disparity poses a significant challenge to consumer accessibility. This marketing strategy proposes the implementation of a tiered pricing system, ingeniously blending affordability with allure to appeal to the diverse socio-economic demographics of the region.

The foundational element of this strategy is the establishment of Product Tiers, designed to cater to a wide spectrum of consumer preferences and financial capabilities. At the base of this tiered structure are budget-friendly options, designed to attract cost-conscious consumers. These offerings





serve as an entry point, democratizing access to coffee culture. The middle tier comprises classic favorites, balancing quality and value, thereby appealing to the average consumer. For those seeking premium experiences, the top tier offers specialty brews, characterized by exclusivity and a higher price point, catering to the more adventurous and affluent customers.

Integral to this strategy are promotional offers, functioning as dynamic interludes within the tiered pricing symphony. These promotions could include discounted combinations (pairing budget drinks with other offerings), targeted discounts for students and officers, and a refer-a-friend program designed to leverage word-of-mouth marketing.

The loyalty program represents the crescendo of this strategy, fostering long-term customer relationships. This program is envisioned as a dance of points accumulation and redemption, with additional perks such as birthday acknowledgments and personalized promotions to deepen customer engagement and loyalty.

Digital engagement plays a pivotal role in this strategy. Platforms such as Facebook and Instagram, along with collaborations with local influencers, are employed to amplify the brand's presence and messaging. Concurrently, partnerships with local entities for event sponsorships and catering opportunities are envisaged to create synergistic collaborations, thereby enhancing community integration.

In-store experiences are also meticulously orchestrated. Clear signage and staff training to recommend products based on customer preferences are essential components, ensuring a seamless and personalized consumer experience.

Data analysis functions as the conductor's baton in this strategy, ensuring the maintenance of a harmonious rhythm. Metrics such as website traffic, social media engagement, sales data across different tiers, and loyalty program participation are closely monitored. These data points serve as the guiding score, informing necessary adjustments to pricing structures and promotional tactics.

The anticipated crescendo of this strategy is multifaceted. Increased brand awareness across various income levels is expected to form the opening act. Subsequent acts include heightened sales volume driven by the tiered pricing and promotional strategies, and a growing chorus of customer loyalty nurtured through the rewards program. The harmonious interplay of affordability, quality, and community engagement is envisioned to culminate in a resonant finale, leaving a lasting impression of satisfaction within the Lampang coffee community.

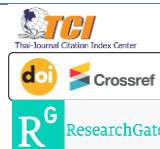
In summary, this tiered marketing strategy, conducted with precision and passion, aims not only to brew exceptional coffee but also to cultivate a thriving business and a loyal community in the heart of Lampang. This approach illustrates the potential of strategic pricing and promotional tactics in bridging economic disparities, thereby enhancing accessibility and enjoyment of coffee culture in diverse markets.

Sub-strategy 5: Operational Efficiency and Customer Service Enhancement

6Slash3's endeavor to secure its position as Lampang's premier coffee destination involves a comprehensive strategy aimed at achieving a 20% increase in footfall over six months. This essay critically examines the multifaceted tactics, operational considerations, and performance metrics integral to this ambitious objective.

Central to 6Slash3's operational strategy is the enhancement of efficiency. The implementation of mobile ordering systems and intelligent inventory management are pivotal in optimizing service delivery while concurrently minimizing waste. This efficiency is further bolstered by the deployment of cross-trained staff, particularly during peak hours, ensuring a seamless customer experience that appeals to a wide demographic.

However, operational efficiency in isolation is insufficient in cultivating customer loyalty. The establishment of emotional connections with patrons is crucial. This is achieved through personalized interactions with frequent customers, nurturing a sense of familiarity and community. This ethos is extended to activities such as coffee tastings, which serve to engage both regulars and newcomers, fostering a communal appreciation for the coffee experience.



The role of marketing in this strategy is underscored by the utilization of free platforms, primarily social media. 6Slash3 leverages its social media presence to showcase its products, ambiance, and events, engaging potential customers through contests and collaborations with local entities. These partnerships are instrumental in expanding the brand's reach and embedding it within the Lampang community.

In this data-driven approach, metrics such as loyalty program engagement, social media interactions, and customer feedback are paramount. These metrics provide a framework for continuous assessment and refinement of tactics, ensuring a judicious allocation of resources without compromising on effectiveness. Brand consistency is maintained across all interactions, reflecting 6Slash3's unique identity.

The measurement of success in this endeavor encompasses several indicators. Footfall, loyalty program participation, and social media engagement are primary metrics. Additionally, competitor analysis offers critical insights, enabling 6Slash3 to distinguish itself in Lampang's competitive coffee market.

The anticipated outcome of this comprehensive strategy is multifarious. It includes an increase in customer traffic, enhanced brand perception, the cultivation of a loyal customer base, operational improvements, and ultimately, the attainment of a leading position in Lampang's coffee shop hierarchy. In essence, 6Slash3, armed with a strategy that synergizes data-driven insights and customer-centric approaches, is well-positioned to craft its unique narrative of success, one distinguished cup of coffee at a time.

Sub-strategy 6: Robust Online Presence and Brand Clarity

6Slash3's comprehensive strategy to establish itself as the premier coffee destination in Lampang, Thailand, showcases a nuanced approach, skillfully integrating both digital and physical realms of engagement. This strategy, underscored by a steadfast commitment to quality and sustainability, demonstrates significant potential in distinguishing 6Slash3 within the competitive local coffee market.

The strategy's foundational strength lies in its robust online presence. Central to this is a well-designed, mobile-optimized website that not only serves as the brand's digital epicenter but effectively showcases its unique coffee offerings, brewing techniques, and dedication to sustainable practices. The inclusion of engaging content about coffee origins, brewing methodologies, and local events further solidifies 6Slash3's brand identity, attracting a targeted audience. Moreover, the strategic use of relevant keywords throughout the website and social media platforms is instrumental in enhancing search engine visibility and facilitating discovery by potential customers searching for coffee options in Lampang.

Social media engagement is another pillar of this strategy, with platforms such as Instagram and Facebook being pivotal. High-quality visual content that highlights the coffee, the ambiance, and customer experiences plays a crucial role in capturing the audience's attention and stimulating interest. The utilization of targeted advertisements on these platforms, leveraging sophisticated algorithmic capabilities, ensures maximal reach and impact within the local Lampang market. Additionally, fostering community engagement through contests and collaborations with local influencers enhances organic brand awareness.

The strategy's offline component is equally significant, serving to solidify customer relationships and position 6Slash3 as a gathering place for coffee aficionados. Activities such as coffee cupping workshops and book readings not only attract a like-minded clientele but also reinforce community ties. Collaborations with local businesses and coffee farmers underscore 6Slash3's commitment to community engagement and sustainability, resonating strongly with eco-conscious consumers.

From an operational perspective, the strategy is commendable for its focus on organic reach and cost-effectiveness. The use of free website-building tools and affordable design resources ensures judicious resource allocation. Moreover, optimizing social media content for mobile devices maximizes visibility. The application of free analytics tools for tracking website and social media metrics facilitates data-driven decision-making, allowing for continuous refinement and optimization of the strategy.





Success measurement encompasses a range of parameters. Online metrics such as website traffic, social media engagement, and bounce rate provide insights into digital reach and audience interaction. In contrast, physical indicators like foot traffic, customer conversion rates, and sales figures are critical in assessing the direct impact on the physical storefront. Online reviews and brand mentions further offer valuable feedback on customer perception and brand reputation.

The anticipated outcome for 6Slash3 is promising. Achieving increased brand awareness and recognition as a quality and sustainability leader in Lampang's coffee scene is a realistic goal. The strategy's success in translating online interest into physical business growth is indicated by increases in foot traffic, customer base, and sales. Moreover, a strong online presence and an engaged community are instrumental in fostering customer loyalty and positive brand perception, thereby solidifying 6Slash3's position as a leading entity in Lampang's coffee landscape.

In summary, 6Slash3's multifaceted marketing strategy demonstrates significant potential in carving out a distinct niche in Lampang's competitive coffee market. By adeptly leveraging online and offline engagement channels, coupled with a profound commitment to quality and sustainability, 6Slash3 is well-positioned to build a dedicated community of coffee enthusiasts and establish itself as Lampang's premier coffee destination.

Based on the strategic information presented above, it can be concluded that 6Slash3 Coffee Bar in Lampang, Thailand, has developed a comprehensive marketing strategy to establish itself as the city's premier coffee destination. This plan emphasizes quality, community engagement, and environmental sustainability. It incorporates user-generated content, partnerships with local influencers, and tiered pricing to attract discerning coffee enthusiasts from various demographics. 6Slash3 is leveraging digital engagement, in-store experiences, and data analysis to increase foot traffic by 20% within six months. The focus is on operational efficiency and customer loyalty to ensure long-term success. The strategy's reliance on organic reach and cost-effectiveness makes it a notable example of data-driven marketing in Lampang's coffee scene.

Conclusion

6slash3 coffee shop in Lampang Province, Thailand, is a new entrant in the market with a strong commitment to quality and industry knowledge. However, it faces challenges such as inconsistent marketing strategies and operational concerns due to reliance on a single owner. The shop can capitalize on the premium coffee consumption trend and ethical and sustainable coffee production but faces threats from rising coffee bean costs and climate change. To succeed, 6slash3 must leverage its strengths, expand its reach, and balance affordability with high-quality menu offerings. The shop must also explore alternative revenue models to ensure financial sustainability. By focusing on its vision, commitment to quality, and adaptability, 6slash3 has the potential to become a beloved coffee destination in Lampang.

6Slash3 Coffee Bar in Lampang, Thailand, is aiming to become the top coffee destination in the region. The company's marketing strategy, based on the Segmentation, Targeting, and Positioning (STP) model, focuses on establishing a strong brand presence and fostering community engagement. The target market is coffee enthusiasts aged 25-55, tourists seeking authentic local experiences, and residents who value tranquility and personal care. The strategy includes six sub-strategies: highlighting quality and sustainability, engaging content development, collaborating with influencers, implementing a tiered pricing system, optimizing service delivery, and establishing a robust online presence. The goal is to build a loyal community of coffee enthusiasts and establish a sustainable presence in the competitive coffee market. The strategy aims to build a loyal community of coffee enthusiasts and establish a strong, sustainable presence.





Figure 2 a marketing strategy for the 6slash3 coffee shop in Lampang Province.

Discussion

From the first research objective, the results can be discussed as follows. The recent research on the 6slash3 coffee shop in Lampang Province, Thailand, presents an intriguing case study in small business management within the context of the growing specialty coffee market. This establishment, while relatively new, demonstrates a robust commitment to quality and industry knowledge. However, it grapples with significant challenges, such as fluctuating marketing strategies and operational constraints stemming from reliance on a single owner. These hurdles are not unique to 6slash3 but are reflective of broader issues faced by small and medium-sized enterprises (SMEs) in the region, as identified by Panjawirot & Kamkankaew (2017). Their research underscores that over 60 percent of SME operators in Lampang Province have not adequately considered their competitive environment, including internal weaknesses and strengths in critical areas like marketing, production, and accounting.

This lack of a comprehensive understanding of the competitive landscape, as also discussed by Ashill, Frederikson & Davies (2003) Wilson (2010) Kotler et.al (2018) Park (2020), can hinder a business's ability to adapt and thrive. These studies emphasize the importance of analyzing both external and internal environments to craft strategies that are responsive to changing market conditions. The research of Siriphan Jureimas, Patcharaporn Limpiankannan, and Kamkankaew (2017) further reinforces this viewpoint, highlighting how strategic analysis can enable organizations to compete effectively over the long term.

In the context of 6slash3, the potential for growth and success is evident. The rising trend of premium coffee consumption, coupled with a growing interest in ethical and sustainable production, presents a valuable opportunity. However, this opportunity is tempered by external threats such as the increasing costs of coffee beans and the impacts of climate change. To navigate these challenges, 6slash3 must leverage its strengths in quality and industry knowledge while expanding its reach. This



includes balancing affordability with high-quality offerings and exploring alternative revenue models to enhance financial sustainability.

Moreover, consistent with the findings of Kamkankaew (2016,2017), there is a critical need for SMEs like 6slash3 to conduct thorough analyses of their competitive environments. This approach is not only crucial for overcoming export barriers and improving performance but is also essential for internal organizational growth. By addressing these issues and aligning its strategies with the changing market dynamics, 6slash3 has the potential to establish itself as a distinguished coffee destination in Lampang Province. This case study serves as a valuable example for other SMEs in the region, demonstrating the importance of strategic analysis and adaptability in today's competitive business landscape.

From the second research objective, the results can be discussed as follows. In this recent research, the researcher has focused on the application of marketing strategies in the context of 6Slash3 Coffee Bar in Lampang, Thailand, which seeks to establish itself as a premier coffee destination in the region. Utilizing the Segmentation, Targeting, and Positioning (STP) model, the establishment's marketing approach is centered on building a strong brand identity and fostering community engagement. This strategy targets a diverse customer base including coffee aficionados, tourists seeking authentic experiences, and locals valuing tranquility and personal care.

The research findings indicate that 6Slash3 Coffee Bar's strategy is multi-faceted, encompassing elements such as quality and sustainability emphasis, engaging content development, influencer collaborations, a tiered pricing system, optimized service delivery, and a robust online presence. These sub-strategies are intricately designed to build a loyal community of coffee enthusiasts and establish a sustainable, competitive presence in the market. In the broader context of marketing and marketing management, the research aligns with the frameworks proposed by Kamkankaew, Meesubthong & Sawang (2023). Marketing, as a process of creating, promoting, and delivering products and services, aims to fulfill customer needs while achieving profitability and societal sustainability. Marketing management, blending science and art, involves selecting, reaching, and retaining customers through strategic planning and execution (Vaisati, Chotikhunanon & Khamkhankaew, 2020).

The study particularly emphasizes the importance of the four key processes in marketing management: setting a clear vision and mission, defining business and marketing objectives, developing detailed marketing strategies and programs, and aligning these strategies with the organization's overall goals. This alignment is crucial for evaluating marketing performance and identifying new market opportunities. The case of 6Slash3 Coffee Bar serves as an exemplar for applying these principles. According to Ashill, Frederikson & Davies (2003) Wilson (2010) Kotler et.al (2018) Park (2020), their comprehensive marketing strategy demonstrates a clear understanding of their target audience, value proposition, and competitive positioning. The strategy is dynamic, adaptable based on market feedback, and encompasses various sub-strategies for a holistic approach.

The research concludes that a successful marketing strategy, as exhibited by 6Slash3 Coffee Bar, is not only about meticulous planning and execution but also about continuous adaptation and refinement based on market dynamics. This strategy should be viewed as a dynamic roadmap, evolving to keep the brand relevant and competitive. The success of 6Slash3 Coffee Bar in the coffee market of Lampang, Thailand, could serve as a model for other businesses aiming to establish a strong market presence through well-crafted marketing strategies.

Recommendations

The subsequent recommendations about both managerial and academic contexts are derived from the findings of this study.

Managerial Recommendations

Firstly, the establishment and maintenance of a clear brand personality for 6Slase3 are imperative. This involves ensuring consistency in marketing strategies that resonate profoundly with the target demographic. Such consistency is not merely a matter of aesthetic or thematic alignment but



extends to the core values and messages the brand embodies. This strategic alignment is crucial in fostering brand loyalty and differentiating the brand in a saturated market.

Secondly, the utilization of social media and digital platforms for storytelling and community engagement is a tactical necessity in the digital age. 6Slase3 should prioritize content that highlights its commitment to quality, sustainability, and local community initiatives. This approach not only serves to enhance brand visibility but also establishes the brand as an integral part of the community's fabric, fostering a sense of belonging and loyalty among consumers.

Moreover, focusing on enhancing the customer experience through operational efficiencies, personalized services, and community events can significantly contribute to customer satisfaction and retention. Personalized experiences, in particular, can create a unique value proposition for 6Slase3, distinguishing it from competitors.

Strategic collaborations and partnerships with local businesses and influencers are another pivotal aspect. Such alliances can broaden the shop's reach and contribute to creating a community around the coffee bar. This approach is particularly beneficial in leveraging local networks and resources, which are often crucial for success in niche markets.

Implementing a tiered pricing strategy is also a judicious approach to cater to a diverse customer base. This strategy allows for balancing affordability with premium offerings, thereby accommodating a wider spectrum of consumer preferences and financial capabilities.

Recommendations for Academia

The academic community should indeed conduct more case studies on small businesses in emerging markets. Such studies can significantly expand the body of knowledge concerning marketing strategies and consumer behavior in niche sectors.

Furthermore, the evolving role of digital marketing and social media in the success of small businesses, particularly in niche markets like specialty coffee shops, warrants thorough investigation. This exploration is crucial in understanding the dynamics of modern marketing and the pivotal role of digital platforms in business growth and customer engagement.

Additionally, the impact of sustainability and ethical practices on consumer decision-making processes in the food and beverage industry is another area that merits academic exploration. In an era where consumers are increasingly conscious of ethical and environmental concerns, understanding how these factors influence consumer choices is vital for developing effective marketing strategies.

Finally, researching the influence of local market dynamics, cultural factors, and economic conditions on marketing strategies and business success is imperative. Such research can offer invaluable insights into how local contexts shape business strategies and outcomes, providing a nuanced understanding of the interplay between local conditions and global business practices.



Figure 3 Recommendations for this research



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