



Term 2/2566
INB 2503



INB 2503



Sec 001 Mon 8:00-11:00



Sec 002 Mon 11:00-14:00



https://elfms.ssru.ac.th/wanpiti_fa/

Chat
Messages



- + INB2503 Group 001
- + INB2503 Group 002
- + INB4311 Group 002
- + INB4311 Group 003

Edit

Edit

Edit

Edit

+ ADD AN ACTIVITY OR RESOURCE

Available courses



English for
International
Business

ReadMore »



Marketing for
International
Business

ReadMore »

Slides



DECEMBER

S	M	T	W	T	F	S
					1	2
1	4	5	6	7	8	9 S
2	11	12	13	14	15	16
3	18	19	20	21	22	23 L
4	25	26	27	28	29	30 L
31						

JANUARY

S	M	T	W	T	F	S
5	1	2	3	4	5	6
6	8	9	10	11	12	13 L
7	15	16	17	18	19	20 L
8	22	23	24	25	26	27 D
9	29	30	31			L

FEBRUARY

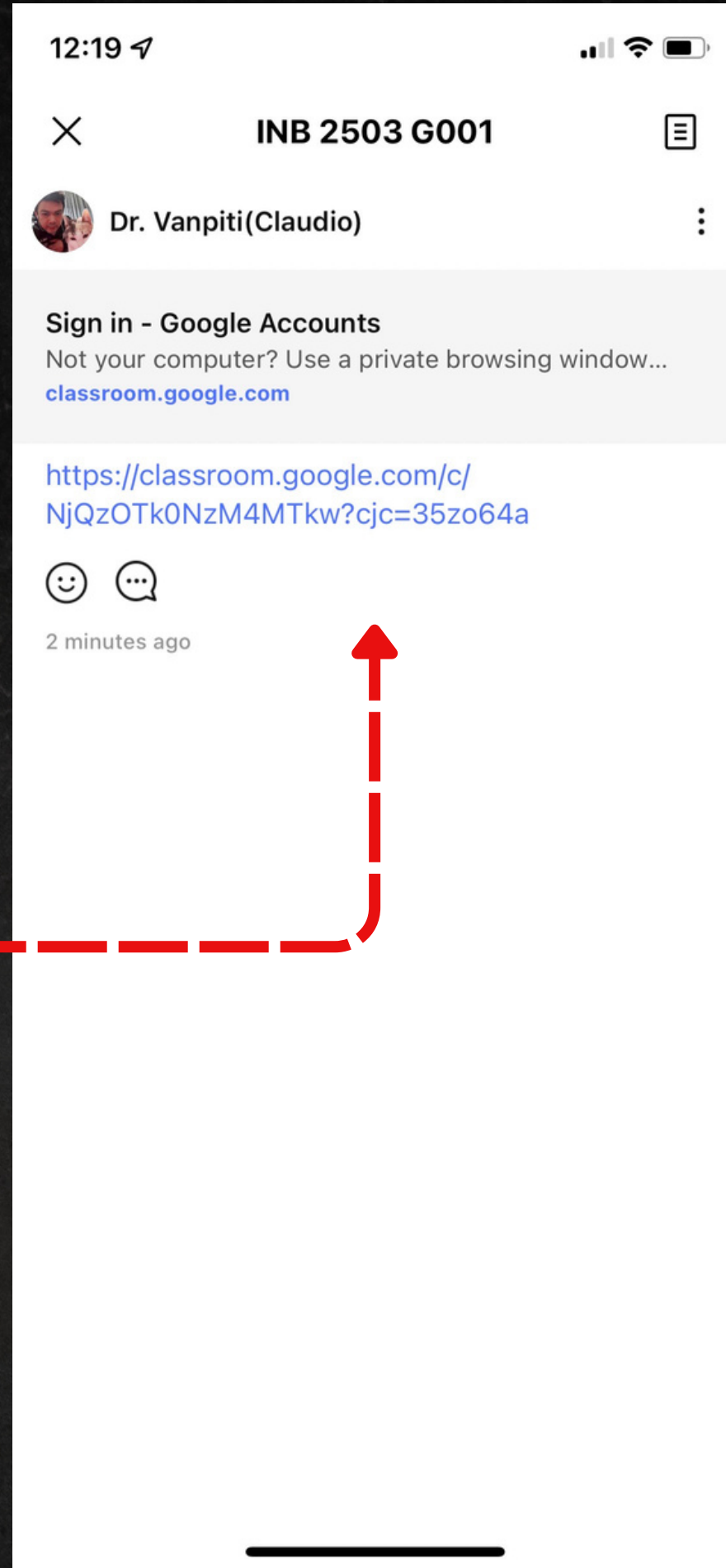
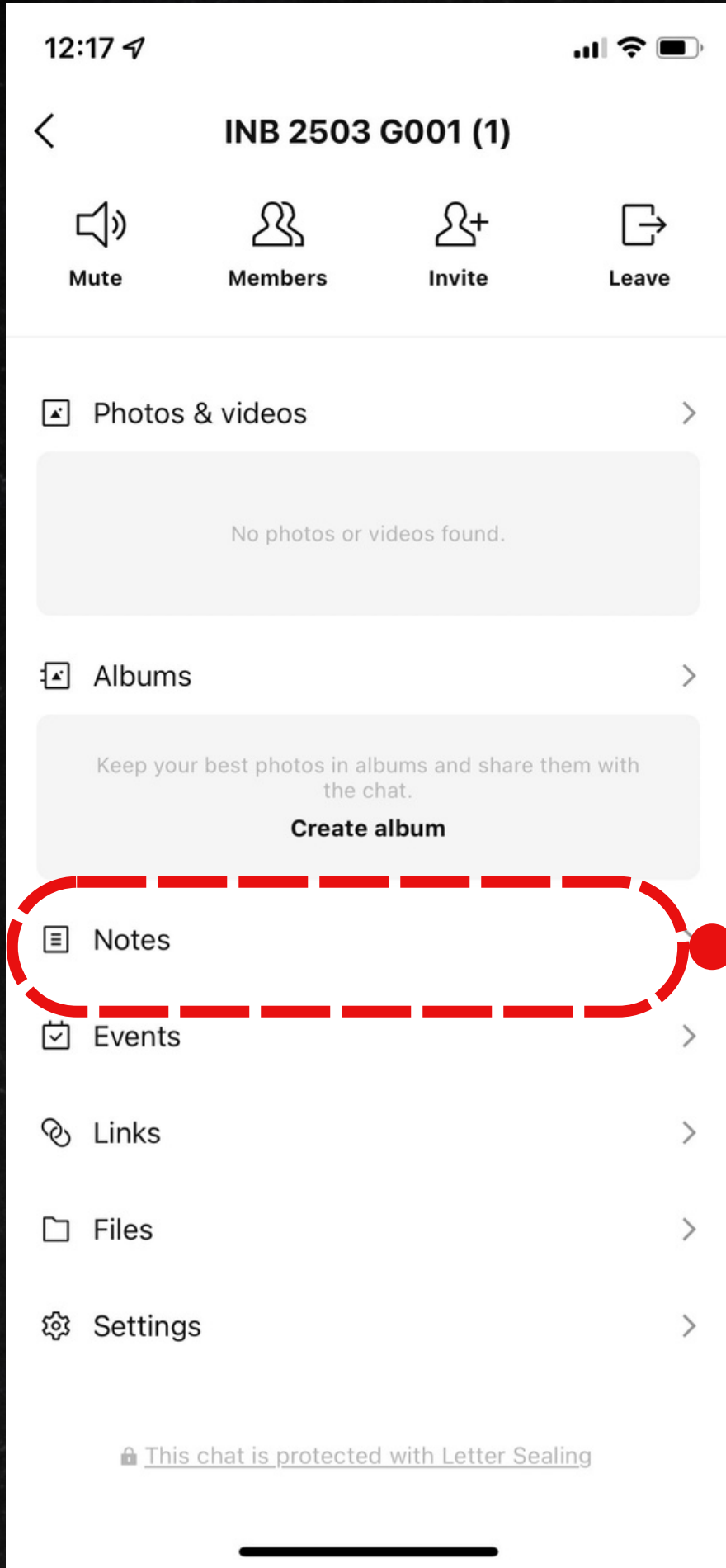
S	M	T	W	T	F	S
				1	2	3
X	10	5	6	7	8	9
D	11	12	13	14	15	16
L	12	19	20	21	22	23
L	13	26	27	28	29	

MARCH

S	M	T	W	T	F	S
					1	2
S	14	4	5	6	7	8
S	15	11	12	13	14	15
	16	18	19	20	21	22
	24	25	26	27	28	29
31						

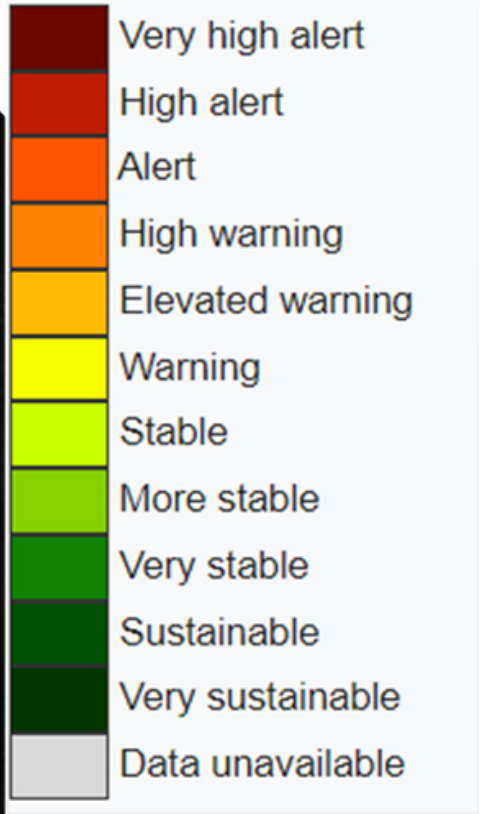
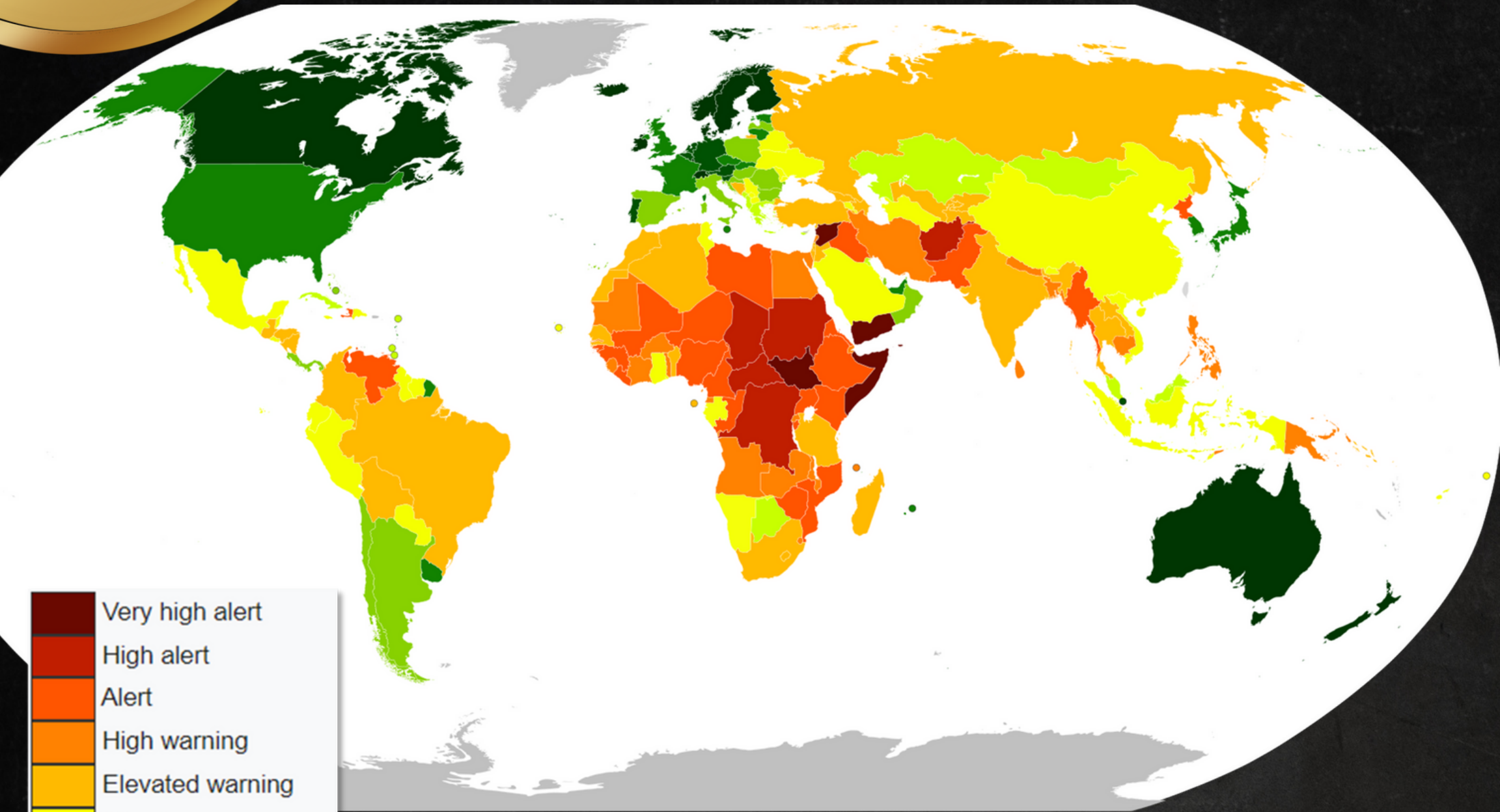
Final Exam

Academic Calendar
INB 2503



Political Stable World Index

TH = 136



Source: The World Bank



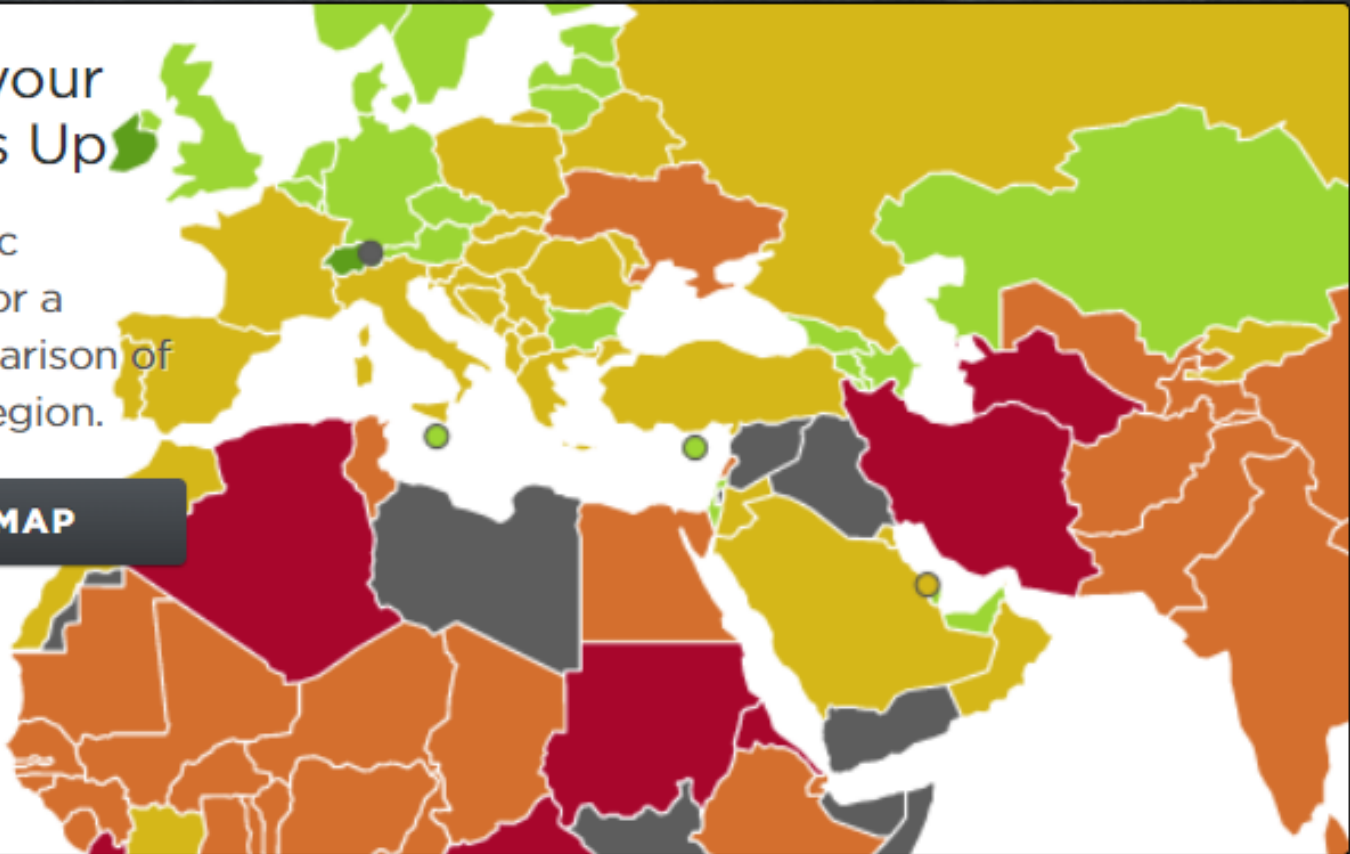
2023 INDEX OF ECONOMIC FREEDOM

- COUNTRY RANKINGS
- GRAPH THE DATA
- INTERACTIVE HEAT MAP
- EXPLORE THE DATA
- DOWNLOADS
- ABOUT THE INDEX

Discover how your Country Stacks Up

Explore our Economic Freedom Heat Map for a stunning visual comparison of the world and your region.

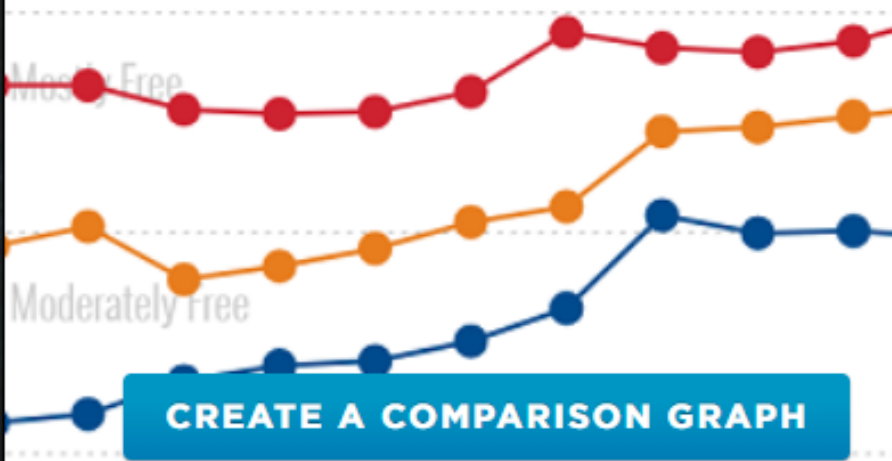
SEE THE HEAT MAP



Promoting Economic Opportunity, Individual Empowerment & Prosperity

For twenty-nine years, the Index of Economic Freedom has measured the impact of liberty and free markets around the globe, and the 2023 Index confirms the formidable positive relationship between economic freedom and progress.

Graph The Data



Top 10 Countries

RANK	COUNTRY	OVERALL	CHANGE
1	Singapore	83.9	-0.5 ▼
2	Switzerland	83.8	-0.4 ▼
3	Ireland	82.0	0.0 —
4	Taiwan	80.7	0.6 ▲
5	New Zealand	78.9	-1.7 ▼
6	Estonia	78.6	-1.4 ▼
7	Luxembourg	78.4	-2.2 ▼
8	Netherlands	78.0	-1.5 ▼
9	Denmark	77.6	-0.4 ▼
10	Sweden	77.5	-0.4 ▼

SEE ALL RANKINGS

Inflation Rate Index

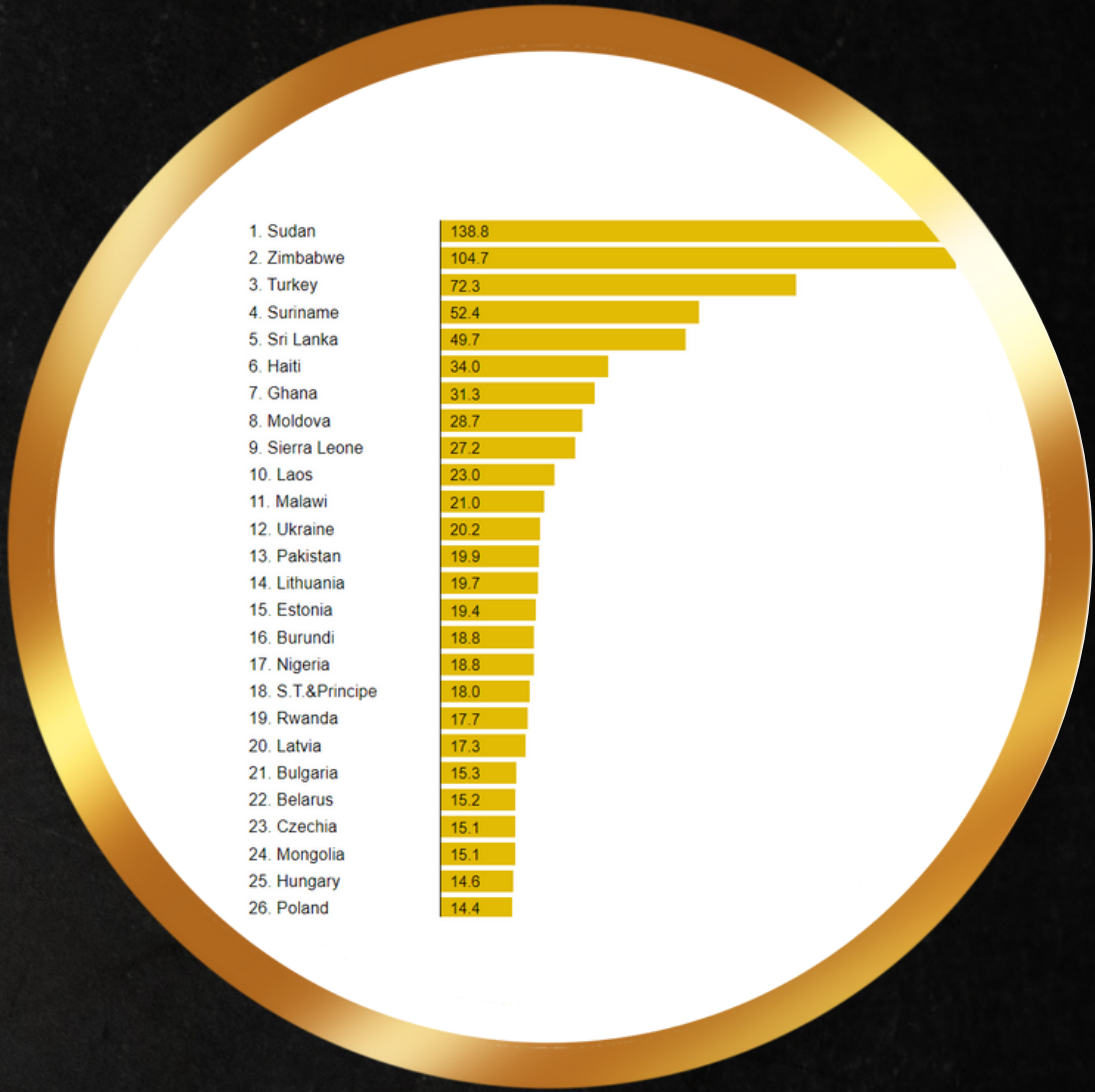
TH = 107 (6.1%)

Inflation: percent change in the Consumer Price Index, 2022: The average for 2022 based on 148 countries was 11.8 percent. The highest value was in Sudan: 138.8 percent and the lowest value was in Macao: 1 percent. The indicator is available from 1960 to 2022. Below is a chart for all countries where data are available.

Measure: percent; Source: The World Bank

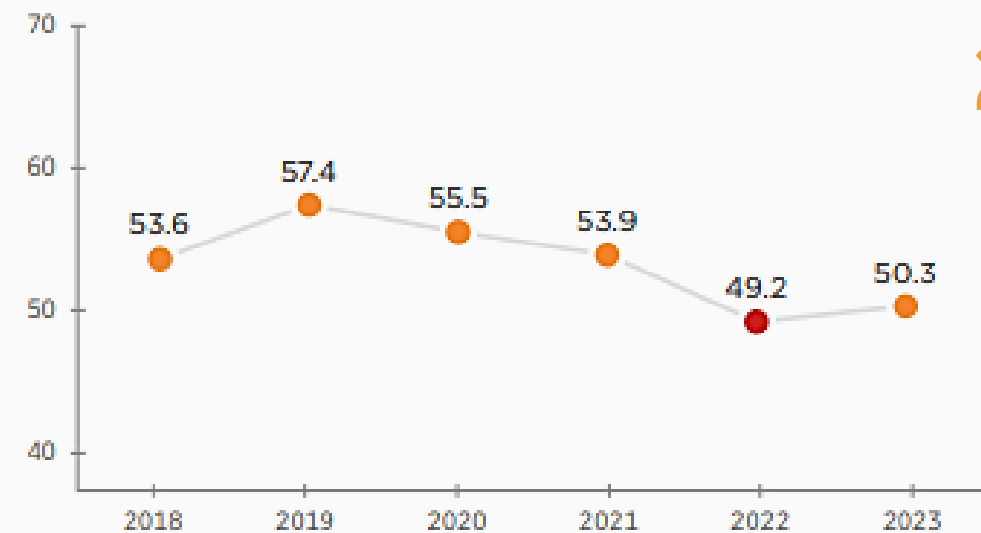
World ▼ [Download data](#)

Countries ▲ ▼	Inflation, 2022 ▲ ▼	Global rank ▲ ▼	Available data ▲ ▼
Sudan	138.8	1	1960 - 2022
Zimbabwe	104.7	2	2010 - 2022
Turkey	72.3	3	1960 - 2022
Suriname	52.4	4	1960 - 2022
Sri Lanka	49.7	5	1960 - 2022
Haiti	34	6	1960 - 2022
Ghana	31.3	7	1965 - 2022
Moldova	28.7	8	1992 - 2022
Sierra Leone	27.2	9	2007 - 2022
Laos	23	10	1989 - 2022
Malawi	21	11	1981 - 2022
Ukraine	20.2	12	1993 - 2022



Source: The World Bank

RECENT FREEDOM TREND



2023

QUICK FACTS

POPULATION:
7.4 million

GDP (PPP):
\$62.6 billion
2.1% growth in 2021
5-year compound
annual growth 3.9%
\$8,489 per capita

UNEMPLOYMENT:
9.4%

INFLATION (CPI):
3.8%

FDI INFLOW:
\$1.1 billion

PUBLIC DEBT:
93.5% of GDP

2021 data unless otherwise noted. Data compiled as of September 2022

LAOS

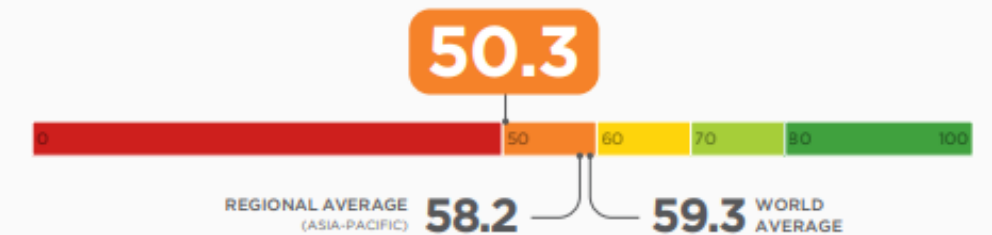
WORLD RANK: **147**
REGIONAL RANK: **32**
ECONOMIC FREEDOM STATUS: **MOSTLY UNFREE**

Laos's economic freedom score is 50.3, making its economy the 147th freest in the 2023 *Index*. Its score is 1.1 points higher than last year. Laos is ranked 32nd out of 39 countries in the Asia-Pacific region, and its overall score is below the world and regional averages.

Deeper institutional reforms are needed in many areas of the Laoian economy to encourage broad-based long-term economic development. As indicated by low scores for property rights and freedom from corruption, the overall legal framework is inefficient and lacks transparency. The rule of law is undermined by corruption and political interference.

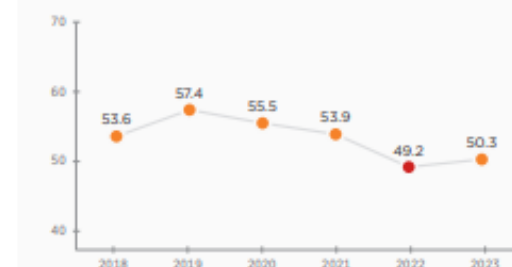
2023

ECONOMIC FREEDOM SCORE



HISTORICAL INDEX SCORE CHANGE (SINCE 1996): +11.8

RECENT FREEDOM TREND



QUICK FACTS

POPULATION:
7.4 million

GDP (PPP):
\$62.6 billion
2.1% growth in 2021
5-year compound
annual growth 3.9%
\$8,489 per capita

UNEMPLOYMENT:
9.4%

INFLATION (CPI):
3.8%

FDI INFLOW:
\$1.1 billion

PUBLIC DEBT:
93.5% of GDP

2021 data unless otherwise noted. Data compiled as of September 2022

2022

WORLD RANK: **151**
REGIONAL RANK: **33**
ECONOMIC FREEDOM STATUS: **REPPRESSED**

LAOS

Laos's economic freedom score is 49.2, making its economy the 151st freest in the 2022 *Index*. Laos is ranked 33rd among 39 countries in the Asia-Pacific region, and its overall score is below the regional and world averages.

The Laoian economy grew slowly over the past five years, with only a modest decline in 2020. After an initial uptick, economic freedom has declined in the past half-decade. Driven lower by score decreases in fiscal health and rule of law, Laos has recorded a 4.8-point overall loss of economic freedom since 2017 and has fallen from the "Mostly Unfree" category to the "Repressed" category. An economy relatively unburdened by taxation and government spending may be a bright spot, but judicial effectiveness and financial freedom in Laos are among the worst in the world.

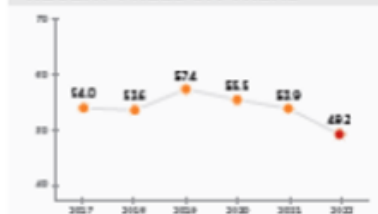
IMPACT OF COVID-19: As of December 1, 2021, 178 deaths had been attributed to the pandemic in Laos, and the government's response to the crisis ranked 2nd among the countries included in this index in terms of its stringency. The economy contracted by 0.4 percent in 2020.

ECONOMIC FREEDOM SCORE



HISTORICAL INDEX SCORE CHANGE (SINCE 1996): +10.7

RECENT FREEDOM TREND



QUICK FACTS

POPULATION:
7.3 million

GDP (PPP):
\$58.9 billion
-0.4% growth in 2020
5-year compound
annual growth 4.9%
\$8,111 per capita

UNEMPLOYMENT:
1.0%

INFLATION (CPI):
5.1%

FDI INFLOW:
\$968.0 million

PUBLIC DEBT:
68.0% of GDP

2020 data unless otherwise noted. Data compiled as of September 2021

BACKGROUND: Laos is a one-party state. In the early years of its rule, the Communist government that took power in 1975 destroyed the economy. Minimal liberalization, begun in 1986, has yielded some progress, but civil liberties remain heavily restricted. In 2021, the National Assembly elected former Prime Minister Thongloun Sisolath to a five-year term as President of Laos and General Secretary of the Lao People's Revolutionary Party. He is the first non-military civilian to be so elected. According to the World Bank, Laos has enjoyed a rapid decline in poverty rates, which dropped from 46 percent in 1993 to 18 percent in 2019. Approximately 80 percent of the rural population works in subsistence farming. The economy relies heavily on exports of such natural resources as copper, gold, and timber.

QUICK FACTS

POPULATION:
7.3 million

GDP (PPP):
\$58.9 billion
-0.4% growth in 2020
5-year compound
annual growth 4.9%
\$8,111 per capita

UNEMPLOYMENT:
1.0%

INFLATION (CPI):
5.1%

FDI INFLOW:
\$968.0 million

PUBLIC DEBT:
68.0% of GDP

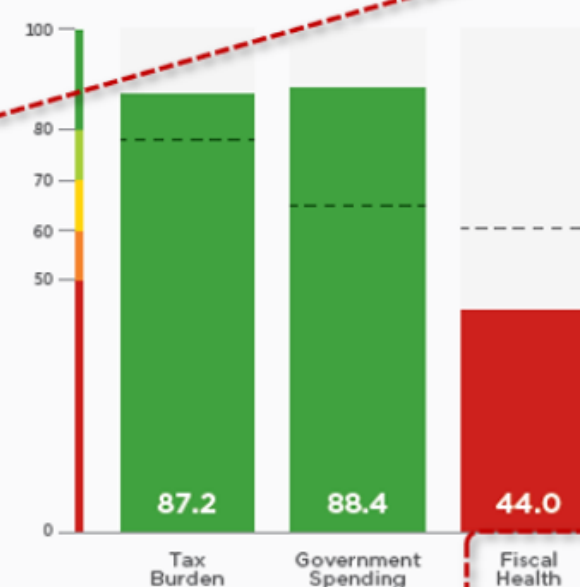
41.26%

88%

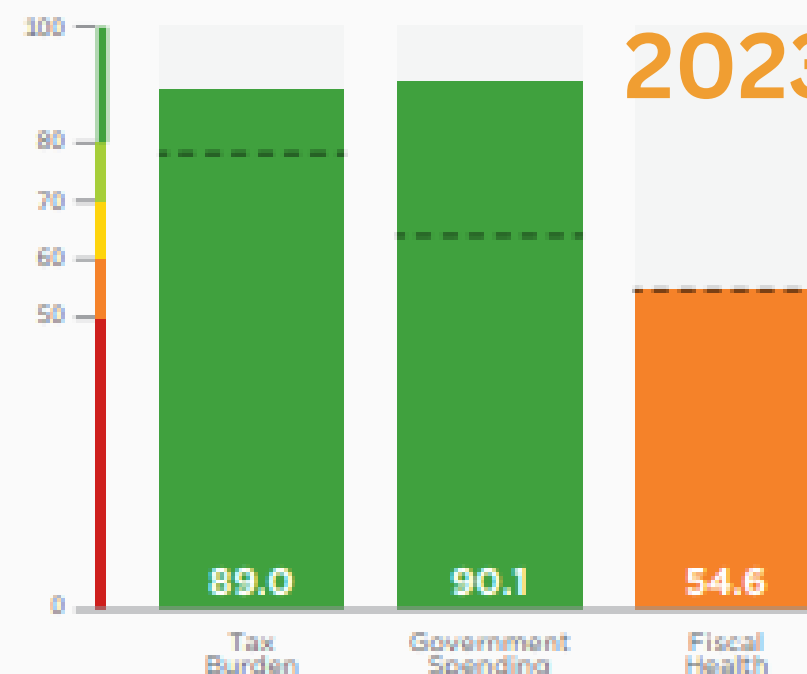
2023

2020 data unless otherwise noted. Data compiled as of September 2021

GOVERNMENT SIZE



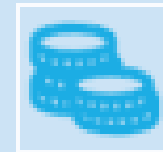
2023



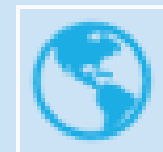
MEGA – National Multi - National

The company focus on manage from their head quarter.

TOYOTA, APPLE and TESLA



Cost Reduction

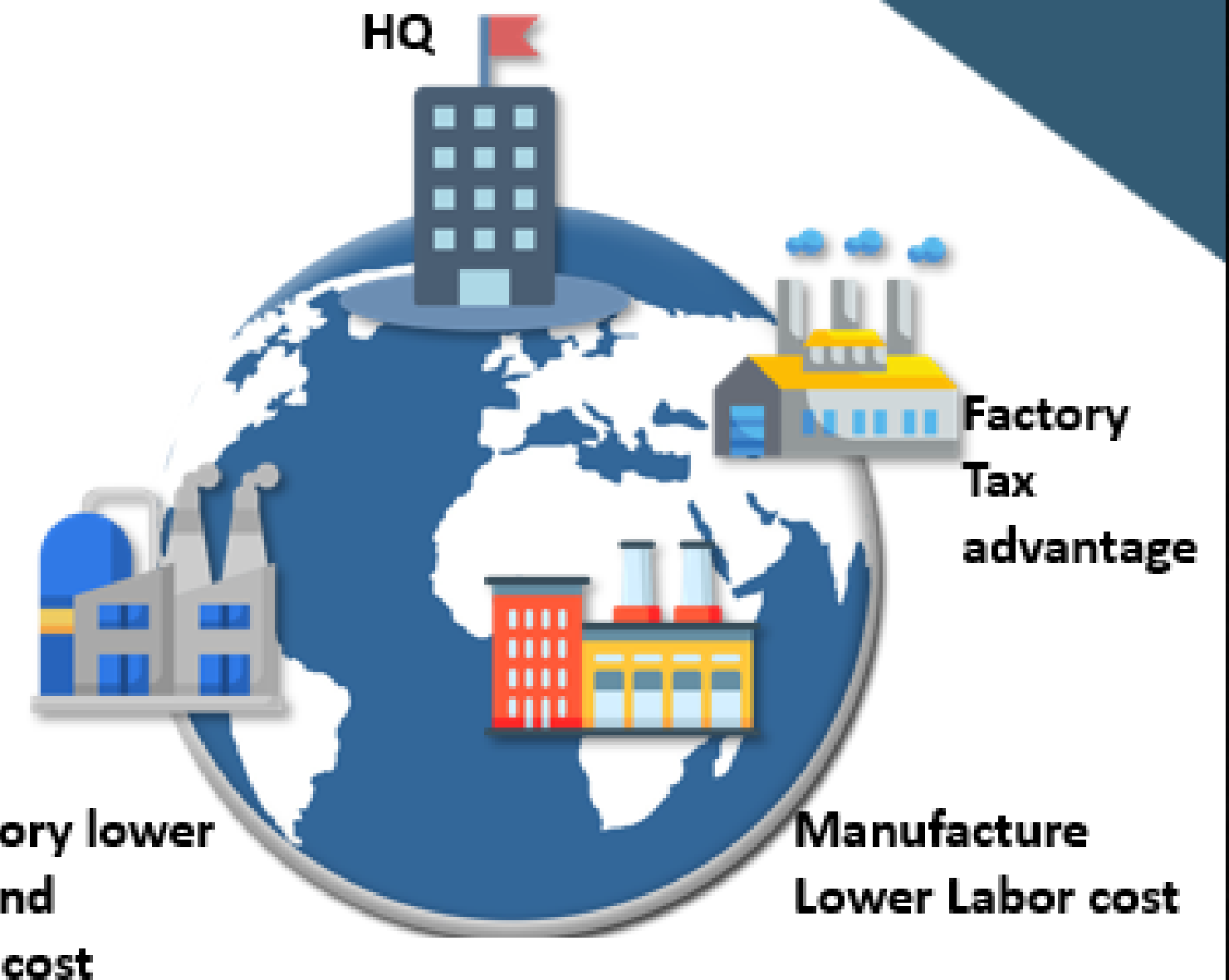


Focus on global integration

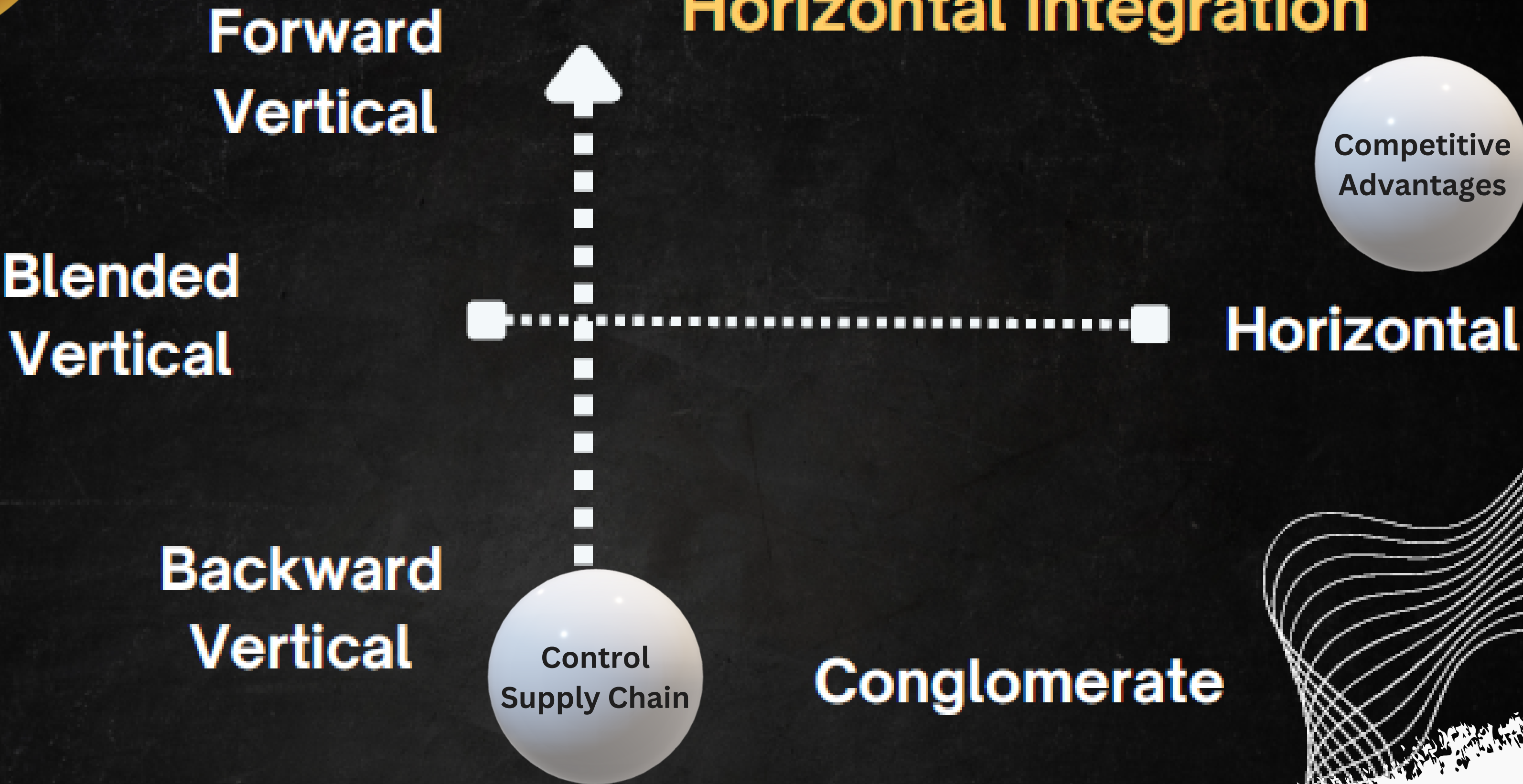


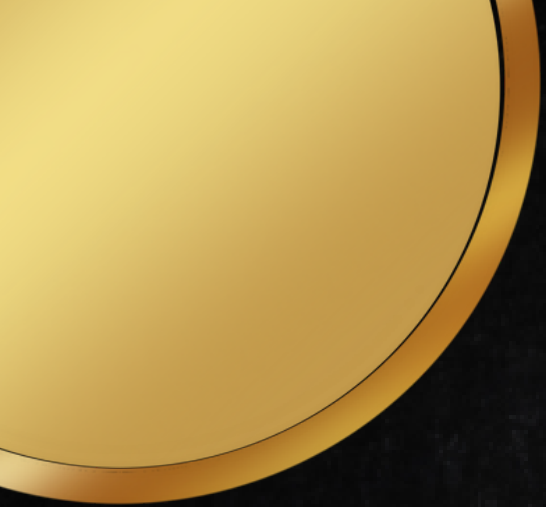
See the whole global as resources

Example manufacture of vehicle part or iPhone parts in developing countries for lower labor cost.
IT service from India for lower cost

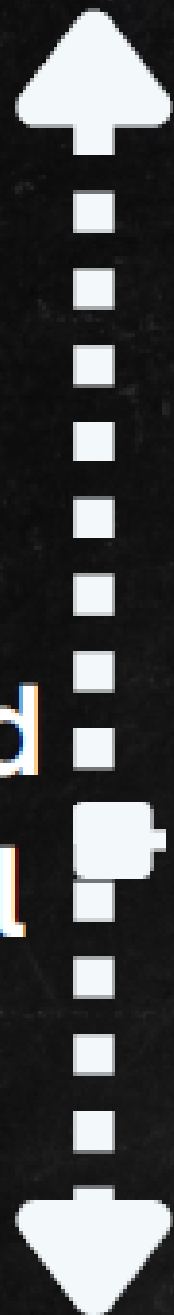


Vertical Integration & Horizontal Integration





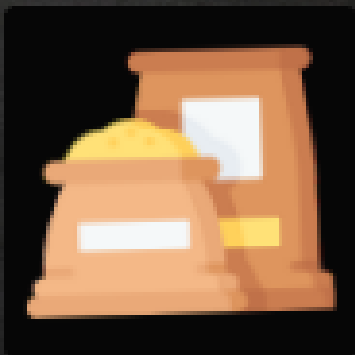
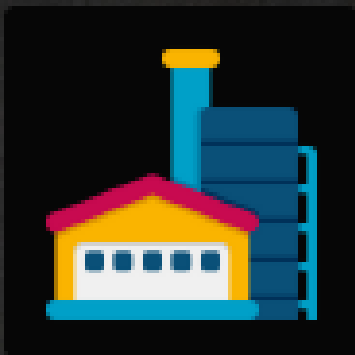
Blended
Vertical



Forward
Vertical



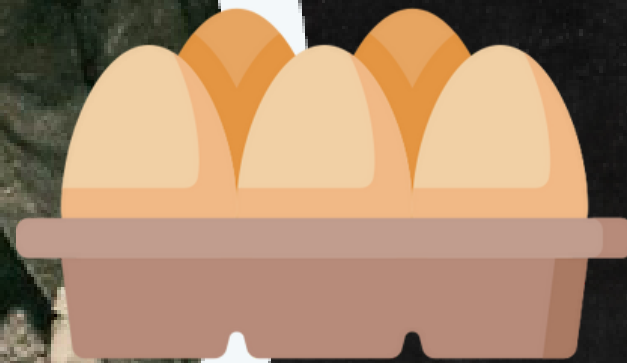
Backward
Vertical



Conglomerate

Horizontal





1950



2012



Credit : CNBC



\$4.99



= 2 Millions / Year

Lost 30 - 40
Millions / Year



Baby Chic

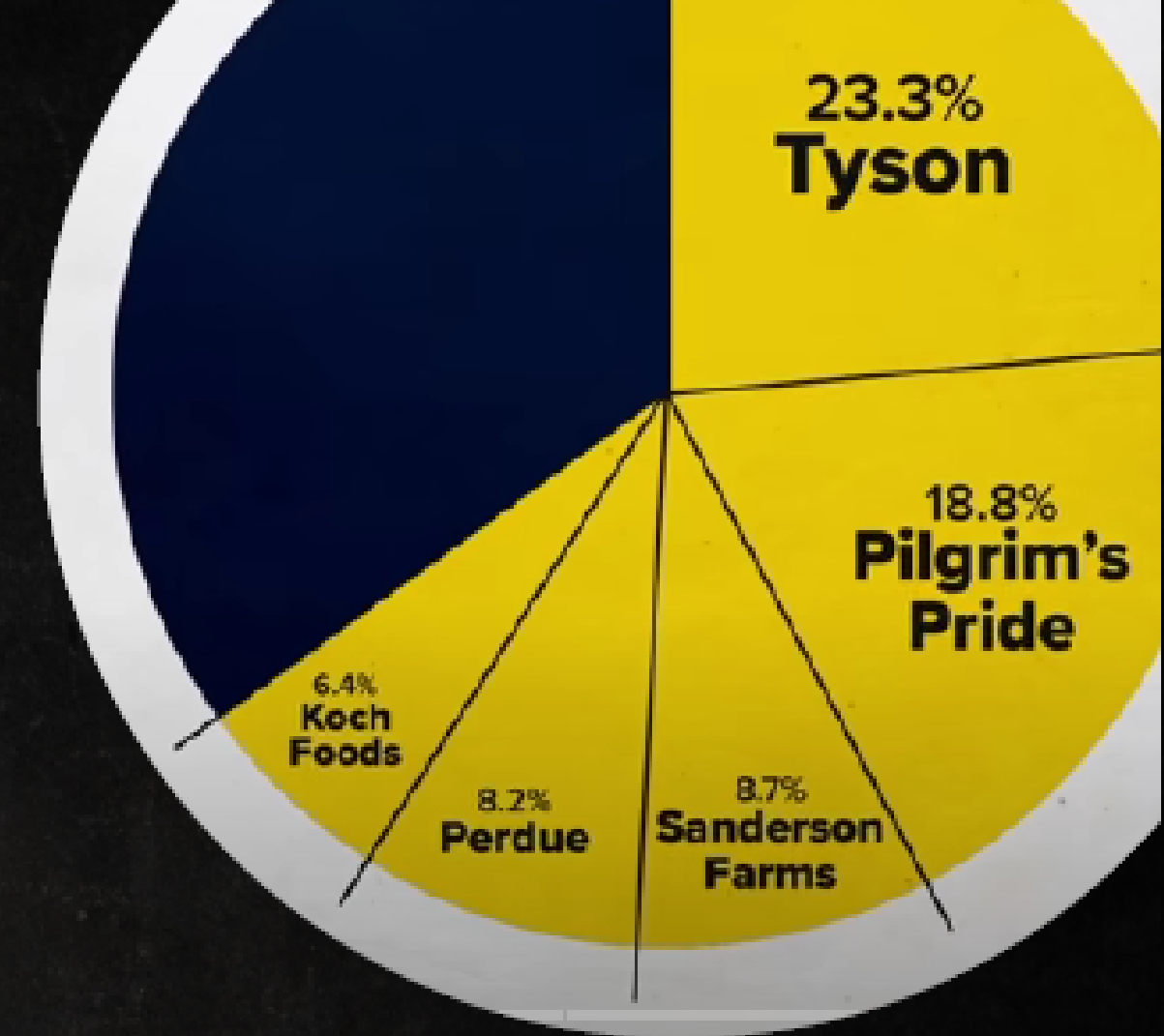


Feed



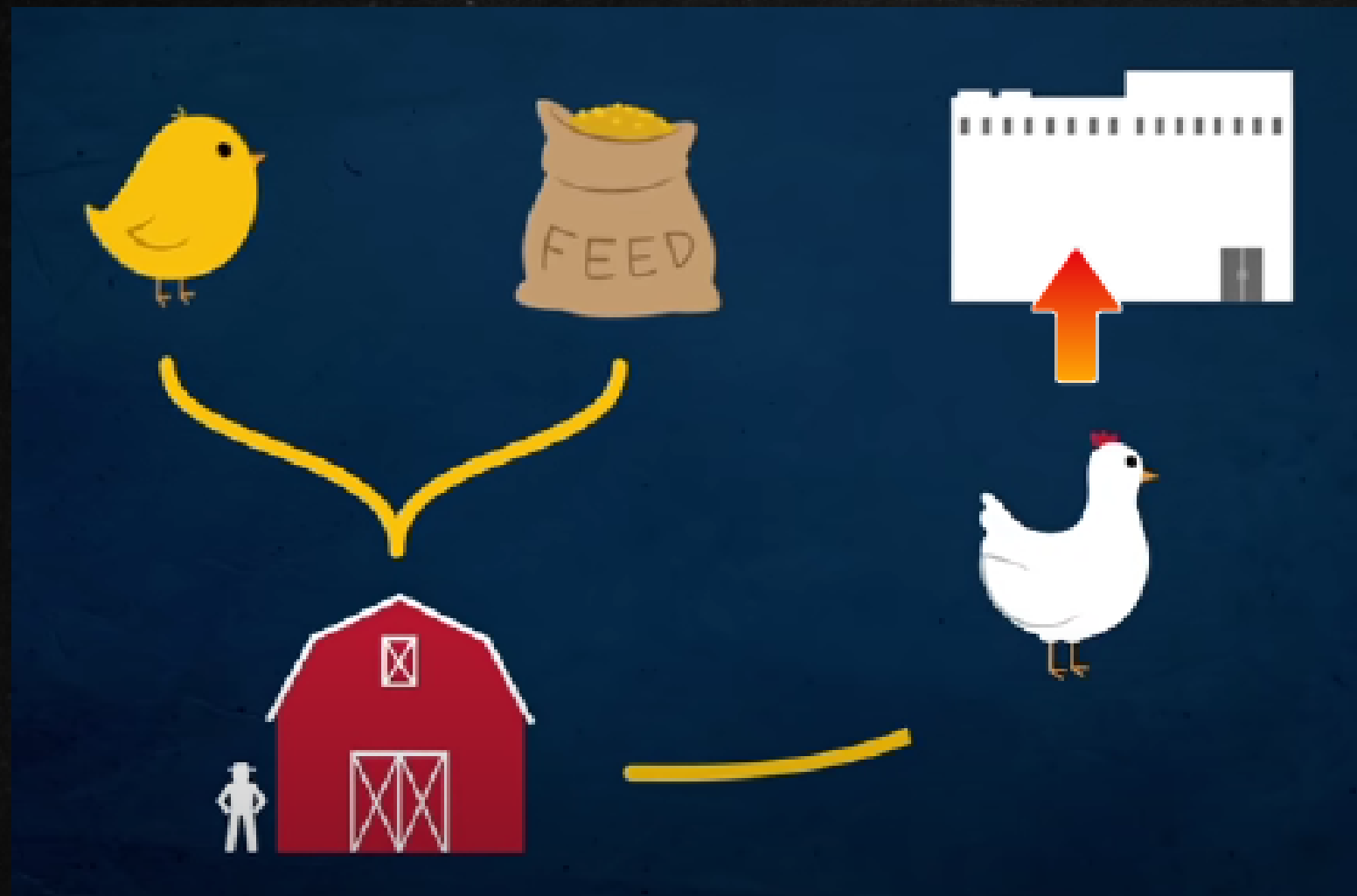
Final Product

Credit : CNBC

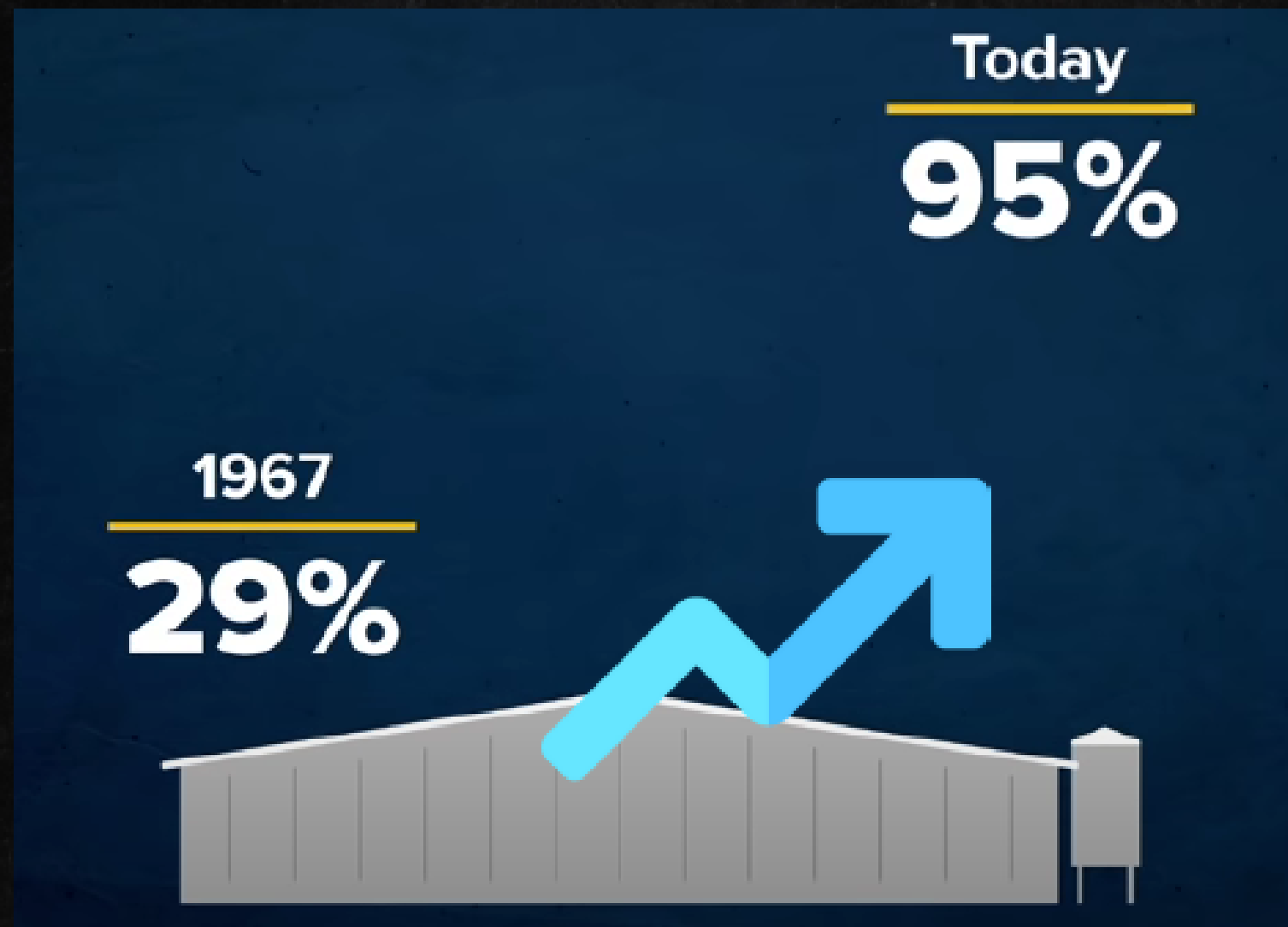




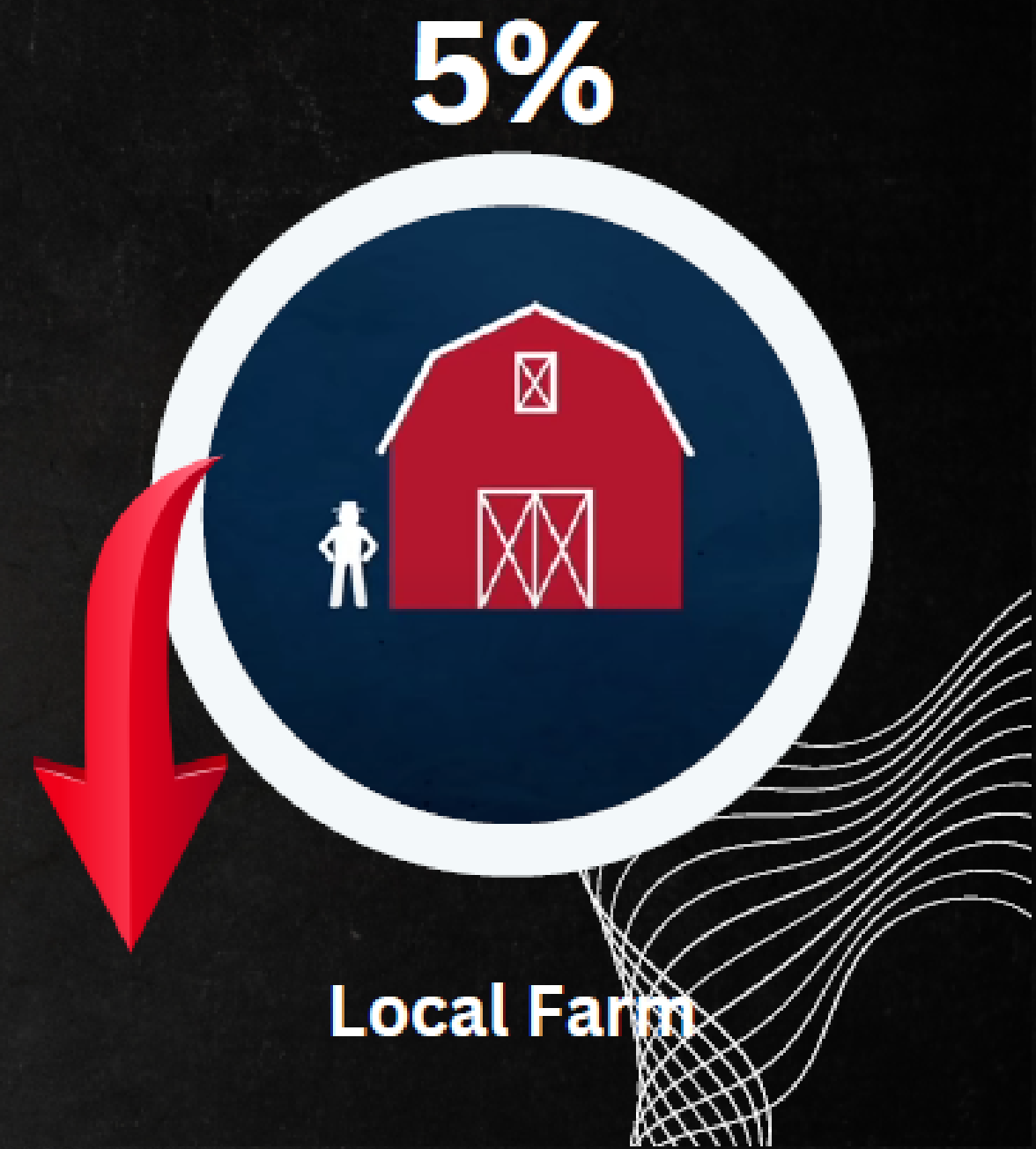
Vertically Integrated Agriculture



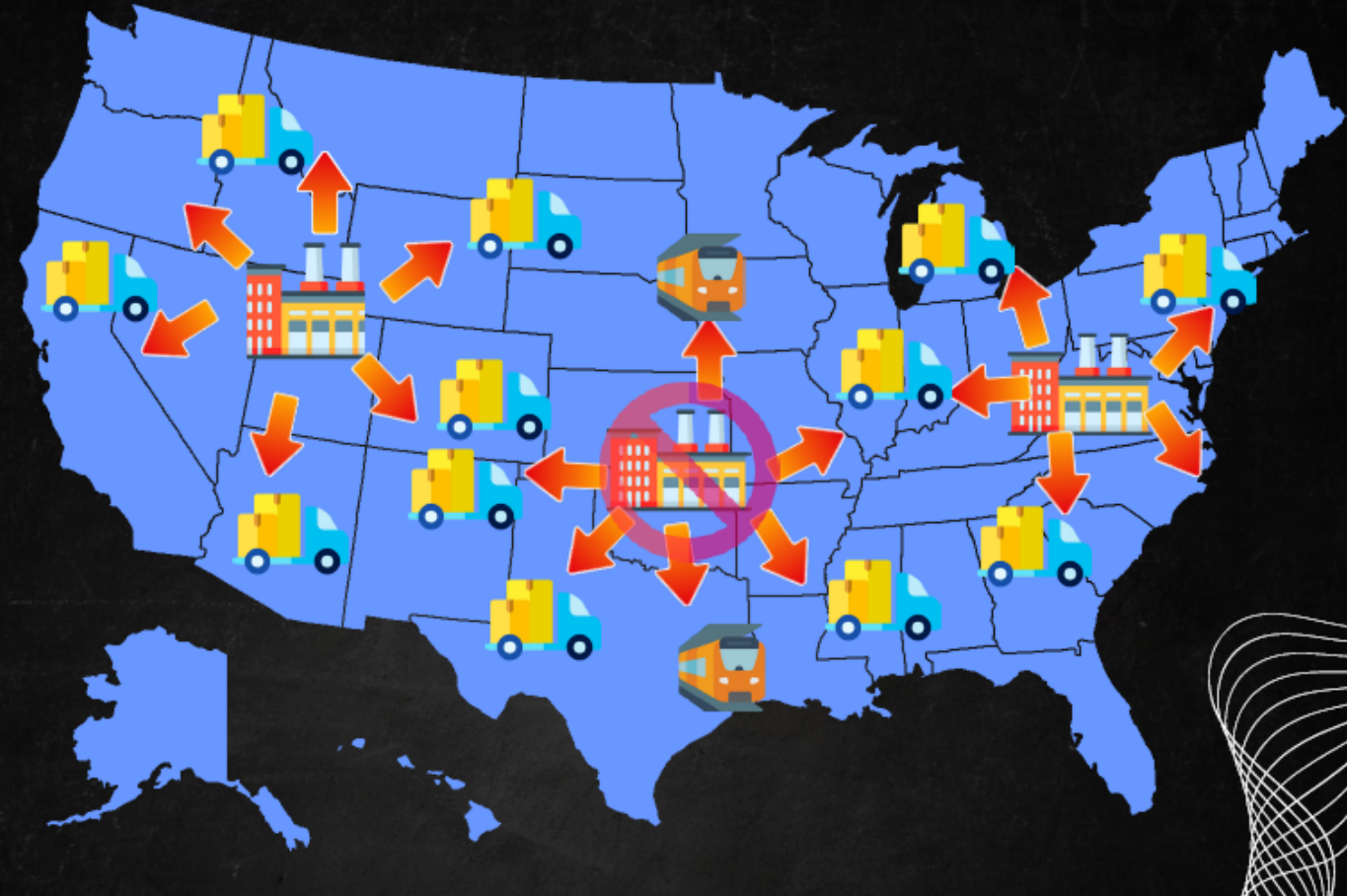
Credit : CNBC



MEGA - Vertically Integrated Farm



Local Farm



1930s



1947



22 %



16 %



21 %

1989



(USD) \$1.5 B

2001



(USD) \$3.2 B

2014



(USD) \$7.7 B

2018





Multimedia Sessions



Jollibee VS. MacDonald's

Credit :



KFC VS. MacDonald's (China Market)

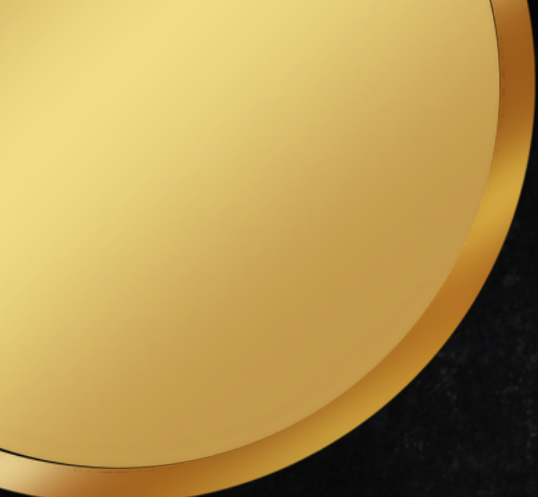
Credit :



KFC VS. MacDonald's (Israel Market)

Credit :



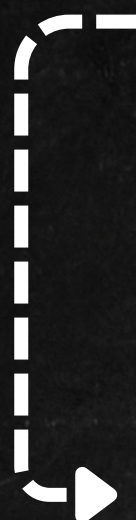


40 Years
Half Number
of Branches
Half Revenue
(in Philippines)

● Value Family

● Similar
Pricing
Level

● Sweeter
adapted
to local
Taste

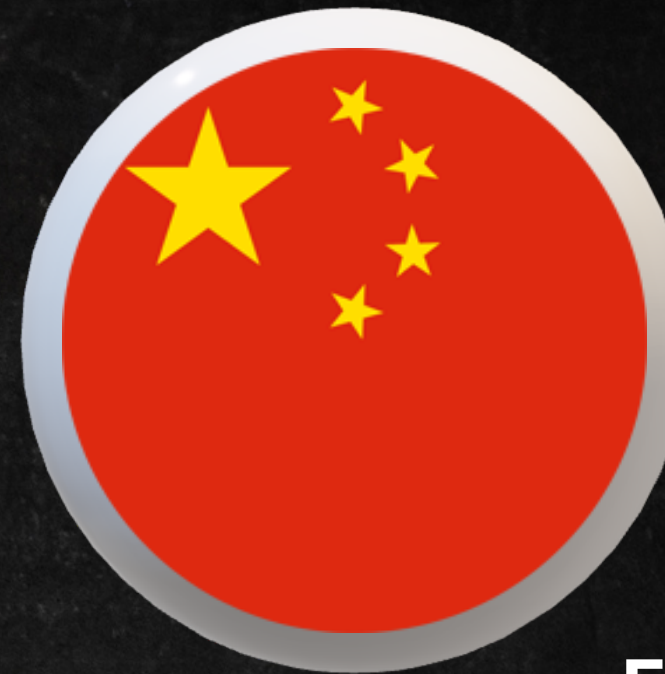


- 1. Jolibee
- 2. McDonald's
- 3. Chowking
- 4. Meng Inasal
- 5. Greenwich Pizza
- 6. Burger King





Adapted Menu



Fewer Adapted
Brand image target



Target 100 Branches
in 5 Years
10 in 10 Years



- Kosher
- Halal

2 years Develop Kosher rep

Chicken meat is common food
no reason to eat outside.

Slaughtered chicken in
kosher standard high cost





Discussion Session



Thank You