

**Title:** Market analysis and Marketing Strategies of Weilong latiao in the Thai market

**By:** Zeng Shu **Identification** 65BB987005

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## ABSTRACT

With the further development of globalization, Chinese food enterprises are gradually expanding their overseas markets. In the development of Chinese food brand, Weilong latiao is approaching the bottleneck in the domestic market. Therefore, it needs to actively explore the international market and find new growth points of performance. There are a large number of Chinese in Southeast Asian countries, which is one of the important destinations for Chinese enterprises. The purposes of this paper are to analyze the acceptance and sales potential of Weilong Latiao in the Thai market, and to explore how to effectively enter and expand its business in the Thai market. Based on the in-depth study of Thai consumers' taste preferences, cultural differences, market environment and competition pattern, this paper puts forward a series of targeted marketing strategies. The study found that Weilong latiao has great market potential in

Thailand, but it also faces many challenges. The conclusion of this paper provides theoretical support and practical guidance for the promotion strategies of Weilong latiao in Thailand market.

**Keyword:** Weilong latiao ; Thailand market ; Marketing strategies

