

**Title:** Analysis of Marketing Management of Byd Automobile in Thailand

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## ABSTRACT

The traditional automobile industry brings many conveniences to people, but also brings environmental pollution, traffic congestion, energy crisis and other problems. With the progress of science and technology, new energy vehicles have gradually entered people's field of vision, and they have gained wide attention and recognition all over the world with a series of advantages such as energy saving, environmental protection and easy operation. In the research and development team of new energy vehicles, BYD Automobile Company is at the forefront, but it is also facing challenges from all sides.

In terms of new energy vehicles in Thailand, in 2023, Thailand experienced the rapid growth in electric vehicle market. The EV3.0 measure has attracted many electric vehicle brands to enter the Thai market and invest in the production of electric vehicles in Thailand. The Thai government has also launched the second phase of measures to promote the popularity of electric vehicles (EV3.5). Kasikorn Research Center predicts that Thailand's pure electric vehicle sales will reach 85,000-100,000 units in 2024, a

year-on-year increase of 25%-47%, which represent opportunities for electric vehicle companies including BYD.

Based on the research, this paper first analyzes the Thai market environment of BYD by using PEST analysis method, and then analyzes the strengths, weaknesses, opportunities and threats of BYD's marketing by using SWOT analysis method, thus providing sufficient basis for BYD new energy vehicle to formulate marketing strategies in the Thai market. Finally, this paper analyzes the current situation and existing problems of BYD in Thailand, and puts forward marketing strategies based on 4P Theory. At the same time, it puts forward specific measures to ensure the realization of the marketing strategy, in order to promote the research and development and marketing of BYD Company in Thailand.

**Keywords:** Electric vehicle market, 4P Theory, BYD Automobile Company

