

SUCCESS IN BUSINESS MANAGEMENT OF THE AIS TELEWIZ SHOP.

Dararat Vichitsopapan¹ and Chandej Charoenwiryakul²

Graduate School, Suan Sunandha Rajabhat University, Bangkok, Thailand

E-mail: dararat111@gmail.com, chandej.ch@ssru.ac.th²

ABSTRACT

The objective of this research was to study the factors affecting the success in business management of the AIS Telewiz shop. The sample consisted of 300 AIS Telewiz shop manager, by using quantitative research and used the structural equation model to analyze the data. The results showed that Omni Channel, location, and organizational structure had an impact on the success in business management of the AIS Telewiz shop, respectively.

Keyword: Omni Channel, AIS Telewiz, organizational structure

INTRODUCTION

The telecommunication business has been increasingly playing more roles of connecting people and things around us. AIS has placed emphasis to continuously develop telecommunication technologies. Providing the best customer experience remains at the very core of AIS and its business. AIS has launched full 2G, 3G and 4G services covering 77 provinces all across Thailand as well as broadband internet services in 28 provinces. To maintain a position of leadership in the telecommunication business and to become a leading digital life service provider in Thailand, AIS aims to build and extend a strong network of business partners and together provide services from the heart to all customers.

Trends in technological development lead to changes in the customers' behavior. Today, many customers enjoy using digital products and services that are convenient and fast. This leads to the continuous changes and growth in telecommunication, multimedia and IT products and services. It is a new opportunity as well as a new challenge for us to drive new development and innovations which can serve customer are changing demands.

AIS Telewiz is a marketing arm and is an agent of AIS, the number 1 concession provider of mobile communications systems in Thailand. AIS Telewiz has been in business for over 20 years. Currently, there are 439 AIS Telewiz shops nationwide. This has scope for operational management at the point of sale only. The service business is the same as the AIS Shop which is operated directly by AIS. AIS Telewiz can provide equivalent services such as changing promotions, selling mobile phones, and various mobile phone accessories, etc. But canceling the monthly system number can be done at AIS SHOP only. However, AIS Telewiz shops are low in profits and some are profitable or unprofitable.

Research objectives

The objective of this research was to study the factors affecting the success in business management of the AIS Telewiz shop.

Scope of Research

This research studied only at AIS Telewiz shops nationwide.

LITERATURE REVIEW

Entrepreneurial success is a matter of interest and is defined in many educational contexts. Most studies are usually indicated by revenue, sale growth or turnover, such as earnings per share (EPS) that are above industry averages or results. Return on equity (ROE) or return on asset (ROA), all of which are financial indicators (Ling & Hung, 2010; Chang, 2012; Chien, 2013). It's easy to measure and notice changes (Amit, McRimmon, Ziestsma, & Oesch, 2000; Huang, 2008; Perren, 2000).

Watson, Zinyowera, & Moss, (1988) gave a consistent opinion with Dafna, (2008) that found that entrepreneurs who are able to continuously operate and sell products are successful entrepreneurs. On the other hand, entrepreneurs who lack skills and are not successful will not be able to operate efficiently and may eventually have to abandon their business.

In the past, there were separate customer service channels that had been separated from each other without entirely connecting points. When the era of big data technology came into play and improved to become an omni channel, which means communicating with customers in many ways. In order to meet customer satisfaction and create a good experience for customers intelligently and seamlessly, is a CRM system in the economic and social era 4.0 by integrating those communication channels, both online and offline. For example, customers go to choose clothes through the website and want to pick up the product at the branch, the system will check the available products and let the customer choose the nearest and most convenient branch. When customers arrive at the store, the staff will retrieve the clothes that the customers want and analyze the purchasing behavior which will lead to the offering of other products to increase more sales opportunities. This will make customers satisfied and have the opportunity to return to buy again.

The organizational structure is another variable that can affect the success of management. Annart Watjinda (2010) defines the organizational structure as a structure showing the relationship between power, duty, responsibility, size of control, centralization, and executive decentralization. While Pracha tansaenee, (2007) gives the meaning that the structure is established according to the process or function of the work, by recruiting people to work together in various departments to achieve the set objectives or to establish a system Regulations for 2 or more people to achieve their goals. However, a good organizational structure will help streamline operations to reduce duplication or conflicts in duties. And helps personnel to know the scope of work and responsibilities, including executives able to make management decisions correctly and quickly

RESEARCH METHODOLOGY

This study uses survey research and population is the manager of the AIS Telewiz shop in 77 provinces. The sample consisted of 300 people, calculated from 20 times the variables (Kline, 2005) using multi-step randomization. The first step, random selected by classifying AIS Telewiz shops by province. The second step, determines the proportion of the sample in each province. The final step, use systematic random sampling according to the roster. The instrument used in this research was a questionnaire that passed the content validation and reliability validation with Cronbach 'alpha = 0.850 and used the structural equation model for data analysis.

RESULTS

The results showed that Omni Channel, location, and organizational structure had an impact on the success in business management of the AIS Telewiz shop, respectively.

DISCUSSIONS AND CONCLUSIONS

The Omni Channel and location have the greatest impact on the success in business management of the AIS Telewiz shop because the AIS Telewiz shops will retrieve the information about the needs or the products that customers need, as well as analyze the purchasing behavior which leads to the offering of other products, to increase more sales opportunities. Therefore, customers are satisfied and have the opportunity to return to buy new products in the future. While the location is responsible for communicating the image of the AIS Telewiz shop and is also providing convenience to customers. In line with Kotler's concept (2016) that customers will choose the closest and most convenient store for the convenience of their customers. This increases the chances of reaching more products. Management of product display within the store and in front or outside the store in ways that is effective and influences the stimulation of motivation to buy products. This is consistent with the research by Cornelius (2010) that found that store displays help increase store interest and cause unplanned visits to stores.

Suggestion

AIS Telewiz must focus on customer relationship management and use the Omni-Channel as a strategy, the customers can buy products anytime, anywhere. AIS Telewiz offline shops will become an extension of business and the online shop will be the main shop instead. This is truly creating a good experience for customers.

REFERENCES

- [1] Pracha tansaene. (2007). *A model of factors affecting the career success of senior executives of public companies in the information and communication technology industry group of the Stock Exchange of Thailand*. Doctor of Philosophy, Ramkhamhaeng University.
- [2] Amnart Watjinda (2010). *Assessment of the organization by McKinsey 7S*. Retrieved September 1, 2019 from http://www.hrcenter.co.th/index.php?module=columns_detail&ColumnID=647
- [3] Amit, R., McRimmon, K. R., Ziestsma, C. & Oesch, J. M. (2000). Does money matter? Wealth attainment as the motive for initiating growth-oriented technology ventures. *Journal of Business Venturing*, 10(2), 95-106.
- [4] Chang, C. M. (2012). Verification of the effects of balance score-card implementation on a company's financial performance: Using intellectual capital accumulation as the mediator. *The Journal of Global Business Management*, 8(2), 9-12.
- [5] Chien, Y. C. (2013). The effects of organizational performance on the intellectual capital accumulation of Taiwan-listed biotechnology companies: Organizational citizen behavior as a moderator. *The Journal of Human Resource and Adult Learning*, 9(1), 40-54.
- [6] Cornelius, B., Natter, M. & Faure, C. (2010). How store front displays influence retail store image. *Journal of Retailing and Consumer Services*, 17, (2), 143-151.

- [7] Dafna, K. (2008). Managerial performance and business success: Gender differences in Canadian and Israeli entrepreneurs. *Journal of Enterprising Communities: People and Places in the Global Economy*, 2(4), 300-331.
- [8] Huang, H. C. (2008). *Intellectual capital, Value creation and Firm performance: Evidence from the Taiwanese industries*. Unpublished dissertation, Jinan University, China.
- [9] Kline, R. B. (2005). *Principle and practice of structural equation modeling*. New York: The Guilford Press.
- [10] Kotler, P. & Keller, K. (2016). *Marketing management* (15th ed.). Harlow: Pearson.
- [11] Ling, Y. H. & Hung, L. (2010). The influence of intellectual capital on organizational performance: The Mediation effect of intellectual capital management strategy. *Human Resource Management Student Newspaper*, 10(1), 1-27.
- [12] Perren, L. (2000). Factors in the growth of micro-enterprises: Exploring the implications. *Journal of Small Business and Enterprise Development*, 7(1), 58-68.
- [13] Watson, R. T., Zinyowera, M. C., & Moss, R.H. (1998). *The regional impacts of climate change: An assessment of vulnerability*. UK: Cambridge University Press.