



McKinsey Project

- Preparing new business plans for:
 - Bakery, cafe, restaurant, etc.
 - Agribusiness: Cassava Plantation
 - Rural Energy
- Special Advertising Project with Green Spot of Thailand to promote soy-milk drink to university students.
- Field trips & Guest Speaker Series.

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Regional Experiences

- Laos (Traditional Handicrafts)
 - National University of Laos
- Vietnam (Craft Village Tourism)
 - National Economics University
- Malaysia (Food Industry)
 - University Kebangsaan Malaysia (UKM)

Regional Experiences

- Working with Prof. Takeru Ohe from Waseda University and Prof. Sunanta from Mae Fah Luang University to introduce Entrepreneurship Education (esp. Attribute Map and Consumption Chain) to faculty and students in Cambodia, Laos and Malaysia.
- Importance of Attribute Map and Consumption Chain to better understand the needs of customers.

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The Attribute Map

	Basic	Discriminators	Energizers
Positive	Nonnegotiables	Differentiators	Exciters
Negative	Tolerables	Dissatisfiers	Enragers
Neutral	So-whats!	Parallels	

Sources: McGrath & Macmillan, Market Busters, HBS Press, 2005.

Lecture by Prof. Takeru Ohe, Waseda University, Japan.

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Enhancing Competitiveness of Rural and Urban SMEs

- Importance of linkages among different organizations (e.g. universities, government and the private sector).
- For example: Craft Village Tourism
 - Artisans and local government officials should work with tour agencies, university students, etc. to promote their destination.

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Horizontal vs. Vertical Collaboration

- Traditional approach Vertical Collaboration (e.g. top / down, within an organization)
- New Approach: Horizontal Collaboration
 - People working together across different organizations (e.g. universities working together with government and the private sector).
 - Teams should be created which include faculty and students from different universities, government officials from different ministries, etc.)

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Lessons Learned

- Students are highly motivated and represent an untapped resource.
- Need for more horizontal collaboration among university faculties (e.g. student teams should consist not only of business students but also engineering students, agriculture students, etc.)
- Need for more horizontal collaboration among government ministries and departments plus international companies, NGOs and micro-finance institutions.

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Lessons Learned

- Marketing (understanding the needs of customers) and IT continue to be the main weaknesses of most SME's in Vietnam, Cambodia, and Laos.
- Lack of a Customer/Product Vision!

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