



THAMMASAT UNDERGRADUATE
BUSINESS CHALLENGE



TUBC2018

THE WORLD'S LEADING
BUSINESS CASE COMPETITION



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MESSAGE FROM TBS DEAN



I'd like to welcome you all to the 21st Thammasat Undergraduate Business Challenge (TUBC), the longest student-run international case competition. It provides a forum for young minds to meet, work, and push themselves to their full potential under the pressure of time and challenging tasks. I hope everyone enjoy and learn as much from this event. For those who come from far away, please find some time to enjoy our exciting Bangkok as well as other exotic islands and cities around the country.

My sincere gratitude goes to Central Group, Citi Thailand, Sea Limited, aCommerce, Phatra Securities, Sabina Public Company Limited, PTT Global Chemical Public Company Limited, Sabina Public Company Limited, our partners and corporate sponsors who made this competition possible. Of course, the event would not be successful without the judges, competing teams and their advisors, and especially the event organizing team.

Thanks everyone for making TUBC 2018 a memorable event and let's keep joining hands to make TUBC a competition that's full of international learning and friendship for the next generations.

Dr. Pipop Udorn
Dean
Thammasat Business School

MESSAGE FROM BBA DIRECTOR

On behalf of the BBA International Program, Thammasat Business School, I would like to welcome students and advisors of all 20 participating teams to 21st Thammasat Undergraduate Business Challenge (TUBC) 2018.

TBS vision is to be the most innovative, practical and connected business school. It is in our principle that we do not only encourage our students to strive for academic excellence, but also to support them to go out and explore the real business world in this rapidly changing business environment. TUBC is one of the medium that, we strongly believe, guide students to such experience. TUBC also encourages all students and advisors to build a long-lasting extensive international network that shares global diversity. And I surely believe that all participants will bring back memorable experience from Thailand, the land of smile.

I would like to express my deepest gratitude for Central Group, the case company and main sponsor, as well as all TUBC sponsors: Citi Thailand, SEA Thailand, aCommerce, Phatra Securities, PTT Global Chemical Public Company Limited, and Sabina Public Company Limited. You have given these students the opportunity to learn and to grow in the business world. My gratitude also extends to all participating teams who have shown great enthusiasm and willingness to be a part of TUBC 2018. I hope that the experience you gain from this entire week of competition would be one of the significant driving forces that enhances your business vision and helps shape you to become future global business leaders.

I also want to thank all of the honorable judges who have spent time and contribution to the success of TUBC. Furthermore, I would like to thank Ajarn Supawat Likittanawong, TUBC advisor, Assistant Professor Dr. Orapan Yolrabill and Dr. Nopporn Ruangwanit and all of the BBA staffs for their contribution and efforts to make this event complete and successful. My sincere gratitude also goes to TUBC organizing committees who have been spending enormous efforts and dedication over the past months to make this event happen.

At BBA, we keep reminding our students to BE THE BEST ALWAYS. Being the best is not about being better than everyone else, but being the BEST is about bringing out the best in you and your fullest potential throughout this competition. And remember... to be the best always. I wish all participants best of lucks in this competition and wonderful experience from TUBC 2018.



Dr. Worapong Janyangyuen
BBA Director

MESSAGE FROM TUBC ADVISOR



Welcome to Thammasat Undergraduate Business Challenge 2018, a business case competition which brings together the brightest students from top universities around the globe. Aside from the opportunities to hone their leadership skills and to present their best recommendations to real-life business challenges, TUBC participants will get to experience Thailand, to make lifelong friends and to challenge their limits.

For 21 consecutive years that Thammasat Business School BBA International Program has hosted this competition. This event would not have been possible without the kind support of all our sponsors. On behalf of the TUBC 2018 organizing committee, we thank you for your generous support and encouragement throughout the preparation of the event.

To the TUBC 2018 organizing committee, I thank you for all your hard work and support over these past year. The 21th edition of TUBC is so special only because of your hard work and dedication over the past year. Thank you all and let's have a wonderful week!

Supawat Likittanawong
Advisor

MESSAGE FROM TUBC 2018 PRESIDENT

On behalf of all the organizing committee, we would like to warmly welcome you to TUBC 2018 and to the sunny city of Bangkok! It's an honor and pleasure to have all teams joining us from various universities across the world for what we believe will be an unforgettable one week journey.

This year marks the 21st year of TUBC, and we hope to not only live up to the legacy TUBC has created in the past but to make it even better and unique in its own way. But none of this would be possible without the hard work of the organizing committee. Everyone has put in long and hard hours to ensure that this competition leaves a positive memory in everyone's mind. And we can only say that we are proud to have worked with such a dedicated group of fellow students to bring this week to life.

We would also like to extend our gratitude to our sponsors for seeing meaning in our competition. Thank you for supporting students to bring out their skills and grow from such a meaningful experience. To BBA Thammasat, faculties, and advisors, thank you for the guidance you have given us in ensuring this week is a success. To our honorable judges, thank you for taking precious time off to share with us your expertise.

But most important of all, none of this would happen without you - the amazing participants and advisors. Some have flown long distances and sacrificed school hours to be with us this week. Therefore, we hope to leave a memorable experience for you all. While case may be stressful at times, we want to remind you to have fun along the way and to explore all that Bangkok has to offer!

We wish you the best of luck in your case cracking and hope that your TUBC experience is a pleasant one!



Pimphat Chandrema
Prommanee Zhang
Co-presidents of TUBC 2018

THAMMASAT UNIVERSITY



Established in 1933, Thammasat University is the second oldest university in Thailand. The university's founder, Prof. Dr. Pridi Banomyong, originally named Thammasat the, "University of Moral and Political Sciences." The name reflects the university's primary mission to offer higher education in the disciplines of law and politics to the citizens and prepare Thai people for their new democratic system.

Initially a law school, Thammasat University gradually expanded to offer courses in Social Sciences, Humanities and Sciences with the aim of providing higher education in the fields that are pertinent to social need and promoting research of Thai culture. Since its inception, Thammasat University has evolved from an open university for law and politics to a prestigious international university offering academic degrees of all levels. More than 300,000 of the students who graduated from Thammasat University have gone on to make great contributions to the development and progress of Thailand to match the rapid pace of world's globalization. Several members of the alumni have served in various prominent positions, such as Prime Ministers and successful business people. Thammasat University alumni and graduates have served the country at the local, national, and international levels in almost all areas of work. Presently, 84 years after its establishment, Thammasat University continues to follow its philosophy of upholding academic excellence while promoting and servicing social justice and equality.

BBA INTERNATIONAL PROGRAM



The Bachelor's degree in Business Administration (International Program), informally known as "BBA (International Program) or BBA for short, is a four-year undergraduate program in Business Administration offering three areas of concentration: accounting, finance, and marketing. All classes are conducted in English. BBA instructors are full-time faculty member of Thammasat University, visiting professors from universities overseas, and adjunct professors from the local business community. The program admits 120 students out of approximately 700 applicants per year.

Established in 1990, the BBA offers a unique opportunity for students to participate in the business school's worldwide exchange program under the Partners in International Management (PIM) network. Under PIM, a door is opened for BBA students to spend part of their educational experience in over fifty leading business schools across five continents.

Throughout their academic life with the BBA, students receive financial support in order to participate in case competitions, varsity debates, business essay competitions in domestic and international level.

TUBC HISTORY

THE CHALLENGER

The Thammasat Undergraduate Business Challenge, or TUBC, is a case competition for undergraduates from international business school. Hosted entirely by the students in Bachelor's degree of Business Administration program under Thammasat Business School, TUBC is renowned among local and international business communities as one of the most prestigious business case competitions ever established and as the first case competition held in Thailand.

TUBC 2018 marks the 21st year of the competition's ongoing legacy in the global business arena. Teams of undergraduates from top business schools around the world are invited to participate in this competition. Here at TUBC, teams will be given a business case based on a real current situation from the leading company in which they are required to provide the most strategically sound analysis and solution through their presentation and answers to questions conducted by the panel of honorable judges.

Objectives

- 1) To provide participants with the opportunity to utilize their knowledge and develop their skills, such as the ability to work under pressure with limited resources, the ability to analyze and solve problems, team work and time management.
- 2) To promote and develop global business networking among international business communities.
- 3) To prepare undergraduates for a rapidly changing global business environment.
- 4) To be acknowledged by international business schools worldwide as an international-standard business case competition.



The Challenger is a local business case competition that was initially organized by a small group of undergraduate committee that seeks for the opportunity to bring case competitions in Thailand to another level. The Challenger was developed under the idea of showcasing potential and skills of the undergraduates from all over the country, while also aiming to create a network among business people. Accordingly, 2012 is the outset of this event. Year after year, The Challenger has continually grown and improved. We were granted a great support from many leading companies and gained nation-wide recognition overtime. To this day, the competition continues to be run entirely by undergraduates in an effort of making it an interactive learning event for participants and those in associate. The committee dedicates their greatest effort to possibly provide the best business case competition in domestic level, reflected in its steady development.

This year the Challenger, a local business case competition integrated with TUBC (Thammasat Undergraduate Business Challenge) with the objective of qualifying the most proficient teams through a new reorganized format. Restructured for better integration of the two events, the Challenger invited local teams to compete for four available invitations to join the international arena at the TUBC. For a smooth transition, the event included top representative team from four different invited universities, whom automatically passed to the presentation round. These changes will be another page of success for The Challenger as it prepares for more in the years to come.



EVENT SCHEDULE

Time	Activities	Venue
TUE, 9th OCT '18		
6:00 - 9:00 PM	Opening Ceremony	Ballroom A, Centara Grand at Central Plaza Ladprao
10:30 PM	Networking Night	Centara Grand at Central Plaza Ladprao
WED, 10th OCT '18		
7:20 AM - 5:10 PM	Excursion Activities	Rally along MRT line
THU, 11st OCT '18		
9:00 AM	Case Opening	Centara Grand at Central Plaza Ladprao
2:00 PM	Q&A Session	Bangkok
FRI, 12nd OCT '18		
6:00 PM	Case Hand-in	Centara Grand at Central Plaza Ladprao
SAT, 13rd OCT '18		
8:40 AM	1st Slot Presentation	Centara Grand at Central Plaza Ladprao
9:20 AM	2nd Slot Presentation	
10:00 AM	3rd Slot Presentation	
10:55 AM	4th Slot Presentation	
11:35 AM	5th Slot Presentation	
12:00 PM	Lunch	World Ballroom C
12:30 - 5:30 PM	Final Round and Closing Ceremony	Ballroom B, Centara Grand at Central Plaza Ladprao
7:00 PM	Cocktail Dinner	TBA

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HALL OF FAME

2016

- 1st** Thammasat University
- 2nd** University of Florida
- 3rd** Thammasat University

2014

- 1st** University of Florida
- 2nd** University of Melbourne
- 3rd** Maastricht University

2012

- 1st** National University of Singapore
- 2nd** Chulalongkorn University
- 3rd** University of Florida

2017

- 1st** Singapore Management University
- 2nd** The Chinese University of Hong Kong
- 3rd** University of New South Wales

2015

- 1st** Singapore Management University
- 2nd** University of Florida
- 3rd** Hong Kong University of Science and Technology

2013

- 1st** National University of Singapore
- 2nd** Singapore Management University
- 3rd** Thammasat University

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MESSAGE FROM CENTRAL GROUP

The future Central Retail will rely on "fast learners" type of people more than anything else. In today's world there is nothing that makes us progress more than fast cycles of problem solving, implementation and learning. I believe that students at this final round of competition have proven their potential, which is equipped with the skills in analyzing, developing quick hypothesis, identifying possible implementation challenges, teamwork, and courage to work under limited timeframe and the pressure that comes with the competition. The experience gained from this Business Challenge should contribute to transform you into better quality young leaders in the future.

At Central Group we are delighted to be partners of TUBC because it allows us to gain a new perspective on our Retail Business from the young generation's point of view. I believe that there will be many products from this final round that demonstrate your creative power, that is both exciting and beyond expectation.

Whether you are a winner of this challenge or not, I hope that every team in this final round will gain valuable experiences. I would like every one of you to take this knowledge capital and network to further advance on education and future career and I would like to thank you for your effort and ideas



Nicolò Galante
Chief Executive Officer of Central Retail
Central Group

TESTIMONIAL

“As someone who has visited and helped organise half a dozen international case competitions, the quality of TUBC 2017 was the best I have ever seen.

The passion of the buddies, the energy of the organizing committee, and the professionalism of the materials all created a fantastic experience.

The Thai people are known for their hospitality and the friendliness of the buddies was incredible. Our buddy took us around, brought us food during the case cracking, and made the whole week so much fun.

We love it! We'll definitely be back to Thailand soon.”

David Sorrenson

Team representative | University of Auckland

“This year's TUBC is very well organized and executed. The market research element for the case was very intriguing as we really got to talk to shop owners in platinum mall. This is the kind of experience that no other case competition has given me as normally they would lock us up in a room for long hours. I would also want to commend and thank you buddy, Beau and Pen, as they have taken great care of us throughout the competition.”

Norris Fung

Team representative | HKUST

“TUBC has a very well regarded reputation in the international case community. The reputation has built on great cases, great judges, and world class delivery. The 2017 20th anniversary of TUBC built on that reputation. TUBC has every right to be proud of its competition. The hospitality and warm engagement by the faculty, committee & ambassadors has been greatly appreciated.”

Brendon Potter

Advisor | University of Auckland

“TUBC is an amazing case competition that provides unique experience of Thai culture, tradition and positive vibration to all participants. Organizing committee with Supawat, Orapan, Nopporn and Worapong always create special platform for friendship, networking and sharing. So happy that University of Belgrade is part of TUBC family.”

Vesna Damjanovic

Advisor | University of Belgrade

COMMITTEE

CO-PRESIDENT

Prommanee Zhang (Aoy)
Pimphat Chandrema (Pim)

INTERNAL VP

Nareepat Chulavalaivong (Ning)

EXTERNAL VP

Thanin Chintanalert (Boss)

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Natcha Lohakhachornphan (Ploy)
Sirada Suansawat (Fang)

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Nattagan Jaderungsun (Gib)

TREASURER

Kamonchanok Arammonthiralai (Palm)

GAZETTE

Warissara Chongaphiromsakul (Mai)
Siriphat Jermhansa (Boon)

CREATIVE

Isreeya Eksomtramate (Ink)
Three Korthammarit (Third)
Kwanjira Chaengtamtham (Ploykwan)
Worrapot Luepuvapitakul (Jui)
Phetploy Tuntimpai (Ploy)
Pariyapat Choksakulnimit (Namwan)

DOCUMENT

Natch Aroonpruksakul (Natch)
Poonyaporn Thassanasugarn (Poon)
Thanaporn Lertwongtrakul (Ploy)
Dome Bharinagul (Dome)
Supaluk Chitranuwatkul (Mook)

EXCURSION

Panchuda Lortepong (Int)
Nopphasorn Lohavattanakul (Ploy)
Praweena Manop (Bew)
Trin Rungmaithong (Guitar)
Punyanuch Soonthornwanchai (Pearly)
Saksorn Suwankosit (Kia)

INVENTORY

Jantharawan Yuvajan (Jang)
Tatsatarn Dharithai (Min)
Arisara Kraikittiwut (June)
Jasmin Siritantitham (Candy)
Kanyaporn Theeraattavet (Mind)

PHOTOGRAPHER

Slalai Kongchumnian (Noosone)
Varunthorn Songchainatee (Yuan)

JUDGE

Chavisa Khornrakhun (New)
Pornchanok Kulkajohnpun (Ice)
Nicharee Treesirikasem (Ning)
Sirinada Ratanapapat (Ling)

VENUE

Ronnaporn Jaturapuchapornpong (Babe)
Nichari Jeerapairotekun (Bew)
Chanya Temkapol (Pang)
Thanaporn Sukjitnitayakarn (Muke)
Pitchaya Pengpunpat (Bowky)
Napisa Theprugsa (Nae)

PR

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Lucksanaporn Yodsuksa (Ice)
Peeraya Srisurapanont (Pampry)
Thanatthorn Poonyarit (Primproy)
Skun Stiensophon (Jarb)

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Anchukorn Thitirungrueang (An)
Kulchamai Kiatboonkrong (Mind)
Pattanan Peetakanont (Benz)
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Teerat Meemongkolkiat (Ming)

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Pinpong Panchanawanich (Champ)
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Ploynaphas Jiramassoonthorn (Jaa)
Patchamon Opastrakulpawat (Pam)
Thanyaporn Palangsantikul (Som)
Netiporn Chanthawichai (Ne)
Wasin Ekarunpong (Best)
Kanoknan Tunpichart (Jaow)
Napassara Luanporn (Bonus)
Darin Laocharoen (Bell)
Premika Bhongsudhep (Prink)
Pakjira Chunhapongpishat (Cindy)
Wongsphat Amnuayphan (Job)
Punika Purichai (Um)
Thanika Kulratanarak (Mo)
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