



**Designing Sustainable Marketing Plan
For A Community Garden In Wat Buaphan Area**

Sponsored by SAFETist

An Interactive Science and Social Project
Submitted to the Faculty of
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Abstract

Wat Buaphan is one of the many communities in Thailand that struggles with poverty issues that hinders the opportunity for the people. The situation leads the people to move away from the land as the original way of life is no longer viable. The migration brings in investors who transform the natural landscapes into factories and estate developments. With our collaboration with SAFETist, the ultimate goal of this project is to help preserve the traditional way of life by researching, conducting surveys, interviewing the marketers and the sponsors in order to design a sustainable marketing plan for SAFETist farm to bring in new visitors and simultaneously generate incomes to the locals. We also recommended a set of future plans to our sponsor once the farm gained its popularity and the business is ready to move toward an efficient and sustainable farm.

Acknowledgements

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We would like to express our deepest appreciation to all our advisors for their guidance and patience throughout the duration of this project: Ass.Prof. M.L. Siripastr Jayanta, Ass.Prof. Dr. Numpon Insin, and Prof. Dr. Supawan Tantayanon from Chulalongkorn University. They had guided us since the project conception stage to the end.

We would also like to extend our sincere thanks to our sponsor, SAFETist team: Phornthip Limpichaisopon, Co-founder of SAFETist Farm and Sustainability Manager; Wilaiwan Pratumwong, Co-founder of SAFETist Farm and Tourism Manager; Tharathorn Attasarn, Co-founder of SAFETist Farm and Tourism Coordinator; as well as other members who have contributed to the project.

Finally, we would like to extend our gratitude to the marketer, Mr.Thana Thienachariya, who extended a great amount of assistance in his marketing field and recommended many appropriate market plans. And lastly, to all supporters of our crowdfunding who have faith in us and made the First SAFETist Open House possible program.

Executive Summary English version

Background

Wat Buaphan community is located in the suburb alongside the Bangmod canal. The core problem of this community is poverty. It is because of the lack of understanding and knowledge in plantation and agriculture. At a time where the water and the soil change drastically to the point that they affect the plantation, the community can no longer rely on agriculture. Another issue is the aggressive invasion of the capitalists and mass buying of the lands that were transformed into factories and condominiums. This causes the people to lose their core of identity and lifestyle as more outsiders invade the Wat Buaphan community. Our sponsor, SAFETist, lends a helping hand by introducing a community garden of 1600 square meters in Wat Bua Phan area. SAFETist is a non-profit organization with a group of 20-30 like minded people from different backgrounds who reside in nearby neighborhoods. They share a common ideology and passion to cherish their community. Their main purpose is to influence people to consume organic food. Simultaneously, they want to educate local people and improve community to become self-sustaining.

Project Objectives and Goal

According to the Tungkru district office, the median income of the Wat Buaphan community is only 5,000-10,000 baht which is insufficient to make a living in modern Bangkok. Most people in the area are either farmers and fishermen. This lack in the fundamentals leads the locals to sell off their lands to urban development investors who aggressively build factories and condominiums near Bangkok. Many locals saw this option attractive and many are willing to sell their lands because agriculture is no longer viable due to poor soil and water conditions.

This project focused on designing a sustainable marketing plan for a model community garden in Wat Buaphan area. Suitable marketing model was crafted from surveying data from all stakeholders: the community, the marketers, and the project sponsor. The design was evolved around making SAFETist farm a self-sufficient learning hub for Wat Buaphan community.

Project Methodology

The following tasks were used to achieve the project objectives and goals

Area observation

Determining the existing problems in the community was our initial step before starting the project. The research was done by searching for the news, articles and observing the area. Area observation allowed us to understand the current issues which helped us draft our plan.

Meeting SAFETist

Understanding the organization and the product was the important task in the initial step. Our team had a meeting with SAFETist in order to understand their goal, mission and vision alongside gaining more information about the current situation and the farm. Also, we could identify the attractive points in the area for our marketing model.

Identify target customers

Target customers were the key to the marketing plan. We divided our identification into 2 parts. First, the team conducted online surveys which were distributed by our sponsor to gain the information about their interests. Second, we did a deep interview with parents who have small children to gain more specific information for our marketing plan and scoped down our target customers. Then, the criterias of the classification were based on demographic and psychographic information such as age group, occupation, gender and lifestyle

Consult with SAFETist

The collected data from both the interview and surveys were used to consult with the sponsor to determine which group of people would be the targeted customers of the SAFETist farm.

Evaluate marketing strategies

In this step, we interviewed a marketer as he suggested ideas about marketing strategies because each strategy had various advantages and disadvantages. In each of the marketing areas and certain parts of the benefits of many strategies can be utilized for a new model. This approach provided the team with the required pieces of data that were vital for the creation of a new marketing model. Therefore, the information and background research that was collected could be utilized to compare and evaluate each marketing strategy.

Design and propose marketing model

The model was constructed by merging the idea gained from combining suggestions from the campaign's sponsor, advertisement campaign from our research and the marketing strategy from

the marketer. After the proposal with sponsors, minor changes were made on things that could be fixed to satisfy their needs.

Results and Findings

Observing the area of the garden and interviewing people in different organisations including sponsors, local people, parents with small children, and marketer, along with people who joined the online surveys allowed us to identify the advertisement channel of the farm campaign to meet the target audiences and also reach the customers' needs.

From our findings during the process of work and the results that we had received, we found that the best way to promote the campaign was crowdfunding. As this is the first campaign of the farm, it must take this opportunity to make a first impression on visitors. In addition, the farm required a certain amount of budget to improve the facilities and activities at the event to attract more people and develop the farm to be sustainable.

Conclusion

With a collaboration between the SAFETist and BSAC team, we were able to design a sustainable marketing plan which will help SAFETist farm evolves and turn into a sustainable garden in the near future. After surveys and interviews with our targeted customers, we were able to construct and suggest plans and ideas as well as co-host the first event at SAFETist farm. We also collected feedback from those who visited the event on that day to justify our previous research about the customers' expectations. As a result, we were able to justify that our research on their expectation matched with the feedback we collected on the day of the event. Lastly, we also listed any recommendation for SAFETist for future events that they will be hosting or other elements of the farm that need improvement as the garden grows larger and becomes well-known among our targeted customers. Ideally, the marketing plan and suggestions we have provided will be beneficial for our sponsor as they grow and become a sustainable garden in the future. We, as a team, worked together to help guide as the farm launched their first campaign. We truly believe that the farm has a potential to become sustainable in the near future as well as serve those who are living in the Wat Buaphan community as well.

บทสรุปสำหรับผู้บริหาร

ความเป็นมา

ชุมชนวัดบัวผันแห่งนี้ ตั้งอยู่ในเขตบางขุนเทียน ซึ่งเป็นชุมชนประเภทชานเมืองที่ติดกับคลองบางมด ประกาศเป็นชุมชนที่จัดตั้งตามระเบียบกรุงเทพมหานครเมื่อปี 2535 ทุกวันนี้ชุมชนต้องเผชิญกับปัญหาที่ถาโถมเข้ามา ปัญหาหลักๆ ของที่นี่ คือ เรื่องของการทำเกษตรกรรมเพาะปลูก เนื่องจากกาลเวลาได้ผ่านไปทำให้สภาพของพื้นดิน น้ำ และอากาศมีการเปลี่ยนแปลงไปในทิศทางที่ไม่ค่อยดี ซึ่งส่งผลโดยตรงกับ พืชผลต่างๆ และดิน ทำให้เกษตรกรไม่สามารถปลูกพืชผักได้เหมือนเดิม นอกเหนือจากนั้น ยังได้มีนายทุนที่ดินมากมายเข้ามาในพื้นที่เพื่อแสวงหาผลกำไรในการปลูกสร้างสิ่งต่างๆ อาทิ เช่น คอนโดมิเนียม หมู่บ้านจัดสรร หรือโรงงาน ด้วยเหตุนี้จึงทำให้ชาวบ้านในชุมชนเสียพื้นที่ในการทำเกษตรและทำให้วัฒนธรรมการใช้ชีวิตเปลี่ยนแปลงไปอย่างสิ้นเชิง อย่างไรก็ตาม ได้มีองค์กรที่ชื่อว่า เซฟดิส ได้ยื่นมือเข้ามาช่วยเหลือและแก้ไขปัญหที่เกิดขึ้น ซึ่งองค์กรนี้ เป็นองค์กรที่ไม่แสวงหาผลกำไร เกิดมาจากกลุ่มคนจำนวน 20-30 คน ที่มีอุดมการณ์และทัศนคติเดียวกันนั้น คือ อยากที่จะพัฒนาช่วยเหลือชุมชนให้สามารถพึ่งพาตนเองได้ในระยะยาวและนำความยั่งยืนมาแก่ชุมชน โดยส่งเสริมวิถีการกินแบบใหม่ให้กับคนในพื้นที่ โดยการรณรงค์ให้ผู้คนหันมาบริโภคอาหารออร์แกนิก เพื่อสุขภาพที่ดีขึ้น ในขณะเดียวกัน กลุ่มคนเซฟดิสก็มุ่งมั่นให้ความรู้ความเข้าใจในแง่ของเกษตรกรรมให้กับทุกครัวเรือนในชุมชนนี้อีกด้วย เพื่อที่จะพัฒนาและแก้ไขปัญหาลึกลับที่เกิดขึ้นในชุมชนแห่งนี้ ทางกลุ่มของเซฟดิสแลเห็น ว่า สวนหรือฟาร์มเพื่อชุมชนเป็นทางออกที่ตอบโจทย์ ซึ่งขนาดของสวนแห่งนี้ มีพื้นที่ประมาณ 1 ไร่เศษ และเรียงติดกับตัวคลอง จึงทำให้สวนแห่งนี้มีเอกลักษณ์ที่โดดเด่นดึงดูดผู้คนในพื้นที่และนอกพื้นที่ได้อย่างชัดเจน

วัตถุประสงค์และเป้าหมายของโครงการ

ข้อมูลต่อไปนี้ได้มีการอ้างอิงมาจากสำนักงานเขต ทุ่งครุ คนในชุมชนวัดบัวผันนั้นมีรายได้ต่อเดือนโดยเฉลี่ยอยู่ที่ 5000-10000 บาท ซึ่งจำนวนรายได้นี้ไม่พอเพียงในการดำรงชีวิตเนื่องจากยุคสมัยนี้มีค่าครองชีพสูงโดยเฉพาะพื้นที่ใน เขตกรุงเทพมหานคร ในขณะเดียวกันสภาพน้ำและดินได้มีการเปลี่ยนแปลงไปในทิศทางที่ไม่ดีนัก ส่งผลกระทบรุนแรงแก่คนในพื้นที่เนื่องด้วยคนในชุมชน นิยมประกอบอาชีพหลักๆ เป็น เกษตรกร และ เพาะเลี้ยงปลาตามริมคลอง ด้วยเหตุนี้ผู้คนจึงล้มเลิกที่จะทำการเกษตรแล้วหันมาขายพื้นที่หรือที่ดินของตัวเอง ให้กับนายทุนต่างๆ ที่คิดจะเข้ามาแสวงหาผลกำไรจากการสร้างโรงงาน หรือคอนโดมิเนียม จึงทำให้วิถีชีวิตของคนในชุมชนวัดบัวผันค่อยๆ จางหายไป ทั้งหมดที่กล่าวมานั้นคือความท้าทายของโครงการนี้ จุดประสงค์หลักๆ ของพวกเราคือการออกแบบแผนทางการตลาดให้กับสวนของพื้นที่ชุมชนวัดบัวผันแห่งนี้ให้มีความยั่งยืน และพึ่งพาตนเองได้ในอนาคต โดยการที่เราได้รวบรวมข้อมูลและไอเดียที่จำเป็นในการสร้างแผนการตลาดที่ยั่งยืนให้กับสวนนั้น มาจากหลายๆ แห่ง อาทิเช่น ทีมงานสปอนเซอร์ นักวางแผนทางการตลาดชื่อดัง หรือแม้กระทั่งตัวชุมชนเอง

วิธีการดำเนินโครงการวิธี

การดำเนินการดังต่อไปนี้ เป็นวิธีการที่นำมาประยุกต์ใช้เพื่อบรรลุวัตถุประสงค์และเป้าหมายของโครงการนี้

การลงสำรวจพื้นที่

แรกเริ่มของการทำโครงการ ทีมได้เยี่ยมชมฟาร์มเซฟติสเพื่อเข้าใจภาพรวมของพื้นที่ การลงสำรวจพื้นที่ทำให้ทีมได้เห็นสถานที่ที่น่าสนใจที่อยู่ใกล้ๆ ฟาร์มและแลเห็นถึงปัญหาที่ควรแก้ไข มากไปกว่านั้นเรายังได้มีโอกาสทำความรู้จักกับผู้ดูแลและผู้พัฒนาซึ่งเป็นคนในองค์กรของฟาร์มเซฟติส

การสัมภาษณ์เซฟติส

การทำความเข้าใจองค์กรและผลิตภัณฑ์เป็นงานที่สำคัญในขั้นตอนแรก พวกเราได้ประชุมกับ เซฟติส เพื่อทำความเข้าใจเป้าหมายของภารกิจและวิสัยทัศน์ควบคู่ไปกับการได้รับข้อมูลเพิ่มเติมเกี่ยวกับฟาร์มและสถานการณ์ปัจจุบัน นอกจากนี้พวกเรายังสามารถชี้แจงสถานที่ที่น่าสนใจในพื้นที่เพื่อที่จะวางแผนการตลาดของพวกเราอีกด้วย

การระบุกลุ่มลูกค้าเป้าหมาย

กลุ่มลูกค้าที่เป็นเป้าหมายคือหัวใจสำคัญของแผนการตลาด พวกเราสามารถแบ่งการระบุออกมาได้ เป็น 2 วิธีการ วิธีแรกคือ ออกแบบสำรวจสอบถามทางออนไลน์ ซึ่งสปอนเซอร์ของพวกเราได้รับหน้าที่แจกจ่ายแบบสอบถาม เพื่อรับข้อมูลที่เกี่ยวข้องกับความสนใจของพวกเขา วิธีที่สองคือ การสัมภาษณ์เชิงลึกอย่างละเอียดกับผู้ปกครองที่มีลูกเล็ก ๆ เพื่อให้ได้ข้อมูลที่เจาะจงมากขึ้นสำหรับแผนการตลาดและสามารถกำหนดขอบเขตกลุ่มลูกค้าเป้าหมายของพวกเรา

การจัดประชุมกับทางเซฟติส

พวกเราได้รวบรวมข้อมูลจากการสัมภาษณ์และการสำรวจ เพื่อที่นำมาใช้ปรึกษากับทางเซฟติสเพื่อพิจารณาว่ากลุ่มคนประเภทใดที่จะเป็นลูกค้าเป้าหมายของเซฟติสฟาร์ม

การประเมินกลยุทธ์ทางการตลาด

ในขั้นตอนนี้พวกเราได้สัมภาษณ์นักการตลาด เนื่องจากแต่ละกลยุทธ์มีข้อดีและข้อเสียแตกต่างกัน เขาจึงแนะนำแนวคิดกับกลยุทธ์ทางการตลาด ซึ่งในแต่ละด้านของกลยุทธ์สามารถนำมาประยุกต์ใช้ในรูปแบบใหม่ได้ แนวทางนี้ทำให้พวกเรามีข้อมูลที่จำเป็นซึ่งมีความสำคัญต่อการสร้างรูปแบบการตลาดให้กับโครงการนี้ ดังนั้นข้อมูลและการวิจัยที่รวบรวมไว้สามารถนำไปใช้เพื่อเปรียบเทียบและประเมินแต่ละรายการของกลยุทธ์ได้

การออกแบบและเสนอรูปแบบของแผนการตลาด

แบบจำลองสร้างขึ้นโดยการรวมแนวคิดและคำแนะนำที่ได้จากผู้สนับสนุนแคมเปญ การโฆษณาแคมเปญจากการวิจัยหาข้อมูลของพวกเรา และกลยุทธ์ทางการตลาดจากนักการตลาดที่เราได้ไปสัมภาษณ์ หลังจากที่เราเสนอรูปแบบของโครงการให้แก่เซฟติส พวกเราได้มีการปรับเปลี่ยนและแก้ไขรูปแบบบางอย่างเพื่อตอบสนองและเหมาะสมกับความต้องการของทางเซฟติส

ผลลัพธ์และการค้นพบ

การไปที่พื้นที่ของสวนและการสัมภาษณ์กับคนหลายๆ องค์กร ทั้งสปอนเซอร์ คนพื้นที่ ผู้ปกครองที่มีเด็กเล็ก และนักการตลาด รวมไปถึงคนทั่วไปที่ได้ทำแบบสอบถาม ทำให้เราสามารถระบุช่องทางการโปรโมตแคมเปญให้ตรงกับกลุ่มลูกค้าเป้าหมายและสามารถเข้าถึงความต้องการของลูกค้าได้มากยิ่งขึ้น

จากการค้นพบในกระบวนการทำงานรวมไปถึงผลลัพธ์ที่เราได้รับ เราพบว่าวิธีที่ดีที่สุดในการโปรโมตแคมเปญสวนคือ การระดมทุนจากบุคคลทั่วไป เนื่องจากแคมเปญนี้เป็นแคมเปญแรกของฟาร์ม เราต้องใช้โอกาสนี้ในการสร้างความประทับใจแรกให้กับคนที่มาเยี่ยมชม นอกเหนือจากนั้นทางฟาร์มยังต้องการงบประมาณจำนวนหนึ่งเพื่อไปปรับปรุงสิ่งอำนวยความสะดวกและกิจกรรมภายในงาน เพื่อดึงดูดคนและพัฒนาให้ฟาร์มสามารถอยู่ได้แบบยั่งยืน

บทสรุป

เนื่องด้วยความร่วมมือของกลุ่มเซฟติส และ กลุ่มนิสิตจากจุฬาลงกรณ์มหาวิทยาลัยจึงทำให้งานชิ้นนี้บรรลุเป้าหมายตามแบบแผนที่กำหนดไว้ โดยการทำให้สวนเซฟติสนั้นมีแผนการทางการตลาดที่มั่นคงและเหมาะสมกับสถานการณ์ปัจจุบัน ซึ่งแผนการนี้สามารถพัฒนาสวนแห่งนี้เพื่อนำไปสู่ความยั่งยืนในอนาคต โดยหลังจากที่ได้สำรวจพื้นที่และสัมภาษณ์กลุ่มเป้าหมายลูกค้า พวกเราสามารถที่จะเลือกใช้และแนะนำกลยุทธ์ต่างๆ หรือแม้กระทั่งไอเดียใหม่ๆ ไปประยุกต์ใช้ในงานกิจกรรมที่จะเกิดขึ้นนี้ได้ ซึ่งงานนี้เป็นงานแรกของสวนแห่งนี้ พวกเราจึงต้องรวบรวมข้อมูลและข้อเสนอแนะอย่างละเอียดจากคนที่มาเยี่ยมชมภายในงาน เพื่อที่จะนำไปวิจัยและเปรียบเทียบกับข้อมูลก่อนหน้า ว่าข้อมูลที่ได้มานั้นมีความสอดคล้องกันหรือไม่ อย่างไรก็ตาม เรายังต้องชี้แจงรายการสิ่งที่จำเป็นหรือสิ่งที่ยังขาดอยู่ ไม่ว่าจะเป็น พัดลม เก้าอี้ เสื่อชูชีพ หรือสิ่งอำนวยความสะดวกต่างๆ ที่ยังขาดเหลือ เพื่อที่จะพัฒนาสวน และกิจกรรมต่างๆ ที่สามารถจัดขึ้นอีกในอนาคตให้ดียิ่งขึ้น และเป็นที่ยอมรับแก่กลุ่มลูกค้าเป้าหมายมากที่สุด ท้ายที่สุด พวกเรามีความเชื่อมั่นว่าสวนแห่งนี้รวมไปถึงคนในชุมชนวัดบัวผันนั้นมีศักยภาพเพียงพอที่จะนำกลยุทธ์ทางการตลาดและข้อเสนอแนะที่พวกเราได้มุ่งมั่นตั้งใจค้นคว้ามาประยุกต์ปรับใช้ในสถานการณ์จริง เพื่อที่พวกเขาจะได้พัฒนาและพึ่งพาตัวเองได้ ซึ่งนำไปสู่ความยั่งยืนในระยะยาวที่ก่อให้เกิดประโยชน์สูงสุดแก่สวนและชุมชนแห่งนี้ต่อไปในอนาคต

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Authorship

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Chapter 1: Introduction

Wat Buaphan community is located in Bang Khuntian sub district of Bangkok alongside the Bangmod canal. Most people are either farmers or fishermen with only a monthly median income of 5,000-10,000 baht. In the past, this area is known for quality vegetation and tangerines. Nowadays, the soil becomes less fertile and the canal water becomes too acidic for many local plants. This led to lower income and hindered the ability to enjoy opportunity for the community in mainstream society. As a result, more and more people sold their lands and moved away from the area as their original way of life is no longer viable. Poverty also leads to health issues and lower community resistance to fight real estate groups who are land investors of factories and housing estates. These prompt SAFETtist to step in and work with the community to justify community decisions toward a more sustainable future.

SAFETist farm is located in Tungkrui district, Bangkok, a district known for serene natural landscape and is hard to reach via modern transportation. An individual who owns the plot was a member of the 3C project who lives in the community. He later loans the land to SAFETist which is the subgroup of 3C project to initiate new activities to the community of Wat Buaphan in the summer of 2019. Simultaneously, COVID-19 pandemic hit and heavily affected those who were living in the area. SAFETist began to offer food and essential supplies to the communities along the canal from Wat Buaphan to Wat Phuttabucha. SAFETist began in 2019 and is still an unpopular place that many have not heard of.

To bring more visitors to the area, we aimed to popularize the community garden owned by a member of the SAFETist, but has not been put to good use. A local attention can be beneficial to the people in the community. The garden has a two story building consisting of living essentials. At the present time, There is one gardener who looks after the garden and the chicken coop. We think that the farm has strong potential to become a local learning hub in the area. Other activities such as water cycling, fishing, kayaking, and float board are available at the farm. We conducted surveys and gathered information to identify targeted customers at local schools to understand the needs of the customers. The survey data provided us with the answer on how to build facilities to attract visitors. Farm visitors will bring in new energy and hope to the community while generating incomes to the locals.

Our project focused on designing a marketing plan for SAFETist farm. The data were collected by researching, conducting surveys and interviews on targeted groups to consult the sponsor in order to host an event. In addition, we decided to interview a marketer for marketing strategy selection. Lastly, the interviewed information would be used to design an appropriate marketing plan.

We selected crowdfunding and Facebook advertising as our campaign method and reaching the targeted audiences.. We raised 24,000 Baht from Crown Funding and selected 50 applicants for the event on March 6, 2021; and 100 applicants for March 7, 2021.

In conclusion, we accomplished our goal which was to assist the community of Wat Buaphan in collaboration with our sponsor, SAFETist, by designing marketing plans for ecotourism and farm promotion. To become more sustainable, the team recommends our sponsor to raise funds via crowdfunding sources and market expansion via a membership program. In our opinion, SAFETist has a strong potential to become a sustainable model of a community farm who sets examples and extends their agricultural knowledge and experiences to a more sustainable modern society.

Chapter 2: Literature reviews

2.1 - Wat Buaphan

2.1.1 - Background

Wat Buaphan Community is located in Tar Karm sub district, Bang Khun Thian district, Bangkok. It is a community located in the suburb alongside Bangmod canal. It was officially considered a community in 1992. Wat Buaphan is a Buddhist community that spans over 400 rai and holds over 232 households having a total of 847 people. The majority of the people work in agriculture and fishery. Currently, these are their primary sources of income. Also, some work as workers and employees.

2.1.2 - Community

Wat Buaphan does not have any special occasion of activities that will bring everyone together as everyone has different backgrounds and responsibilities. The only places where everyone will meet is at Wat Buaphan, a local temple, during special religious ceremonies. The lack of bonding in the community requires everyone to be self-sufficient. However, the only

point that everyone agrees on is the promotion of tourism in the area along the Bandmod canal to help preserve the traditional way of life of the people living in that area.

2.1.3 - Problems

The core problem of this community is poverty. It is because of the lack of understanding and knowledge in plantation and agriculture. At a time where water and soil quality changes drastically to the point that it affects plantation, the community can no longer rely on agriculture. Another issue is that capitalists are aggressively invading and mass buying the lands to transform it into factories or condominiums. This causes the people to lose their core identity and lifestyle as more outsiders invade the community. Eventually, the locals could not afford living in the area and started selling their lands to the capitalists. Only a few remain in the community.

2.2 - Community Garden

Community garden can be a place for a distribution of income in the community as well as a place for people to visit and enjoy nature. Community garden does not only benefit the gardeners, but almost everyone in the community as it provides greenery and a common area. It can serve as an area for many community events such as religious events, social service events or neighborhood corporation. Most community gardens are designed to grow various plantations to serve as food banks or to make income for the garden. Community gardens may differ from area to area. Some may solely grow flowers while others grow vegetables, or a combination of the two.

Community gardens can provide many benefits to society. It creates educational opportunities for children to understand the food processing method and other environmental issues. Also, bonds the whole community together as people come together and meet new people from different families and backgrounds. Most importantly, a community garden can aid financial issues in the society as it creates more jobs around the garden. Garden membership and products can create cash flow in the society. Most importantly, community gardens provide health benefits to the community such as provide access to organic vegetations at a reasonable price and work as a lung providing fresh air to the nearby area. (What is a community Garden?, 2011)

2.3 - SAFETist



Figure 1: SAFETist symbol

2.3.1 - History

SAFETist, our sponsor, comes up with different groups of people who all have a common ideology and are passionate. The majority of them were already in an organization named Manifesting which works primarily with projects that will help impact and improve any communities for example Banglamphu canal. Their jobs are to interact with others, partners, who are willing to cooperate with them to help a group of people. SAFETist specializes in promoting and also the commercial side of the project. They focus on improving community and canals. In the Bangmod area such as promoting tourism in the Bangmod canal and growing organic vegetation in their garden. Organic food came into their interest because they realized that vegetables we consume daily are filled with chemicals and some of their relatives are being affected by it and getting cancer. They came together and started a farm in Bangmod to encourage others to consume organic vegetation known as SAFETist farm.

As the group grows, their next plan is to transform the garden into a learning hub and introduce other activities around the garden such as kayaking. With their garden growing, they also want to spread the income to the locals as well by exporting the vegetation into other markets.

2.3.2 - Vision & Mission

According to the sponsor team, they want to change the eating habits of people, especially people who live in the city to have an opportunity to consume organic food and enjoy fresh air. In addition, they want to develop their hometown, Wat Buaphan community, to become more sustainable and well known by educating local people about organic gardening. Not only



Figure 4: SAFETist Community

2.3.4 - SAFETist farm



Figure 5 : SAFETist Farm

This area is located at 37/1 Khlong Mon-Wat Buaphan, Tar Kham sub district, Bang Khun Thian district, Bangkok 10140. The area of SAFETist farm is about 1600 (square meters) along the Bangmod canal. There are many ways to reach there such as by boat, car and motorcycle. This farm provides knowledge and fun activities suitable to many groups. Also, the vegetables in the farm are chemical free, so it is good for health and this is the main highlight of this garden. Moreover, visitors can experience a real natural environment. Activities provided at the farm are feeding farm animals, fishing, and harvesting eggs. In addition, the eggs and vegetables that have been collected can be harvested for food among the staff or sold to farm visitors. Currently, SAFETist farm uses a membership system to collect a monthly fee of 500 baht. In return, the members get organic produce on a weekly basis. The membership program was introduced to promote gardening in Wat Buaphan area with the goal to expand the program to a wider audience. This could generate revenue which allows SAFETist to expand and develop the farm into a larger learning hub with more attraction points.

2.4 - Research on activities and facilities for SAFETist farm

2.4.1 - Adventure Park



Figure 6: The Park Adventure Land

The Park Adventure Land which is located at Rayong. The main tourist activity is a guided tour of the park (Adventure Track) where visitors can choose which way they would like to visit the park and agricultural garden, such as mountain biking, ride a 4-wheel vehicle (ATV) or ride a sidecar (For children and seniors only) and kayaking. In addition, there are also many activities such as tasting home-grown fruit or buy local products (farm products) at a special price, such as organic fruits or going to see a small cattle farm. (The park adventure land,(n.d.)).



Figure 7: Tree Top Adventure Park

The Tree Top Adventure Park which is located at Kanchanaburi. Tree Top is for acrobatic activities on large trees such as hanging rope, walking on rope bridges, walking on nets or small wooden walkways which are periodically separated or even by zip-line. The Tree Top at Home Phutoey has up to 40 bases all together, and the longest zip line is 185 meters long, with a zip line across Lake Eua Ari. With this event the visitor can decide to take the full course (40 bases)

or half course (20 bases) of the tree top activities. Also, there are kayak and pedal boat activities with a life vest available at the local lake. Their mission is to bring eco-friendly tree top activities that provide pleasure, conservation of our forests and to promote eco-friendly and sustainable tourism.(TreeTopAdventurePark, (n.d.).

2.4.2 - Farming



Figure 8: Ruk 9 community garden



Figure 9: Ruk 9 community garden

Bang Krajao is a morphological island formed by the meandering Chao Phraya River that canal at its western end which covers over 6 sub districts 12,000 Rai in Phra Pradaeng district, Samut Prakan province. On September 14, 1977, the officials regulated Koong Bang Kra Jao as a green area specifically for plantations with any constructions and high rise buildings being prohibited. In 2006, the Time Magazine nominated Bang Krajao as the best Urban Oasis of Asia and is also known as the lung of Bangkok and Samut Prakan.

Bang Krajao provides eco tourist trips such as cycling and kayaking along the riverside in the green area. It is considered one of the most popular activities in the area because it serves like

an oasis providing oxygen to the metropolis providing fresh air to the visitors. The area is crowded with many seedlings of plantations and lots of gardening and local traditions, especially Ruk 9 garden by Mr. Somneuk, a smart farmer who utilizes modern farming techniques. This farm has many similar aspects of our SAFETist farm including collecting eggs and plantation. (suanrakkao.(n.d.).



Figure 10: Farm De-Lek

Farm De Lek is located in Klong Yhai Sub district, Ong Karak district, Nakhon Nayok Province. The farm has been running for over forty years and was inspired by Lek's granddaughter who has been affected by urbanization. Over 3 years, they practiced and examined farming and gardening to launch Farm De Lek as an opportunity for children to learn about agriculture and spend more time in nature with various activities that are provided such as animal farm explorer, grow their own food, active farm adventure, ride around the farm, bush camp etc. The goal of these activities is to allow children to learn and build their life skills through structured activities related to daily farm life. They aim to promote the value of sharing and caring, such as waste management and transforming waste into organic fertilizers. It promotes social responsibility in waste management for the younger generations. It is an act that needs to be taught by society not schools or parents. Subsequently, the waste would turn into fertilizer for which the farm provides a sample to demonstrate. For example, when recycled plastic bottles are used to hold organic waste such as food waste then blend with brown waste such as newspaper or hay to produce fertilizer. Moreover, children will appreciate and respect not only others but themselves and the rich history of Thailand that is sometimes falling by the wayside in today's age of technology. Farm De lek is trying to build awareness among families and children about healthy eating habits and lifestyle. The children will learn not only how to live a well-balanced life but also spend their time on other activities that are slower and more simple, closer to nature, and with more outdoor activities. Children will also learn and get to experience some basic skills

relating to agriculture, food and cooking, traditional lifestyle, and local arts that can be inspirational in their choice of future career. There are still more activities for children to enjoy such as natural Thai dye clothes which integrate scientific knowledge of the dying clothes with the local intellect of natural color dye together. It also helps children understand the marketing term of value added products (Juipracha, 2021).



Figure 11: Get Growing Community Farm

Get Growing Community Farm serves as a playground and a farm in the Bang Krajae area. The owner's intention is to create an area for children to spend time with nature and their family in an era where the city is surrounded by skyscrapers and malls. When the children arrive at the area, they can get to know each other by playing ice breaking games and also they will learn to make fertilizers, feeding livestock, farming, and consuming their collected eggs. Also, there are outdoor activities such as climbing, playing in mud sand and ponds that children can have a lot of laughs and joy (Maruekatat, 2020).

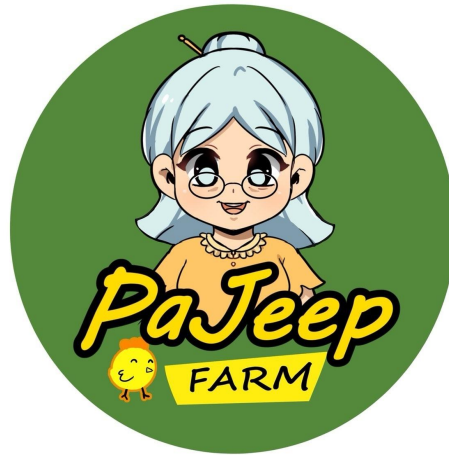


Figure 12: PaJeep Farm

Pa Jeep Farm is a small educational urban farm located in Bang Yai, Nonthaburi at which there are not many staffs. The farm families can enjoy a natural setting while learning about organic farming under the sufficiency economy concept. The facility raises many farm animals such as ducks, chickens, and geese. It also offers a variety of hands-on activities such as feeding chickens and collecting eggs, making Thai snacks and sweets from ingredients gathered from the farm, preparing soil for planting organic vegetables, making natural fertilizer, and planting rice in the paddy. Kids can also play in the watering hole mudslide (PaJeepFarm,(n.d.).

2.4.3 - International Examples



Figure 13: Anjali Garden

This source provides information about Anjali Garden which is located in Cambodia. It serves as a community garden that has helped feed 120 children daily for over four years while they are financially sustainable. They are sustainable because they sell products to locals and restaurants. Most importantly, they add events into the volunteer website which works as a great

marketing plan to promote their own garden. Their goal is for the garden to be 100% environmentally and financially sustainable. They have worked hard to be as ecologically friendly as possible, in part by making their own organic compost, fertilizers, and pesticides. They save leftover food, garden waste, and coffee grounds from local businesses to use in their compost. Anjali Garden is almost plastic-free: the only plastic you'll find in the garden is repurposed water bottles which now serve as seeding beds.(Anjalihouse, 2020).



Figure 14: The flora of Laos

The article by Bangkok Post talked about a successful garden in Laos from which we can take in many aspects. First, they have a medical garden devoted to each health issue. Secondly, they have a rich biodiversity of plant species. We believe their ideology of maintaining their community garden could inspire us. (Svasti, 2018).

2.5 - Marketing Theory

Marketing strategy is essential for our service as it can help the service to reach and connect with our target audience. Moreover, it can lead us to achieve our objectives and goals and eventually the way we can expand our service in the long run.

2.5.1 - Rural Marketing

Rural marketing is the process of developing, pricing, promoting, and distributing rural specific goods and services leading to desired exchange with rural customers to satisfy their needs and wants, and also to achieve organizational objectives. The concept of rural marketing is often ambiguous in the minds of people who think rural marketing is all about agricultural marketing. However, rural marketing determines the carrying out of business activities bringing in the flow of goods from urban sectors to the rural regions of the country as well as the marketing of various products manufactured by the non-agricultural workers from rural to urban areas (Jaideep, 2015).

2.5.2 - Target Segmentation

Market segmentation is the process of dividing a target market into smaller, more defined categories. It segments customers and audiences into groups that share similar characteristics such as demographics, interests, needs, or location. There are 4 main types of market segmentation including demographic, psychographic, behavioral and geographic. For demographic, the firm will consider the customers' age, gender, income, family and education. For psychographic, the firm will categorize customers by their attitudes, lifestyles and personality traits. For behavioral, the firm will observe customers' purchasing habits, user status, brand interactions. For geographic, the firm will categorize customers based on city, country, climate and urban. These segmentations can help in making other important business decisions regarding how you get your product or service to customers. These decisions may involve matters such as pricing and promotion. (Yesbeck, 2020).

2.5.3 - Marketing Mix Theory

The marketing mix theory is a simple tool for this organization to define consumer's service. Initially, it started with just 4P's which are product, place, price, and promotion which are the four factors that influence their consumers to buy their product or service that meet the needs of target consumers. The target audience must be defined and realistic. Also, understanding what the customers desire is an essential part. It makes the product appealing to the customer which includes usability, durability and safety as well as establishing a positive impression on customers. Location and distribution channels play a significant role because they help distribute the product to the end user easily. Each target segment has a different marketing method such as feasible pricing or customer demand. Also, the price range is affordable for their consumers. In addition, this project would mainly focus on the promotional strategies, sometimes called marketing communication which include advertising, arrangement of promotional promotions and public relations for customers. This promotion is to motivate our main customers to be more eager to purchase services and increase the awareness of customers. The final information that can be obtained from this theory is to bring all 4P to meet the customers to see if the strategy we have built really makes sense and in which parts we are making the most profit or have the least cost. Nowadays, the modern marketing theory has changed from 4P to 7P or 8P which is more advanced and effective, but the fundamental principle we pursue is still the basic 4P principle that allows for a viable business. (Yesbeck, 2020).

2.5.4 - Advertising Campaign

An advertising campaign is a set of advertisements that revolve around a single message and is intended to achieve a particular goal. For example, a company might create an ad campaign to meet one of the following business objectives such as to create brand awareness for a new product, to drive sales of a product or service or to generate leads by asking people to sign up for an email list or another free offer.

2.5.5 - Crowdfunding

Crowdfunding is the process of raising money from a large number of people in order to fund a project, a company, or a cause. In some cases, the funders do so as an altruistic donation, while in other cases, they get rewards, equity in the company who raised the money, and more. There are four types of crowdfunding platforms that are generally categorized by what the backers get in return for their money. First, reward-based crowdfunding, in return for their money backers will get some sort of reward. Second, donation-based crowdfunding, people who back these kinds of campaigns are more donors than backers. They do it for the cause, to raise money for a sick person, or to save animals, there are crowdfunding for nonprofits. Third, equity-based crowdfunding, this type of crowdfunding enables businesses to raise money from the public in return for equity in the company. The backers get shares. Fourth, lending-based crowdfunding, people can get loans from the public instead of banks in return for interest.

Chapter 3: Methodology

This project aimed to popularize Wat Buaphan community by promoting the SAFETist farm among target customers. In this project, the team evaluated social status of the community and selected appropriate marketing methods to attract target segmentation. To complete the tasks, we followed these four objectives:

1. Determined the social significant problems of Wat Buaphan community.
2. Determined target customers of the SAFETist farm.
3. Determined appropriate marketing strategy according to the collected data.
4. Designed marketing strategies for promoting SAFETist farm.

3.1 Determined the social significant problems of Wat Buaphan community

3.1.1 - Area Observation

Initially, the team visited SAFETist farm to have a better understanding in terms of area and its ongoing activities and observed nearby attraction points. The observation was first conducted at the farm to identify areas that required improvements. Next, we were introduced to other members of SAFETist as well such as those who were assigned to physically take care of the vegetation and overall quality of the products at the farm or those who worked at developing creative ideas to bring into the farm. After visiting Wat Buaphan area to collect the data and interviewing experts, we analyzed and designed marketing strategies to effectively attract customers.

3.1.2 - Meeting SAFETist

Our team had a meeting with SAFETist to discuss the needs and requirements of the sponsor along with gaining more information about the current situation. We were asked for information relating to the current demographic and socio economic data which were important and supplied us with information about the project. Moreover, we asked about the farm to see any potential attractive points that attracted visitors.

3.2 - Determined target customers of the SAFETist farm.

3.2.1 - Identified target customers

We conducted online surveys that were distributed by our sponsor. We interviewed with parents with small children to gain more specific information for our marketing plan. Lastly, we discussed and classified our target customers both demographically and psychographically such as age group, occupation gender and lifestyle.

3.2.2.1 - Survey

The team conducted two surveys via Google form that were distributed with our sponsor's help. Both surveys had approximately 150 responses and were later classified into different age groups to identify targeted customers. The first survey was about advertisement campaigns and media to be released by the sponsor in the future. The purpose was to study the channel of advertisement and age groups to help design our marketing plan and the right media that fit our customer preferences. The second survey was conducted with the purpose to identify types of farm activities ranked by their popularity based on the survey data.

3.2.2.2 - Interview

We organized in-depth interviews with 10 random candidates. The location and interviews took place randomly to eliminate bias. Our interviewees were the parents of small children aged 7-16 years old. The information retrieved provides useful data for the design to improve SAFETist garden toward a more sustainable and suitable for targeted groups

3.2.2 - Consulted with SAFETist

After the collected data from both interviews and surveys, the team consulted with SAFETist to determine which were the preferred customers of SAFETist.

3.3 - Determine appropriate marketing strategy according to the collected data.

3.3.1 - Evaluated marketing strategies

The objective was to evaluate and analyze the numerous types of market strategies to compare their advantages and disadvantages. To broaden our perspective, we also interviewed with a marketer to narrow down the options. Therefore, the information and background research which was gained could be utilized by the team to compare and evaluate each marketing strategy. In order to select the most suitable strategies, the team members consulted with several marketing experts throughout the project.

3.4 - Designed marketing strategies for promoting SAFETist farm.

3.4.1 - Designed and proposed the marketing model

We constructed the marketing model by merging the idea from the marketing campaigns, advertising campaigns and the recommendation from the marketer.

Chapter 4: Results & Analysis

4.1 - Area Observation

The area observations were done twice at different periods of the project. The first area observation was made around the Farm via boat along the Bangmod canal and Wat Buaphan area. The information the team gathered was mainly about the social status and traditional way of life of the community. It gave the team a glimpse of the whole area we had to be working with.

On the second occasion, the team visited the Farm specifically to observe the changes made by the sponsor since the initial visit. In this observation, we were able to interact with other members of SAFETist Farm as well as the locals living in Wat Buaphan area, collecting opinions and point of view of people who work on the farm which helped us focus on our own research. We learned about physical development, plans and membership programs.

4.2 - Meeting SAFETist

The initial meeting, with the sponsor, SAFETist. The meeting was mainly concerning the future plan of SAFETist as well as our initial thoughts about the surrounding area and the farm itself. For example, the real reason why Bangmod was still an underdeveloped community. It was because the locals were unable to adjust their lifestyle to the modern world. In the past, Bangmod was famously known for the Bangmod tangerine, but their plantations have declined when the soil turns too acidic which became a significant issue

4.3 - Surveys

4.3.1 - Survey Questions

The surveys were arranged to gather data for our team to understand and be able to identify the target customers. Both surveys had approximately 150 responses and were conducted on google forms.

4.3.1.1 - Advertising media

The first survey was conducted for studying the appropriate channel of advertising, age groups of interest, to set the baseline of our marketing plan for the promotion and the production of attractive media to fit our customer preferences. After the questions were designed, our sponsor, SAFETist, helped us distribute the survey questions. The questions were separated into 2 sections. The first section was designed to ask about personal information: gender, age, career, and preferred advertising channel. The second section contained the advertisement media

questions that helped us and our sponsor to produce the right form of media. The questions were asked about the preferred length of our advertisement video.

4.3.1.2 - Activities at SAFETist farm

The second survey was run in order to identify attractive farm activities. They were separated into 2 sections. The first section was designed to ask about general information which consisted of the following: gender, age, income, and preferred freetime activities. We also showed some activity pictures at the farm and asked for the one that they like, their expectation, and the price they are willing to pay.



Figure 15: SAFETist Farm



Figure 16 and Figure 17: Activities in SAFETist Farm

4.3.2 - Survey Responses

4.3.2.1 - Responses of advertising media

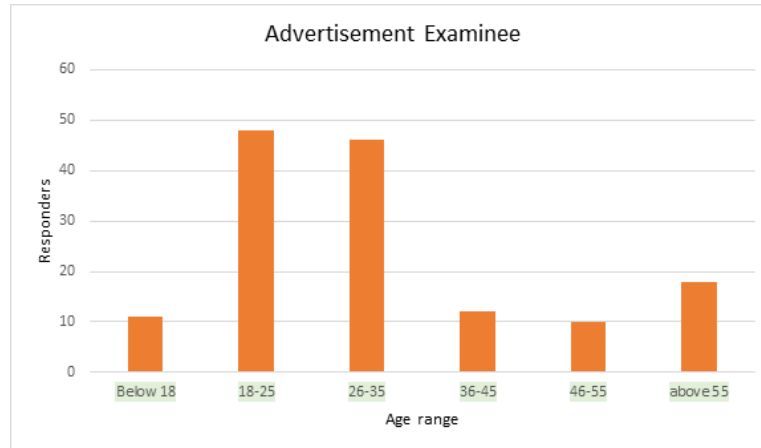


Figure 18: Advertising Data

According to the survey, the median age of Thais interested in short advertising video was 26 years old. Since a short video advertisement was an effective method that could attract any age, gender and economic status, therefore, the sample group for this survey targeted all age ranges.

Responders

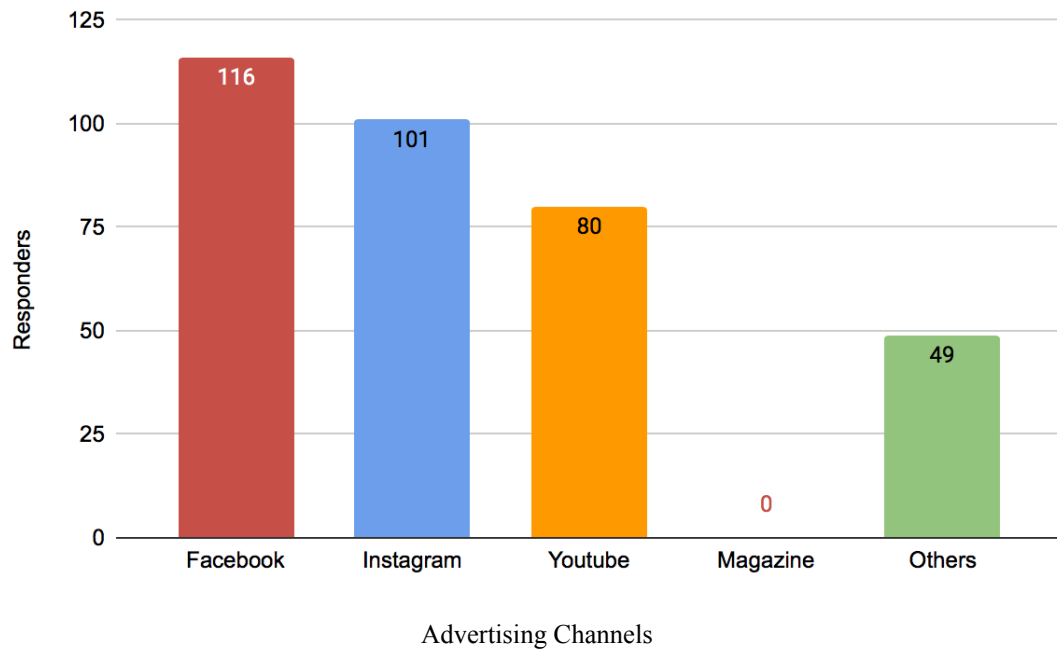


Figure 19: Different types of advertising media

According to the first survey, 4.3.1.1, the survey results were interpreted and indicated that the majority of responders perceived the advertisement media via Facebook.

Responders

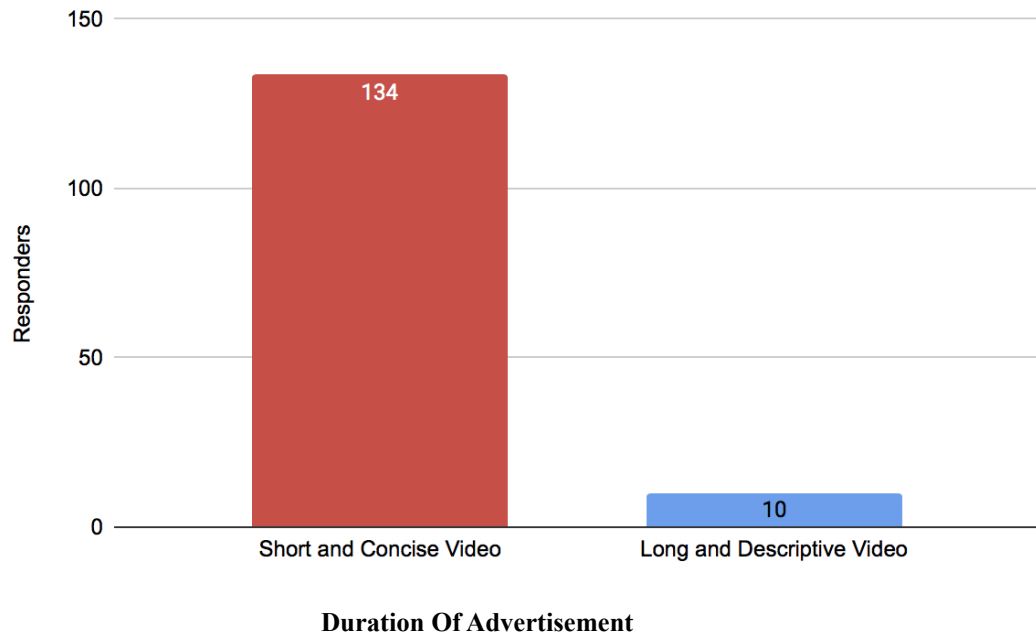


Figure 20: Preferred Media Duration and Length

This bar chart can interpret that short and concise advertisement would attract responders.

4.3.2.2 - Responses of activities in SAFETist farm

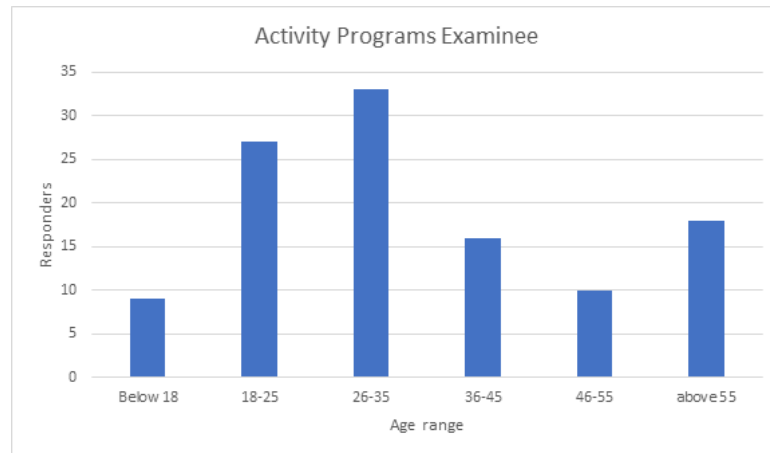


Figure 21: Activity Data

According to the survey, the median age of people that wanted to come to the SAFETist farm is 34 years old as the farm could provide numerous activities that could educate visitors of any age, gender and economic status. Also, the farm could provide a chance for visitors to consume the organic crops for better health. Therefore, the sample group for this survey targeted all age ranges.

Responders

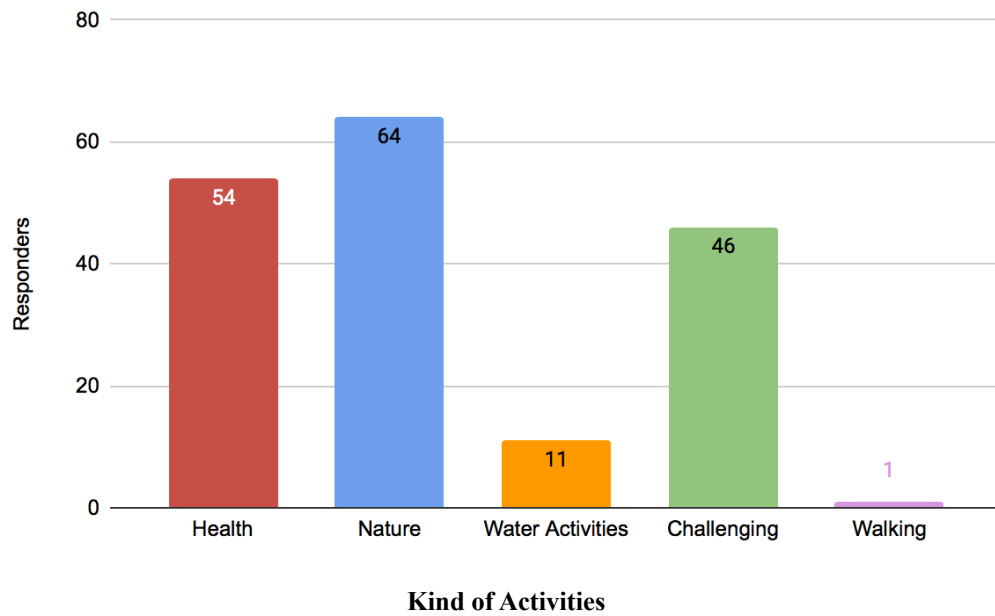


Figure 22: Various types of activities that people want to do

Referring to the second survey, 4.3.1.2, the survey results clarified that the majority of responders enjoyed nature activities, health promotion activities, and water activities respectively.

Responders

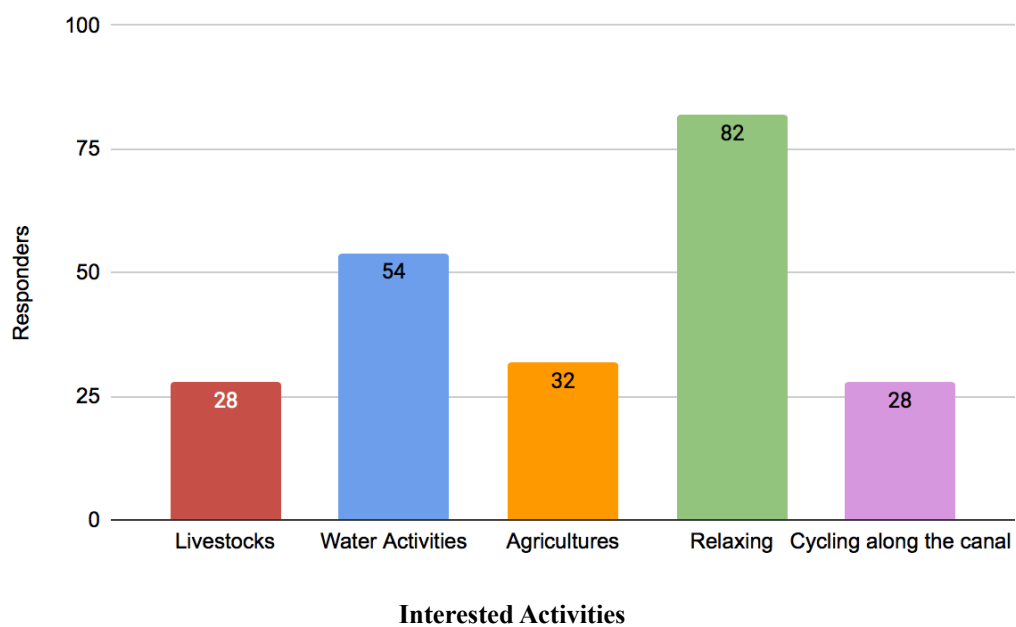


Figure 23: Different types of activities that were preferred by responders

The bar chart represented the majority of responders interested in relaxing activities, water activities, and agriculture respectively.

Responders

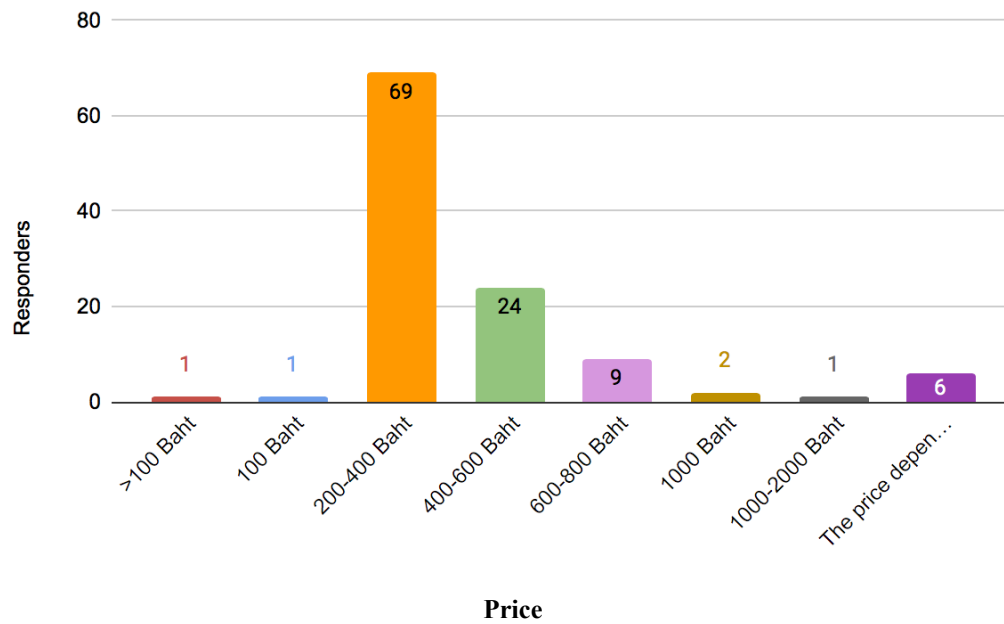


Figure 24: Activity price

According to the bar chart, the majority of responders were willing to pay approximately 200 - 400 baht if there was a chance to visit the farm.

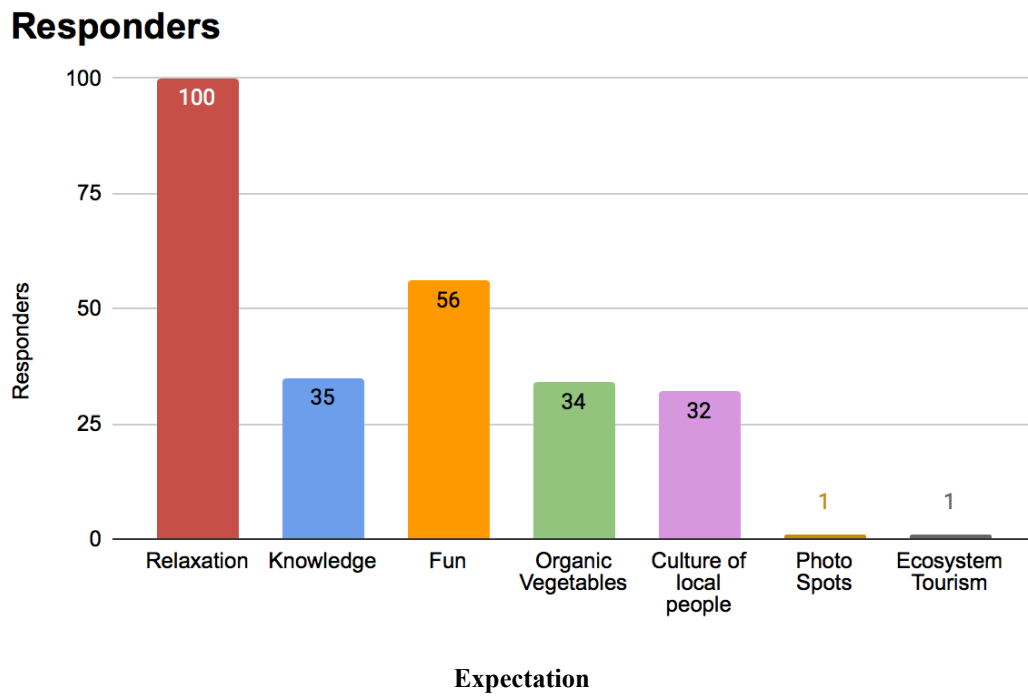


Figure 25: Different types of expectation after visiting the garden.

The bar chart showed that the majority of responders expected a relaxing experience, having fun, and learning a new culture of local people respectively if they had a chance to visit the farm.

4.4 - Parents with small children interview

We also interviewed some parents with small children who were interested in SAFETist Farm at different locations such as Pakkret, Bangna, and Phayathai to minimize bias. The questions asked were similar to the questionnaire in the survey which was mainly focusing on the activities and organic gardening that were provided in SAFETist farm. These responses would indicate and help our team identify the target customers of this garden. Moreover, the majority of feedback that we obtained from the interview could lead our garden to become more sustainable and redesign to meet our target group. From this interview, we were able to conclude the targeted customers and which group of parents are willing to bring their children to the SAFETist farm.

4.5 - Consult with SAFETist

After collecting data from both the surveys and interviews, the information was discussed with our sponsor to test the campaign at the farm focusing on selected customers to test the possibility and to obtain feedback. The campaign was hosted with a primary objective to introduce SAFETist farms to targeted groups before promoting the farm to a popular place. Another concern of our sponsor was the lack of organizing funding to carry on with the ideas. The sponsor wanted to use a storytelling activity as their first campaign. Themes were distinctively divided into sections. The first session focused on storytelling and creativity while the other sessions were mostly outdoor activities for children.

4.6 - Marketer interview

With options of marketing strategies and limitation of time SAFETist farm campaign. Marketer interviews were needed for choosing the most suitable marketing strategy for a limited period of time. A few questions were prepared for our marketer, Mr.Thana Thienachariya. The questions were mainly focused on the marketing strategies such as how to attract customers at the initial stage of the farm, what are the key points of the advertising campaign, how to make this farm sustainable and what factors affect the customers' interest or buying decision. The main point we were able to take from the marketer is crowdfunding. He suggested that this strategy can gain the budget to improve the facilities and advertise the farm at the same time, to make this farm become sustainable, the farm should make this first campaign memorable to make people spread information by word of mouth about the farm and use the first campaign for promotion and creation of contents.



Figure 26: Marketer interview

4.7 - Marketing model

With the collected data, our marketing model was to launch the advertisement using two channels. The first would be announced on a Facebook page while the other method would be via crowdfunding. The second method was done to guarantee the success of the campaign as there was nothing to ensure our Facebook post would attract people. Since this was the first campaign of the farm, it was a significant opportunity to invite people to such a new place. With the budget from crowdfunding, the sponsor could invite children from the Thung Khru area to the farm to meet targeted participants in a limited period of time.



Figure 27: Event advertisement

We found that two-way advertisement is more effective than one-way because people came from both channels and the number of participants met the target set for 50 participants on March 6, 2021 and 100 participants on March 7, 2021. Funders from the Academy of Business Creativity donated 24,000 Baht to the farm. People who saw the crowdfunding advertisement volunteered to help in this campaign, many showed their interest in the event.

Chapter 5: Recommendation

5.1 - Customers

Targeted customers of SAFETist Farm can be divided into two groups. The first being those who are part of the farm's membership program to receive weekly vegetables from the farm. The second group of customers will be from a new tourism program. Future events hosted at the farm will attract new visitors. Both groups of customers have different spending habits. Our focus for this project will primarily be on those who are visiting our farm via the tourism program.

5.1.1 - Membership

There are many parts of the membership program that need to be improved to allow the garden system to run smoothly and more sustainably. Farm memberships were developed for those who wish to be a part of a community farm. To be aware of the constitution and bylaws of the farm is very essential.

For the management system of membership, SAFETist crew members should gather all of the garden membership information and data into online platforms like Microsoft Excel or Google Docs for up to date inventory and ability to protect the clients' personal data. This will keep membership current, maintain inventory, and make it easier membership renewal. We recommend the farm to issue membership cards that can be checked upon entering the farm premises which can benefit the farm to collect a daily pass fee from non-member. To ensure the quality of organic products delivered to the members which is the core value of the farm, we recommend the farm to cap the maximum number of members. The farm should encourage organic gardening, offer classes and technology transfer, as well as providing quality seeds to members and to the community. The farm should organize workshops to share organic agricultural experiences and knowledge to members and the local community.

5.1.2 - Social media advertising

5.1.2.1 - Facebook

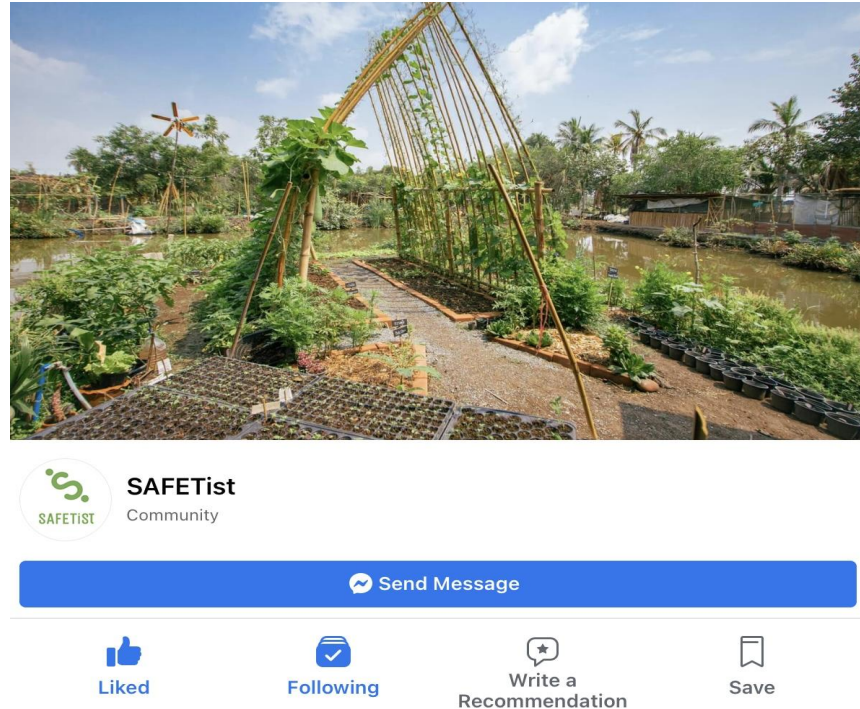


Figure 28: Facebook Page

As of right now, Facebook is the only way of promotion and communication due to the limited number of staffs. Staffs could utilize the Facebook page as a communication method by frequently sharing events photos and videos to attract those who have not been there. It does not need to always be about the products, but could be an article that could be about plants that could be beneficial for the Farm and the community farmers. Constant interactions with the followers by keeping them up to date will create strong connections and engagement. When posting any information on the Facebook page, adding a hashtag or a keyword to be memorable could add a point of interest. As mentioned, that interaction is key to building a successful page. We would also advise to often create a poll and exchange opinions with the followers to start conversations or encourage new people to visit our page. Lastly, the farm should encourage the followers to share their posts to increase the popularity of the farm.

5.1.2.2 - Youtube

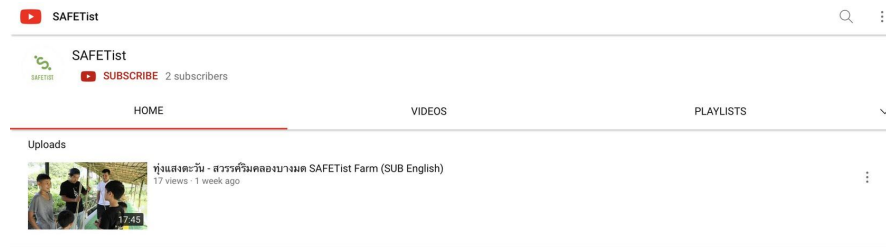


Figure 29: Youtube Channel

Another popular social media platform in the modern world is Youtube as people spend hours consuming content on it. Youtube makes people understand and memorize the story well and people tend to watch longer videos compared to other platforms where they are scrolling through the feed. Building a channel on Youtube is very essential nowadays. The key to a successful channel is constant and scheduled uploads to keep the subscribers up to date and interested in the provided contents. As more people watch and interact with our media, the Youtube algorithm will suggest our videos to more groups of people who have not heard of our farm. On the other hand, newcomers to the channel could also take a look at our previous videos to have a better understanding of what the farm is doing. Occasionally, a scheduled live stream could bring attention to those who are supporting the channel and is the best way to create direct communication and engagement with the viewers. As mentioned, engagement and communication with viewers or followers is the most critical procedure to establish a strong community and supporters.

5.1.3 - School field trip

We would like to recommend schools to be the next target customers of SAFETist farm. Sponsors could contact schools to advertise their campaign or present their previous campaign to persuade them to create a school field trip. Most of the schools in Thailand have 12 grades. If a sponsor could find at least 2 schools then the farm could run by itself. In this initial state of the farm, we suggested starting from private schools such as Buranasuksa school and Sarasas Witaed Suksa school as these two were located in Thung Khru area which was also located near SAFETist farm. Most importantly, a private school has a concrete ideology and policies in conjunction with the funds to host a trip to our farm continually.

5.2 - Guidance for future farm campaigns

As the farm grows and becomes more well known, the team has provided guidelines and recommendations for the sponsor which were collected by the survey that were done on parents who had visited our farm on the initial campaign to improve the overall quality of the farm and making it sustainable in the long run.

5.2.1 - Improvements for SAFETist farm campaign

There are two main improvements for the farm which consist of facilities and activities for the campaign to ensure that it will satisfy the participants' needs and interests.

5.2.1.1 - Facilities

Our suggestion about the social distancing and screening points for the prevention of COVID-19 to ensure the participants' safety. Also, we suggested the garden to have more restrooms in combination with a parking space when there are more visitors in the future. Moreover, to combat Thailand's humidity, we suggested that they might provide air cooling fans around the farm area to create a well ventilated area in the garden. Lastly, we advised the farm to have a billboard to provide clear directions to the farm and information along the Bangmod canal and parking space to both attract and inform those passing by.

5.2.1.2 - Activities

Natural tie dye clothing



Figure 30: Natural tie dye clothing

One of the most attractive activities is Natural tie dye clothing which makes the people enjoy the fun experience and gain a lot of art knowledge. This activity is very suitable for the children as it increases art creation and imagination in their brain. Moreover, the waste of this activity can be poured into the canal as all of the ingredients are natural and eco-friendly. Therefore, this event should be in the activities list of the SAFETist farm.

Organic Fertilizer



Figure 31: Organic Fertilizer

Organic Fertilizer is also an attractive activity that we desire to suggest to the garden. Due to an increase of waste in Thailand, this activity can encourage participants to be aware of reusable garbage which can cause pollution. The activity might involve the process of composting wastes or waste management workshops.

Ice breaking game

An icebreaker is an activity or game designed to welcome and warm up the conversation among the participants as it can engage them in communicating with each other. It helps to ensure that all participants are equally attentive and also, all attendees can comfortably interact with each other.

Coffee cafe

In Thailand the weather is extremely hot and humid especially during the midday time. In addition, outdoor activities would cause people to be more thirsty and tired. Therefore, the garden should provide a coffee cafe area where the visitor can sit and relax with a cool drink to enjoy the view. This cafe should be a small size due to the area on the farm and limited staff. The cafe system can be run by customers using the self service method to reduce chaos that might occur in a farm during busy times.

5.2.2 - Crowdfunding platform

In the initial stage of the farm, crowdfunding is the strategy to bring people to the area as well as promoting the farm to those who are willing to fund this project simultaneously. As a suggestion to an efficient crowdfunding, it should be a renowned crowdfunding platform such as Weeboon, Sinwattana. In addition, the project description needs to be concise, but truthful to the funder with the aim to be appealing to the funders.

5.2.2.1 - Sinwattana

Sinwattana has developed a full-fledged crowdfunding and crowdinvesting platform that renders applications to serve various purposes from donation to investment. Crowdfunding is a powerful financial way of funding. Anyone can gain access readily and use crowdfunding for raising funds which are individual, startups, business expanding etc. via online platforms. Crowdfunding makes marketing positioning and validation, get feedback and guarantee from the crowd.

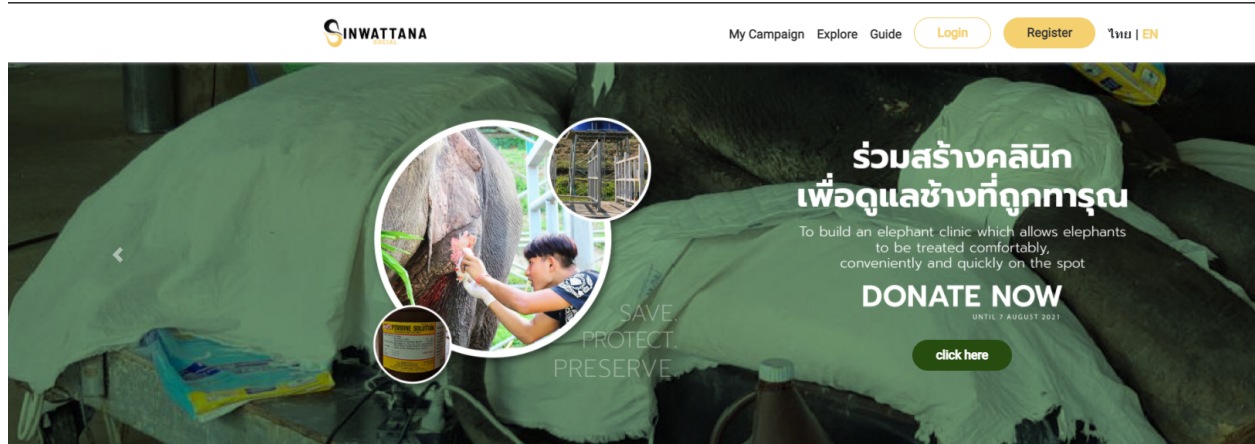


Figure 32: Sinwattana crowdfunding and crowdinvesting platform

5.2.2.2 - Weeboon

This platform is easy to use whether it is to create a campaign or to donate. Weeboon is also helping the people in need by being really clear about how it works and removing the stress of complicated procedures.

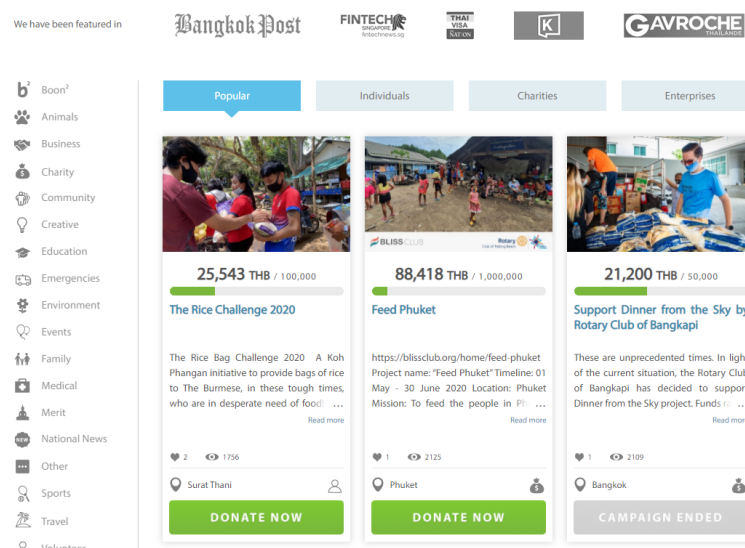


Figure 33: Weeboon crowdfunding and crowdinvesting platform

5.3 - Promotional events

5.3.1 - Exhibition booth

Joining the exhibition event is one marketing action that the group would like to recommend to our sponsor. The content in the booth could include the information about non-chemical plantation, benefits of organic vegetables, and the identity of the farm. Apart from providing information in text form, the booth could include other activities for participants which would be a good opportunity for SAFETist to directly communicate with the actual customers, expand the market, and gain more membership.

5.3.1.1 - Example of exhibition events

K Village Mini Farmers' market event



Figure 34: K Village Mini Farmers' market event

This was the event that sold chemical free products such as vegetables, fruits, seafoods and organic agricultural products from farmers. There were about 30 booths in the event which came from different communities. We would therefore like to recommend this type of event to the sponsor.



Figure 35 and 36: Farmers' market event

5.3.2 - Organic gardening workshop

Workshops are a great way to teach people about any topic of interest by engaging them in well-designed activities. Workshops can take place in schools, communities, villages or at the farm. The content of an organic gardening workshop should include general knowledge such as building healthy and organic soil, crop rotation, companion planting, natural pests and disease treatment options and making organic fertilizer from food waste. By doing this, local people can also take part in the activity to gain more knowledge also.

5.4 - Feedback from the first campaign

During the first campaign, the team interviewed parents who visited the farm whether via the invitation or Facebook advertisement. The interview was completed to collect feedback on any aspects that can be improved and most importantly to compare and identify whether the data matched the data of previous surveys. The data of both survey pointed to interest in water activities. Therefore, we recommend SAFETist to consider offering options of water activities to attract new visitors to the farm.

Conclusion

As a part of the Interactive Social Science Project Course, the team has a chance to work with SAFETist, a group of social givers who are serious on improving the quality of life in Wat Buaphan community. We collaborated with SAFETist and helped design a marketing model to change SAFETist into a community sustainable organic garden. The team constructed a marketing model to attract more visitors who will bring new energy, perspective, and income to the community. The team constructed a marketing model which consists of crowdfunding and an online advertising platform to attract both the locals and new visitors to popularize and sustain the farm. We were very successful in raising funds for the first open house event at the farm via crowdfunding. The majority of the fund was spent toward new facilities of the farm. Recommendations for future improvements were provided to SAFETist such as how to use a crowdfunding method for future events. And lastly, SAFETist can be a sustainable hub of organic farming from their collection of agricultural experience and knowledge for Wat Buaphan community. SAFETist can be a tourist attraction site for city folks who are looking for a weekend escape from the city.

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