

### Win-Win Strategic Policy Planning for CLMV Cross Border Trading in Consumer Product Wholesale Sector: A Case Study of Cambodia

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#### ABSTRACT

Cross-border trade between Thai and neighbor countries has a considerable impact on enhanced economic corridors across countries. Major income gained from international trading has been reported. In case of Cambodia, daily consumer products from Thailand identified as "high quality grade" to be opened as "Thai Supermarket Products" with best quality, high standard and guarantee. Major logistic ways of consumer products from Thailand were identified as 1) by ships from Trad to Koh Kong gateway and 2) by trucks from Sa Kao to Banteay Meanchey gateway. In Cambodia, the strategic policy of wholesale consumer product shops was categorized as "blue ocean", which was win-win strategic policy, logistic cost management, handle shelf-life of products, inventory management and product category in the shelf, relating to the knowledge transfer from Thai expert consultation.

**Keywords :** CLMV, Cross-border trade, High quality grade, Wholesale consumer products

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### Agricultural Based SME Clustering, Branding and Good Practices for Sustainable Community: "Udon Thani" Organic Farming Provider

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#### ABSTRACT

Organic farming has been attractive not only for the consumers but also for the producers, which are identified as supply chain to set as environmental friendly policy. Governor of Udon Thani province initiated the major policy on "A major hub of organic products in North East region of Thailand". The agricultural sectors i.e. rice producers, animal farming systems, fisheries and mushroom cultivators were conjined as well as the SMEs (in terms of OTOP) were initially processed in small scale as community providers, expanding products to other provinces. In addition, the organic premium products with minimal requirements of Food and Drug Administration (FDA grants number in case of food products) were launched into modern trade supermarket as the real business sector with high competitiveness. In conclusion, the government policy, strategic planning, implementation and perception of social community may play a critical role as major key success factor of business atmospheres.

**Keywords :** Best practices, Business planning, Environmental friendly policy, Organic products

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