

Title	Influence factors of the second venturing in WLAN marketing strategy management to the W enterprise
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Abstract

The objectives of this research were to study 1) the weak and operation problems status of the W enterprise's first venturing in the WLAN market, and 2) the external and internal factors of the company to get a feasible strategy for the second venturing. The population in this quantitative study was 583 W enterprise customers, the sampling size was 222 respondents which applied the Taro Yamane' formula. The research instrument was a questionnaire used for data collection. The convenient sampling approach was used to choose the respondents. The statistics used for analysis were percentage, mean, and standard deviation, statistics.

The research results revealed that 1) Marketing strategy Ineffectiveness in low brand awareness, difficulty in lead generation, and challenges in converting potential customers impacted W enterprise's ability to gain a foothold in the WLAN market at a high level. 2) the external factors were technology trends, market size and growth, competitors and customer segmentation and internal factors were the company's financial resources, human capital, technology, and infrastructure. There were effective feasible strategies for the second venturing with a statistically significant level of .05.

Keywords: Influencing, the second venturing, WLAN market, strategy management