

## Abstract

**Title:** Competitive Advantage Analysis of Wachirawit Primary School in Chiang Mai: Parents' Values and Perceptions of Education

**Researcher:** Ni Sheng

**Project Advisor:** Dr. Somboon Panyakom

**Degree:** Master of Business Administration (International Business)

**Date completed:** March 2011

**Number of Pages:** 52 pages

This study aims to investigate parents' perceptions towards Wachirawit Primary School and competitive analysis of Wachirawit Primary School, Chiang Mai. Data were collected by using a questionnaire and collected from January 4 – 10, 2011. The study selected 198 respondents and the convenience sampling techniques of probability sampling were adopted in the selection process.

In the study, the majority of respondents were Thais (93.9%), female (56.1%), aged between 36-45 years old (42.9%), self-employed (43.7%), earning monthly income between 20,000-24,999 baht (33.3%), having Bachelor's Degree (47.5%) and the most frequent number of children attending Wachirawit School is 1 (81.3%). The findings of this Study showed parents' perceptions towards selecting a private school from six factors which affecting their decisions rated reputation factor highest, followed by high academic standards, campus environment, location, tuition fees, and access to reputable universities, respectively.

However, the results of this study found out that parents' perceptions towards selecting Wachirawit Primary School was different, they strongly agreed that location factor was the most important factor, followed by campus environment, high academic standards. The other three factors reputation, access to reputable university and tuition fees, respectively.

In terms of the competitive analysis of Wachirawit Primary School in comparison with other four major competitors in Chiang Mai, the study revealed that there are five competitive advantages as follows:

1. Available investment from the owner of the school
2. Current location of the secondary campus
3. Campus environment in terms of the safe and security issue
4. Competitive tuition fees
5. Cultural diversity

Based on TOWS Matrix, the strategy recommended from the study for Wachirawit Primary School to consider in order to implement these are: Firstly, relocate primary campus to the secondary campus; Secondly, improve its reputation; Thirdly, improve marketing by using its campus environment as strength. Finally, attract parents' attentions by advertising more on students' activities