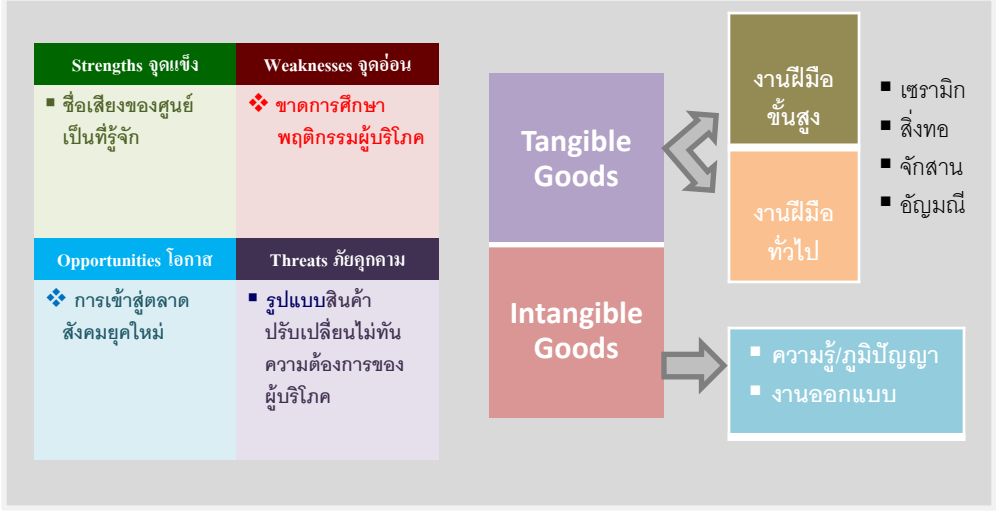


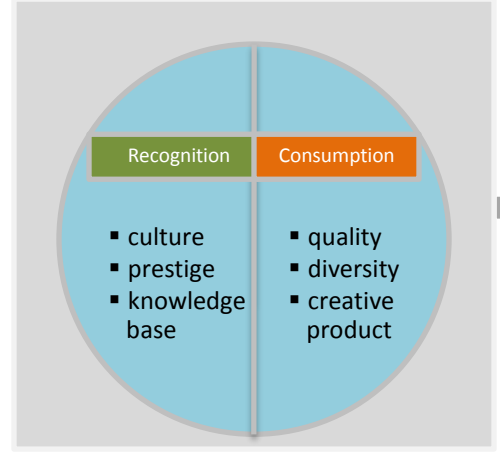
# SACICT : Top of the Line..From hand to a sale for a better live

## VISION

### Segment



### Target



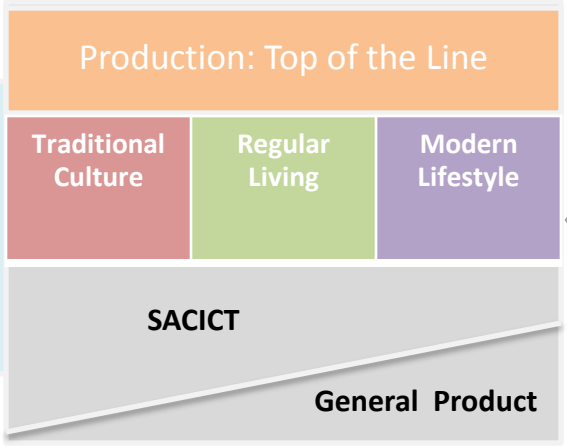
### ยุทธศาสตร์



### Promotion: From Hand to a sale



### Positioning

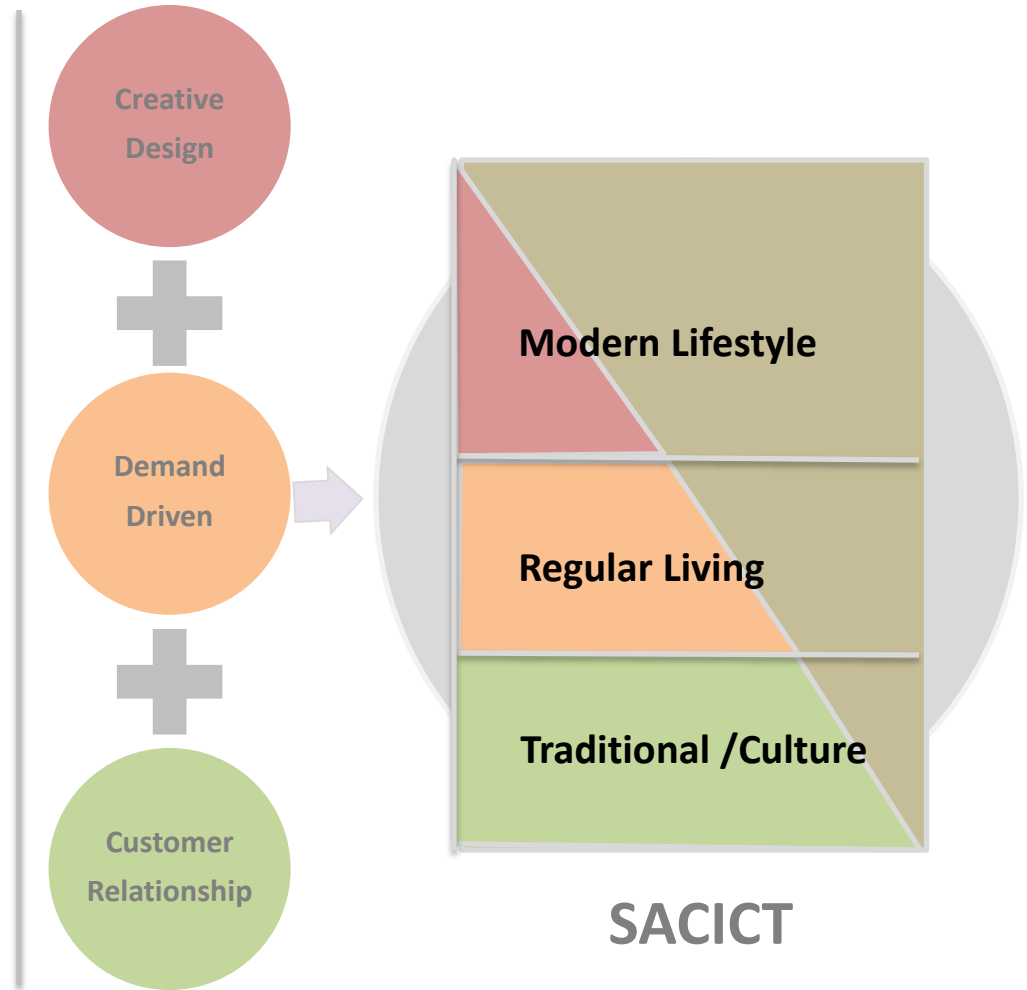
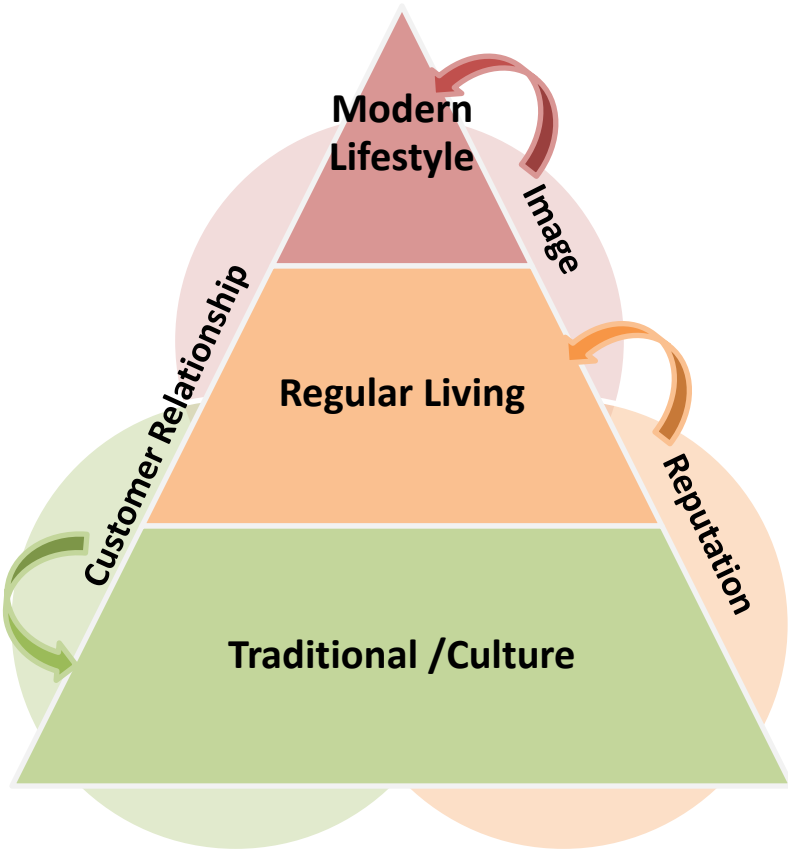


# Vision

## Top of the Line : Production

MTD 1 (กลยุทธ์) : สนับสนุนให้ผลิตภัณฑ์เข้าถึงใจผู้บริโภค

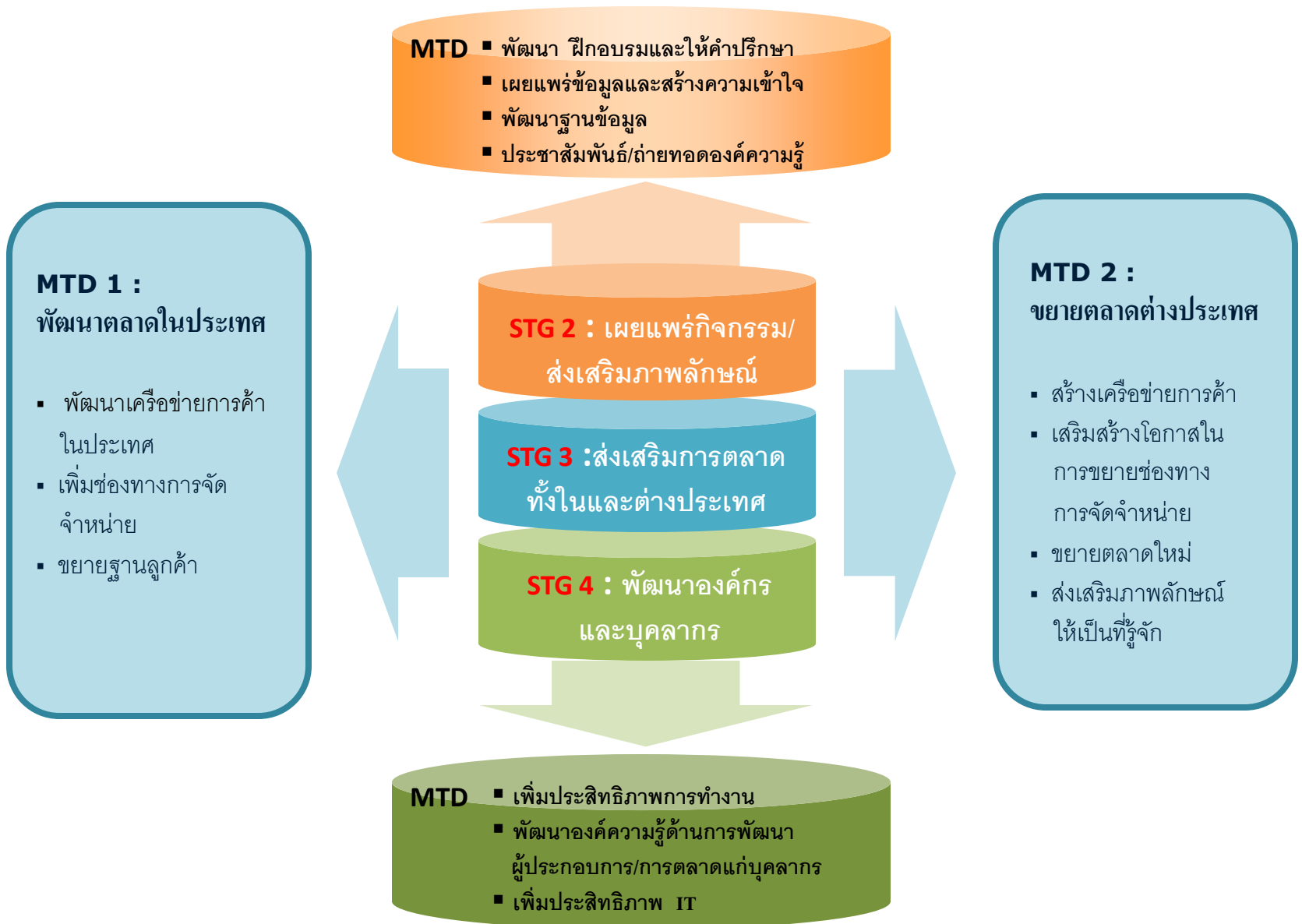
MTD 2 : พัฒนาผลิตภัณฑ์ที่เข้าถึงใจผู้บริโภค



**STG 1:** สร้างสรรค์ผลิตภัณฑ์ที่เข้าถึง “ใจ”ผู้บริโภค

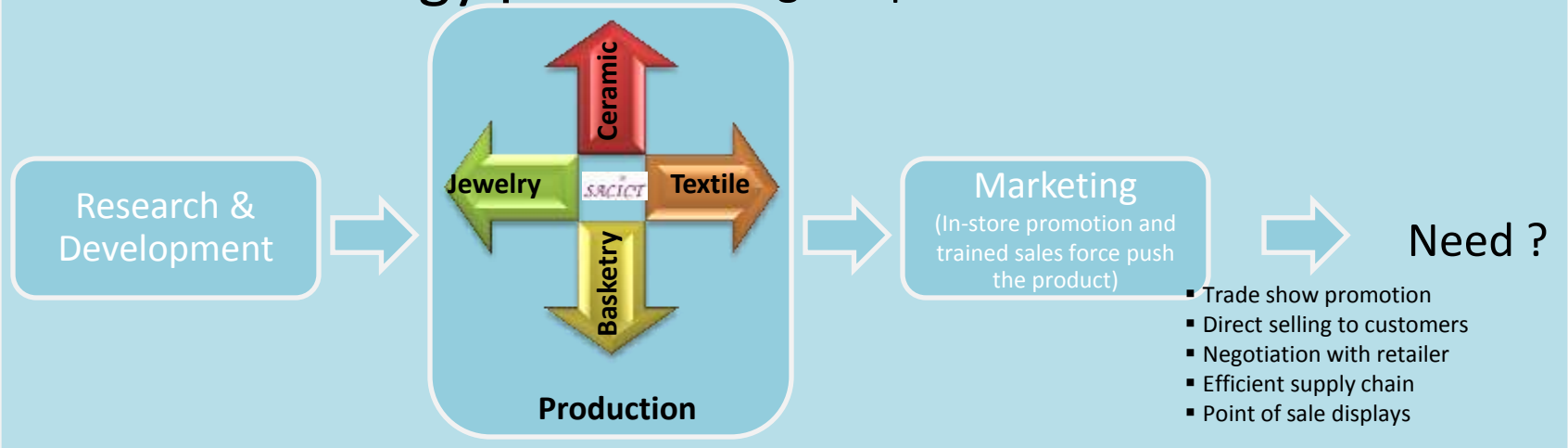
# Vision

## From Hand to a Sale : Promotion



# Technology push vs. Market pull

## Technology push “Taking the product to the customer”



## Market pull “Getting the customer to come to SACICT”

