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From: **Venkataraman, Ramesh** <venkat@indiana.edu>

Date: Wed, Apr 19, 2017 at 2:33 AM

Subject: RE: IU AGILE Visit to MFLF Thailand

To: Visit-orn Rajatanarvin <visit-orn@doitung.org>

Cc: Peter Boonjarern <peter.boonjarern@gmail.com>, "Barsi Lopes, Alexandre" <alopes@indiana.edu>

Mai and Peter,

It seems like only yesterday that I was in Thailand but clearly I have let time slip. My apologies.

First, thanks for hosting me in Thailand. I learnt a lot about the Doi Tung Project and the amazing work that has been done in the region. I think the students visiting will really enjoy their time there.

With respect to our roles, I have briefed Alex on the project and he will likely take over the project portion of the conversation. I will continue to be the point of contact on the logistics pieces of the conversation.

With respect to the project:

- 1) We agreed that the focus will be on examining the opening of possibilities for the Doi Tung branded food products outside of the current market. The primary focus will be on the (GI) packaged coffee product, but cookies, macadamia nuts etc. are fair game. In addition, we decided to at least include the non-GI green beans into the portfolio of products that the students can examine as part of their strategy determination.
- 2) The students will visit Thailand from Oct 15 – 21. I am outlining a starting point for an itinerary below.
- 3) We agreed to interview the students expressing interest in the course to ensure that the registered students had the right level of commitment to the project.

Data needs (initial thoughts):

As much data as you can provide about the different food products on items such as:

- 1) quantity of each product produced in a year,
- 2) Any limits capacity (e.g., coffee)
- 3) sales channels [where are the products sold, e.g., web, cafes, department stores etc, how much is sold via each channel],
- 4) locations that these channels are distributed across , e.g., Bangkok, doi tung, Phuket etc.,

- 5) pricing of the products and any differential pricing employed etc.
- 6) It would also be good to have information about the costs of production, e.g., cost to produce one 200g packet of GI branded coffee versus the price, as well as any information on distribution costs, e.g., shipping, warehousing costs etc.
- 7) Finally, it would be good to have an understanding of the order generation → production → fulfillment lifecycle.

Please note that if you have the data in raw form, our students can as part of the project do a lot of the slicing and dicing of the data.

Proposed initial itinerary:

Oct 14 (late night) – students arrive in Bangkok

Oct 15 – Bangkok sightseeing/evening reception with IU alums?

Oct 16 – Morning - Kick-off project with MFLF leaders, afternoon travel to Doi Tung

Oct 17 – Study visit/meetings (arranged by MFLF)

Oct 18 – Study visit/meetings (arranged by MFLF)

Oct 19 – Study visit/meetings, afternoon travel back to Bangkok

Oct 20 – Debrief meeting with MFLF leaders/afternoon free

Oct 21 – Students on their own

Oct 22 – students leave for home

Mai: Can you provide an estimate of costs for the Doi Tung portion of the project (including flights) and single room lodging in Doi Tung? As you indicated, it may be easier for all concerned for you to do an all-inclusive piece. Plan for 20 students and 2 faculty.

Peter/Mai: Can you advise on what the best way to handle the hotel reservations would be? Would you have corporate rates or should we work directly with a hotel from here.

Thanks,

-ramesh--

Ramesh Venkataraman

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