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With more 6-year experience in wholesale market industry, Ms. Parichat realizes that the successful wholesale market does not only provide a trading place and modern technical facilities, but potential vendors and sellers are also turnkey factors. How to collect or encourage them to use services in the wholesale market at the same time, same place and large scale of quantity is what people in this industry would like it to happen. She once addressed 'We should understand our customer behavior (vendors and sellers), customer preference, competitor information and surrounding environment before implementing any business strategy or creating a new developing project'.

Ms. Parichat applied knowledge learning from experiences together with her training background. She has knowledge on agricultural supply chain management gained from a seminar organized by APO (Asian Productivity Organization) and on international trade from her postgraduate degree. She graduated Master degree in Commerce from Deakin University, Australia