

## **KEY FACTORS FOR A SUCCESSFUL DISPENSARY IN BANGKOK, THAILAND**

PONGPIT TAECHAKIJVIBOON 6049143

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THEMATIC PAPER ADVISORY COMMITTEE: ASSOC. PROF. SOOKSAN KANTABUTRA, Ph.D., ASSOC. PROF. RANDALL SHANNON, Ph.D., ASSOC. PROF. JUTHAMAS KAEWPIHIT, Ph.D.

### **ABSTRACT**

Thailand legalized cannabis use in June 2022, and the industry has snowballed. The industry is still in its early stages of growth, and the amount of research papers within the cannabis industry published in Thailand remains highly scarce. Hence, this paper aims to explore the different factors for a successful dispensary in Thailand. Due to time constraints and limitations in travelling, the research will focus on exploring critical factors in running a successful dispensary only in the country's capital, Bangkok.

A combination of past published literature forms a foundation for the research topic. The research uses an exploratory qualitative method through recorded one-on-one interviews with a sample size of 13 people consisting of a variety of age groups, gender and occupation that are currently living in Bangkok. Research propositions are identified and form interview questions.

Interview data were analyzed using a thematic analysis method, and each framework element for each interviewee provides codes combined into themes based on their views of importance. Identifying patterns of themes will help answer the research topic. The final results suggest that product offerings, a reasonable price range, an easily accessible location, loyalty programs, experienced staff, consistent standards and a clear art style are the key areas dispensary owners should focus on to ensure a successful running dispensary in Bangkok, Thailand.

**KEY WORDS:** Cannabis / Dispensary / Success Factors / Marketing / Thailand

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