

Chapter 2

Business Organization Model



Factors for choosing a business model

- ✓ Complexity of Setup
 - ✓ Capital Requirements
 - ✓ knowledge and competence of the owner;
 - ✓ Administration and control of the business
 - ✓ Condition of Business and Continuity
 - ✓ Responsibility for liabilities
 - ✓ Operating Period
 - ✓ How to share profits
 - ✓ Possibility of business expansion
 - ✓ Tax liability
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Sole proprietorship

Main characteristics

A business in which a sole investor is the investor and owns all the ownership of the property.

Advantages: Easy to set up, high autonomy, single profit.

Disadvantages: Unlimited debt liability, low capital, low stability.



Partnership



- ✓ General Partnership: All partners are jointly responsible for an unlimited amount of liabilities.
- ✓ Limited Partnerships: There are 2 types:
 - Limited Liability (up to investment)
 - Limited Liability (Managing Partner)

** Contracts formed by 2 or more persons.*

Limited Company Affairs

- ✓ Established by dividing the capital into shares. It is of equal value.
- ✓ Shareholders' liability is limited to the amount of money that has not been fully utilized.
- ✓ Must have at least 3 co-investors (old law) / 2 People (New Law)
- ✓ It is a separate legal entity from the owner.

Company Functions

- Prepare financial statements every 12 months.
- Preparation of the list of shareholders (Bor Jo15)
- Hold the Annual General Meeting.

Public Company Limited



Public Limited Company

Established for the purpose of public offering of shares under the Public Limited Companies Act, B.E. 2535 (1992).

- ✓ There must be at least 15 starters.
- ✓ Raise funds from the public easily and extensively.
- ✓ It has the highest credibility among legal entities.

Cooperative

Business organizations formed by grouping to carry out mutual aid activities. It is not intended to seek profit.

- ✓ Voluntary Membership
- ✓ Principles of Democracy (1 person, 1 vote)
- ✓ Contribute economically and share benefits fairly.



Franchise



Key elements

1. Franchisor: Owner of rights/system
2. Franchisee: Franchisee.

Franchise Fees & Royalty Fees

It is suitable for beginners who want a ready-made system and a brand that is already known to them.

State Enterprises

Definition (Act) Budget method)	Main Branches in Thailand
Government-owned organizations	Energy (Electricity, PTT)
Business entities in which the state holds more than 50% of the shares.	Transport Branch (SRT, Transportation Authority)
Established for public service and security.	Communication and Finance

Currently, there are a total of 58 state-owned enterprises under the supervision of the Ministry of Finance.

Multinational Corporations (MNCs)

A business corporation with management power in the mother country and operates branches covering many countries.

Types of MNCs

1. Vertical: The center where the mother sells through branches.
2. Horizontal: Distribute the production base according to the cheapness factor.
3. Versatile: Vertical and horizontal combination



| Technology for Business Organizations

TECH

Transformation accelerator

- ✓ Increase production efficiency and reduce costs
 - ✓ Expand access to global markets (E-commerce)
 - ✓ Big Data & Analytics
 - ✓ Rapid changes in consumption and business models
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Q&A

Questions & Concerns

Conclusion: Choosing the right business model must be based on availability. Capital, and organizational goals are important.

Thanks for listening.

Image Sources



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