

Parhin Project

“ Parhin is a project which focuses on building a business and communication model for future uses projects to apply to various local areas in terms of developing a talented group to the next level. ”

Objective

Generate the revenue to reach break even point and **support** the local school with jewelry tools and materials

Students become **more knowledgeable** on the topic of design, business, and communication

Maximize the potential usage of the local materials along with increasing the value of the materials



Engage

students with workshop activities and brand developing process

Enrich

local's students knowledge and increase the value of local materials to improve their quality of life

Empower

students with the collaboration to create the brand to build confidence and inspiration

Methodology

Phase 1 “Branding”

- Contacting the school to hold the workshop activities and brand creation
- Did the market research and come up with brand concepts and positioning

Phase 2 “Educating”

- Held three workshops at the Pangmaka Wittayakom school on the topic of **design, business, and communication**
- Developed and finalized the designs from students

Phase 3 “Sales and Communication”

- Social media communication
- Shipped the product to the customers



Pangmaka Wittayakom School
Khanu Woralak Saburi, Kamphaeng Phet



Workshop

1. Basic of the design, color theories, and designing trends
2. Research, setting objectives and goals, target audience, competitor analysis, revenue generation
3. Branding, positioning, tactics, strategies, media planning, content creation, advertising





As a result of the workshop activities, our group created the brand together with Pangmaka Wittayakom School's student.

"rhin" is the handcrafted accessories brand that values accessibility of the customers and local material such as "Black Rosewood Seed"

Targets

- Generation Z who is considered as a Middle to High class
- Interested in fortunetelling and have an outgoing lifestyle

Product Line



Vines



Rosebud



Champagne



Coast



Evergreen

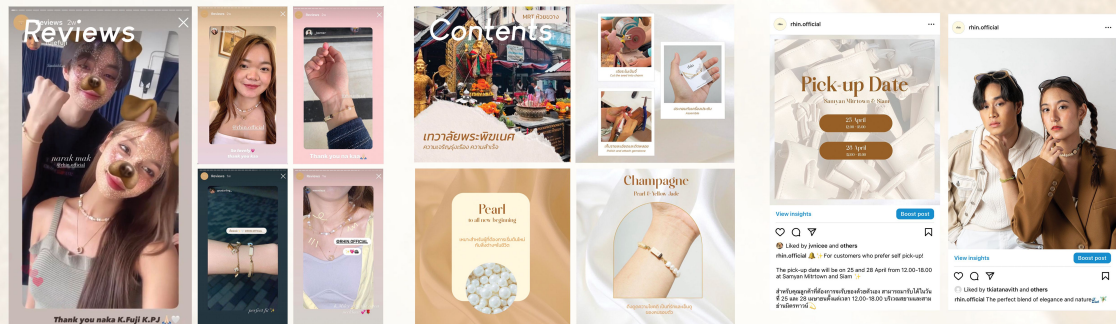
Communication



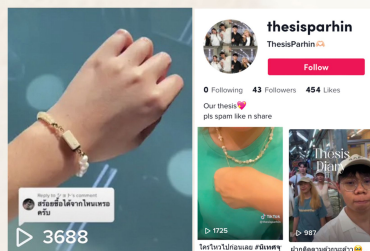
Owned media, mainly for promotion and communicate with target audiences

Content Pillar

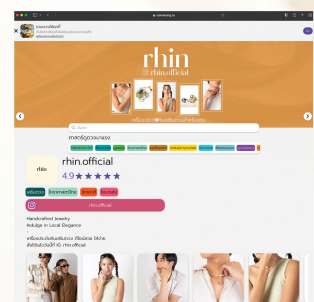
- Horoscopic meanings
- Local material
- Supernatural beliefs



Record the progress of the thesis from the beginning



Promotion on the fortunetelling crowsource review platform



Evaluation

85% of the students agree that they could adapt the knowledge in the daily life and future career

Reach total of 963 accounts on the Instagram within one month and have the highest views of 1,733 on TikTok

Currently generate more than 20,000 THB