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Mahidol University

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APR-JUN 2024

Vol.6 No.2

ISSN: 2672-9512



**BUILDING
THEIR
DREAM
BUSINESS**

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CELEBRATING MUIC'S ENTREPRENEURIAL SPIRIT



EDITORIAL WHERE DREAMS ARE MADE

How hard is it to open your own business? Not easy, as our interviewees in this issue would tell you. They faced a number of challenges that discouraged them.

It took time before their fledgling business took off, yet despite these, the MUIC alumni who dared to dream big are now enjoying the fruits of their labor. Within the halls of MUIC, they had also learned the basics and their dreams were nurtured with the support of their teachers, classmates and friends. On the following pages, not only do they share their experience but also generously offer words of advice borne of their blood, sweat and tears.



MU
CORE
VALUE

MAHIDOL DETERMINATION

Aside from talents and skills, one of the virtues exhibited by the alumni entrepreneurs in the following pages is determination, which means firmness of purpose or resoluteness. Innovating a new service or product or setting up a new company would not be successful in the absence of determination—one of the Core Values of Mahidol University.

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**MS. PORNSIREE
CHARATSRIVILAI**



**MS. NALIN
MAETEEPATIKUL**

“NAM”

8



**MS. THITIPORN
SRIPRASERT**

“LUKPLUB”

12



**MR. UKRIS
APIVATTANANON**

“NUT”

7



**MS. AURKARN
SUMRUALHAN**

“ELE”

11



**MS. WARINEE
PISITPHUNDA**



**“PEEM”
MR. TANAPAT
THUATRAIPHOP**

13



“SUI”

**MS. TANAPORN
MONPRATANCHAI**

14

**15 KEY
TAKEAWAYS**

**38th
Anniversary**

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MESSAGE FROM THE DEAN

BY PROF. CHULATHIDA CHOMCHAI, M.D.

spending four years in MUIC's halls—are actively embracing the spirit of **entrepreneurship** and took the initiative to build their future through their passion and perseverance. Their stories will ignite your imagination and demonstrate the power of transforming ideas into tangible realities.

Education at MUIC is more than just lectures, classrooms and textbooks. Our vibrant ecosystem fosters creativity, problem solving, and the passion to pursue dreams. We equip our students with the tools and resources they need to construct their dreams and leave a meaningful mark in society.

This is just the beginning. As MUIC continues to be a place that enriches student's lives and minds, while expanding and sharpening each individual's potentials so that they can design and shape their futures and the futures of others, we invite you to become part of this exciting ecosystem, one where creativity knows no bounds.

Welcome to the hub of entrepreneurship.

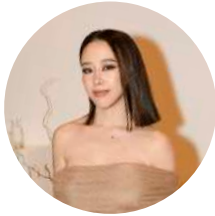
Welcome to MUIC.

WELCOME TO THE ENTREPRENEUR HUB

Creativity is defined as having an original idea that has values. Innovation is the ability to capture the values of that original idea and implement it to solve a problem or fulfill a need. This requires that individuals possess diverse skills ranging from mastering subject-specific knowledge to appraising information critically to implementing ideas and solutions through effective business

communication. These are the goals of a **liberal arts education**. Therefore, I'm thrilled to introduce this edition of our **MUIC 360° Magazine**, which delves into the heart of our institution's most dynamic quality: Our dedication to fostering innovation and the spirit of entrepreneurship.

This edition takes you on a captivating journey through the MUIC environment of learning. Here you will meet several of our inspiring graduates who—after



CELEBRATING MUIC'S ENTREPRENEURIAL SPIRIT

Dive into the world of MUIC where students aren't just learning—they're, in fact, building the future. In this issue, MUIC 360° Magazine takes you on a journey into the thriving businesses of alumni who trace their roots from the vibrant ecosystem of MUIC which fosters creativity, problem-solving, and an entrepreneurial spirit.

Get inspired by the stories of MUIC alumni who have turned their ideas and dreams into realities. You can be the next innovator or entrepreneur, and as MUIC knows this, it thus equips its students with the skills and resources to bring their groundbreaking ideas to life.



MS. RUNGRAVEE “BENZ” KATTAMARASRE

Major in THM

Year Graduated: 2016

Founder and Creative Director,
Miss Modern Clothing Brand

IG: @missmodern_official

Website: www.missmodern.net

EMPOWERING THE MODERN WOMAN

Starting out as a hobby during her sophomore year in MUIC, the warm support of her friends and the important lessons she had learned from her business courses prompted Ms. Rungravee to turn her hobby into a full-time enterprise, with the vision of providing a clothing line that empowers modern women. Her clothing brand—celebrated for its unique designs and quality—is now also available in Bangkok stores and online with worldwide shipping available.

HER ADVICE

- **Follow Your Passion:** Start with what you love and believe in.
- **Learn Constantly:** Educate yourself through courses, workshops, and mentors.
- **Start Small, Grow Smart:** Test your ideas, gather feedback, and adapt.
- **Embrace Failure:** See setbacks as learning opportunities.
- **Build a **Support Network**:** Surround yourself with mentors and like-minded individuals.
- **Take Calculated Risks:** Make informed decisions and be willing to step out of your comfort zone.
- **Stay Persistent:** Keep focused on your goals, remain adaptable, and celebrate your progress.



ADVOCATING FOR SUSTAINABLE AGRI-BUSINESS

MR. UKRIS “NUT”
APIVATTANANON

Major in International Business
Year Graduated: 2009
CEO, Tongsiri Farm



After working as a gold trader, Mr. Ukris decided to put up his own business, in this case, an agribusiness that advocates **sustainability** and produces organic farm and poultry products. After weathering the difficult initial years, his 30-rai Tongsiri Farm—which now includes a café—is now enjoying a growing patronage. He said MUIC taught him the **fundamentals in business**—from management to finance to marketing—with which to start and manage his own agricultural company.

HIS ADVICE

- Know yourself first—that is, your strengths and weaknesses.
- Family should always be your priority.
- Be conscious of your health.
- Each person measures success differently. Do not compare yourself with others or else you won't be happy.
- It's not about your salary; it's about your savings.

Line: @tongsirifarm
TikTok: Tiddincafeandfarm
Website: <https://www.tongsirifarm.com/>
FB: TongSiri Farm
FB: Tiddin café & farmcation

MS. NALIN “NAM” MAETEEPATIKUL

Major in Tourism and Hospitality Management,
Minor in Chinese
Year Graduated: 2014
Founder and Head of Business Development
and Marketing, Mama's Secret



CARING FOR MOM AND KIDS



Her concern for her personal health (and later on, that of her baby) prompted Ms. Nalin to research about **nutritious food**, such that she even obtained a certification in Pediatric Nutrition. In 2022, she established Mama's Secret, which produces healthy food for young mothers and their babies. She also shared her newfound passion in social media, gaining numerous followers who shared her belief for a healthier lifestyle. Mama's Secret products are now being sold in both online and offline shops and are scheduled to be available in Villa Market and other retailers this year. She credits MUIC for instilling in her the desire to become an entrepreneur and at the same time equipping her with the necessary mindset and skills for starting and managing a business.

HER ADVICE

“It takes courage to actually take the first step to start your business. Ignore what other people are telling you and take the plunge. In starting a business, having only a strong passion is not enough. To me, it is about how you can link your passion to demands in the market. It's about how you can create and build those demands and turn them into reality.”

IG/Tiktok: @mamasecretfamily
FB: MamaSecret Family

AVANT-GARDE DESIGNER CLOTHES



MS. WARINEE "PHAFAI" PISITPHUNDA

Major in Communication Design

Year Graduated: 2016

CEO and Designer, Marchmay Clothing Line for Women

IG: MARCHMAY



Aside from honing her skills in graphic arts, her love for **designing clothes** was noted and praised by her Communication Design professors, encouraging her to pursue her dream of putting up her own line of clothing brand. Though she had initial setbacks, she established her company, Marchmay, soon after she graduated. Her persistence in the face of naysayers paid off when Marchmay received an award from Vogue Magazine Thailand two years ago.

HER ADVICE

- Follow your passion. It starts with your passion and love. Everything else would follow. Don't listen to negative comments. Stay positive. Believe in yourself.
- Keep working to achieve your goals. **Don't give up.** Nothing is easy. You have to try your best.
- If you don't know anything about the business you plan to enter, then study everything that you can learn about it. Learn from someone who is an authority on it or look for the answers yourself.



MS. PORNSIREE “PATTY” CHARATSRIVILAI

Major in Tourism and Hospitality Management
Year Graduated: 2012

Founder and Creative Director, Modi Edge
Wedding & Event Planner

PASSION FOR WEDDINGS

Fresh from working as a wedding specialist in W Hotel in Bangkok, Ms. Pornsiree decided to strike out on her own by becoming a wedding and event planner and established Modi Edge in 2016. Noted by her clients for her passion for the quality of her service, she said that the well-rounded education she received from MUIC—from her THM classes to her **internships** to her experience in the Student Association—equipped her for this line of work and imbued her with the people skills, dedication and energy to perform well.

HER ADVICE

- Don't be afraid of pursuing your dreams. Don't let other people's successes discourage you either.
- Don't rush to become rich. Getting rich shouldn't be the first thing a new graduate should be concerned about.
- You don't need to have a strong passion for things, but at least you should find yourself connected to something that would ultimately make you happy.
- One crucial asset that you must have is **endurance**. You may fail at the first try or things won't go the way you want them to, but at least you have to learn from that failure. Don't give up easily.
- Becoming an entrepreneur is not that hard, but sustaining the momentum, staying productive and maintaining the quality of your service and products are what you should focus on.

IG: @modi_edge
FB: MODI EDGE
YT: @modiedge
Line: @modi_edge



Despite the challenges posed by the Covid-19 lockdowns to their new enterprise—a niche business offering yogurt-based drinks at reasonable prices—Ms. Aurkarn and her business partners remained steadfast in growing their company. From its first shop near the MUIC campus, Yoguruto now has 80 branches across Thailand and is slated to reach 120 locations this year. She cited her **Marketing** education from MUIC in giving her a strong foundation in business—from marketing, accounting, HRM, design, and law—and also the courage that the College instilled in her to pursue her dream.



HER ADVICE

- Focus on finding the right product and identifying your **target customers**. Understand the 7Ps (Product, Price, Place, Promotion, People, Process, and Physical Evidence). Engage in trial and error to assess market viability. Remain open to making necessary adjustments as you progress.
- Assemble a reliable team. Your team should be competent and trustworthy, with each member assigned to tasks that match their skills.
- Establish efficient systems to support your product and team. This may take time, but it's crucial for success. During this process, you'll gain insights into your personal strengths and weaknesses.
- Don't hesitate to seek help from others for areas where you lack expertise in. Don't fear failure; it's often the best teacher in attaining success. Ensure your team shares the same objectives and maintain open communication.

SUCCESSFULLY GROWING A NICHE BUSINESS



MS. AURKARN "ELF" SUMRUUALHAN

Major in Marketing
Year Graduated: 2016
Co-founder and Managing Director,
Yoguruto Yogurt Drinks

IG: [yoguruto.th](https://www.instagram.com/yoguruto.th)
X: [@yogurutoth](https://twitter.com/yogurutoth)
FB: [Yoguruto Thailand](https://www.facebook.com/yoguruto.th)
Line: [@yoguruto.th](https://www.line.me/tv/yoguruto.th)

MS. THITIPORN “LUKPLUB” SRIPRASERT

Major in Applied Mathematics,
Minor in Business Administration
Year Graduated: 2017
Co-founder and CEO, Koyo Tearoom

After working as a secretary to the CEO of a Japanese company for six years, Ms. Thitiporn made the decision to pursue her passion to establish her own business, in this case, a matcha teashop that offers high quality tea products at affordable prices. From delivering their matcha drinks at the height of the pandemic to offering them in pop-up stores, they persevered until **positive feedback** inspired them to open their very first shop in Phutthamonthon Sai 3. Aside from the strong support system provided by MUIC, she attests that the College's liberal arts education taught her a **synergistic approach** to establishing and managing her business.

HER ADVICE

"I've always wanted to start my own business but didn't know how until I found my passion which became the key to making it happen. People say, 'Do what you love,' but you won't love every part of it. There will be things you dislike that might slow you down. Still, passion will keep you going.

"Another important factor is being prepared. We never know when opportunities will come, but we can get ourselves ready to grab them when they do."

THE PERFECT MATCH(A)



IG: koyotearoom
FB: Koyo Tearoom - 紅葉

ENTREPRENEUR & MANAGER



MR. TANAPAT "PEEM" THUATRAIPHOP

Major in International Business
Year Graduated: 2016
Co-founder, Anyfriday
COO, Yayee

Mr. Tanapat "Peem" Thuatraiphop started his own business while still a student in MUIC and later on managed the family business. As a sophomore in MUIC, he and his brother developed rainbow mocktails under the brand Anyfriday with its unique variety of colors and fruit tastes and ziplock bag which customers can customize with their own drawings. The first of its kind to be sold in the market, the startup later expanded into a **franchise** business.

Mr. Tanapat gives credit to his professors in the Business Administration Division from whom he learned valuable lessons in marketing, legal issues, import-export, human resources, cross-cultural management, and finance. By the time he graduated, he had a franchisee already in Indonesia but with the decline in the product's popularity in the Thai market, he decided to sell the business.

He then turned to their family business, Yayee, a clothing brand that uses the colorful designs of Peranakan culture in his home province of Phuket. Due to their mother's untimely passing, the brothers have taken over the management of the company and continue its success in the market.

HIS ADVICE

- Start early and take advantage of the resources available at your institution.
- Build a network of business stakeholders and seek **mentorship** from experienced individuals.
- Maintain consistency and resilience through both the good and bad times, learning from every issue that arises.
- Commit to continuous learning to stay updated on strategies, trends, and tools that can help your business.



IG: @yayee_official

FB: YAYEE

Website: <https://www.yayee Phuket.com/>

MS. TANAPORN “SUI” MONPRATANCHAI

Major in Tourism and Hospitality
Management, Minor in Food Science
and Technology
Year Graduated: 2017
Co-founder and Project Manager,
Yakconic Co. Ltd.

Being active in extra-curricular and student club events at MUIC where she was always engaged in operations backstage, **Ms. Tanaporn “Sui” Monpratanchai** also enrolled in the Events Management course during her last term in university in the firm belief that this is where her future career lay. After graduating, she worked for two years in an **events management** agency until she and her husband decided to open their own company in 2019. A year later, the onset of the Covid-19 pandemic threatened their new business. Despite this, the startup company survived and now she and her husband has formed a team of young, talented and driven staff members with whom they have successfully undertaken numerous projects.

HER ADVICE

- Do dream big and follow your passion because you will enjoy every step you take.
- You have to understand yourself—what you are good at and what roles you can take.
- **Trust your team**; building your dream with your best team is better than building it on your own.
- Learn to hustle and don't give up. Always aim for what you want your future to be. It is fine to be tired sometimes but don't give up on your dream.



FB: Yakconic Event Organizer
IG: Yakconic
Website: www.yakconic.com
Tiktok: Yakconics

KEY TAKEAWAYS

FROM THE INTERVIEW WITH
SUCCESSFUL MUIC ALUMNI
ENTREPRENEURS:

- **PASSION AND PERSEVERANCE ARE KEY.**

All the entrepreneurs emphasized the importance of having a strong passion for one's business idea and the perseverance to see it through challenges.

- **LEARN FROM YOUR EDUCATION AND EXPERIENCE.**

The entrepreneurs credited MUIC with providing them with the skills and knowledge they needed to start and run their businesses. They also emphasized the importance of learning from experience and constantly seeking new knowledge.

- **BUILD A STRONG TEAM.**

Several entrepreneurs highlighted the importance of having a reliable and competent team to support them.

- **DON'T BE AFRAID OF FAILURE.**

The entrepreneurs all faced setbacks, but they saw them as learning opportunities.

- **FOCUS ON YOUR CUSTOMERS.**

Understanding your target market and their needs is essential for success.

- **BE PREPARED TO ADAPT.**

The business landscape is constantly changing, so it's important to be flexible and adaptable.

Being an entrepreneur is definitely not for the faint of heart. But armed with a vision, fueled by passion, and nurtured in an institution like MUIC, a fledgling business person can indeed soar high and be successful with the business he or she has started.



Mahidol University
International College



Explore yourself.
Expand your potential
at Mahidol Inter!



Let's Apply!

Round 2nd : July 2 - 15, 2024

Round 3rd : October 1 - 11, 2024

Round 4th : January 7 - 20, 2025



@muicfriend