

BLENDING CREATIVITY AND BUSINESS:

A Film Production Graduate's Journey to Entrepreneurship

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MUIC Class of 2017
Major: Film Production
Position: Influencer,
Owner of Save One Go Market



Get to know...

I'm Ateeta "Ing" Sarathiwatprapai, an entrepreneur and content creator. I am the owner of a market called 'Save one go' and currently serve as a consultant for Love Potion. I enjoy exploring new theories and find it exciting to test and experiment with them.

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Could you walk us through your career path since graduation?

I started by returning to help with marketing for my family business. At that time, Save One Korat Market had around 80,000 followers.

I experimented with different content formats, such as interview shows and prank videos, going through a trial-and-error process for over two years until I started to understand what worked. As the content improved, the follower count grew to around 2 million, and the market became widely recognized.

However, I felt that there was still more to achieve. I wanted to see how far I could go. That's when I decided to apply to be an editor for a YouTube channel owned by the no. 1 creator at the time, Kaykai Salaider.



After a year, Sung (my friend and cofounder) invited me to join as marketing consultant for Love Potion, a cosmetic brand, and that marked the beginning of my journey on TikTok.

Previously, I focused on reality-style content, but with TikTok, I shifted towards lifestyle content, eventually gaining 1.4 million followers. My friends and I truly enjoyed the process—we loved problem-solving and competing to create viral videos, which also led to our multiple products successfully selling out.

This journey eventually led to a new challenge—we wanted to launch a new business and integrate it with our marketing strategies to see what we could achieve. After analyzing our strengths and opportunities, I decided to invest in something I have the most experience with—night markets. Having spent my entire life around it, it felt like the most natural and promising next step.



How did 'Save One Go Market' begin?



As I previously mentioned, after my friends and I decided that our next project will be a night market, I asked my family for support. However, things didn't go as planned. My father was hesitant about opening a new market because it required a significant investment of both money and time. Given his age and heavy workload, he wasn't in a position to take on such a big risk.

But that didn't stop us. My friends and I kept searching for a good location with affordable rent, and eventually, we found a spot at Yaek Kor Por Aor, right next to the BTS Khu Khot Station. The locals considered this area to be cursed because no one had ever been able to make it thrive. However, I have never believed in superstitions.

Instead, we carefully studied the location, identified the mistakes of previous businesses, and improved upon what already existed. By combining these insights with our marketing expertise and know-how, we were able to turn things around and make it what it is today.



What challenges have you faced along the way, and how did you adapt?

One of the biggest challenges I had to face was learning how to say no. When you reach a point where you become a specialist in something and excel at it, countless opportunities will come your way. However, accepting every opportunity isn't always a good thing.

All of us have only 24 hours in a day, and no one can do everything perfectly at the same time. It's essential to understand the concept of trade-offs—gaining something often means sacrificing something else. That's why learning to say no is crucial. Those who can't say no will struggle to truly excel at anything.

What are your career plans for the future?

In the future, I want to push theories and strategies to their limits, experimenting with different approaches to see how far they can go. I plan to open markets in multiple locations, expand the business across various provinces, and continuously explore and test new ideas. My goal is to keep innovating and discovering new possibilities along the way.



How would you describe your student life at MUIC?

My student life at Mahidol University International College (MUIC) was an enriching and transformative experience, particularly as a Film Production major. The rigorous curriculum not only enhanced my technical and creative skills but also provided me with valuable industry insights.



Beyond academics, MUIC fostered an environment where I could build meaningful connections with peers, professors, and industry professionals, expanding my network and opening doors to future opportunities. The diverse and dynamic community encouraged collaboration, creativity, and personal growth, shaping me into a more well-rounded individual ready to navigate the professional world.

Looking back, how did your college experience prepare you with skills relevant to your career?



My college experience equipped me with essential skills that directly apply to my career, particularly in marketing, business development, and problem-solving. Through coursework, I gained a strong foundation in strategic thinking and consumer behavior, while group projects and presentations helped me develop communication and teamwork skills. Additionally, participating in extracurricular activities and internships allowed me to apply these concepts in real-world scenarios, honing my ability to analyze market trends, create effective marketing strategies, and adapt to challenges. Overall, college provided both theoretical knowledge and practical experience that continue to shape my professional growth.

What soft skills do you think are most important for students entering today's job market?

In today's job market, soft skills are just as important as technical expertise. The most crucial ones for students entering the workforce include communication skills, as the ability to express ideas clearly and collaborate effectively is essential in any role.



Motto:

**“Theory is nothing
until you prove it.”**

Ateeta Sarathiwatprapai

INFLUENCER, OWNER OF SAVE ONE GO MARKET

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