

THAMMASAT UNIVERSITY, THAILAND (January 2009 May 2009)

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**GETTING THERE**

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**ARRIVING IN BANGKOK**

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## FOOD

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1. The first step in the process of identifying a problem is to recognize that a problem exists. This is often done by comparing current performance to a desired state or goal. For example, a manager might notice that sales are declining or that customer satisfaction is low. Once a problem is identified, the next step is to define it more precisely. This involves determining the scope of the problem, its causes, and its effects. For instance, a manager might define a problem as "a 10% decrease in sales over the last quarter, primarily due to a loss of market share in the competitive market." This definition helps to narrow down the focus of the problem and provides a clear starting point for further investigation.



