

**BUSINESS STRATEGIC SIMULATION GAME FOR  
RETAILING BUSINESS : A CASE STUDY OF  
CRC INTERNATIONAL Co., Ltd.**

**DAMRONGSACK NAPARAT**

**AN INDEPENDENCE STUDY SUBMITTED TO THE GRADUATE  
SCHOOL IN PARTIAL FULFILLMENT OF THE REQUIREMENTS  
FOR THE DEGREE OF MASTER OF SCIENCE  
IN INFORMATION TECHNOLOGY AND MANAGEMENT**

**GRADUATE SCHOOL  
CHIANG MAI UNIVERSITY  
OCTOBER 2002**

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15 October 2002

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## ACKNOWLEDGMENTS

First and foremost, I would like to thank you to my parents who gave me an opportunity to study in this degree. I also need to thanks for their tolerance with their son. Without their supports, this study would be obviously impossible.

Next, I would to thank you all my lecturers that provided me with all kinds of knowledge; business concepts and computing concepts. Assoc. Prof Chaiyot, who always gives me valuable knowledge and information. Asst. Prof Dr. Nittaya Jariangprasert, my respectful lecturer who gave me the initial idea of doing this study. Ajarn Siriwut Buranapin who always gives me an encouragement and brilliant ideas, although he is in USA at the time of the study. Also many thanks to Ajarn Apichart Chompoonut for being an examiner for this study.

There are also many of my best friends that help to make the study possible and more complete. Ajarn Pruet Boonma, a brilliant computer engineer who always gives me very surprise programming ideas. Ajarn Thunyane, my best friend at the faculty who had devoted most of her time fixing my problems and getting me out of troubles. Many supports from my co-workers at the Faculty of Business Administration, Chaingmai University. You are all wonderful.

Last but not least, Ohm, Eak, Bamby, Surang and many others who always gave me encouragements to do the study.

Damrongsack Naparat