

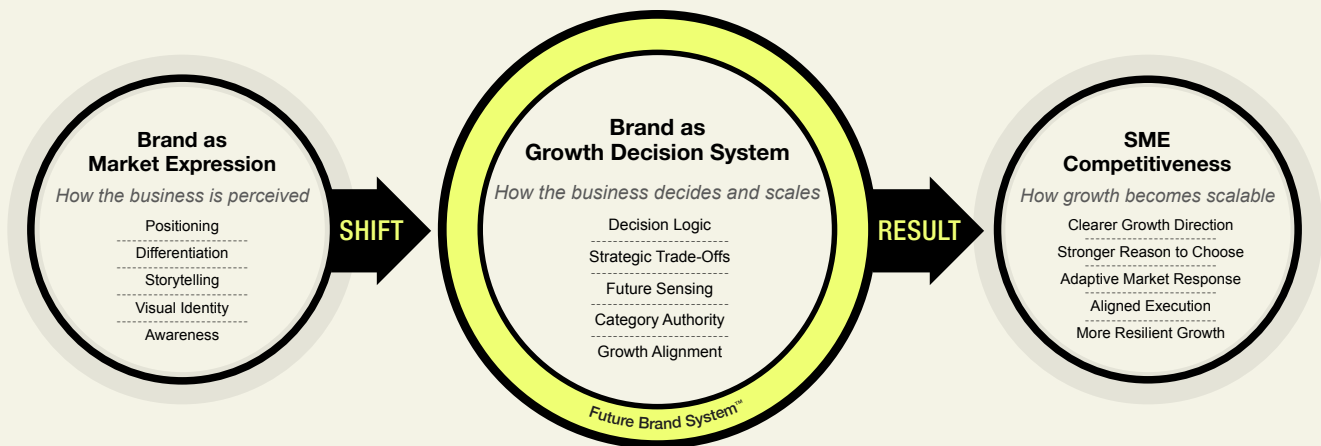
Future Brand System for Elevating SME Growth Capability

Helping government agencies elevate SMEs beyond tools, isolated support programs, or one-off training workshops toward a business decision system that aligns strategy, teams, resources, and operations.

Thailand's 3.25 million SMEs drive roughly 68.81% of total employment and contributed 6.48 trillion Baht or 35.2%—to the 2024 GDP; yet their sustainable growth demands far more than capital, tools, and support campaigns. This approach directly aligns with the 5th SME Promotion Plan (2023–2027), which focuses on elevating SME competitiveness and pushing SME GDP toward the national target of 40% by 2027.

Source: Office of SMEs Promotion (OSMEP) / Bank of Thailand, SME Situation Summary Q3/2025; SME Economic Report Q4/2024; The 5th SME Promotion Plan (2023–2027).

“Scaling from Founder-Led Growth to Measurable System-Led Growth Driven by Growth Decision System.”



SME Growth Challenge Is Not a Lack of Effort

Most Scaling Thai SMEs do not reach meaningful scale by accident. They get there through founder instinct, speed, customer closeness, and relentless execution. But the engine that built the business can become the constraint that limits its next stage of growth. To scale beyond founder-led momentum, the business needs more than effort, content, channels, or AI tools. It needs a repeatable Growth Decision System.

Branding Alone Cannot Solve Growth Leaks

Traditional branding still matters. It can make a business look more credible, recognizable, and consistent. But for scaling businesses, the deeper gap is not visual. It is structural. The business needs clearer decision logic, stronger alignment, and a repeatable system for growth. Better visuals or more content may improve perception, but they will not close structural Growth Leaks. A repeatable Growth Decision System will.

6 Growth Leaks Holding Back Thai SMEs

- Scalability Leak** : Growth depends on founder effort; the business lacks a repeatable system to scale consistently.
- Direction Leak** : Lacks a clear decision core, causing scattered priorities, wasted resources, and missed growth opportunities.
- Worth Leak** : Real value is not translated into a clear buying reason, causing the business to lose margin and profit opportunities.
- Differentiation Leak** : No compelling buying reason; customers compare mainly on price.
- Trust Leak** : Brand promises, sales messages, customer experience, and internal execution are inconsistent, weakening trust.
- Adaptability Leak** : The business fails to read market signals, adapt to changing demand, and anticipate shifts before competitors.

The Shift : 3 Strategic Moves

Move 1 : Establish Decision Anchor

Build a central decision logic that helps the business choose its market, customers, direction, priorities, and resource focus with greater clarity.

Move 2 : Define Category Authority

Create new meaning for the territory the business chooses to win by connecting future signals, customer behavior, and unowned market gaps.

Move 3 : Activate the Strategic Ecosystem

Turn strategy into an operating system through value logic, team alignment, customer experience, and an AI enhanced working rhythm.

AI Co-Logic for SME Decision Upgrade

AI can increase speed, output, and analytical capacity, but if the business lacks strategic clarity, AI may amplify inconsistency faster. Future Brand System positions AI as Strategic Co-Logic: a decision-support layer that helps SMEs read market signals, stress-test assumptions, align choices, and improve decision quality.

Strategic Impact: SME Growth Infrastructure

Future Brand System helps SMEs move from **Founder-Led Growth** to **System-Led Growth** driven by Growth Decision System. It enables businesses to make clearer decisions, strengthen their reason to be chosen, defend value, align teams, reduce founder dependency, and build a more repeatable growth system for the future.

Future Brand System for Elevating SME Growth Capability

Pilot Program to Elevate SME Competitiveness and Policy Outcomes

Strategic Value for Government Agencies and Policy Partners

Future Brand System builds upon traditional SME support—moving beyond isolated tools, support programs, or one-off training workshops toward **Capability-Based SME Development**. This empowers SMEs with clearer strategic direction, precise resource allocation, premium value creation over price competition, and enhanced adaptability to market shifts.

1. Strengthen SME Competitiveness

Enables SMEs to establish a distinct "proof of choice," build a competitive edge beyond price, and foster sustainable competitiveness not solely reliant on price points.

2. Improve Program Effectiveness

Ensures SME development initiatives transcend classroom training or tool distribution, creating a direct bridge to actionable, real-world execution.

3. Enable Scalable SME Development

Designed as a modular Diagnostic, Workshop, and Follow-Up Model that can be systematically scaled across multiple regions, industry clusters, or SME growth stages.

4. Measure Policy Impact

Provides data-driven evaluation via Growth Score, Focus Card, 90-Day Plan, and Follow-Up Progress, equipping public SME development initiatives with transparent, measurable outcomes.

Pilot Program Framework: 90-Day Competitiveness Elevation Program

Phase 1:

Diagnose Growth Leaks

Assess SME limitations through the Future Brand Score to identify core vulnerabilities across: Direction, Differentiation, Signal, Value, Alignment, and System.

Phase 2:

Define Strategic Focus

Synthesize urgent priorities and design a Strategic Focus Card to establish clear parameters on what the business must choose, refuse, and prioritize regarding resource allocation.

Phase 3:

Build 90-Day Competitiveness Plan

Leverage AI Co-Logic to translate strategic insights into a 90-day action plan, ensuring the SME systematically aligns market direction, value proposition, commercial execution, teams, and resource utilization.

Phase 4:

Review & Scale

Monitor initial outcomes, synthesize key takeaways, and framework scalable roll-out strategies for other regions, industrial sectors, or upcoming program cohorts.

➊ Pilot Program → ➋ Regional Scalability Program → ➌ National Competitiveness Infrastructure

Key Metrics and Measurable Outcomes of the Pilot Program

For Participating SMEs

- Growth System Leak Assessment Score
- Strategic Focus Card
- High-Win Market Spaces & Business Proof of Choice
- 90-Day Competitiveness Operations Dashboard
- Urgent Priorities for Aligned Operations

For Government Agencies / Public Sector Partners

- SME Readiness Segmentation
- Deep Growth Leak Insights Categorized by Industry or Region
- SME Competitiveness Elevation Report
- Key Pilot Takeaways for Scaling National SME Programs
- Public Policy Recommendations to Elevate National SME Competitiveness

Next Step → Co-design the **90-Day Pilot Program to Elevate SME Competitiveness** in alignment with strategic roadmaps, budgets, and target areas.

Future Brand System for Elevating SME Growth Capability

From Pilot Program to Scaling National SME Competitiveness Infrastructure

To ensure the initiative transcends one-off activities, the Future Brand System is designed as a structured SME development engine built to measure impact, scale outcomes, and seamlessly integrate with the mandates of government agencies and operating partners.

National Operational Roadmap

❶ Pilot Program → ❷ Regional Scalability Program → ❸ National Competitiveness Infrastructure

1. Pilot Program

20–50 SME / 1 Province or Target Industry Cluster

Test the Future Brand Score, interactive workshops, and a 90-Day Competitiveness Action Plan to systematically measure Growth Leaks and evaluate SME readiness levels.

2. Regional Scalability Program

Expand through regional networks / SME Centers / Strategic Operating Partners

Apply key pilot takeaways to scale the framework across multiple provinces, industrial sectors, or SME segments with varying degrees of business readiness.

3. National Competitiveness Infrastructure

Synthesize the Blueprint, Benchmark Data, and Policy Insights for nationwide deployment

Standardize the framework into a benchmarked national methodology to elevate SME competitiveness—structuring a reliable system that delivers measurable, repeatable outcomes across multiple public initiatives.

Future Brand Score Evaluation Framework

The *Future Brand Score* evaluates businesses across 6 dimensions of *Growth Leaks*: **Direction, Differentiation, Signal, Value, Alignment, and System**. This standardized diagnostic serves as the critical strategic baseline for generating the *Strategic Focus Card*, the *90-Day Action Plan*, and subsequent project tracking modules.

The assessment data empowers agencies to segment SME readiness, identify urgent micro-level business bottlenecks, and extract macro-level insights across specific regions or industrial sectors to optimize next-phase program designs.

Recommended Pilot Phase Metrics

- **Baseline Score**
The initial *Growth Leak* score captured prior to program deployment.
- **Strategic Focus Completion**
The volume or percentage of participating SMEs successfully equipped with a *Strategic Focus Card* and a validated *90-Day Plan*.
- **Implementation Progress**
The verifiable operational execution and milestone advancement achieved within the 90-day window.
- **Capability Improvement**
Measurable transformations in strategic direction, value creation, team alignment, and optimized resource utilization.
- **Policy Insight**
Localized and sector-specific strategic takeaways required to inform nationwide scalability.

Partnership Model for Real-World Deployment

The pilot initiative can be tailored to align perfectly with the organizational mandate of the host agency. BrandMadeFuture acts as the core technical partner supporting the overarching strategic framework, diagnostic infrastructure, workshop architecture, *AI Co-Logic* integration, and measurement structures to ensure the program tests, measures, and scales with systematic precision.