

Independent Study Title	A CONSULTING PROJECT FOR EWS: STRATEGY DEVELOPMENT FOR THE GLOBAL EXPANSION OF BURMESE CULTURAL HERITAGE JEWELRY
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ABSTRACT

This independent study develops a comprehensive international expansion strategy for EWS (Eternal Weint Sein), a leading Burmese jewelry house, to enter the global luxury market. Facing structural barriers within Myanmar specifically banking restrictions and a lack of internationally recognized certification. This business consulting project proposes the establishment of a Bangkok Export Hub as a strategic necessity. This hub serves as a legal and operational bridge, enabling access to GIA/GIT certification, compliant financial routing, and secure logistics, thereby neutralizing the trust gap often associated with direct exports from Myanmar.

Utilizing secondary data analysis to validate strategic fit, the research aligns EWS's rare Burmese craftsmanship with India's premium bridal demand, employing the Bangkok Hub as a compliance bridge to resolve trust barriers. This establishes a high-margin, zero-CAPEX entry model centered on direct-to-retail B2B alliances, ensuring friction-free access to the Indian market despite Myanmar's direct export limitations. Financial feasibility analysis confirms that this low-volume, high-margin export model is self-funding and sustainable, projecting immediate profitability in the first year of operations.

Keywords: Global Expansion Strategy, Bangkok Export Hub, Burmese Cultural Heritage Jewelry, B2B Strategic Alliance, India Market Entry