INTERNATIONAL KMUTNB COLLEGE

ALUMNI HIGHLIGHT

Alumni Highlight 2026

Alumni Highlight 2026

From Student to Business owner : Watcharasit wichitpong

Behind every successful graduate is a story shaped by opportunity, experience, and ambition. As the International College marks its 12th anniversary, one story that stands out is that of Watcharasit Wichitpong, or “Ryu”, from the ITBL 03 generation, who transformed his passion for fashion and entrepreneurship into a growing clothing brand under Fearless.bkk. His journey reflects how business knowledge, international exposure, and cross-cultural understanding can become powerful tools in building a modern brand within today’s highly competitive global market. From managing branding strategies and product development to negotiating with overseas manufacturers, Watcharasit’s work reflects the dynamic nature of entrepreneurship in an interconnected world. Looking back, he believes that his time at the International College played a major role in shaping both his professional mindset and business capabilities.

“Currently, I manage the clothing brand, Fearless.bkk, which I founded and developed under Fearless Commerce Co., Ltd. My responsibilities cover everything from strategic planning and organizational direction to marketing, product development, and the exploration of new business opportunities.

“Throughout the past four years, the knowledge I gained from studying at the International College has been extremely valuable. It has helped me in many aspects — identifying market opportunities, building a brand, creating business plans, as well as understanding marketing and international trade. Every theory I learned could be practically applied in real business situations. Even though my work is not directly related to the logistics industry, knowledge in procurement and international trade has proven highly beneficial.

"I have also gained much more confidence in communicating and negotiating with foreigners to expand business opportunities. The English skills and exposure to an English-speaking environment during my studies contributed greatly to my ability to communicate effectively in my work.

"Recently, I have engaged in business negotiations in Vietnam, where I have applied negotiation skills from procurement, logistics, and supply chain courses, along with cultural understanding gained from my Vietnamese classmates. These factors contributed significantly to the success of the negotiations.

"Therefore, no matter what career path you choose after graduation, the International College will definitely prepare you, especially if you plan to pursue a master's degree. This institution provides an environment that strongly enhances your language skills, analytical thinking, and professional development."

His reflections reveal how theories learned in the classroom evolve into practical business strategies. Beyond academic knowledge, the International College equipped him with the confidence to communicate globally, negotiate across cultures, and think strategically—skills that became especially important when his company faced rising production costs and increasing demand, leading him to apply concepts from both his bachelor's and master's studies to develop a systematic long-term solution.

"One project in which I applied knowledge from both my bachelor's and master's degrees to a real business situation was increasing profitability while simultaneously reducing costs, without compromising product quality—in fact, aiming to maintain or even improve the quality.

"My business faced rising costs due to higher raw material prices, increased labor expenses, platform fees, and broker commissions. Additionally, the production capacity of my current local factories could no longer meet the growing demand. I began analyzing the situation and searching for solutions by observing trends and the overall environment in the textile industry. I applied concepts I learned from my master's studies, particularly the Creative Thinking Process and Strategic Foresight, to approach the problem.

"I contacted factories in both Hanoi and Ho Chi Minh City and recalled the advice of Dr. Thanapat Pattanasapprate when he said, 'You must visit the factory yourself and see the actual operations to determine whether they meet your criteria.' Following this guidance, I traveled to Vietnam to inspect the factories in person. During the visits, I found that some factories used child labor to reduce costs, which is ethically unacceptable. Others had poor QC standards or relied excessively on multiple outsourced subcontractors, increasing the risk of product defects. Choosing such factories could potentially damage the brand's reputation in the long term.

"Eventually, I was able to negotiate and produce sample products with a factory that met proper standards. The sourcing process was successful—resulting in reduced production costs while improving product quality and ensuring adequate production capacity for all sales channels."

His experience reflects how business education extends far beyond textbooks, as strategic thinking, ethical awareness, negotiation skills, and cultural understanding become essential in making complex business decisions.

"During the four years I spent studying at ITBL, my close group of friends included several Vietnamese classmates. Through regular conversations and exchanging perspectives, I realized the importance of cultural differences—whether in attitudes, beliefs, or social norms that we may not be familiar with. These differences might seem minor, but they significantly affect how we communicate and work with people from other cultures, especially in business contexts where even small misunderstandings can lead to major consequences.

"I have had opportunities to travel to China and Vietnam for business, which has deepened my understanding of this topic even further. Before each trip, I study our basic cultural differences—for instance, how people in Hanoi tend to be more conservative while those in Ho Chi Minh City are generally more open-minded and quick to embrace new things. I also observed differences in fashion preferences, spending behavior, and even subtle etiquette norms such as when it is appropriate to approach someone and what topics should or should not be discussed. These insights have helped me adjust my behavior appropriately, avoid misinterpreting their actions, and respect their cultural context.

"This experience also connects directly to my current work. Many of my designers come from different countries, including Indonesia, France, and Ukraine, each with distinct communication styles compared to Thai culture. One of the most valuable lessons I've learned is that straightforwardness is essential when working with foreigners. Clear communication—expressing what I like or dislike—is not considered impolite. Instead, it improves efficiency and helps the team work more smoothly. They do not take offense when feedback is direct, and there is no need for excessive politeness or hesitation.

"All of these experiences are important lessons I have gained from being in an international environment. Opening my mind to learn about other cultures not only allows me to work better with people from different backgrounds, but also helps me better understand the world and the people in it."

These experiences became more than cultural exposure for Watcharasit; they shaped his leadership style, communication approach, and ability to work confidently in international environments while reinforcing the value of practical business knowledge, communication skills, and global perspectives gained from the International College. His perspective reflects the growing importance of interdisciplinary skills in modern business, where technical knowledge alone is no longer enough without communication, adaptability, and cultural intelligence.

"The first thing I gained was a solid foundation in business knowledge that I could immediately apply in real situations —whether in marketing, finance, logistics, or identifying opportunities in new markets. In particular, the 4Ps analysis helped me develop strategies systematically, from evaluating sales channels and related costs to understanding customer characteristics and improving product quality to meet market demand. I also learned to set appropriate pricing that aligns with the value customers are willing to pay, as well as design promotions that increase average order value and effectively encourage repeat purchases.

"Secondly, I developed strong English communication skills and confidence in interacting with foreigners. Studying in an environment where English was used daily with both international classmates and instructors allowed me to communicate with ease and without anxiety, especially during business negotiations or when building connections with overseas partners. This directly contributed to my ability to work more efficiently with international designers.

"Lastly, I gained a broadened perspective and mindset that appreciates cultural differences. I learned how to present myself appropriately, apply proper communication etiquette, and avoid misunderstandings across cultures. These lessons have enabled me to adapt well when working with people from diverse backgrounds and communicate with them more smoothly."

His perspective reflects the growing importance of interdisciplinary skills in modern business, where technical knowledge alone is no longer enough without communication, adaptability, and cultural intelligence.

"When I was still a student, I used to think that the knowledge and theories taught in class seemed simple and not particularly complex. But once I started running a real business and stepped into the actual field, I realized how valuable those lessons truly were. The concepts in the slides, the theories in the textbooks, and the real-world experiences shared by my professors all became practical tools that I could apply directly in the business world.

"You might sometimes feel unmotivated or bored during lectures, but I encourage you to shift your perspective by integrating real-life situations into your learning. Start with something small—try doing small hands-on projects, reading case studies, examining real examples, or simulating business scenarios. These methods will help you understand the material more clearly and visualize how it works in practice.

"Having the opportunity to study in an international college is a significant advantage in both the professional and business world. You gain access to high-quality teaching from experienced professors, an English-speaking environment, and the chance to learn alongside international classmates and instructors.

"Make the most of this opportunity—gather as much experience as you can and take advantage of everything the environment offers. This is the starting point of your journey, and you may go further than you ever imagined."
From building an international fashion business to negotiating across borders and leading multicultural collaborations, Watcharasit's journey reflects how the International College continues to empower graduates with the mindset, adaptability, and confidence needed to thrive in a rapidly changing global landscape. As the International College marks its 12th anniversary, Watcharasit also shared a message of encouragement and pride for the institution that helped shape his journey.

"I wish the International College continued success in producing high-quality graduates in the years to come. We may be a small faculty, but we will continue to create a lasting and meaningful impact for the next hundred years and beyond."