Independent Study Title Brand Equity Management of Coffee Chains: A Case Study of Luckin Coffee Researcher Ms.Gong Caidie **Advisors** 1. Dr. Lalita Puangmaha 2. Dr. Sittichai Farlangthong **Examination Committee** Chairman (Asst. Prof. Dr. Aumpol Navavongsathian) Committee (Dr. Lalita Puangmaha) Committee (Dr. Sittichai Farlangthong) Independent Study Submitted in Partial Fulfillment of the Requirements for The Degree of Master of Business Administration The committee has approved this independent study

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