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ABSTRACT

The objectives of Strategic Business Planning of Khid Textile Group at Bad None Salao, Tambon Nong Tum, Amphon Phukhiew, Changwat Chaiyaphum were to study the following internal conditions of khid Textile Group namely, organization management, production management, marketing management, financial management, including some certain external conditions influence the management of khid Textile Group. Data obtained were analyzed to find strength weakness, opportunity, and threat of the business and to establish strategic business plan for khid Textile Group. Primary and secondary data were collected by interviewing 30 directors and members of the group, who participated in a project for processing crop produce, under the career Development Project for Local Community of 2003. The study conducted an operative conference to reach mutual opinion with the members of the group. Questionnaires were utilized to inquire 80 purchasers, who directly purchased the products at Khid Textile Group, Ban None Salao, Tambon Nong Tum, Amphoe Phukhiew, Chanwat Chaiyaphum, during August through October, 2004.

Results of the Study were as follows:

The study of internal conditions in part of group organization indicated that the group was established in 1978, using board of directors as the management system. The production management of Khid Textile consisted of preparing main thread on the loom preparing thread for shuttle, weaving and processing Khid Textile product. In term of marketing management, the sole product of the group was Khid Textile. Price setting of the product determined from total cost added by profit. There were 3 distribution channels, 1) direct sales at the location

location. Furthermore, pamphlet, package, and billboard were created to promote the Khid product, including with participating in annual Khid's competition of the province. The study found that the group did not introduce a plan for advance expense, only accounting report to have been used.

The studies of external conditions affect the management of Khid Textile Group were the behavioral study of Khid Textile's purchasers, and the study of policy and criteria of the government which affect the management of Khid Textile Group.

Results of internal condition study could be summarized the operation of the group in to strength and weakness as follows. The strength of group organization was significantly very high due mainly to the harmony, unity, and great participation amongst the members. The chief of the group expressed high readership and could co-ordinate well with the government offices. The strengths of production management were creativity of the members to design and define names for patterns of Khid Textile including skills of members in weaving and processing Khid Textile. In addition, Khid Textile was beautiful and durable product with its unique characteristics. The strength of marketing management was the reasonable price of the product. The product of the group was well-known and publicized on the internet. The strength of financial management was the designation of personnel to be responsible for accounting report. Besides, there existed a government office to investigate the operation of the group. The weakness of organization management could be separated into the following aspects. The management of the group was mostly operated by the chief, and members of the group were lacking of management skills. Additionally, the members had family responsibility, including the-all-year-round farming which was the major career. Consequently, incomplete participation and performance were inevitable. The weakness of production management came from expensive raw materials, absence of a plan to produce and process Khid Textile, shortage of labor and sewing machine for processing. The weakness of marketing management lay in the insufficiency of marketing knowledge and skill of the members. As a result, the group could not easily extend its market. Furthermore, the group was lacking of information about competitors, advertisement, distribution channels, and promotion for foreign markets. The weaknesses of financial management were the lack of knowledge of financial management, the absence of a plan for advance expense, and the lack of capital resource for personnel developing. The followings were the positive external conditions (opportunities) and negative internal condition (threats) of the operation of Khid textile Group. The opportunities of organization management were the policy of the government that supported making community

organization, the strong community network, and the training organized by the government. The opportunities of production management derived from export promotion, continuity of technological innovation development, ability to develop product to serve needs of customers.

The opportunities of marketing management were the fame of the product, the promotion of the government to wear Thai clothes and to promote a product via Internet, the existence of One Tambon One Product Project, the policy to make the country the center of trade and textile fashion in South and Southeast Asia, and the current favor in hand-made product. The opportunity of financial management was the fund granted by the government in order to support career. The threat of organization management was the lack of government support for developing skills in human relations and sales promotion for personnel of the group. The threats of production management were the favor of color-printed fabric which was easy to keep, the lack of research and development of Khid Textile from the government, and the increasing numbers of competitors. The threat of marketing management was the effects of free trade system. The threats of financial management were the lack of fund and training for developing skills of the members, and the lack of fund product development and advertisement.

The strategic business planning of Khid Textile Group could be summarized as follows. Strategies of organization management were consisted of strategy for establishing network system of Khid Textile group, and strategy for developing potentiality of personnel. Strategies of production management were consisted of strategy for developing product, and strategy for planning production. Strategies of marketing management were consisted of strategy for developing market, strategy for setting marketing components, strategy for establishing brand, and strategy for establishing information system. Strategies of financial management were consisted of strategy for establishing accounting system, and strategy for financial planning.