

Siwaporn Bunchoowit 2005. **Strategic Management of Mudmee Silk Business Of Weaver Groups in Amphoe Nongsoong, Changwat Mukdaharn** Master of Science Thesis in Agribusiness, Graduate School, Khonkaen University.  
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### **Abstract**

This research was to study the strategic management of Mudmee silk fabric business of the silk weaver groups in Ampur Nongsoong, Mukdahan Porvince. The purposes of this study were to investigate the rationale and managerial , social and economic situations, management of production and marketing including problems and barriers in business management. The study also included strategic management approach in the management of the product and marketing. The data collected were from 2 main sources: primary and secondary. The one from the primary were analyzed by the interview of 80 members of the weavers' groups and 5 cases of the chair of the group, using interview as a tool while the other one was investigated by studying of document and research.

Research revealed that there were establishment of silk weaver groups to promote career, employment, and increase of incomes for families and groups' members. Further, it contributed to enhancement in congruity and increase of shared responsibility for local development activities among women in the village. Currently, groups were funded by the government and widely promoted to present their products in trade fairs.

In examining social and economic situations, the research revealed as follows. In social aspect, it was found that women whose ages were lower than 50 years old were poor and not likely to work on silk weaving. 85 % of them worked mainly on agriculture. As in economic aspect, it showed that average income earned by members of the weaving groups was at 49,502.13 bath per family per year. The income earned by weaving silk fabric was 20,689.00 bath per family per year.

The management of silk fabrics' production comprised 4 steps including bleaching, dyeing, tie- dyeing and weaving. Research revealed that 98.80% of silk weaver groups used chemical substance in dyeing. The thread applied in silk production process derived from purchase. Besides, it revealed that 91.30 % of the groups' members applied 2 harness looms in their weaving. Where as 81.30 % of them designed pattern of the fabrics themselves. In respect of the quantity of the production, it was concluded that the average amount of silk fabrics produced was 44.31 meter per family per year. Silk fabrics were produced ranging from January to April. In regard to problems of the production, research showed that there was insufficiency of products produced in correspond to the demand of the market. Causes included lack of workers, high price of threads, short of funds and particularly being of hand made nature. This resulted in the delay of the production. Regarding to marketing respect, it revealed that 60% of the groups' members arranged marketing plans. The criteria most used in marketing plan was market place pointed out by 100% of weavers groups. Besides, in considering selling prices, the groups examined the following criterion, such as weaving ability, quality and marks of fabrics, which was shown by 100% of the groups. As for the design of silk pattern, it was found tailoring to the groups' plan. Prices varied according to patterns. As Plain silk cost 380-400 bath per meter, Mudmee silk ranged from 450 to 500 bath per meter and Hang Karok silk price was 600-1,000 bath per meter. Markets of products were as follows: within groups where by products were sold and distributed to the trade center for sale as well as in shops. Some of the groups' members laid their products for sale at home and also in trade fairs. With regarding to the promotion of marketing, the marketing representatives of the groups were responsible for the search of new products, new patterns and communicated with groups to learn and develop their products. They also worked cooperatively with public organizations that provided markets for groups' products.

In respect of problems and barriers, it could be explained as follows. Regarding to the production, it was found that there were short of funds as pointed at 77.50 %. As in marketing, it showed that the barrier resulted from lowering the price of the products by the middleman as pointed at 80.00 %. As for funding problem, it revealed that there was insufficient circulating fund as a result of the need to pay for the purchase of thread and raw material in cash as pointed at 60.00 %.

Strategic management in production management and marketing were formulated with essential strategies so as to increase efficiency in production and marketing as mentioned further. They included the development in sales promotion, sale networking, packaging, and product developing. Apart from these, they were more strategies such as building the trade center of thread and material for silk fabrics production, seeking for funding source for the development of production technology, differentiating competition, and building satisfaction with quality and service. In additions, the groups should promote and tie the youth with local culture, and should also develop transaction for the trade, community marketing institution, strategy of pricing, and location and factory