

Supon Luang-udom. 2004. *Management of Powdered Herb Drink Business of Farm Housewife Group in Ban Sapsombun, Tambon Huaymuang, Changwat Khon Kaen.*
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Abstract

The objectives of this research were to study participation, satisfaction and problems faced in the management of powdered herb drink business of farm housewife group in Ban Sapsombun as well as to investigate such business management in terms of organization, production, marketing, finance, problems, strategy analysis, value added from transformation, operation revenue and break event point. Nineteen members were specified from those who continued this activity and had been members for at least one year and one president of this housewife group as subjects. Data were analyzed for determining statistical value, arithmetic mean and standard deviation.

The results of the study were concluded as follows:

Participation, satisfaction and problems faced by the group members in management of powdered herb drink business-their participation was moderately found, overall; their satisfaction was the most found, while problems slightly found. The problems in this business management were : the group president had to supervise most operation alone with insufficient knowledge and skill in management. In addition, the committee, with family responsibility, could not do their work fully; the equipment for crushing herbs into powder was inefficient; on good sealing of packs; not clear division of duty distribution; high production costs; uncertain prices and volumes of herbs; unattractive package designs hard and brittle packs; many same-kind producers; insufficient and discontinued advertisement and public relations; lack of fund for office and facility development; and no knowledge of accounting the net value added from transformation of herbs per a time was averagely 4,776.80 baht. The net cash earnings from the sale of products in 2002 was 1,647,950.00 baht. From break event point, the margin costs were 16,544 packs. Therefore, if the powdered herb drink was produced as the same volume as produced in 2002, it would take 1 month and 3 days for break event point.

Suggestions: For the housewife group, sales should be done by skilful sale personnel or agencies, ready for full performances with developed patterns and packages of different sizes to meet consumers' needs. New markets should be sought and extended to other provinces and

neighboring countries with new products through old technology by transforming herbs, vegetables, fruits and other farm products-the standard should be certified by Food and Drug Organization. Attitude and satisfaction of consumers toward the group's products should be surveyed systematically with clear and applicable planning and implementation, including evaluation and continued advertisement and public relations. Group members should be encouraged to grow more organic herbs and the leadership to the committee and members to gain potential, knowledge and ability readily to join in group management. Sugar as essential raw material should be bought in large volumes from lowest price sources, in addition to increasing use suitable and efficient equipment and technology. For the state, training should be provided so that the committee and group representatives will get more knowledge; tour study between success groups should be done. Moreover, the state should encourage its agencies to support and patronize the housewife group's products.