



NICBMI

ABSTRACTS and CD of Full Papers

THE NATIONAL AND INTERNATIONAL CONFERENCE
ON BUSINESS MANAGEMENT AND INNOVATION

20 – 21 SEPTEMBER 2014
CENTARA HOTEL AND CONVENTION CENTRE KHON KAEN

COLLEGE OF GRADUATE STUDY IN MANAGEMENT, KHON KAEN UNIVERSITY, THAILAND
INTERNATIONAL UNIVERSITY IN GENEVA (IUG), SWITZERLAND
SOUTHEAST ASIA INTERDISCIPLINARY DEVELOPMENT INSTITUTE – SCHOOL OF ORGANIZATION DEVELOPMENT, THE PHILIPPINES
GRADUATE SCHOOL OF COMMERCE, BURAPHA UNIVERSITY, THAILAND

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2014



<http://mba.kku.ac.th/>

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RESPONSIBLE UNIT

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CO-HOST UNITS

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ICC 20, Rte de Pré-Bois 1215 Geneva 15, SWITZERLAND
Tel: (+41 22) 710 71 10/12 Fax: (+41 22) 710 71 11
www.iun.ch

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NiCBM

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GRADUATE SCHOOL OF COMMERCE, BURAPHA UNIVERSITY, THAILAND





Message from the President of Khon Kaen University

The National and International Conference
on Business Management and Innovation 2014

As the president of Khon Kaen University, I am delighted that the administrators of the College of Graduate Study in Management, Khon Kaen University, have realized the importance of academic work development in the field of management, learning process enhancement, new business knowledge creation as well as national and international academic network building.

The National and International Conference on Business Management and Innovation 2014 offers scholars, researchers, graduate students from both the same and different universities in Thailand and other countries as well as people in the field of business management and related fields an opportunity to discuss and exchange their research knowledge and experiences which will lead to concrete development of business management and innovation.

I wish this conference a great success in achieving its objectives and spreading academic work with fruitful results which will be useful for the country in the future.

(Assoc. Prof. Kittichai Triratanasirichai, Ph.D.)

President of the
Khon Kaen University

Khon Kaen University (KKU)

123 Moo 16 Mittapap Rd., Nai-Muang, Muang District, Khon Kaen 40002, Thailand www.kku.ac.th



**Message from the Dean of the
College of Graduate Study in Management,
Khon Kaen University**

The National and International Conference
on Business Management and Innovation 2014

I am writing this message on behalf of the College of Graduate Study in Management, Khon Kaen University, as a host of the National and International Conference on Business Management and Innovation 2014. This is the first time for us to work together with the institutions that signed the memorandum of understanding (MOU), including International University in Geneva (IUG), Switzerland, Southeast Asia Interdisciplinary Development - School of Organization Development (SAIDI - School of OD), the Philippines, and the Graduate School of Commerce, Burapha University, to organize this academic event.

This conference is a platform provided for exchanging and discussing progress in business ideas and theories as well as the management of different segments in order to be well-prepared for the current situation of the world economic system and the impacts of globalization.

Finally, I am pleased and hope that this conference will strengthen networks and connections among students from the same and different universities, researchers, scholars and people in the field of business management and other related fields, as the business management knowledge and innovation will continuously be improved.

(Assoc. Prof. Winit Chinsuwan, Ph.D.)

Dean of the

College of Graduate Study in Management

Khon Kaen University

College of Graduate Study in Management Khon Kaen University

Sunthorn - Araya Arunanonchai Building, 123 Mitraphap Road, Tumbol Nai Muang, Amphur Muang, Khon Kaen 40002

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**Message from the President of the
International University in Geneva (IUG), Switzerland**
The National and International Conference on
Business Management and Innovation 2014

Congratulations to the College of Graduate Study in Management, Khon Kaen University for organizing the International Conference on Business Management and Innovation.

We are proud to co-host this event with our partner Institution Khon Kaen University. The conference will allow scholars and graduate students from all participating institutions to gain access to the latest research in management and innovation.

We wish all the participants a successful and inspiring conference.



(Mr. Eric Willumsen)

President of the
International University in Geneva
Switzerland

International University in Geneva

ICC 20, Rte de Pré-Bois 1215 Geneva 15, Switzerland Email: info@iun.ch Tel: (+41 22) 710 71 10/12 Fax: (+41 22) 710 71 11 www.iun.ch



**Message from the President and Dean
SAIDI Graduate School of OD, Philippines**

The National and International Conference on Business
Management and Innovation 2014

In behalf of SAIDI Graduate School of Organization Development, I wish to congratulate the leadership of the School of Management of Khon Kaen University for this interesting assembly of educators, researchers, learners and friends.

SAIDI's presence in this assembly of like-minded management learners and practitioners is the result of the academic partnership we inked about a year ago. I look forward to a celebration of information, exchanges, insights, and of course, a celebration of our ASEAN Learning Community. Mabuhay

(Rosalina Ora'a-Fuentes, Ph.D.)
President, SAIDI Foundation
Dean, SAIDI Graduate School of Organization
Development, Philippines

SAIDI School of Organization Development

Taktak Drive, Antipolo City 1870 Philippines Telefax. 632-6589302 www.saidi.edu.ph



**Message from the Dean of the
Graduate School of Commerce, Burapha University**
The National and International Conference on Business
Management and Innovation 2014

The National and International Conference on Business Management and Innovation 2014 is a great venue for academics and researchers to exchange knowledge and research ideas and develop research network. For the participants in this conference, I firmly believe that they have received valuable insights from reviewers/commentators so that they can improve the quality of their research. Thus, I strongly recommend academics and researchers as well as doctoral students to participate in this conference, hosted by International University in Geneva (IUG), Switzerland, Southeast Asia Interdisciplinary Development – School of Organization Development (SAIDI-School of OD), the Philippines and College of Graduate Study in Management, Khon Kean University, to get in touch with a real business research ambiance.



(Asst. Prof. Banpot Wiroonratch, Ph.D.)
Dean of the Graduate School of Commerce
Burapha University

Graduate School of Commerce Burapha University

169 Longhadbangsean Road Sansuk Muang Chonburi 20131 , Tel : 0-3839-2018-20 Fax : 0-3839-2024

<http://www.ex-mba.buu.ac.th>

The National and International Conference on Business Management and Innovation 2014 (NICBMI 2014)

Principles and Rationale

In addition to generating ideas and proposing theories to be used in different sections, building the body of knowledge and learning process in the field of business also requires a synthesis of application of learned lessons to systemize a database which will eventually be used to spread knowledge and understanding of ideas and theories that can be widely applied in government, private and local agencies. This will lead to the development of business management and innovation and it will also build business and innovation networks in different business cycles.

Providing a platform for discussion and exchange of knowledge gained from the application of business management ideas and theories in different agencies is a step towards increasing the strength of Thai society in dealing with the fluctuation of global economic system and negative impacts of globalization.

The urgent increase in business strength will prepare Thai people and the society as well as the economic system in each circle for the adjustments to appropriately cope with the impacts of changes with an emphasis on human resource development and quality society. They should have access to the resources and fairly receive the benefits from the economic and social development. This also includes creating economic opportunity with the knowledge, technology, innovation and creativity, based on the environmentally friendly production and consumption. At the same time, the management has to bring about solid practices under the principle of business zone development with collaboration of all related agencies.

College of Graduate Study in Management, Khon Kaen University, therefore, is organizing the National and International Conference on Business Management and Innovation 2014 (NICBMI 2014) with the collaboration of the local and international universities that have signed a memorandum of understanding (MOU) as co-hosts including International University in Geneva (IUG), Switzerland, Southeast Asia Interdisciplinary Development Institute Graduate School of Organization Development (SAIDI-School of OD), the Philippines and Burapha University's Graduate School of Commerce.

Purposes

1. To offer scholars, researchers, graduate students from both the same and different universities and people in general in the field of business management and related fields an opportunity to discuss and exchange their research knowledge and experiences which will lead to concrete development of business management and innovation.
2. To provide a platform for scholars, researchers, graduate students and people in general in the field of business management and related fields to present their beneficial research and academic work in the field of business management and innovation to the public.

Responsible Unit

- College of Graduate Study in Management, Khon Kaen University

Co-host Units

- International University in Geneva (IUG), Switzerland
- Southeast Asia Interdisciplinary Development Institute Graduate School of Organization Development (SAIDI-School of OD), the Philippines
- Graduate School of Commerce, Burapha University

Date and Venue

September 20-21, 2014

Centara Hotel & Convention Centre Khon Kaen, THAILAND

Participants

The expected number of participants is 300. Presenters and non-presenters are local and international scholars, researchers, graduate students and people in general in the field of business management and related fields.

Expected Outcomes

1. Scholars, researchers, graduate students from both the same and different universities and people in general in the field of business management and related fields will discuss and exchange research knowledge and experiences leading to concrete development of business management and innovation.
2. Beneficial research and academic work in the field of business management and innovation will be shared to the public.
3. Academic networks will be formed and developed among scholars, researchers, graduate students from both the same and different universities and people in general in the field of business management and related fields who will be sources of knowledge and potential resources for the development of business management and innovation.

Conference Activities

- Keynote lectures by invited speakers
- Oral and poster presentations
- Exhibitions and Promotion of Graduate Programs

Presentation Titles: “Business Management and Innovation”

1. Strategic Management and Small and Medium-sized Enterprise Management
2. Management of Human Resources, Leadership, Organization Development and Business Ethics
3. Management of Production, Transportation and Supply Chain
4. Marketing Management
5. Financial and Investment Management and Business Feasibility Studies
6. ASEAN Community Studies

Important Dates

Activities	Dates
Due Date for Full Paper Submission Online Registration: http://mba.kku.ac.th/NICBMI	Now – August 15, 2014
Notification of Acceptance	August 31, 2014
Last Day of Payment	August 31, 2014
Last Day of Revised Paper (if needed) and Presentation File Submission	September 7, 2014
Academic Research Presentation	September 20-21, 2014

Registration Rates

Types of Registration	Early-bird (before August 31, 2014)	On-site (on September 20-21, 2014)
Poster Presentation (in English)	3,500.- Baht	4,000.- Baht
National Oral Presentation (in Thai)	3,500.- Baht	4,000.- Baht
International Oral Presentation (in English)	4,000.- Baht	4,500.- Baht
Participant (non-presenters)	3,000.- Baht	3,500.- Baht

- For Government officials, the registration fee can be reimbursed from the host institution and attending this conference is not considered a leave of absence.
- The registration fee is non-refundable under any circumstances.

Payment

1. Payment can be made by cash at Finance and Accounting Department, College of Graduate Study in Management, Khon Kaen University, or
2. Use a payment invoice to make payment at any branch of Siam Commercial Bank, or
3. Transfer to Siam Commercial Bank
Account Name: College of Graduate Study in Management
Account Number: 5512625809
and send your payment file to email: mba_finance@hotmail.co.th
4. Payment coordinator: Miss Pornchanok Worachat
Telephone: 66-43-362-021 Ext. 106
Fax: 66-43-362-020
Email: mba_finance@hotmail.co.th

Main Conference Coordinators

1. Miss Ketwadee Jankai
2. Miss On-Uma Sueksa
Telephone: 043-362-021 Ext. 112, 113
Fax: 66-43-362-020
Email: nicbmi2014@gmail.com
Website: <http://mba.kku.ac.th/NICBMI>

Conference Schedule*
The National and International Conference on
Business Management and Innovation 2014 (NICBMI 2014)
September 20-21, 2014
Centara Hotel & Convention Centre Khon Kaen

Saturday, September 20, 2014

08.00-08.50	Registration at Convention 3 Centara Hotel & Convention Centre Khon Kaen
08.50-09.00	Video Presentation of College of Graduate Study in Management
09.00-09.15	Opening Ceremony at Convention 3 - Opening report by Dean of College of Graduate Study in Management - Opening and Welcome Speech by President of Khon Kaen University
09.15-10.45	Chair Professor Krairit Boonyakiat Topic : Business and Management Innovation
10.45-11.00	Coffee Break
11.00-12.00	(1) Professor Dr. Claude Cellich Vice President for External Relations International University in Geneva, Switzerland Topic : Export Strategies for Small and Medium Enterprises (2) Dr. Rosalina Ora'a Fuentes President and Dean, SAIDI Graduate School of OD, Philippines (3) Dr. Reynaldo T. Casas President, nv-vogt Philippines Solar Energy One, Inc. President, Advance Renewables Energy Inc. (AREI) President, RGCASAS REALTY INC. Topic : ASEAN Integration: Enhancing the Work Competencies of the New Generation Employee
12.00-13.00	Lunch at Convention 1
13.00-14.30	Parallel Presentation Sessions at Ratchaphruek (Oral Presentation Room 1-6) (Certificate ceremony at the presentation venue)
14.30-14.45	Coffee Break
14.45-17.00	Parallel Presentation Sessions at Ratchaphruek (Oral Presentation Room 1-6) (Certificate ceremony at the presentation venue)
17.00-19.00	Dinner at Convention 2-3

Remarks

Poster presentation on Saturday, September 20, 2014, from 13.00 to 17.00 will take place at Chill and Connect, 1st floor, Centara Hotel & Convention Centre Khon Kaen. Presenters must be present for the duration of their scheduled poster presentation session. (Certificate ceremony at the presentation venue)

Sunday, September 21, 2014

08.30-09.00	Registration at Ratchaphruek Centara Hotel & Convention Centre Khon Kaen
09.00-10.30	Parallel Presentation Sessions at Ratchaphruek (Oral Presentation Room 1-6) (Certificate ceremony at the presentation venue)
10.30-10.45	Coffee Break
10.45-12.00	Parallel Presentation Sessions at Ratchaphruek (Oral Presentation Room 1-6) (Certificate ceremony at the presentation venue)
12.00-13.00	Lunch at Convention 1
13.00-15.00	Parallel Presentation Sessions at Ratchaphruek (Oral Presentation Room 1-6) (Certificate ceremony at the presentation venue)
15.00	Coffee Break and Closing Ceremony

Remarks

Poster presentation on Sunday, September 21, 2014, from 09.00 to 12.00 will take place at Chill and Connect, 1st floor, Centara Hotel & Convention Centre Khon Kaen. Presenters must be present for the duration of their scheduled poster presentation session. (Certificate ceremony at the presentation venue)

* The schedule may be subject to change.

International Oral Presentation Schedule
September 20, 2014
Centara Hotel and Convention Center Khon Kaen

Types of Presentation: International Oral Presentation

Room: Ratchaphruek 6

Chair: Dr.Chamnan Ngammaneeudom

Co-Chair: Mr. Yan Flint

Secretary: Ms.Sirinat Jeeraphat

No.	Presentation Time	Article Title	Presenter
1	13.00-13.15	HEALTH FINANCING FOR UNSKILLED MIGRANT WORKERS IN CHONBURI PROVINCE	Chananin Sajjachayaphan
2	13.15-13.30	APPROACH TO ENHANCE THE STANDARD OF WORK OF THE ACCOUNTANT	Hiranwong Samrejporn
3	13.30-13.45	VALUE ADDED FORMULATION FOR DURIAN, MANGOSTEEN, AND RAMBUTAN IN THE EAST OF THAILAND : CASUAL CONCEPT	Kantima Pongnairat
4	13.45-14.00	ANTI – CORRUPTION INTERNATIONAL LAWS: LINKS AND EFFECTS FOR THAILAND	Kawin Musika Thatchaphat Yooktanon
5	14.00-14.15	STUDY THE POLICY-DRIVEN TOURISM TO MAKE COMPETITIVE ADVANTAGE AND EXCELLENCE IN THE REGION : THAI AND MALAYSIA	Kedsuda Laotrakool
6	14.15-14.30	THE CHALLENGE OF DESIGNING BACHELOR OF SCIENCE PROGRAM IN NAUTICAL SCIENCE: A CASESTUDY OF FACULTY OF LOGISTICS, BURAPHA UNIVERSITY	Korn Lawung
	14.30-14.45	Coffee Break	
7	14.45-15.00	SOCIAL AND MAN POWER PROACTIVE MANAGEMENT FOR A GOOD IMAGE OF THAILAND	Kowit Somniyomthai Pattarapong Doomanee Lalinthon Narangkul
8	15.00-15.15	THE CHALLENGES OF GOOD GOVERNANCE WITH THE CORRUPTION IN THAILAND	Yosita Luangsurin Kunlapat Kamol

No.	Presentation Time	Article Title	Presenter
9	15.15-15.30	INNOVATIVE TECHNOLOGY MANAGEMENT FOR SUSTAINABLE ENERGY	Muttithat Aoyakul
10	15.30-15.45	COMMUNITY PARTICIPATION IN ALCOHOLIC BEVERAGE CONTROL	Narakamon Choothong
11	15.45-16.00	PATTERNS TO USE ALTERNATIVE ENERGY BETWEEN THAILAND AND THE LAO PEOPLE'S DEMOCRATIC REPUBLIC (LAO PDR)	Natthapol Amatavanich
12	16.00-16.15	A STUDY OF MOBILE FINANCIAL SERVICES (MFSS) : A CASE OF THAILAND AND SINGAPORE	Orrawadee Ruenrom
13	16.15-16.30	PUBLIC MANAGEMENT IN ENVIRONMENTAL PROBLEMS AND ACHIEVEMENT IN PRACTICE: A CASE STUDY OF RECYCLING PLASTIC	Phachara Sae-ngoew
14	16.30-16.45	HEALTH CARE MANAGEMENT : HEALTH INSURANCE ON BUDDHIST MONKS' DEMAND	Sornruth Hengcharoen
15	16.45-17.00	ANTI – CORRUPTION NEW MODEL 5 PRINCIPLES: OPPORTUNITIES AND CHALLENGES FOR THAILAND	Wison Lomthaisong Tunyanun Somboonrat- tanachok Wichan Suthampong
16	17.00-17.15	STRATEGIC LOGISTIC MANAGEMENT : THE CASE OF LAND TRANSPORTATION WITH TRUCK	Wasana Ulamarn

International Poster Presentation Schedule
20-21 September 2014
Centara Hotel and Convention Center Khon Kaen

Types of Presentation: International Poster Presentation

Room: Chill and Connect

Presentation Period : 20 September 2014 01.00-05.00 p.m. and
 21 September 2014 09.00 a.m. - 03.00 p.m.

Strategic Management and Small and Medium-sized Enterprise Management

Chair: Asst. Prof. Dr.Chaw Wayoopagtr

Co-Chair: Dr.Chamnan Ngammaneeudom and Dr.Adchariya Auppakarakul

Secretary: Ms.On-uma Sueksa and Ms.Ketwadee Jankai

No.	Presenter	Article Title
1-1	Amonlada Ratanasriwong	THE APPLICATION OF APPRECIATIVE INQUIRY ON FORMULATING STRATEGIC PLANNING TO INCREASE CONSTRUCTION MATERIAL SALES: A CASE STUDY OF THAI HOUSE PLC., KHON KAEN BRANCH
1-2	Ananya Phoroi	GUIDELINES TO INCREASE EMPLOYEE CAPABILITY FOR CREATE CUSTOMER SATISFACTION OF TRUE CORPORATION CO., LTD. LOTUS EXTRA KHON KAEN BRANCH
1-3	Aniwan Kositpol	DEVELOPLOPMENT GUIDELINES FOR SAVING SERVICE DEPARTMENT OF THE GOVERNMENT SAVINGS BANK, NON SANG DISTRICT, NONGBUA LAM PHU PROVINCE
1-4	Apinya Thieanchai	APPROACH TO IMPROVE QUALITY SERVICE OF KRUNG SIAM BANK PUBLIC COMPANY LIMITED, BANTHAEN BRANCH
1-5	Janejira Jaitham	THE APPROACH TO INCREASE SALES VOLUME BY USING APPRECIATIVE INQUIRY PROCESS CASE STUDY : JAITHAM PICTURE FRAME SHOP, ROI ET
1-6	Kanita Jenwechprasert	STRATEGIC PLANNING THROUGH APPRECIATIVE INQUIRY: THE CASE STUDY OF TS PHARMA
1-7	Kawinarat Chueawanit	THE GUIDELINE FOR INCREASING SALES VOLUME OF WAREETHEP DRINKING WATERIN YASOTHON PROVINCE

No.	Presenter	Article Title
1-8	Kornkamon Boonperm	THE SERVICE QUALITY STRATEGIES OF THE “KALASIN KITTIKAMON PARTNERSHIP” PETROL STATION, KALASIN JUNCTION, KALASIN PROVINCE
1-9	Korranat Worawongthep	THE IMPLICATION OF APPRECIATION THEORY FOR INCREASING SURADA GUESTHOUSE VALUE
1-10	Patcharaporn Noowan	THE STRATEGIC PLANNING TO INCREASE CIRCULATION OF LIFE INSURANCE OF KRUNG PANIT BANK COMPANY LIMITED, BANTHAEN BRANCH
1-11	Prapan Panpipatkul	THE FACTORS THAT INFLUENCE CONSUMER PURCHASING DECISIONS ON A SMART PHONE’S APPLICATION
1-12	Saknarin Benjaprayoonsak	CUSTOMER ACQUIRING APPROACH OF “CHAMP” LAUNDRY SERVICE IN KHON KAEN MUNICIPALITY
1-13	Sittha Somkhuandee	APPROACHES TO INCREASE THE SALES VOLUME OF ABC SECURITIES COMPANY LIMITED (THAILAND) KHON KAEN BRANCH
1-14	Suriya Chaimee	STRATEGIC PLANNING THROUGH APPRECIATIVE INQUIRY A CASE STUDY OF ESOL ENGLISH SCHOOL AT UDON THANI PROVINCE
1-15	Watcharapong Rintara	APPLYING APPRECIATIVE INQUIRY TO CREATE POSITIVE CUSTOMER EXPERIENCE: THE CASE STUDY OF NONG WAENG COMMUNITY MEDICAL UNIT
1-16	Witchaya Seubnooch	THE PLAN TO INCREASE THE NUMBER OF GOLFERS FOR 8th INFANTRY REGIMENT GOLF COURSE, KHON KAEN PROVINCE

Management of Human Resources, Leadership, Organization Development and Business Ethics

Chair: Asst. Prof. Dr.Chaw Wayoopagtr

Co-Chair: Dr.Chamnan Ngammaneeudom and Dr.Adchariya Auppakarakul

Secretary: Ms.On-uma Sueksa and Ms.Ketwadee Jankai

No.	Presenter	Article Title
2-1	Anusara Dokpongklang	THE GUIDELINES TO INCREASING EFFICIENCY AND SATISFACTION IN WORKPLACE OF THE OFFICERS IN NONG HAN MUNICIPAL NONG HAN DISTRICT, UDONTHANI PROVINCE
2-2	Apinya Naklao	SERVICE QUALITY DEVELOPMENT GUIDELINE FOR HEALTH PROMOTING HOSPITAL IN NONTHONG, NONGRUA DISTRICT, KHONKAEN PROVINCE
2-3	BodinThasiri	A STRATEGIC PLAN TO INCREASE THE HOUSING LOAN WITH APPRECIATIVE INQUIRY OF GOVERNMENT SAVINGS BANK, POHNTONG BRANCH, ROI ET PROVINCE
2-4	Chairat Prasanphun	GUIDELINES FOR THE DEVELOPMENT OF PREVENTION (ONLY THE PATROL) OF MUANG KHON KAEN POLICE STATION, KHON KAEN PROVINCE
2-5	Khemjira Kongchanta	THE GUIDELINE FOR SERVICE QUALITY DEVELOPMENT OF THE TRUE INTERNET INFRASTRUCTURE SERVICE OPERATION DEPARTMENT IN THE SERVICE AREA OF KHON KAEN PROVINCE
2-6	Khemjira Son-up	APPROACH TO INCREASE KNOWLEDGE FOR CONSTRUCTION BUSINESS WITH GOVERNMENT CONTRACT FOR FILING INCOME TAX TO KHON KAEN REVENUE DEPARTMENT
2-7	Khunlada Chaiyajit	USING STORYTELLING TO BUILD A BRAND THROUGH FACEBOOK
2-8	Kiattiphong Saetang	A CASE STUDY OF CUSTOMER LEAD & TIME REDUCTION AT THAISUTHUCH LTD., IN KHON KAEN
2-9	Manatchaya Anantasarn	THE EXPENDITURE BEHAVIOR OF STUDENTS PARTICIPATING IN STUDENT LOAN PROGRAM AT TECHNOLOGY ISAN KHON KAEN CAMPUS, RAJAMANGALA UNIVERSITY
2-10	Nitis Rodklongtan	APPROACH TO DEVELOPMENT OF CRIME SUPPRESSION (ONLY THE PATROL), MUANG MAHA SARAKHAM POLICE STATION, MAHA SARAKHAM PROVINCE

No.	Presenter	Article Title
2-11	Nititham Rodrangsee	INDEPENDENT STUDY OF USING APPRECIATIVE INQUIRY TO SATISFY COFFEE BUSINESS CONSUMER CASE STUDY GHIN – CUP
2-12	Papapin Sinsupan	DEVELOPMENT OF CUSTOMER SERVICE FOR SINSONG ACCOUNTANT COMPANY LIMITED
2-13	Parichart Pensri	PEOPLE’S SATISFACTION TOWARDS SERVICE OF PHRA YUEN MUNICIPALITY, KHON KAEN PROVINCE
2-14	Pattana Kanpaman	GUIDELINE FOR MATERIAL SUPPLY MANAGEMENT OF SUBDISTRICT OF MUNICIPALITIES IN PHRAYUEN DISTRICT, KHON KAEN PROVINCE
2-15	Prapatsorn Kwonkerd	THE SERVICE QUALITY OF THE GOVERNMENT SAVINGS BANK KALASIN BRANCH, KALASIN PROVINCE
2-16	Sarawut Visisit	APPROACHE TO QUALITY IMPROVEMENT OF THE CON- STRUCTION MANAGEMENT FOR 11 K.E.R.D CO.,LTD.
2-17	Supaporn Luerid	INCREMENT IN WORKING EFFECTIVENESS OFRELATIONSHIP AT PHETCHABUN BUSINESS, CENTER, BY USING APPRECIATIVE INQUIRY, CASE STUDY OF BANGKOK BANK, PUBLIC CO., LTD., PHETCHABUN BUSINESS CENTER
2-18	Supattra Sucontachart	AN APPROACH FOR PERFORMANCE COMPETENCY DEVELOPMENT OF SUPPORTING STAFF, SAKON NAKHON RAJABHAT UNIVERSITY
2-19	Suttahathai Tearsuksa- wad	APPROACH TO INCREASE SALES THROUGH APPRECIATIVE INQUIRY: CASE STUDY OF SOMDET BIKE SHOP
2-20	Sutthada Songjoho	GUIDELINES FOR INCREASING THE NUMBER OF GRADUATE STUDENTS, DEPARTMENT OF CHEMICAL ENGINEERING, FACULTY OF ENGINEERING, KHON KAEN UNIVERSITY
2-21	Weerawat Kaew-inta	THE STUDY OF HAPPINESS EMPLOYEES ENGAGEMENT IN FORTHCOMING COFFEE SHOP BUSINESS USING APPRECIATIVE INQUIRY

Marketing Management

Chair: Asst. Prof. Dr.Kulachet Mongkol

Co-Chair: Dr.Saranya Lertputtarak Dr.Pinyo Rattanaphan and Mrs.Amornwan Rungkul

Secretary: Ms.On-uma Sueksa and Ms.Sawitree Jannuan

No.	Presenter	Article Title
4-1	Achirawat Tungkitkietkul	STRATEGY TO INCREASE SALES OF MAHACHAI MATERIAL Co., Ltd. THROUGH APPRECIATIVE INQUIRY
4-2	Araya Kaewking	THE SERVICE QUALITY STRATEGIES OF CENTRAL LABORATORY (THAILAND) COMPANY LIMITED, KHON KAEN BRANCH
4-3	Chacriya Komolsutti	MARKETING STRATEGIES FOR VIP CAR CARE IN MUANG DISTRICT, SAKON NAKHON PROVINCE
4-4	Chadapar Wanitchang	THE SERVICE GUIDELINES OF LOANS SECTION OF SIAM COMMERCIAL BANK, NON SA-AT BRANCH, UDON THANI PROVINCE
4-5	Chayada Anantanasakul	AN APPROACH TO DEVELOP THE SERVICE QUALITY OF KHON KAEN CHANACHAI TRANSPORT CO., LTD., (ROUTE 534 ROI-ED – MAHA SARAKHAM – KHON KAEN – UDON THANI), KHON KAEN PROVINCE
4-6	Dueannapha Kasemrat	THE CREDIT SERVICE GUIDELINES OF THE POLICE REGION 4 COOPERATIVE LIMITED
4-7	Jamjuree Bangjun	GUIDELINES TO INCREASE SALES VOLUME OF FERTILIZER AND FEED, SRINAKORNKARNKASET SHOP, HUAYMEK DISTRICT, KALASIN PROVINCE
4-8	Kanlayanee Luckthaisantawee	MARKETING GUIDELINES OF THE “BAKE A COLD” MADE TO ORDER BAKERY AND ICE CREAM HOMEMADE, KHON KAEN PROVINCE
4-9	Kemika Charoenkit	MARKETING PLAN TO INCREASING SALES VOLUME OF K.C METALSHEET CO., LTD., MUANG DISTRICT, KHON KAEN PROVINCE
4-10	Laongdaw Kumlunglit	THE SERVICE QUALITY DEVELOPMENT GUIDELINES OF THE CUSTOMER SERVICE DEPARTMENT OF KRUNG THAI BANK, TESCO LOTUS CHUMPHAE BRANCH, KHON KAEN PROVINCE

No.	Presenter	Article Title
4-11	Matinee Muangsri	MARKETING APPROACH TO THE ENGLISH COURSE PROJECT MANAGEMENT UNDER REGULATION OF THE MINISTRY OF EDUCATION, KHON KAEN WITTAYAYON SCHOOL, KHON KAEN PROVINCE
4-12	Nalattthaporn Preedee	SERVICE QUALITY DEVELOPMENT GUIDELINES FOR BANGKOK BANK, KALASIN BRANCH, KALASIN PROVINCE
4-13	Natworawut Klumrianthong	APPROACH FOR INCREASING SALES VOLUME USING APPRECIATIVE INQUIRY AND SWOT ANALYSIS ADAPTATION: A CASE STUDY OF CHOKEWATTANA GOLD SHOP NONGSONGHONG DISTRICT, KHON KAEN PROVINCE
4-14	Noppakhun Wongtungthinthan	BRAND BUILDING GUIDELINE OF JAEW BONG MAE NOEI IN KHON KAEN MUNICIPALITY, KHON KAEN PROVINCE
4-15	Passawat Roongruang	ALTERNATIVE WAYS TO INCREASES THE PURCHASE OF RAW MILK FOR KHON KAEN DAIRY FARM GROUP CO., LTD KHON KAEN PROVINCE
4-16	Patcharee Dornpinij	MARKETING STRATEGIES TO INCREASE SALES VOLUME OF THE GIBTHAI'S IMPORTED PRODUCTS: CASE STUDY SELLING BIOLOGICAL SCIENCE LIQUID TO NATIONAL RESEARCH UNIVERSITIES IN THE NORTHEASTERN PART OF THAILAND
4-17	Pattamaporn Jantamoon	GUIDELINE TO INCREASE SALES VOLUME FOR PATTAMAPORN SMALL CONSUMER GOODS RETAILER IN MUANG DISTRICT, ROI ET PROVINCE
4-18	Pattarasinee Jitcharoen	BEHAVIOR AND FACTORS AFFECTING SWALLOW'S BIRD NEST BUYING DECISION IN SAMPHANTHAWONG DISTRICT, BANGKOK
4-19	Paweena Tubpoomee	THE DEVELOPMENT OF CUSTOMER SERVICE DEPARTMENT OF KRUNG THAI BANK PUBLIC COMPANY LIMITED, MANCHA KHIRI BRANCH, KHON KAEN PROVINCE

No.	Presenter	Article Title
4-20	Pichayakorn Hansupo	MARKETING GUIDELINES FOR THE INTERIOR DESIGN COMPANY “ONE POINT STUDIO,” UDON THANI PROVINCE
4-21	Sasivimon Yodklang	MARKETING PLAN TO INCREASE SALES REVENUE OF MANTRAVAREE HOTEL, KHON KAEN PROVINCE
4-22	Sirikwan Sawatrak	SERVICE QUALITY DEVELOPMENT GUIDELINES FOR BANGKOK BANK, KHON KAEN BRANCH, KHON KAEN PROVINCE
4-23	Siriluk Khamboonreong	COSMETICS MARKETING GUIDELINES THROUGH ONLINE CHANNELS
4-24	Siripinya Sriburin	APPROACH TO IMPROVE SERVICES FOR TOYOTA TSUSHO FORKLIFT (THAILAND) CO., LTD. KHON KAEN BRANCH
4-25	Supawadee Thanakityingyong	THE MARKETING GUIDELINES TO INCREASE SALE FOR GIRL CLOTH “DRESS ME UP” MUANG KHON KAEN DISTRICT, KHON KAEN PROVINCE
4-26	Suporn Meeanan	MARKETING GUIDELINES FOR CREDIT CARD HOLDERS OF BANGKOK BANK COMPANY LIMITED (PUBLIC), MUANG KHON KAEN DISTRICT, KHON KAEN PROVINCE
4-27	Taksawan Mornkham	GUIDELINE TO INCREASE SALES OF AUTOMATIC BLOOD IN NORTH EASTERN FOR DD MED SCIENCE PARTNERSHIP LIMITED
4-28	Theerawat Nimmasupavongrat	MARKETING STRATEGIES FOR “KAI SEANG” WHOLESALE STORE IN KUMPHAWAPI DISTRICT, UDONTHANI PROVINCE
4-29	Thirata Woraharn	KHON KAEN UNIVERSITY STUDENTS BEHAVIOR USING ONLINE MARKETING CHANNELS
4-30	Thitaree Chaisida	FACTORS INFLUENCING THE SELECTION OF GOLF SERVICES IN PATHUMTANI PROVINCE
4-31	Thitiyaporn Siangnoo	THE SERVICE QUALITY DEVELOPMENT OF CUSTOMER SERVICE DEPARTMENT, KRUNG THAI BANK, SAVE ONE MARKET BRANCH, NAKHON RATCHASIMA PROVINCE

No.	Presenter	Article Title
4-32	Thunyakorn Prayongpet	MARKETING PLAN TO INCREASE AGRICULTURE MECHANICAL SALES VOLUME OF “RACHA MOTOR” IN AMPHOE PHU KHIEO, CHAIYAPHUM PROVINCE
4-33	Visarut Khaosri	APPROACH THE MARKETING TO INCREASE SALES MARKETING PLAN TO INCREASE SALE REVENUE 10 % FOR WONGSIN CONSTRUCTION MATERIAL STORE IN SAHATSAKHAN DISTRICT, KALASIN PROVINCE
4-34	Warute Vorapanyasathit	AFFECTIVE FACTORS TOWARDS SERVICES AND ITS IMPROVEMENT OF BE YOUR TRAVEL COMPANY LIMITED

Financial and Investment Management and Business Feasibility Studies

Chair: Asst. Prof. Dr.Kulachet Mongkol

Co-Chair: Dr.Saranya Lertputtarak Dr.Pinyo Rattanaphan and Mrs.Amornwan Rungkul

Secretary: Ms.On-uma Sueksa and Ms.Sawitree Jannuan

No.	Presenter	Article Title
5-1	Attakon Jakraburtr	FEASIBILITY STUDY OF “THE HOME” APARTMENT PROJECT INVESTMENT, KANTHARAWICHAI DISTRICT, MAHA SARAKHAM PROVINCE.
5-2	Bantita Doungparn	A FEASIBILITY STUDY OF AGRICULTURAL STORE IN NATAWEE DISTRICT, SONGKHLA PROVINCE
5-3	Chakkapon Lorwiriyaikul	SECURITIES VALUATION USING FUNDAMENTAL ANALYSES: A CASE STUDY OF BANGKOK DUSIT MEDICAL SERVICES PUBLIC COMPANY LIMITED
5-4	Chakree Sodakun	STUDYING FEASIBILITY OF INVESTMENT IN THE HOTEL BUSINESS IN MUANG DISTRICT, MAHA SARAKHAM PROVINCE
5-5	Chataporn Phukronghin	THE FEASIBILITY STUDY FOR INVESTMENT OF HED KHON FARMING IN YANGTALAT DISTRICT, KALASIN PROVINCE
5-6	Kraisorn Arjarn	FEASIBILITY ANALYSIS OF BIG DATA CLOUD COMPUTING
5-7	Naruemon Seangsawang	THE FEASIBILITY STUDY FOR INVESTMENT OF HYDROPONICS FARM IN MUANG DISTRICT, LOEI PROVINCE
5-8	Nattapon Areumvirrot	STRATEGIES TO INCREASE DEPOSITS VOLUME OF TT BANK PLC., CHUM PHAE BRANCH, KHON KAEN PROVINCE

No.	Presenter	Article Title
5-9	Papiruda Likitwandee	A FEASIBILITY STUDY ON INVESTMENT OF THE “ JURY ”APARTMENT IN KHON KAEN PROVINCE
5-10	Pattarawat Sermsri	THE FEASIBILITY STUDY OF INVESTMENT THE QUALITY DRUGSTORE “PATTARA PHARMACY” IN SRICHAN COMMUNE, KHON KAEN MUNICIPALITY, MUANG DISTRICT, KHON KAEN PROVINCE
5-11	Rinracha Samonram	A FEASIBILITY STUDY ON AN INVESTMENT OF INTERNET SHOP IN KHON KAEN MUNICIPALITY, MUANG DISTRICT, KHON KAEN PROVINCE
5-12	Sansanee Kumso	GUIDLINE DEVELOPMENT OF CUSTOMER SERVICE AT KRUNG THAI PUBLIC COMPANY LIMITED, NONG SONG HONG BRANCH, AMPHOE NONGSONG HONG, KHONKAEN PROVINCE
5-13	Sirin Patanapen	THE FEASIBILITY STUDY OF THE FLOWER PAPER KITS FOR DECORATING BOARDS
5-14	Witchai Chaiyajak	THE FEASIBILITY STUDY OF APARTMENT PROJECT NEAR KHON KAEN UNIVERSITY, NONG KHAI CAMPUS, NONG KHAI PROVINCE

**Committee and Subcommittee of
the National and International Conference on
Business Management and Innovation 2014 (NICBMI 2014)
September 20-21, 2014**

A. Consultants

President, Khon Kaen University

B. Conference Committees

1. Assoc. Prof. Dr.Winit Chinsuwan	Committee Consultant
2. Assoc. Prof. Dr.Piboon Daosodsai	Committee Consultant
3. Asst. Prof. Dr.Kasem Nantachai	Committee Consultant
4. Asst. Prof. Dr.Ruchirat Patanathabutr	Chair of the Committee
5. Mrs.Nutsamol Tanakulrungsarit	Committee
6. Ms.Ratchada Kaewvilai	Committee
7. Mr.Weerawat Sudha	Committee
8. Mr.Rangsarit Wetsuwan	Committee
9. Ms.Mukda Seenan	Committee
10. Mrs.Rattiya Hormhuan	Committee
11. Ms.On-Uma Sueksa	Committee and secretary
12. Ms.Ketwadee Jankai	Assistant secretary

Duties and Responsibilities:

Duties and Responsibilities:

Organize the National and International Conference on Business Management and Innovation 2014 to achieve the objectives and expected outcomes of the event.

C. Subcommittee on Information and Technology

1. Mr.Weerawat Sudha	Chair of the subcommittee
2. Mr.Werachai Usungnoen	Subcommittee
3. Mr.Puchong Jacksaen	Subcommittee
4. Ms.Sirinat Jeeraphat	Subcommittee
5. Mr.Boonchukiet Kongjitrapa	Subcommittee
6. Mr.Pongthep Pongnanak	Subcommittee
7. Ms.Nattaon Leawprasert	Subcommittee and secretary

Duties and Responsibilities:

1) Create a website containing detailed information about the conference, including registration, paper submission, press release and other related information to provide those who wish to present their work at the event with convenient and fast access to the accurate information.

2) Take pictures of the conference and post them on the website to advertise the event and allow the participants to download those pictures as well as set up and maintain audio visual aids in the main meeting room and other small meeting rooms.

D. Subcommittee on Public Relations, Print Materials, Souvenirs and Essential Equipment

1. Mr.Rangsarit Wetsuwan	Chair of the subcommittee
2. Ms.Prapit sorosjinda	Subcommittee
3. Ms.Thitiporn Koonsombatkul	Subcommittee
4. Ms.Sirinat Jeeraphat	Subcommittee
5. Mr.Werachai Usungnoen	Subcommittee
6. Mr.Puchong Jacksaen	Subcommittee
7. Mr.Weerawat Sudha	Subcommittee
8. Mr.Thongchai Inthaket	Subcommittee
9. Mr.Sutouch Deejai	Subcommittee
10. Mr.Pongpot Sarasarin	Subcommittee
11. Ms.Arintra Kimsuwnawong	Subcommittee and secretary

Duties and Responsibilities:

- 1) Create and distribute print materials to advertise the conference and invite target audience from various universities in both Thailand and foreign countries to present their work and attend the event.
- 2) Issue invitations to reporters to the press conference event and the conference.
- 3) Make the proceedings available in print, CD and online versions.
- 4) Prepare souvenirs and name tags for registered participants, keynote lecturers and commentators.
- 5) Install exhibition booths for the College of Graduate Study in Management and the co-hosts.
- 6) Prepare poster stands and schedule the poster presentation sessions.
- 7) Produce certificates and arrange the certificate ceremony.

E. Subcommittee on Article and Presentation File Organization

1. Asst. Prof. Dr.Ruchirat Patanathabutr	Chair of the subcommittee
2. Mrs.Nagarin Vichakort	Subcommittee
3. Ms.Sawitree Jannuan	Subcommittee
4. Ms.Arune Luanthaisong	Subcommittee
5. Mr.Panupan Wongsawan	Subcommittee
6. Ms.On-Uma Sueksa	Subcommittee and secretary
7. Ms.Ketwadee Jankai	Assistant secretary

Duties and Responsibilities:

- 1) Distribute the conference invitations to interested participants and presenters in the universities across Thailand.

- 2) Send out invitations to reporters to the press conference event and the conference.
- 3) Categorize article and presentation files and submit them to the subcommittee on oral and poster presentation.
- 4) Collect the participants' information.
- 5) Draw up a presentation schedule and plan out the venue.
- 6) Check the article format according to the specified format and categorize and rearrange the articles for the conference proceeding.
- 7) Issue and send out letters, articles and evaluation forms to reviewers and follow up.
- 8) Issue and send out a letter of acceptance for all presenters.
- 9) Issue and send out invitation letters to commentators in the presentation sessions.
- 10) Prepare evaluation forms for both oral and poster presentations.
- 11) Plan the conference program and prepare registration documents.

F. Subcommittee on Venue, Accommodation and Transportation

1. Ms.Mukda Seenan	Chair of the subcommittee
2. Mr.Rangsarit Wetsuwan	Subcommittee
3. Ms.Arintra Kimsuwunnawong	Subcommittee
4. Ms.Pornchanok Worachat	Subcommittee
5. Ms.Sirinat Jeeraphat	Subcommittee
6. Mrs.Siriporn Kumnok	Subcommittee
7. Mrs.Rattiya Hormhuan	Subcommittee
8. Mr.Puchong Jacksaen	Subcommittee
9. Mr.Werachai Usungnoen	Subcommittee
10. Mrs.Nagarin Vichakort	Subcommittee and secretary
11. Ms.Ketwadee Jankai	Assistant secretary

Duties and Responsibilities:

- 1) Arrange meeting rooms, registration table and exhibition booths.
- 2) Set up small meeting rooms for the oral presentation sessions.
- 3) Organize venues for the poster presentation.
- 4) Order lunch and coffee break.
- 5) Help the participants, keynote lecturers and commentators with accommodation reservation.
- 6) Coordinate with the keynote lecturers and commentators about domestic and international transportation.
- 7) Take care of all the conference venues throughout the event.

G. Subcommittee on Registration, Reception and Certificate Ceremony

1. Ms.On-Uma Sueksa	Chair of the subcommittee
2. Mrs. Sarocha Ongsankham	Subcommittee
3. Mrs.Siriporn Kumnok	Subcommittee
4. Ms.Suchavalan Chaiboonruang	Subcommittee
5. Mrs.Tip-ratana Atiwattanachai	Subcommittee
6. Mrs.Rattiya Hormhuan	Subcommittee
7. Ms.Pornchanok Worachat	Subcommittee
8. Ms.Suphatsorn Khamya	Subcommittee
9. Ms.Saranya Wangwan	Subcommittee
10. Ms.Narissara Kittinon	Subcommittee
11. Ms.Sawitree Jannuan	Subcommittee and secretary
12. Ms.Ketwadee Jankai	Assistant secretary

Duties and Responsibilities:

- 1) Write an opening report and an opening and welcome speech.
- 2) Submit the opening report to the dean and issue an invitation letter to the president or the conference chairman with the opening and welcome speech.
- 3) Work as a moderator and interpreter and help solve problems in the meeting room.
- 4) Prepare name plates for the keynote lecturers and set them up according to the schedule.
- 5) Screen, rearrange and coordinate with the oral presenters and poster presenters for the certificate ceremony.
- 6) Facilitate the keynote lecturers and commentators from the co-host institutes.

H. Subcommittee on Oral Presentation Venue

1. Mrs.Nagarin Vichakort	Chair of the subcommittee
2. Mrs.Siriporn Kumnok	Subcommittee
3. Ms.Sirinat Jeeraphat	Subcommittee
4. Ms.Thitiporn Koonsombatkul	Subcommittee
5. Ms.Pornchanok Worachat	Subcommittee
6. Ms.Nattaon Leawprasert	Subcommittee and secretary

Duties and Responsibilities:

- 1) Create and set up name plates for the commentators in oral presentation rooms according to the schedule.
- 2) Schedule the oral presentation sessions and control the session time.
- 3) Provide the oral presentation commentators with evaluation forms and summarize the evaluation results.
- 4) Observe general activities in the small meeting rooms.

I. Subcommittee on Finance

1. Mrs.Rattiya Hormhuan	Chair of the subcommittee
2. Ms.Suchavalan Chaiboonruang	Subcommittee
3. Ms.Boonor Kaewhan	Subcommittee
4. Mrs.Sarocho Sarasarin	Subcommittee
5. Ms.Pornchanok Worachat	Subcommittee and secretary

Duties and Responsibilities:

- 1) Receive and transfer registration fee into the bank account, monitor the disbursement, keep the expense report and examine the disbursement papers following the rules and regulations.
- 2) Issue receipts for the participants.
- 3) Prepare money and process the payment for keynote lecturers and article and presentation commentators as well as execute finance documents.

J. Subcommittee on Document Translation

1. Ms.Ratchada Kaewvilai	Chair of the subcommittee
2. Mrs.Nagarin Vichakort	Subcommittee and secretary

Duties and Responsibilities:

- 1) Have documents, print materials and other related documents translated into English.
- 2) Have the website content translated into English for advertising purpose.

K. Subcommittee on Keynote Lecture

1. Mrs.Nutsamol Tanakulrungsarit	Chair of the subcommittee
2. Mr.Werachai Usungnoen	Subcommittee
3. Ms.Rattiyakorn Samranpis	Subcommittee and secretary

Duties and Responsibilities:

- 1) Contact and coordinate with the keynote lecturers as well as issue the invitation letters.
- 2) Facilitate the keynote lecturers

L. Subcommittee on Academic Conference Communication

1. Mr.Tanya Pakdee	Chair of the subcommittee
2. Mr.Apichat Maneejak	Subcommittee
3. Mr.Nuttavut Pachprapai	Subcommittee
4. Mr.Attapon Hampong	Subcommittee
5. Mr.Nuttapong Chamnanue	Subcommittee
6. Ms.Patumwadee Kumhong	Subcommittee
7. Mr.Udomchai Supanavong	Subcommittee
8. Mrs.Benjamaporn Mamook	Subcommittee
9. Mr.Banjong Setwisai	Subcommittee

10. Ms.Chutinan Panjarung	Subcommittee
11. Ms.Wanlaya Phoongam	Subcommittee
12. Ms.Jutamas Philachai	Subcommittee
13. Ms.Radchadawan Watthanasuk	Subcommittee
14. Ms.Pornthip Khejornsart	Subcommittee
15. Mrs.Wadchara Noichompoo	Subcommittee
16. Mr.Worawit Siripanuwat	Subcommittee
17. Mr.Boriphat Thasi	Subcommittee
18. Ms.Jiraporn Pratomchai	Subcommittee
19. Mrs.Sathaporn Navanukraw	Subcommittee
20. Mrs. Sarocha Ongsankham	Subcommittee
21. Mr.Werachai Usungnoen	Subcommittee
22. Mr.Rangsarit Wetsuwan	Subcommittee
23. Mr.Chumporn Para	Subcommittee and secretary

Duties and Responsibilities:

- 1) Prepare and set up radio communication, audio visual aids and video recorders.
- 2) Broadcast live streaming from the conference venue via various online channels and edit the video for further use after the event as well as coordinate with other related subcommittees.

Research Review Committee

Editorials Board

1. Mr. Eric Willumsen	International University in Geneva
2. Dr.Rosalina Ora'a-Fuentes	Southeast Asia Interdisciplinary Development Institute
3. Assoc. Prof. Dr.Winit Chinsuwan	Khon Kaen University
4. Dr.Marie-Paul B. de Luna	Southeast Asia Interdisciplinary Development Institute
5. Assoc. Prof. Dr.Piboon Daosodsai	Khon Kaen University
6. Asst. Prof. Dr.Kasem Nantachai	Khon Kaen University
7. Asst. Prof. Dr.Ruchirat Patanathabut	Khon Kaen University
8. Asst. Prof. Dr.Banpot Wiroonrath	Graduate School of Commerce Burapha University

Subcommittee on Reviewers and Article Evaluation

Assumption University

1. Mr.Mongkon Laoworapong

Chiang Mai University

1. Dr.Narumon Kimpakorn

College of Graduate Study in Management Khon Kaen University

1. Assoc. Prof. Dr.Winit Chinsuwan	12. Dr.Kittipong Sirichoti
2. Assoc. Prof. Dr.Piboon Daosodsai	13. Dr.Pramote Suppapanya
3. Asst. Prof. Dr.Kasem Nantachai	14. Dr.Wanida Phondej
4. Asst. Prof. Dr.Ruchirat Patanathabut	15. Dr.Anothai Rattanakul
5. Assoc. Prof. Dr.Phornsiri Thivavarnvongs	16. Dr.Pinyo Rattanaphan
6. Asst. Prof. Dr.Chaw Wayoopagtr	17. Dr.Adchariya Auppakarakul
7. Asst. Prof. Dr.Khanchitpon Yotsaponpaiboon	18. Mrs.Amornwan Rungkul
8. Asst. Prof. Dr.Witsanu Phumpanich	19. Mr.Sakchai Jarernsiripornkul
9. Asst. Prof. Dr.Kulachet Mongkol	20. Dr.Panutporn Ruangchoengchum
10. Asst. Prof. Dr.Sakda Siripahtrasophon	21. Mr.Yan Flint
11. Asst. Prof. Dr.Montri Wiboonrat	

Department of Rural Roads, Bureau of Bridge Construction

1. Dr.Kitti Manokhoon

Graduate School of Commerce Burapha University

1. Asst. Prof. Dr.Banpot Wiroonrath	6. Dr.Krit Jarinto
2. Assoc. Prof. Dr.Isara Suwannabon	7. Dr.Suchonnee Metiyothin
3. Asst. Prof. Dr.Adisak Chandprapalert	8. Dr.Saranya Lertputtarak
4. Asst. Prof. Dr.Yodying Tanatawee	9. Dr.Sakchai Chanruang
5. Asst. Prof. Dr.Karin Boonlertvanich	10. Dr.Chamnan Ngammaneeudom

Institute of Physical Education Mahasarakham

1. Dr.Nikorn Yasamorn

Institute of Physical Education Suphanburi

1. Dr.Sasipimmas Hongsombud

Kasetsart University

1. Asst. Prof. Dr.Tawit Sudsakorn	3. Dr.Polwat Lerskullawat
2. Dr.Suthawan Prukumpai	4. Dr.Suneerat Wuttichindanon

Khon Kaen University

1. Assoc. Prof. Dr.Tipvanna Ngarmsak	14. Asst. Prof. Dr.Pisek Chainirun
2. Assoc. Prof. Prasert Damrongchai	15. Asst. Prof. Dr.Nuanchawee Sangchai
3. Assoc. Prof. Suwat Jitpraneechai	16. Asst. Prof. Dr.Wichian Voraputhaporn
4. Assoc. Prof. Dr.Chanya Apipalakul	17. Asst. Prof. Pongthorn Suwannathada
5. Assoc. Prof. Dr.Nitipon Phutachote	18. Asst. Prof. Varoon Tuntrabundit
6. Assoc. Prof. Ampon Honark	19. Asst. Prof. Dr.Surachai Chancharat
7. Assoc. Prof. Dr.Prachak Bouphun	20. Asst. Prof. Dr.Nongnit Chancharat
8. Assoc. Prof. Rungson Naimsanit	21. Asst. Prof. Anurak Tongsoekhowong
9. Assoc. Prof. Dr.Watcharee Khunkitti	22. Asst. Prof. Dr.Thitiwan Sricharoen
10. Assoc. Prof. Dr.Lumpang Manmart	23. Asst. Prof. Dr.Wuttipong Arjchariyaartong
11. Assoc. Prof. Dr.Theera Rittitod	24. Asst. Prof. Dr.Khwanradee Tuntrabundit
12. Asst. Prof. Dr.Arom Tattawasart	25. Asst. Prof. Jintana Somsawas
13. Asst. Prof. Dr.Unchalee Tattawawart	26. Dr.Punna Vikul

Khon Kaen Povincial Police

1. Pol. Col. Dr.Anusorn Patanathabutr

King Mongkut's University of Technology North Bangkok

1. Asst. Prof. Lt. JG. Dr.Taweesak Roopsing

Loei Rajabhat University

1. Dr.Wilairat Suphama

Mahasarakham University

1. Asst. Prof. Malichan Thongkham	3. Dr.Areerat Pansuppawatt
2. Asst. Prof. Dr.Songkramchai Leethongdee	

Rajamangala University of Technology Isan Kalasin Campus

1. Asst. Prof. Dr.Ampasri Phokha	3. Dr.Napaporn Wongwichit
2. Dr.Mullika Jumpapang	

Ramkhamhaeng University

1. Asst. Prof. Dr.Wanchai Panjan

Southeast Asia Interdisciplinary Development Institute

1. Dr.Marie-Paul B. de Luna

Thammasat University

1. Assoc. Prof. Dr.Sippapas Pornsooksawang

Udon Thani Rajabhat University

1. Dr.Praween Pansuppawatt

Ubon Ratchathani University

1. Dr.Sumalee Ngeoywijit

Independent scholars

1. Asst. Prof. Dr.Cheraporn Ruangcherachuporn	5. Dr.Suvit Thanyavarn
2. Asst. Prof. Dr.Phiphat Nonthanathorn	6. Dr.Vatin Chalermdamrichai
3. Asst. Prof. Dr.Kriengsin Prasongsukarn	7. Mr.Sanee Dangwung
4. Lt. Dr.Jesada Sivaraks	

Duties and Responsibilities:

- 1) Select and evaluate articles to be presented at the conference.
- 2) Assign reviewers for each article.
- 3) Work as commentators in both oral and poster presentation sessions.

SPEAKERS

Chair Professor Krairit Boonyakiat

Name : Mr. Krairit Boonyakiat

Academic title : Chair Professor

Work Position : Audit committee

Work place : Pan Rajdhevee Group Public Company Limited

Poonpin Holdings Building

50/234-275 LatSawai, Lam LukKa, PathumThani 12150

Educational background:

1. Bachelor of Science (with Honors), Chulalongkorn University, Thailand
2. Master of Business Administration,
MIT (Massachusetts Institute of Technology), USA
3. Post Graduate Certificate in International Trade,
UN Management School (Turin, Italy)

Work experience :

Previous positions :

1. Executive Managing Director, Bangkok Market Office
2. Marketing Service Director, Lintas (Advertising) Company Limited
3. Business Development Director, Osotspa Company Limited

Social service :

Previous positions :

1. Secretary General of Advertising Association of Thailand
2. Broadcasting Committee of Advertising Practice related to food and drug
3. Member of Consumer Protection Committee
4. Member of Executive Board of Thai Health Promotion Foundation

Current positions :

1. Vice President of the Knowledge Management Institute
2. Consultant of the Marketing Association of Thailand
3. Consultant of the Faculty of Commerce and Accountancy, Chulalongkorn University and Thammasat University
4. Marketing Expert of Thailand Productivity Institute (Japan)
5. Committee of the Princess MahaChakriSirindhorn Anthropology Centre
6. Chair professor at Faculty of Commerce and Accountancy, Chulalongkorn University

Professor Dr.Claude Cellich

Professor Dr.Claude Cellich is currently Vice President for External Relations at the International University in Geneva, Switzerland and professor in cross cultural business negotiations. He is also a visiting professor at the Paris School of Management and guest lecturer at various trade promotion organizations and universities in Asia, Europe and the Middle East. Prior to joining academia, he held diplomatic status with the International Trade Centre (ITC), a joint agency of the United Nations and the World Trade Centre (WTO). On two occasions, he was posted for several years in India managing export promotion projects. He has published extensively in the field of international business and is frequently cited in university textbooks. He serves on the Editorial Board of *the Journal of Transnational Management*, *the Journal of Teaching in International Business* and *the Journal of East-West Business*. He has co-authored textbooks on business negotiation and trade promotion and is editor of the University's Business Review. He holds graduate degrees in economics and business administration from the University of Detroit and the recipient of the 75th Medal of Excellence from the Helsinki School of Economics as well as honorary degrees from US universities.

Dr. Rosalina Ora'a Fuentes

The 7th President of SAIDI Graduate School of OD

Rosalina Ora'a Fuentes, PhD, or Dr. Rose as many call her, is the current President and Dean of SAIDI Graduate School of OD. She assumed the position of President in January 2010 and Dean since the year 1997.

Prior to becoming Dean and President of SAIDI Graduate School of OD, Dr. Rose was a Managing Partner of TIME Consulting, a College and Graduate School Professor and Director of the Ateneo Center for English Language Teaching, and later, Chair of the English Department of the Ateneo de Manila University. As a fresh graduate from the Ateneo de Naga, she commenced her career in teaching in her alma mater as High School teacher and College professor, and later on, she became Vice-Principal.

Dr. Rose's background is a blend of diverse disciplines steeped in human and organization development.

She earned her Doctor of Philosophy in Organization Development from the Southeast Asia Interdisciplinary Development Institute (SAIDI), her Master of Arts in Education with specialization in Curriculum Development and Instructional Planning from the University of Nueva Caceres, and her Bachelor of Arts and Science in Education (cum laude) major in History and English from the Ateneo de Naga. Dr. Rose continues to "sharpen the saw" with her post-doctoral certifications in Organization Development at Stanford University, in Appreciative Inquiry (by David Cooperrider) from Taos Institute, Taos, New Mexico, in Governance and Risk Management (Banking Sector) by the Rural Bank Association of the Philippines, in TESOL at the University of Manoa-Hawaii (USA), in ELT certification from the University of Reading, London (UK), in Train the Trainers certification from the same university and in New Teacher Education from Columbia University, New York (USA).

Dr. Rose has been immersed in educating, training, engaging in education and OD consulting and research activities and coaching. Most recent of which include her expertise on and advocacy of Positive Organization Development and Appreciative Inquiry. She is recognized in the Philippines as 'guru of AI' for spreading the knowledge and use of Appreciative Inquiry in different organizational processes. Other areas she has extensive experience on include Visioning, Culture-building, Strategic Planning, Re-engineering, and the entire breadth of Organization Development interventions for clients and partners in corporate, non-government, Church, and local government sectors in both local and international settings. Her coaching and mentoring expertise allowed her to journey with owners and heads of entities and more than 100 candidates in the course of their MA and PhD study and research in OD. She has travelled in the country, Asia and beyond - engaged in OD consulting work. Her research works credit her with some article and book publications in English Language teaching, in Organization Development and in the use of Appreciative Inquiry in research and publications. As an educator, she continues to organize and facilitate training workshops for basic education teachers across the country, allowing her to travel to different schools and

education settings across the country. She makes herself readily available for learning sessions in the disciplines for which she has extensive trainings and experiences. This is a testament to the great teacher and thought leader in planned change and appreciative inquiry she is.

Dr. Rose has a wide professional network – as diverse as her professional preparation. To mention a few some: She co-founded the Association for Appreciative Inquiry (Philippines). She is a member of ODPN, a professional association of OD Practitioners. She sits as Board Member in the following organizations: SAIDI Foundation, Inc., Foundation for Upgrading the Standards of Education and Rural Bank of Aurora. Her professional expertise had also been shared – gratis – with the Commission on Higher Education (Philippines). She was once head (at different times) of the Committee for Open Learning and Distance Education and the ETEAP Committee. Dr. Rose always makes herself available where her expertise can make a contribution. Never a dull moment in her professional life.

Dr.Reynaldo T. Casas

PROFESSIONAL EXPERIENCE

November 2013 to Present	President, nv-vogt Philippines Solar Energy One, Inc. Unit 2406 The Trade & Financial Tower, Bonifacio Global
July 2012 to Present	President, Advance Renewables Energy Inc. (AREI)
January 1993 to Present	President, RGCASAS REALTY INC.
August 1994 to December 2011	President & COO, ADTEL Inc. 2 nd Flr., Benpres Bldg., Exchange Road, Ortigas
August 1992 to August 1994	Senior Vice-President, EASYCALL Phils. 22 nd Flr., Robinson Galeria, Ortigas Ave., Pasig
July 1988 to August 1992 (Expatriate, Hongkong-based)	Director, BELLSOUTH International Telephone Co. Office: 22 nd Flr., 69 Gloucester Rd., Hong Kong Headquarters: Atlanta, Georgia, USA
July 1978 to July 1988	Division Manager, KODAK Philippines Pasong Tamo, Makati
June 1969 to July 1978	Sales/Systems Engineer, IBM Philippines Ayala, Makati
1966-1969 (Working student)	Assistant, Manila Speech Clinic Padre Faura, Manila

OTHER AFFILIATIONS

Present	President, Neighborhood Association – T. Alonzo
Present	Member Management Assoc. of the Philippines
Present	Member Villamor Golf & Country Club
Present	Member Philippine Columbian Tennis Club
Present	Past President (98-99) Rotary Club of Makati East
1995-1999	Consultant Asian Development Bank
1997-2011	Managing Director Acceslink (Adtel Subsidiary)
1994-2011	Member Management Committee Lopez Group of Companies

EDUCATIONAL BACKGROUND

Doctoral Program, PhD	South East Asia Interdisciplinary Development Institute Graduated: August 2012
Masters in Business Economics	University of Asia & the Pacific, June 2, 2007
Strategic Business Economics	University of Asia & the Pacific, July 8, 2000
Liberal Arts/Commerce	San Beda College, 1965-1969, Gold Medalist Academics
Elementary/High School	Letran College

PERSONAL BACKGROUND

Married to Maria Milagros C. Casas

Children: Jose Ricardo, Miguel Antonio, Juan Ignacio, Victor Emmanuel

Born: February 11, 1946

CAREER PROFILE

Nv vogt Philippines Solar Energy One, Inc.

Currently sitting as the President for Projects, the company is solely focused on building solar farms in terms of megawatts. The initial project in progress is in South Cotabato, Mindanao with power being sold to a choice electric cooperative. Headquartered currently in Bonifacio Global City, the company is expected to grow in terms of provincial offices as each project materializes. Beyond rural settings, the company is crafting new strategies for urban applications of solar technology including in Luzon, Visayas and Mindanao.

Adtel Inc.

Co-founded the company in 1994 with the Lopez group of companies as its President and COO, with Eugenio Lopez as its Chairman & CEO, eventually taken over by Oscar M. Lopez as the incumbent Chairman & CEO. The company initially focused on serving the telecommunications industry as a choice supplier of technology and contractor to build and maintain networks. Eventually diversifying into broadcasting and renewable energy focused on solar. The company eventually opened ten (10) provincial offices nationwide to distribute its solar products.

EasyCall

As the Senior Vice-President for Sales, the company established nationwide presence to distribute paging systems to the public through partnership with choice business entities acting as its distributor.

BellSouth International

The USA-based company is a spin-off from AT&T as the telephone company in the South-East of USA such as Alabama, Kentucky, Louisiana, Missouri and others. The company set up an Asian office in HongKong as the center for business development through investments in other Asian countries. With Hong Kong as the hub, Regie was hired as the Manager for Business Development encompassing all Asian countries; in addition, represented the company in all European conferences and exhibits.

Kodak Philippines

As the first IT head establishing the first computer online system for the company, eventually upgraded to head the entire Import division of the company.

IBM Philippines

Started as the company's computer instructor for its clients, eventually migrated into systems engineering and into sales.

Added Notes:

AREI, Advance Renewable Energy Inc.

Founded AREI and currently a stakeholder of Nv-vogt Philippines

RGCasas Realty

A family owned business engaged in real estate partnered with Vistaland

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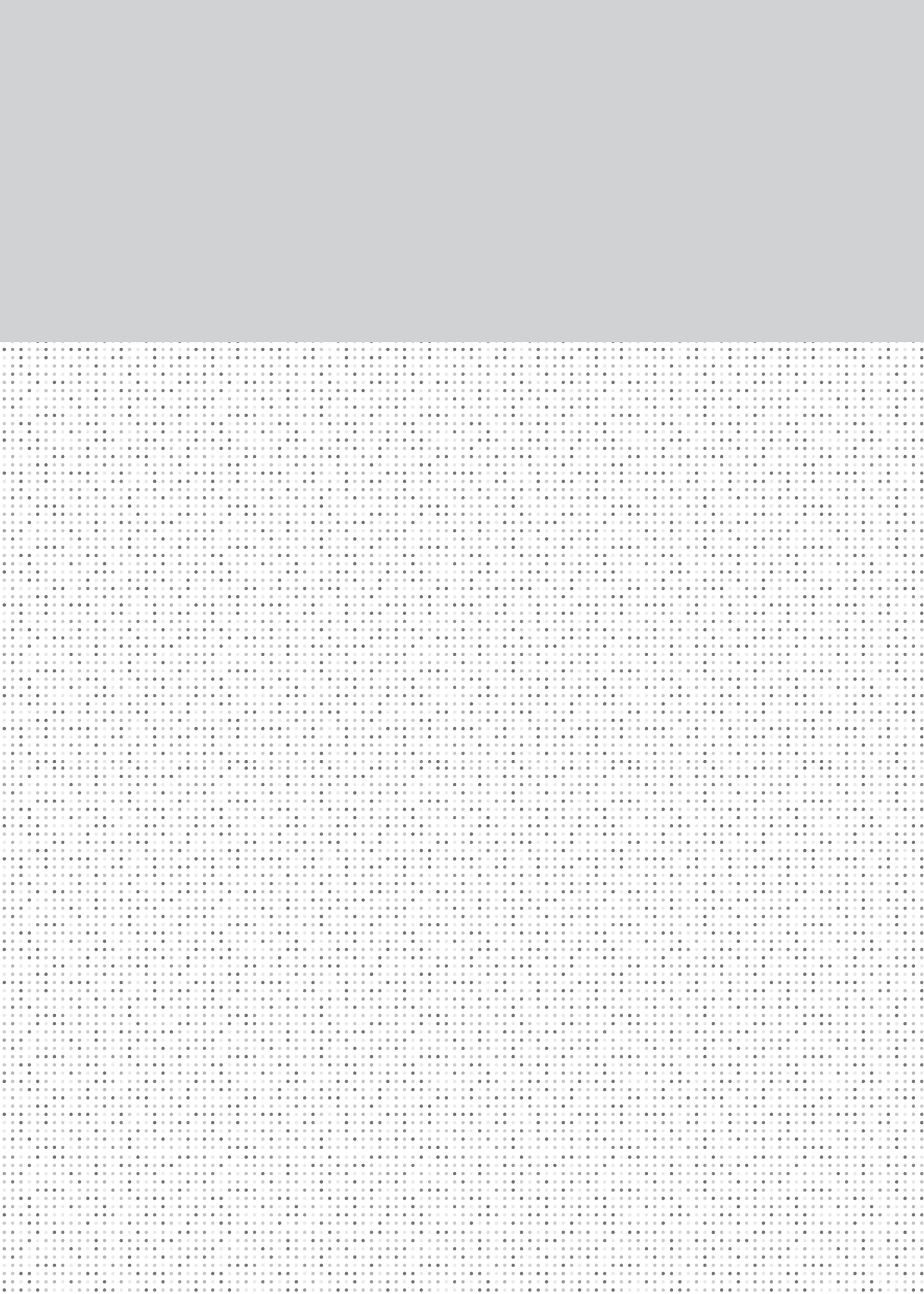
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Strategic Management and Small and Medium-sized Enterprise Management



THE APPLICATION OF APPRECIATIVE INQUIRY ON FORMULATING STRATEGIC PLANNING TO INCREASE CONSTRUCTION MATERIAL SALES: A CASE STUDY OF THAI HOUSE PLC., KHON KAEN BRANCH

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ABSTRACT

This study on the Application of Appreciative Inquiry on Formulating Strategic Planning to Increase Construction Material Sales: A Case Study of Thai House PLC., Khon Kaen Branch was conducted using the principle of appreciative inquiry in order to explore positive experiences based on the perspective of customers who receive service. The findings were employed for determining a strategic sales plan to increase company sales following its objective. The aim of this study was to determine guidelines for strategic planning to increase company sales by 10% at the Khon Kaen branch, as regards construction materials and products, compared to the same period of 2013, which was valued at 9 million baht. Data were collected through interviews with customers who came to receive service. Information from interviews and discussions was analyzed along with an analysis of the marketing mix,[3] the general environment, and Porter's Five Forces model for the industrial sector.[1] The findings were applied for formulating a strategic plan for Thai House PLC., Khon Kaen branch. The study results revealed that, according to observations and discussions with customers, various positive points were found that could mold customers' impressions and lead to further improvement. Factors affecting customers' decision making on products and services included the variety of products, low prices, and excellent service provided by staff. The expected results from the implementation following the strategic plan is that the company will be able to retain existing customers and increase the number of new customers in order to increase the sales volume by 10% of construction materials and products for the company at the Khon Kaen branch.

Keywords: Appreciative Inquiry, Increase the sales volume

Introduction

The tendency towards constant growth of investments in real estate in the Northeastern region has directly influenced all small, medium, and large-scale construction material stores and house decoration businesses in the same manner. In addition, consumer behavior in the provinces has increased their interest in city life, convenience, variety, completed product lines, and the convenience of buying products in one place. As a result, buying construction materials and products from modern trade stores has become more well-liked and accepted.

The main business of the Khon Kaen branch of Thai House PLC., included products and construction materials, decoration, tools and equipment, which were used for construction, renovation, and house and garden decoration. All products were housed entirely in one large building. The official name of the store was “Thai House”. The main target customers were homeowners, foremen, small and medium scale contractors, construction stores, and building and accommodation construction projects.

Since 2012, many competitors in the construction retail business have expanded their branch businesses to Khon Kaen province due to the fact that Khon Kaen is a big city with much potential in business and investment. Therefore, there has been a direct impact on the Thai House sales volume. From 2012, the sales volume has steadily dropped, especially for the construction materials and products that are the main income of the company.

The researcher, with the responsibility of formulating the company marketing plan, aimed to study the competitive situation in the market, via a positive approach, the Appreciative Inquiry theory (AI), in order to explore the positive experiences of customers when they decide to buy products from the company. The findings then would be employed for an analysis and strategic marketing planning to increase the sales volume on construction materials and products, which would lead to increased and sustained competitiveness in the industrial business.

Objectives

1. To explore the positive experiences of consumers as regards buying products at Thai House PLC., Khon Kaen branch
2. To determine guidelines for strategic planning in order to increase 10% of sales volume of construction materials and products for Khon Kaen branch, comparing the same period from March to May, 2013, at a value of 9 million baht.
3. To implement the strategic plans for increasing the sales volume of construction materials and products for the company at the Khon Kaen branch.

Methodology

The study on the Application of Appreciative Inquiry on Formulating Strategic Planning to Increase Construction Material Sales: A Case Study of Thai House PLC., Khon Kaen Branch was conducted qualitatively. The appreciative inquiry was employed to search for positive behavior and the experience of customers who received service. Questions and creative observation

were carried out along with general environment analysis, using PESTE Analysis as a tool. The Competitive Environment was analyzed by the Five Force model. The analysis of the marketing mix was undertaken by the 7 P's. All analysis focused on factors influencing the main customers' decision-making on buying company products as well as to determine guidelines for strategic planning to increase the sales volume to meet the company objective.

The sample group

The sample group consisted of a selection of 50 customers who bought products from the Thai House PLC., Khon Kaen branch, in the section that sells only construction materials and products in Khon Kaen province.

Time frame

The study was conducted for a 5-month period, from January 1st, 2014 to May 30th, 2014.

Scope

The Appreciative Inquiry was employed for this study. Interviews with 50 customers who bought products from the company, using positive questions, were undertaken in order to learn about their best impression with the company's service.

There are 4 steps of an appreciative study including: (Cooper rider, Whitney and Stavros, 2003, referred in Phinyo Ruttanaphan, 1999) [2]

Discovery

This is the first step in exploring a positive experience, carried out through a semi-structured interview. This process was undertaken to attain the most positive impression of customers who patronized the company, plus to find out the convergence and divergence factors. Questions used for the interview in the form of open-ended questions, were designed based on appreciative inquiry principles, which allowed the sample group to answer the questions freely. The study also included related research with assistance from advisors. The list of questions was comprised of:

1. How do the customers know about the Thai House PLC., Khon Kaen branch? Which public relations media helped you the most to learn about news and activities of the store? Does it encourage people who have never bought products from the store to change their mind to buy products there?
2. What is the most influential factor which helped you decide to buy products at the Khon Kaen branch of the Thai House store?
3. What impression have you received from buying products at the Thai House store? Which situation when you bought products from the store gave you the highest satisfaction and the best impression so that you would like to come back to buy products again? Can you please explain the situation?
4. What type of sales promotion did the store arrange that created the best impression

and helped people know about the Thai House store? And which promotional activity organized by the store would you like to see them carry out regularly? What are your reasons?

5. Can you please tell us about the construction materials store of your dreams? The explanation can include any aspects, like products, services, facility, product variety, payment system, and location.

Dream

This process involved applying the findings from interviews to create or determine guidelines that customers would like the company to experience with. The convergence and divergence factors were taken into consideration together with the strength and success factors of the company to ensure that they were able to respond the most to customers' needs.

Design

The convergence and divergence factors that were gathered from the findings were considered together with an analysis of the internal and external store environment, plus industrial competitive situations in order to formulate strategic planning for the company to ensure that they complied with the company's dream. The current company resources were also taken into consideration regarding the way to maximize its resources.

Destiny

This process was to implement the determined strategic plan, which was considered a way to expand the planning and ideas into practice. It could be applied by self-implementation or proposing it to management members or people who had decision-making authority for considering and giving the assignment to related units to ensure the highest efficiency in implementation.

Finding

According to interviews with customers and analysis of current situations

The interviews were conducted using positive questions based on appreciative inquiry principles in order to explore the positive attitude of customers who bought products from the Thai House store, Khon Kaen branch. The 50 customers were selected from those who bought construction products. The summary of the convergence and divergence factors were listed as follows:

The convergence factors included:

- Staff provided fast service and paid attention to their work.
- There were regular sales promotions.
- Product prices were low and there were various product lines.
- The appropriate media for advertising activities was sign boards along the road.

The divergence factors included

- The appropriate media for advertising activities was pamphlets providing promotional

information.

Large store area

Both convergence and divergence factors were linked with the marketing mix to derive strategies for increasing the sales volume, which were:

Strategy to retain current customers through the project, “You are our important customer”.

Project background

This strategy was derived from interview findings of customers who were impressed with staff service, product variety, and quality that suits the price; all of which were considered major factors which influenced decision-making in buying products at Thai House. In order to demonstrate to customers that they were important to the company and deserved great care, the project of “You are our important customer” has been established.

Implementation method

The target group of customers who would be a part of this project was determined. They were selected from customers who have spent the highest amount each quarter. A Thank You Party was arranged to thank customers for their trust in buying products from the Thai House store. Following up on customer satisfaction was carried out regularly. Information and news on activities, special discounts, special service lines like a special payment line and a transportation line were provided based on store conditions. The company also arranged gifts to send directly to customers on special days or occasions.

Time frame

The study was conducted from March 1st to May 30th, 2014.

Increase sales numbers for construction materials and products through the concept of differentiate and expansion to new customers

Project on PC for product suggestion

This strategy addressed the convergence principle that customers need fast service. In the past only one staff member was assigned to introduce products, check stock, receive payments, and arrange products for customers. This has led to crowding and delays. As a result, the store assigned staff to introduce products directly to customers in order to increase service efficiency and to reduce lines for product orders and payments.

Implementation method

The purchasing unit of the company would coordinate and discuss with construction material and product manufacturers and distributors, like metal, roof, pipe and pipe equipment, wooden wallboard, cement, and others in order to provide a service-minded female product consultant (PC) with good product knowledge who could work at the branch. When the requests

were confirmed from distributors, job allocation was undertaken to ensure job responsibility allocation and a systematic process among PCs, cashiers, and staff who arranged products; which would lead to fast, systematic work.

Time frame

The study was conducted from March 1st to May 30th, 2014.

Summary of the study

From the study, it was revealed that customers had a positive experience and a good impression toward receiving service from the Thai House store due to the great attention staff provided to customers, the low price of products, product variety, and consistent promotions. The customers mainly obtained company information and news through advertisement sign boards along the road. The analysis of the market competition situation displayed that there was high market competition for both products and prices. Hence, service could be a key successful factor to create differentiation. It was also considered a turning point for customers' decision making. A strategic plan to increase sales volume was formulated to focus on service and create a great impression for customers.

The project that has already been implemented

The project, "You are our important customer" has already been implemented. Important information and news have been distributed to customers. In addition, there were interviews conducted with customers in order to gather information on appropriate activities to serve customers' greatest needs.

The project that is currently being implemented

As for the project on providing a product consultant at the construction materials and products section, one distributor, "Dura", agreed to assign a staff member to start working on June 1st, 2014.

Project implementation following strategic planning was established and conducted in order to increase the sales volume of construction materials and products. However, it was found that it did not meet the target increase of 9 million baht for the period of March to May, 2014.

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GUIDELINES TO INCREASE EMPLOYEE CAPABILITY FOR CREATE CUSTOMER SATISFACTION OF TRUE CORPORATION CO., LTD. LOTUS EXTRA KHON KAEN BRANCH

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Abstract

This study aimed to compare the expectations and perceptions of customers and provide guidelines to increase the satisfaction of customers using the services of True Corporation Plc, Lotus Extra Khon Kaen query to customer inquiries. 300 questionnaires had been raised. The study showed most customers used TrueMove H service and they visited the branch because of convenience reason. The customer's expectation was significantly greater than the customer's perceptions in 4 items. 1) a variety of products such as mobile phones, smart phones, tablets, 2) providing discounts on products and services, 3) the accuracy of the service of the staffs and. 4) the ability of the staffs to answer questions and provide information clearly to the customers. Next, the general environment, the competitive and SWOT analysis were analyzed. The result led to planning of action for the two projects:- 1. share case and 2. sweet fill. Both of which were expected to increase the employee capability. After that, the customers' satisfactions were increased, which eventually led to increased sales and revenue targets as assigned by the head office.

Keywords: employee capability, customer satisfaction, True Corporation Plc.

Introduction

True Corporation (True Corporation), founded in 2546 is engaged in the telecommunications field has continued to expand its service to cover all areas. Committed by operating under good governance, honesty, communicate openly and responsible for the actions of the company. It makes a difference in the form of services which make it competitive to other service providers. [3], True Corporation Plc, Lotus Extra Khon Kaen Branch opened in August of 2555 by providing a full range of telecommunications such as landlines, portable home phone, cable TV, Internet, mobile online games, which comprising TrueVision, TrueMove, TrueMoney, NCTrue, True Digital Content and Media, as well as payment kiosk for all of the products. In such highly competitive market, the company has adopted the policy that each branch should focus on providing a quality service and maintains quality customer service to impress and increase customer's satisfaction. As a result, customer's demand for True's other products and services will also be increased. The branch's service is a direct result of the branch staff's whether it is good or not. So it has made an approach to enhance the ability of the staffs to satisfy customers of True Corporation Plc, Lotus Extra Khon Kaen Branch.

Objectives

This study aims to approach the 3 main areas:

1. Compare the expectations and perceptions of the customers using the services in True Corporation, Lotus Extra Khon Kaen Branch.
2. The working environments of the staffs of True Corporation, Lotus Extra Khon Kaen Branch.
3. Determine ways to increase the employee capability in order to satisfy the customers of True Corporation, Lotus Extra Khon Kaen Branch.

Methodology

This study was conducted in accordance with the following objectives.

1. Comparison between the expectation and perceptions of the customers using the branch. 300 Questionnaires were collected, which was calculated according to the formula of Yamane [4]. The questionnaires are comprised with three parts: part 1- Overview of respondents, part 2- behavior of respondents who use the service, and part 3- the expectations and perceptions of the customers to the marketing mix of the branch's products and services, price, place, promotion, people, process, and physical evidence [1]. Statistical were used frequency, percentage, mean and standard deviation, and paired t-test to compare the expectations and s perceptions that occurred at the same time. The criteria used in the decision below:-

MEAN

Expectation $\leq$ Perceptions

Expectation $>$ Perceptions

INTERPRETION

maintain or make better.

prepare guidelines to improve and enhance the capabilities of the staffs.

2. Operation environment study for the branch by the followings:- The general business environment study in order to analyze on both positive and negative business impact. The business competitiveness study in order to assess the state of competition which affects business operations [2]. The internal and external business environment study in order to evaluate the strengths, weaknesses, opportunities and threats of an organization [5].

3. Guidelines to increase the employee capability in order to satisfy the customers of the branch by the results of the study of expectations and s perceptions, together with an analysis of the general environment, business competitive and internal/external environment of the business.

Results

1. The comparison study of the customer's expectations and s perceptions using the service of True Corporation, Thailand Tesco Lotus Extra Khon Kaen Branch are as shown below:-

1) Product & Services - The customer's expectation and perceptions of the branch's products and services were close together, except for the variety of products including mobile phones, smartphones, tablets, the customer's expectation was significantly higher than perceptions, at a statistically significant level of 0.05 (Table 1). So, this factor should be considered to increase customer satisfaction with the service.

2) Price -The customer's expectation and perceptions in price were almost similar. Except the detail of the product/service in the receipts which have higher customer's perceptions than the expectation with a statistically significant at the 0.05 level (Table 1). So this should be maintained to keep the customer's satisfaction to the high level.

3) Place -The convenient location and the ease of access of the branch, together with the appropriate opening-closing time have led the customer's perceptions higher than the expectation at a significance level of 0.05 (Table 1), so this should be maintained to keep the high level of customer's satisfaction.

4) Promotion -The customer's expectation and perceptions in the marketing promotion were almost the same in all aspect except on a purchases/services discount. The customers had higher expectations than the perceptions with statistical significance at the 0.05 level (Table 1), so this factor should be used to increase the satisfaction of the customers.

5) People - The customer's expectations and perceptions of almost all factors were similar except on both the accuracy of service of the staffs and the capabbility of the staffs to answer questions and provide information for the products and services that customers have higher expectation than perceptions with statistically significant at the 0.05 level (Table 1), so these two factors should be conducted in ways to increase customer satisfaction with the service.

6) Process - The customer's expectations and perceptions were similar for all factors.

7) Physical Evidence -The customer's expectation and perceptions were all similar except for the spaciousness and cleanliness that customer's satisfaction was higher than

expectation at a significance level of 0.05 (Table 1), so this factor should be maintained to keep a high level of customer satisfaction.

2. The results in the study of the business environment of True Corporation Plc, Tesco Lotus Extra Khon Kaen Branch are as the following:-

1) The general business environment- The Company provides a full range of telecommunication products and services and has been licensed by law. In addition, the government has a policy to change the TV signal from analog to digital. This allows more consumers to use the company's products and services. For the economic environment, the economic province in January 2557 indicates a decline from the same month of 2556 on the basis of private sector consumption and government spending. Inflation rate has risen over the previous year. Thus, the consumers are spending less. On social and cultural environment have experienced the consumers make more and more contact by a cell phone or online social network. The needs for swift and up-to-date information and technology urge the development of technology with the progress and modernity. The 3G telephone network technology, for instance, allow consumers to use the internet through smart phones. The online social has been developed for easier and more convenient to use. This includes the development of various smart phone applications. For the physical environment, the location of the branch is located near the community. There were ample parking space, allowing more customers to use the service.

2) The competitiveness - found that the competition is more intense, especially the mobile phone network. There are 3 main operators, AIS DTAC and TRUEMOVE H. The highly competitive market has led to the use of famous celebrities in advertising and promoting the attractive promotions. The possibility of the new competitors in the market was found to be moderate due to newcomers must also be prepared to provide comprehensive services. Although this is hard, if entrepreneurs are interested, it is fine investing in the business of providing services to compete with other operators. The drawback of the substitute product also seems to be minimal as the company already offers a wide range of products that can be substituted to each others, which is not so popular these days. Also, there were many re-run cable TV programs on Youtube which can be watched anytime. The bargaining power of buyers in telecommunication, mobile phone, internet access and cable TV are found to be high as there are many service providers. As a result, consumers can choose a service with any operators. The bargaining power of the seller has little impact as the company retails its own factors of production thus, the price of products and service can solely be determined.

3) The SOWT analysis- The company's strengths, including: 1) The location of the branch is located in Lotus Extra near both Khon Kaen university and the community. It is close to customer's home and workplace with parking convenient. 2) The variety of products and services with appropriate adequate demonstration for the customers. It is easy for customer to choose the products and services.

4) The number of waiting seats in the branch is sufficient for the customers. 4) Secure automation payment services for customers. The weaknesses include: 1) Insufficient branch staffs to initiate proactive marketing strategy. 2) Some staffs lack accuracy in providing information

to customers. 3) Some staffs have no service mind when dealing with the customers which make some customers unhappy with the service. The opportunity include: 1) The technological advancement which make the company's products and services variety, fast and better signal quality. 2) The license law led the customersto only specific service providers. The obstacles includes: 1) The overall economic is in recession, as a result, consumers cut spending on unnecessary things. 2) There are many competitors in the market.

3. Guidelines to increase the employee capability in order to satisfy the customers of True Corporation Plc, Lotus Extra Khon Kaen Branch.

The results of the comparative analysis between expectation and perceptions of the customer, environmental analysis and the company's internal/external environmental analysis, have led to the staff's activities to increase knowledge and capability in order to satisfy the customers of the branch. Two proposed activity projects are:-

Project #1 Share Case is intended to allow staffs to share experience or problems found on duty and search for methods and solutions to overcome the problemstogether with procedure. The meeting will be held every day at 09: 45-10: 00 before the branch opens for service, to discuss and exchange experiences or problems at work in the past days to find ways to solve problems together.

Project #2 Sweet Fill aims to acknowledge good customer service to the staffs. The approach taken in educating and training the staffs to provide better services to the customers, such as smiling, greeting and take caring. This will make a customer care standards and adhere to the same guidelines.

Conclusion

Guideline to enhance the capabilities of the staffs in order to satisfy the customers of True Corporation, Tesco Lotus Extra Khon Kaen Branch comprises of 2 projects: Share Case and Sweet Fill.

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Table 1 Paired t-Test Analysis Results

Marketing Mix	E	P	Gap Score	t-test	p-value (1 tailed)	Result
Products & Service						
Product variety such as cell phone, smart phone, tablet	4.05	3.97	0.080	2.069	0.020	E > S
Service variety such as service application, service payment	4.01	3.98	0.037	0.804	0.211	
Brand variety of the retailed products	3.83	3.83	0.000	0.000	0.500	
Product & Service Quality	4.12	4.07	0.050	1.058	0.145	
Pricing						
Appropriate Product/Service Prices	3.78	3.84	-0.060	-1.226	0.111	
Product/Service Pricing Range	3.83	3.89	-0.057	-1.048	0.148	
Methods of payment such as cash, credit card	4.05	4.08	-0.037	-0.739	0.230	
Detailed products/services receipt	3.99	4.09	-0.107	-2.234	0.013	E < S
Cleared price badges	4.07	4.06	0.013	0.298	0.383	
Distribution Channels						
Convenient Location and Easy Access	4.11	4.26	-0.150	-3.463	0.000	E < S
Easy Contact for Service	4.09	4.19	-0.107	-2.278	0.012	E < S
Available Customer Service Staffs	4.09	4.16	-0.063	-1.279	0.101	
Adequate Kiosks	4.11	4.14	-0.027	-0.557	0.289	
Appropriate Opening-Closing Times	4.01	4.10	-0.090	-2.114	0.018	E < S
Market Promotion						
Product/Service Introduction documents such as brochure, announcement board	4.01	4.08	-0.073	-1.361	0.087	
Product Introduction Staffs	4.13	4.13	0.000	0.000	0.500	
Media Advertisement via Cable TV	4.09	4.12	-0.027	-0.577	0.282	

Marketing Mix	E	P	Gap Score	t-test	p-value (1 tailed)	Result
Purchase Discount for Product/Service	3.96	3.82	0.137	2.390	0.009	E > S
Consistent Information Announcements	3.96	3.92	0.033	0.608	0.272	
Staffs						
Staff's knowledge & capability	4.01	4.01	0.003	0.064	0.475	
Staff's Service Accuracy	4.06	3.95	0.107	1.964	0.025	E > S
Staff's Service Time	4.01	4.03	-0.017	-0.274	0.392	
Staff's Service Politeness	4.31	4.28	0.037	0.992	0.161	
Staff's capability to answer questions and give information to customers	4.21	4.12	0.083	1.943	0.026	E > S
Staff's Service Mind	4.30	4.28	0.017	0.377	0.353	
Staff's Adequacy	4.20	4.17	0.037	0.831	0.203	
Process						
Appropriate Service Process	4.14	4.11	0.030	0.631	0.264	
Process Time	4.15	4.15	0.003	0.068	0.473	
Consistent of Service Quality	4.17	4.13	0.040	0.820	0.206	
Branch Appearance and Representation						
Spaciousness and Cleanliness	4.22	4.32	-0.100	-2.156	0.016	E < S
Appropriate Decoration	4.23	4.25	-0.020	-0.449	0.327	
Adequate Waiting Seats	4.13	4.12	0.007	0.127	0.450	
Order of Product/Service	4.22	4.20	0.020	0.430	0.334	
Modern Service Equipments/ Automation	4.26	4.30	-0.037	-0.743	0.229	

E = Expectation

S = Perception

DEVELOPMENT GUIDELINES FOR SAVING SERVICE DEPARTMENT OF THE GOVERNMENT SAVINGS BANK, NON SANG DISTRICT, NONGBUA LAM PHU PROVINCE

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Abstract

The objective of this study was to study the environment of savings management, general information, behaviors, satisfaction levels, factors that generate customer revisits, and the development guidelines for the savings service department of the Government Savings Bank, Non Sang District, Nong Bua Lam Phu Province. Findings suggested that the financial institution had an ability to adjust itself to internal and external environment and the overall customer satisfaction level was high. Factors that attribute to customer revisits with respect to service quality show a high level of overall satisfaction. The applications are SO Strategy--the customer relation project in order to maintain current customers and gain new customers; WO Strategy--the new account registration process reduction project; ST Strategy-- the One Family with Savings Bank project; and WT Strategy-- the additional fast track service consisting of 1) the additional fast track project and 2) the additional automatic cash deposit machine project. The goal of this project was to increase the customer satisfaction level with respect to savings service department and increase the amount of deposit and the number of customers by 50% compared to those in 2013. The expected outcome of the study is that the bank will be able to employ the effectiveness of the bank to respond to customers' needs for future benefit of the banking business.

Keywords: Savings Service Department, the Government Savings Bank

Introduction

The idea of the Government Savings Bank was initiated by His Majesty King Vajiravudh (Rama VI), who first introduced savings services to Thailand in 1907 (2540 B.E.) and set up savings bank called “LiFoTia Bank” at Jitlada Palace (in Parutsakawan Palace) so that the royal guards and courtiers can learn about the operation of the bank and the habit of savings. King Rama VI gave royal permission to have the Government’s Savings Treasury Act promulgated on April 1, 1913 and named it “Klang Om Sin.” Subsequently, King Prajadhipok (King Rama VII) had expanded the banking business by giving royal permission to transfer the bank from the Ministry of Treasury to operate under the Department of Posts and Telegrams, the Ministry of Commerce and Transportation in 1929, enabling people to make deposit and withdrawal at post offices as same as the savings bank service of the Department of Posts in Japan and Germany. In 1946, when Professor Dr. Pridi Banomyong was a Prime Minister, the Government’s Savings Treasury was changed into the “Government Savings Bank” starting from January 1, 1947 so that the institution can be a complete savings bank on a par with international savings banks.

Along the history, Government Savings Bank has continuously developed the operation and services in all aspects. The bank has made adjustments in planning in order to serve as many as 26 million accounts. The bank has applied all resources to improve its image, and to provide modern and complete services for the needs of customers at any age and profession group. Currently the Government Savings Bank is a state enterprise and a financial institution with a government that acts as a person. It turned 100 years old on April 1, 2013. The bank’s mission is to emphasize on adding values to the community and basic economics, as well as promoting the habit of savings among the people under the management with useful information. [1]

The Government Savings Bank, Non Sang Branch, Nong Bua Lam Phu Province provides customer services in Non Sang District that includes the population of 64,425 people. Non Sang District has 10 sub districts with 107 villages. [2] The bank offers services in two domains 1) deposits and other services such as sight deposit, special current deposit, fixed deposit, fixed long-term deposit, current deposit, deposit for life welfares, savings bonds, and foreign currency services. 2) loan services such as personal loans, loans from state policy, business loans, and loans for organizations and community. At present, the banking business is highly competitive and customers’ behaviors have been rapidly changing, causing the amount of savings deposit and the number of customers to fall by 40%. Therefore, the bank must pay attention to the marketing mix of the service, the development and the formulation of marketing strategies to boost the amount of deposits and the number of customers up to 50%, compared to those in 2013. In addition, the bank aims to serve customers’ needs to a maximum, especially for quality of service and product development. The mission for quality is to “provide financial services to any lay people in the country, to promote the habit of savings and investment to strengthen the community and to be build up the country’s sustainable development.” Currently, the banking business is highly competitive in terms of quality of services that has become the main factor to draw more customers to the bank. It is therefore important to stress the customer service as it helps increase the number of customers in the long term.

Thus, it is essential to conduct a study on customer satisfaction for the savings services of the Government Savings Bank, Non Sang District, Nong Bua Lam Phu Province as it will benefit setting up guidelines for developing the bank's services to be on a par with other commercial banks at the moment and in the future.

Objectives

1. To analyze the environment of management of the Government Savings Bank, Non Sang Branch, Nong Bua Lam Phu Province.
2. To study general information of customers who use the savings services of the Government Savings Bank, Non Sang Branch, Nong Bua Lam Phu Province.
3. To study behaviors of customers who use deposit services of the Government Savings Bank, Non Sang Branch, Nong Bua Lam Phu Province.
4. To study the satisfaction levels among customers who use the deposit services of the Government Savings Bank, Non Sang Branch, Nong Bua Lam Phu Province.
5. To study factors that generate customer revisits in terms of quality of the deposit services of the Government Savings Bank, Non Sang Branch, Nong Bua Lam Phu Province.
6. To formulate the development guidelines for savings service department of the Government Savings Bank, Non Sang Branch, Nong Bua Lam Phu Province.

Methodology

1. To analyze the environment of management of the Government Savings Bank, Non Sang Branch, Nong Bua Lam Phu Province, an interview with the savings service executive team was carried out.
2. To study general information of customers who use the savings services of the Government Savings Bank, Non Sang Branch, Nong Bua Lam Phu Province, this study adopted applied research and descriptive research. The data were interpreted, analyzed, processed, and presented with a Descriptive-Analytical Method [3].
3. To study behaviors of customers who use deposit services of the Government Savings Bank, Non Sang Branch, Nong Bua Lam Phu Province, the same method as that in the item 2 was employed.
4. To study the satisfaction levels among customers who use the deposit services of the Government Savings Bank, Non Sang Branch, Nong Bua Lam Phu Province, the same method as that in the item 2 was employed to explain the data distribution, mean, and standard deviation, using Inferential Statistics to explain the relationship between the data and the hypotheses as well as the inference to the population [4].
5. To study factors that generate customer revisits in terms of quality of the deposit services of the Government Savings Bank, Non Sang Branch, Nong Bua Lam Phu Province, the same method as that in the item 4 was employed.
6. To formulate the development guidelines for savings service department of the Government Savings Bank, Non Sang Branch, Nong Bua Lam Phu Province, the researcher

brainstormed opinions from the executive team of the service department, eliciting weaknesses, strengths, and limitations from the results according to the IFAS and EFAS tables. From the data analysis, the factors that make the most impact to the organization were summarized in the Strategic Factor Analysis Summary (SFAS). Subsequently, the STP analysis was conducted so that the data became effective in the TOWS Matrix.

Results

From the PESTE analysis of the external environment of management of the Government Savings Bank, Non Sang Branch, Nong Bua Lam Phu Province, it was found that the positive impacts were factors related to economics, social and cultural technology, and physical environment. The negative impacts were factors related to politics and governance and economics. On the other hand, from the analysis using Five Forces Model, new banks have a slight opportunity in the market share although the banking business is highly competitive. Thus, customers have a tendency to choose the institution with a higher quality of products and services. However, from the analysis of the internal environment of management, it was found that regarding the marketing scheme, the bank constantly has shares of market while regarding the finance, the bank is of high stability, as seen in the increasing amount of profits that the bank makes annually. Regarding personnel, the bank staff members have skills and abilities to service the customers effectively. Especially, local staff can understand the customers' needs well.

From the analysis of strengths, weaknesses, opportunities, and limitations of the Government Savings Bank, Non Sang Branch, Nong Bua Lam Phu Province, it was revealed that the analysis of the external factors that impact on the institution showed the weighted score of 3.85 while the analysis of the internal factors was at 4.10. This shows that the bank can adapt itself to the external and internal environment well.

From the study on general information of customers who use the savings services of the Government Savings Bank, Non Sang Branch, Nong Bua Lam Phu Province, it shows that 51.80% of the customers are females; 75.80% are between 20-40 years of age; 40.20% are lower-secondary school graduates; 99.70% are personal customers; 68.40% are government officers or state enterprise employees; and 43.67% earn 9,000-15,000 baht income.

From the behavioral analysis of customers who use deposit services of the Government Savings Bank, Non Sang Branch, Nong Bua Lam Phu Province, it was found that 93.90% of the customers make their own decision to use the service; thus, the person who influences the decision to use the service is oneself (52%). The most popular service among the customers is deposit and withdrawal (99.70%) while 97.50% have opened a savings account, 96.99% of which for oneself. 96.49% opened a sight deposit account. 65.70% of the customers mentioned that the most convenient date and time for them to use the bank services was the end of the month; that is around the 21st - 30th or 31st. 42.70% said that they used the service in the morning starting 8.30 - 10 a.m. 98.20% of the customers use the service more than once. Around 46.70% of the customers come to use the service from the bank once a week at Non Sang Branch. The most popular service of the bank is the counter service (91.90%). While 99% of the customers think the

bank is reliable, 90.20% in Non Sang District do not use other banks.

To study the satisfaction levels among customers who use the deposit services of the Government Savings Bank, Non Sang Branch, Nong Bua Lam Phu Province, it was found that the overall customer satisfaction level for each savings service was high and the data distribution revealed that the satisfaction level for each service was high. There, the procedure (mean = 4.15), the service quality (mean = 4.14), the market promotion (mean = 4.13), the distribution channels (mean = 4.10), the physical characteristics (mean = 4.10), the personnel (mean = 4.10), the prices (mean = 4.08); and the products (mean = 4.03) respectively.

Customers of different gender, age range, educational background, profession, types of service, and rate of income do not have significant difference (0.05 significant level) in level of satisfaction.

To study factors that generate customer revisits in terms of quality of the deposit services of the Government Savings Bank, Non Sang Branch, Nong Bua Lam Phu Province, it was found that the overall satisfaction level was high (mean = 4.24) with a normal distribution of the data (SD = 0.46). The factors that generate customer revisits were the staff's ability to respond to requests for and questions about the services promptly (mean = 4.41); the staff's responsibility for any mistakes from the services (mean = 4.39); the staff's willingness to offer services and attention to each individual customer at all times (mean = 4.36); the staff's honesty and reliability (mean = 4.36); and the staff's expertise and skills in all types of services (mean = 4.36) respectively.

The formulation of the development guidelines for savings service department of the Government Savings Bank, Non Sang Branch, Nong Bua Lam Phu Province consists of SO Strategy--the customer relation project in order to maintain current customers and gain new customers; WO Strategy--the new account registration process reduction project; ST Strategy-- the One Family with Savings Bank project; and WT Strategy--the additional fast track service consisting of 1) the additional fast track project and 2) the additional automatic cash deposit machine project. The actual budget range that the bank used was 20,000 baht while the proposed budget was 300,000 baht. The goal of this project was to increase the customer satisfaction level with respect to savings service department and increase the amount of deposit and the number of customers by 50% compared to those in 2013. The expected outcome of the study is that the bank will be able to employ the effectiveness of the bank to respond to customers' behavioral needs for future benefit of the banking business.

Conclusion

The Government Savings Bank can adapt itself to the external and internal environment well. The general information of customers who use the savings services of the Government Savings Bank, Non Sang Branch, Nong Bua Lam Phu Province reveal that most customers are female between 20-40 years of age. Most are personal customers who are government officers or state enterprise employees with 9,000-15,000 baht income. The behavioral analysis of customers shows that most customers make their own decision to use the service and the person who influences the decision to use the service is oneself. The most popular service among the customers is deposit and withdrawal at the counter. The overall customer satisfaction level for each service was high.

Customers of different gender, age range, educational background, profession, types of service, and rate of income share as high level of satisfaction for the service quality. The formulation of the development guidelines for savings service department of the Government Savings Bank, Non Sang Branch, Nong Bua Lam Phu Province consists of SO Strategy--the customer relation project in order to maintain current customers and gain new customers; WO Strategy--the new account registration process reduction project; ST Strategy-- the One Family with Savings Bank project; and WT Strategy-- the additional fast track service consisting of 1) the additional fast track project and 2) the additional automatic cash deposit machine project. The actual budget range that the bank used was 20,000 baht while the proposed budget was 300,000 baht. The goal of this project was to increase the customer satisfaction level with respect to savings service department and increase the amount of deposit and the number of customers by 50% compared to those in 2013. The expected outcome of the study is that the bank will be able to employ the effectiveness of the bank to respond to customers' behavioral needs for future benefit of the banking business.

Suggestions

1. There should be more studies conducted the savings service provided by other commercial banks with their excellence in service, in order that there can be guidelines for improving the service of the savings bank.
2. There should be a study of factors that lead to employees' happiness in workplace, which can help them to serve their customers with sincerity and loyalty.

Acknowledgement

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APPROACH TO IMPROVE QUALITY SERVICE OF KRUNG SIAM BANK PUBLIC COMPANY LIMITED, BANTHAEN BRANCH

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Abstract

The study aimed to explore positive experiences of employees and customers of Krung Siam Bank Public Company Limited, Banthaen Branch, to find approach to improve quality service of Krung Siam Bank Public Company Limited, Banthaen Branch, and evaluation the project to improve quality service of Krung Siam Bank Public Company Limited, Banthaen Branch. As units of analysis, 85 people were observed and interviewed also the positive behaviors and feedback of both customers and employees. The obtained data were analyzed to find strength and aspiration to improving quality service of the bank. The findings yielded totally 7 projects: 1) Voice Share, 2) Branch Coach, 3) Quick Counter, 4) Morning Impression, 5) Take Care For You, 6) Missing You And Coming to See You, and 7) Always Know Your Minds. According to the study results of the seven projects, 6 projects have always been carried out, and one project is carrying on. After launching the projects, it demonstrated that employees had better working skills and ability to provide appropriate and fast services to customers and answer their questions more correctly and accurately. In addition, the projects led to higher levels of customer satisfaction of the bank's services and more customer responsiveness.

Keywords: Improve, Quality Service, Appreciative Inquiry

1. Introduction

Nowadays, there is a relatively high competition of banks. Because of current economic conditions changing over time, many bank businesses need to be continuously developed to meet customer needs. In particular, customer services should be standardized. Krung Siam Bank Public Company Limited is considered a bank remaining standard services and a leading bank of the country which a great number of customers trust. However, Krung Siam Bank Public Company Limited, Banthaen Branch, encounter some customer services because of the bank's limitations causing inability to provide quick services: insufficient numbers of employees to provide services and give information or advice to some customers, causing problems: some groups of customers' long waiting for their queues, customers not receiving wanted information, and customers' dissatisfaction of the bank's services.

Because of the customer service problems as mentioned above, the researcher was interested in studying approach to improve quality service of Krung Siam Bank Public Company Limited, Banthaen Branch, with the methodology of the Appreciative Inquiry (AI) to find the guidelines for the bank: customers' impressions, a highest level of customer responsiveness.

2. Objectives

2.1 To explore positive experiences of employees and customers of Krung Siam Bank Public Company Limited, Banthaen Branch.

2.2 To find approach to improve quality service of Krung Siam Bank Public Company Limited, Banthaen Branch.

2.3 To evaluation the project to improve quality service of Krung Siam Bank Public Company Limited, Banthaen Branch.

3. Scope of the study

3.1 Concerning academy, the researcher explored the best positive experiences from observation and interviews with employees and customers at the bank. Positive questions were applied according to the Appreciative Inquiry (AI). The obtained data were analyzed to find focal points and dominance in order to be used as guidelines for further development of service quality development projects.

3.2 As for units of analysis, 85 people were interviewed. The samples were divided into 2 groups. 85 people consisted of 25 customers of Krung Siam Bank Public Company Limited, Banthaen Branch, 25 customers of Pattana Thai Bank, 25 customers of Siam Commercial Bank, and 10 employees of Krung Siam Bank Public Company Limited, Banthaen Branch.

3.3 As for research sites, the researcher studied customers of Krung Siam Bank Public Company Limited, Banthaen Branch, Pattana Thai Bank, and Siam Commercial Bank.

3.4 For the duration, it was from January to April, 2014 to conduct data collection and to assess study results.

4. Theories and related research papers

1. Appreciative Inquiry: AI

The so-called Appreciative Inquiry with its abbreviation, AI, refers to a process of studying together to find the best things of people, organizations, and surroundings [1], consisting of the 4Ds: 1) Discovery, 2) Dream, 3) Design, and 4) Destiny [2].

2. Kirkpatrick s Four Level Evaluation Model

The model suggests 4 kinds of assessments: 1) reactions, 2) learning results, 3) behavior changes after training, and 4) resulting outcomes in the organization [3].

3. Related research papers

The study of Keawnte, W. (2011) dealt with using Appreciative Inquiry to develop excellence service: A case study of “AI” Bank in Udon Thani province. After interviewing 60 customers, factors causing customers’ most impression were founded: good human relations, employees’ courteousness, smiles, politeness, and quick service [4].

The research paper of Sangsingkaew, S. (2012) presented strategic planning through Appreciative Inquiry: a case study of Starlight Beach Resort. After interviewing samples, the obtained data were analyzed to find focal points and dominance. The operation according to strategic plans could increase the sales for the resort [5].

5. Methodology

1. Data used for the study

2.1 Primary data depending on interviewing customers of the bank.

2.2 Secondary data resulting from collecting data in the organization.

2. Research tools

The research tools were the Appreciative Inquiry with Kirkpatrick s four level evaluation model, and related research papers and interview and observation.

3. Data collection

Data were collected from interviewing and observing customers of Krung Siam Bank Public Company Limited, Banthaen Branch, Pattana Thai Bank, and Siam Commercial Bank and employees of Krung Siam Bank Public Company Limited, Banthaen Branch. The data collection was conducted during January-April, 2014.

6. Results

1. **Discovery:** Finding, observing, interviewing, and analyzing in order to find the best thing or positive experiences of the employees and the customers of the bank.

The results from interviewing 10 employees of Krung Siam Bank Public Company Limited, Banthaen Branch showed the following divergences.

1. Employees’ good human relations, cordiality, kindness, smiles, cheerfulness, and service mind.

2. Employees’ harmony, cooperation, and team working.

3. Good atmosphere of working and no stress.

After interviewing 25 customers of Krung Siam Bank Public Company Limited and 50 customers of Pattana Thai Bank and Siam Commercial Bank, it showed the following divergences. Friendliness, cheerfulness, courteousness, cordiality, empathy, and good service.

1. Fast, accurate, and systematic services.
2. Express service channels for quick service.
2. **Dream:** The bank's need to develop better the following two aspects.
 1. Attitudes and personality of employees providing services such as their smiles and cheerfulness.
 2. Employees' service providing process such as their skills and knowledge of service.
3. **Design:** Carrying on the following development projects
 - 3.1 **Voice Share:** Round table meeting of employees to discuss about work each day.
 - 3.2 **Branch Coach:** Knowledge exchange between the credit department and the accounting department.
 - 3.3 **Morning Impression:** Allowing all employees to talk about what they are impressed every morning.
 - 3.4 **Quick Counter:** Providing express service channels only for 1-2 customers who contact for transactions. (This project is in the stage of project proposal stage to the superiors)
 - 3.5 **Take Care For You:** Employee circulation to inform customers.
 - 3.6 **Missing You And Coming to See You:** Visiting customers' houses on occasions.
 - 3.7 **Always Know Your Minds:** Employees' recommending interesting products to customers.
4. **Destiny:** taking the designed project plans into real practice with the following steps of operation: adjustment in which employees develop themselves more for their work, authorization which causes realizing and understanding duties of each job, and learning by observing, talking, interviewing, and then analyzing

The results of evaluating the projects to develop services were summarized as follows.

 - (1) **Reaction assessment:** The observed interviewed and performance all employees who were more interested and happier in their work.
 - (2) **Learning assessment:** The observed interviewed and performance all employees paid attention to their work and study assigned to them.
 - (3) **Behavior assessment:** The observed interviewed and performance all employees were happy that they participated in making good projects. That caused change in attitudes towards work. Also, customers were happy because of those good projects. Customers felt that they were important because they received good services from employees.
 - (4) **Result assessment:** Find to satisfaction levels are very good and more customers at the bank.

7. Conclusions

1. Study objectives

To explore positive experiences it revealed that customers of the bank were most impressed because of employees' good human relations, cheerfulness, good personality, politeness, good service, reliability, fast and accurate service, and team working. In addition, customers were impressed by the bank's wide area, cleanness, and cool atmosphere, it can be defined as an approach to the study 7 projects.

2. Operation results

According to the study results of carrying on the 7 projects, it showed that the project of Quick Counter is still in the stage of the project proposal to superiors. After carrying on the projects, it illustrated employees' service beyond expectations that employees could work more effectively, solve facing problems quickly, answer customers' questions, and give advice well. They received compliments from customers because customers felt comfortable and were impressed that they received a fast service.

3. Recommendations

3.1 Recommendations for utilizing study results

Customer service is extremely important for service businesses. If employees have good working skills and attitudes, it will result in customer satisfaction.

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THE APPROACH TO INCREASE SALES VOLUME BY USING APPRECIATIVE INQUIRY PROCESS CASE STUDY : JAITHAM PICTURE FRAME SHOP, ROI ET

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Abstract

The study of the approach to increase sales volume by using appreciative inquiry process, case study: Jaitham Picture Frame Shop, Roi Et, has the objective to study the positive experiences of shopping customers and use them as the approach to increase sales volume of Jaitham Picture Frame Shop. The data was collected by interviewing a sample group of 50 customers which were general customers, institutional customers and service business operators about quality products and services that meet the requirement of customers. The cycle of appreciative inquiry (4-D Cycle) was used as the study approach and comprised 4 steps; discovery, dream, design and destiny coupled with the analysis of the business environment, the marketing combination (Marketing Mix: 4Ps) and analyzed by SOAR Analysis. The study found the convergences which are 1) friendly service by the owner 2) affordable prices 3) quality products with durable material and the divergences which are 1) modern products 2) orderly product arrangement 3) more distribution channels. This study has illustrated the feasibility of expanding the business in terms of customer service and has prepared the following strategies 1) increasing the distribution channels through online sales via Facebook 2) creating service impression with delivery service, 3) creating good atmosphere in the shop 4) providing after sales service with 3 months warranty. The expected result from the implementation of the strategic plan is to increase the number of new customers through publicity and word of mouth and the revenue increase by at least 10 percent per year.

Keywords: Appreciative inquiry, SOAR, 4-D Cycle, Picture Frame Business

Introduction

Jaitham Picture Frame Shop has been operating as a picture frame shop for 20 years and is the first of its type in Roi Et. Currently, this business sector has received more attention from new entrepreneurs. There are 7 competitors in the area which are 1 large shop, 4 small shops and 2 photo lab shops resulting in higher competition for the business both on the product and the price. For product, each shop offers a variety of product in different patterns and colors for the customers to choose according to their budgets and tastes. For the price, due to the decrease in economic growth rate, the shop operators must rely more on the pricing strategy. The operators have tried to attract customers with a low price strategy. Moreover, in view of the customers who are still attached to the original prices, it is not possible to increase the prices of the picture frames in spite of the increased cost of raw material, labor and transportation. As a result, these factors have affected the business operations of Jaitham Picture Frame Shop who want to focus on sales volume in order to offset the cost of higher cost prices. The researcher is interested in studying the concept of Appreciative Inquiry (AI) to find the rewarding experiences and use the data obtained to extend the result to further meet the requirement of customers. The goal is to retain the existing customers, obtain new customers and increase sales volume of the shop in the future.

Objectives

1. To study the positive experiences of the customers who have shopped at Jaitham Picture Frame Shop, Roi Et.
2. To use the study to find the approach to increase sales volume of Jaitham Picture Frame Shop, Roi Et.

Methodology

An independent study on the approach to increase sales volume by using appreciative inquiry process, case study: Jaitham Picture Frame Shop, Roi Et. Each step of the study process used appreciative inquiry by starting with the enquiries about the rewarding experiences of customers or government agencies and general public who have used the services of Jaitham Picture Frame Shop. It is the process of finding (Discovery) good things by asking questions in the nature of AI and takes the findings into consideration with the strength of the shop. The next step is the imagination (Dream) based on the findings and then conducting a design (Design) and providing clear assignment in the operation process (Destiny) and finally performing the operations, observation and gathering the results from the preliminary operation.[3]

1. Discovery

Collecting data from the operations and the interviews of customers about their rewarding experiences from buying the products or using services at Jaitham Picture Frame Shop or other shops and extended the results to the Dream and Design stages. The sample group used in this study consisted of 50 people as follows:

- 1) 30 customers who used the service at the shops and bought all types of products.
- 2) 15 institutional customers who are government agencies.
- 3) 5 service business customers who are the operators of service businesses.

The criterion for proportion of the sample group was 67 percent general customers and 33 percent institutional customers. The service business customers were studied to find the approach to improve the service of Jaitham Picture Frame Shop only.

2. Dream

In the Dream stage, the researcher imagined the expectations from the shop that are practical such as faster work and better services to increase sales volume and meet further requirement of the customers and then prescribed the vision and goal of the business.

3. Design

It is the process of strategic planning by interviewing and analyzing the findings to find the convergences and divergences of the shop and systematically extended and evaluated the result.

4. Destiny

It is the process of supporting and managing the structure and system of the shop and undertaking the operation leading to the implementation.

In this study, the data were collected by means of interviews and observations of customers who used the service at Jaitham Picture Frame Shop and enquiring the customers who bought the products for their own use, customers who bought the products as gifts and agencies who bought the products for decoration of government establishments and analyzed the answers to find the convergences and divergences.

Results

1. Discovery

The result of the study of business environment is the following:

1.1 The analysis of external environment is the analysis of several factors that affected the business operation both controllable and uncontrollable in order for the operation to proceed with clear direction. The external environment was analyzed and thereafter, the guideline was prescribed to allow the business to achieve its objective.

1.2 Analysis of the internal environment by using the marketing combination tool. (Marketing Mix 4Ps)

The analysis of the marketing combination (Marketing Mix 4Ps) is a strategy that responds well to customers' requirements and can be used to plan and develop Jaitham Picture Frame Shop. [2]

Marketing Mix 4Ps	Discovery
Product	(1) Jaitham Picture Frame Shop has been in business for a long time and is reliable and friendly to customers. (2) Quality products with good material for both the finished or made to order frames. (3) Variety of products to choose from.
Price	(1) Cheaper prices than the other shops. (2) Good value for the money.
Location/Distribution	(1) The shop is easy to find and is located in urban area . (2) Good product arrangement in the shop.
Promotion	(1) Free ribbons. (2) Free greeting composition. (3) Pick-up and delivery services.

1.3 SOAR Analysis

The result of SOAR Analysis is used as a guideline for improvement and planning for business development. [1]

Strategic Inquiry	Strength 1. Jaitham Picture Frame Shop has been in business for a long time and is reliable. 2. Quality products and delicate workmanship. 3. Variety of products. 4. Located in the urban area.	Opportunity 1. Gift giving is more popular for people. 2. More photo labs and vinyl print shops to use the service.
Appreciative	Aspiration 1. To become a picture frame shop with high quality frames and best services in Roi Et. 2. Sales volume increase at about 10 percent per year. 3. Most popular for people to use the services and mention about in Roi Et.	Result 1. Responding to the requirements of customers with an increase of 10 percent per year. 2. Sales volume increase at about 10 percent per year. 3. 10 percent increase per year for service popularity and mentioning about in Roi Et.

2. Dream

Jaitham Picture Frame Shop has been in business for over 20 years. It is one of the first shops in Roi Et and is well known to its customers. From the interviews, customers who have used the services are impressed with the owner who is friendly and provides advice on the product based on customers' requirements. The products have good quality and good value for the prices. The study allowed the researcher to use the findings to determine the strategy of Jaitham Picture Frame Shop.

3. Design

The strategic planning to increase sales volume of Jaitham Picture Frame Shop;

1. Increasing distribution channels with online sales through Facebook
2. Creating impression in services with delivery service
3. Creating good atmosphere in the shop
4. Providing after sales service with 3 month warranty

4. Destiny

After the designing of a strategic plan has been finished, the next step was to prescribe operation process and assignments (Destiny) to bring this strategic plan to the business.

1. Modification by adding services: From the interview based on positive questions, it is found that the customers prefer good services, customer care, piecework focusing and service impressions that the customers will come back to the store next time.

2. The authorization should concern the way the strategy is designed that the operation is made by cooperation by shop owners and employees in the same direction.

3. Learning is obtained by studying, interviewing and observing the behavior of the customers who come to the store. Each of the customers has various opinions, and these opinions are used to improve working process.

Conclusion

From the interviews of 50 people consisting of 30 general customers, 15 institutional customers and 5 service business operators, who have used the services at Jaitham Picture Frame Shop, to find the convergences and divergences by using the concept of appreciative inquiry approach in the study consisting of 4 steps; discovery, dream, design and implementation together with an analysis of the business environment and Marketing Mix: 4Ps to perform SOAR Analysis, the study has concluded that;

1. Convergences

The owner has provided friendly services, the products have affordable prices, good quality and durable material, there is a variety of products to choose from, fast service and punctuality.

2. Divergences

There are contemporary products with variety of wooden patterns such as modern, Louis and vintage and orderly product arrangement separated by prices and sizes of the frames. The expected result deriving from the implementation of the strategic plan was the increase of



new customers from publicity and word of mouth by at least 10 percent per year.

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STRATEGIC PLANNING THROUGH APPRECIATIVE INQUIRY: THE CASE STUDY OF TS PHARMA

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Abstract

The strategic planning through appreciative inquiry: The case study of TS Pharma. This study aimed to discover positive experiences of customer in pharmacy services and to develop strategic plans for TS Pharma. All positive experiences of customer were recorded by observations and interviews throughout five months from December 2013 to April 2014. The questionnaires were distributed to 30 interviewees. Most interviewees were women aged between 20-70 years old. There were 37 experiment findings: 27 convergences and 10 divergences which led to five strategies; 1) how to increase sales volume of new products and specific products strategy 2) how to improve image and brand strategy 3) Hospitality strategy 4) Communication strategy 5) Above-expectation strategy. After applying these strategies, the study found gross sales were increased by 36% and customers had become more recognized TS Pharma, repeatedly and increasingly purchased, and also told others. This study has achieved its objectives by searching experience, and the concept of appreciation inquiry was applied to create strategies.

Keywords: Appreciation inquiry, Strategic, Pharmacy

Introduction

In Thailand, drugstore is one of type G service defined as wholesale by Department of Business Development. Pharmacist is authorized to control and manage the store. Role of pharmacist is to clinically analyze and diagnose early-stage of diseases based on symptoms of patients and treat them with medicine. The patients will also be screened for further treatment in hospital through referral system. Therefore, drugstore became more important in healthcare system.

Nowadays, drugstores have continue to grow as many of them open every year both private and chained stores. In this competitive environment, each store must learn how to survive this business by using several tactics; giving a discount, supply variety of items, and service quality.

There are 370 drugstores currently operated in Khon Kaen including 305 first-class drugstores. Among these first-class drugstores, 214 stores are located in Muang Khon Kaen District. Fourteen of them are certified by Food and Drug Administration as quality drugstores.

TS Pharma is a drugstore that also runs its business in Muang Khon Kaen District. Its building is near intersection, center of community and government offices. It is also surrounding by other competitors. The advantages of TS Pharma are as followed. First, collaboration with ABC drugstore, an old business has been opened for more than 50 years, by supplying medicine and knowledge for store management. Second, fulltime pharmacist works during office hours, which is different from other drugstores. Third, pharmacist as an owner is more enthusiastic than pharmacist as an employee.

TS Pharma has many driving forces but it comes with restraint as described below;

- 1) TS Pharma is a new drugstore that is not yet well recognized with few regular customers.
- 2) No parking space for customer.
- 3) Less product variety.

According to the above fact, weaknesses are challenged and need to be overcome. This study is aimed to defined factors that are influent customers to come to TS Pharma and to make the strategies. The study is processed under appreciative inquiry for planning strategy.

Objectives

Research objectives are as follows:

1. To explore positive experiences of customer in pharmacy services.
2. To develop strategic plans for TS Pharma.

Literature Review

1. Appreciative Inquiry

“Appreciative Inquiry (AI)” is the cooperative search for the best in people, their organizations, and the world around them.³ It involves systematic discover of what give a system

“life” when it is most effective and capable in economic, ecological, and human development. [1] AI involves the art and practice of asking questions that strengthen a system’s capacity to heighten positive potential. It mobilizes inquiry through crafting an “unconditional positive question” Cooperrider and Whitney (2005). It consists of Discovery, Dream, Design and Destiny.[2]

2. Force Field Analysis

Force Field Analysis is a general tool for systematically analyzing the factors found in complex problems. It frames problems in terms of factors or pressures that support the status quo (restraining forces) and those pressures that support change in the desired direction (driving forces). A factor can be people, resources, attitudes, traditions, regulations, values, needs, desires, etc. As a tool for managing change, Force Field Analysis helps identify those factors that must be addressed and monitored if change is to be successful.[3]

Conceptual Framework

Based on literature review, service mind, customer’s trust and standard of practice are factors associated business success. In order to be successful, customer’s need must be defined and then make clear vision. Finally, plan must be designed and applied in the real situation. Result will be the increase gross sales, increase profit or new innovation. (Figure1)

Methodology

Appreciative Inquiry was applied in this study through interview with set of questionnaires and observation over customers. [4] The questionnaires were distributed to 30 interviewees. There were 29 females [5] and a male. The finding will aid strategy building using AI (4-D model). Then strategy will be applied to the business and assess by measure gross sales, average sale per day and the number of bills per month. Finally the result was analyzed by theory of Force Field analysis to see the change of restraining force.

Results

1. Discovery: From interview and observation, there were 37 findings consist of 27 convergences and 10 divergences. Positive core from study were a good care for customer, have pharmacist during office hours and variety of products in drugstore. Business practice with continuing positive core will grow.

2. Dream: In the future, TS Pharma will be the pioneer pharmacy with good drug quality, safety and the best use of medication for customers.

3. Design: Finding the positive experience in pharmacy service, led to convergence and divergence plan to develop strategy for TS Pharma. The strategic planning are: 1) Increase sales volume of new products and specific products strategy 2) Improve image and brand strategy 3) Hospitality strategy 4) Communication strategy 5) Above-expectation strategy.

4. Destiny: The strategies were implemented from December 2013 to April 2014 and assessed by measure gross sales (Figure2), average sales per day (Figure3) and the number of

bill per month (Figure4). The result was gross sales grow up. But in March 2014, gross sale was decrease because of TS Pharma closed for 7 days. Average sales per day were increased after the strategies used. The growth rate was increased by 36 percent. Since TS Pharma is a new drug store, therefore the increased growth rate might be influenced by other factors as well such as policies from hospitals, seasonal, holiday. In addition, the increase in number of bills indicated more customers. We also found more regular customers and good service rumors also increased sales. All of the result had affected more gross sales.

In this study, TS Pharma has been improved its business compared to the previous under Force Field Analysis. For restraining forces, researcher brought the strong driving forces and the five strategies to attenuate them.

Conclusion

The study applied the basic of Appreciative inquiry and theory of Force Field Analysis for the strategic planning of TS Pharma. It was run throughout five months from December 2013 to April 2014. There were 37 experiment findings: 27 convergences and 10 divergences. Researcher found positive core consist of to take care with customer, have pharmacist during office hours and have variety of products in drug store which led to five strategies; 1) increase sales volume of new products and specific products strategy 2) improve image and brand strategy 3) Hospitality strategy 4) Communication strategy 5) Above-expectation strategy. After applying these strategies, the study found gross sales were increased by 36 percent. By observation, customers increasingly recognized TS Pharma, used the service more repeatedly with more purchased, and also told others the good service provided at the store. The restraining forces have been decrease.

Suggestion

The adapting of study may consider the strategies to suit situation and should be enthusiastic and observant the customer. For the reader or another who interested in this study may consider further assessment if the company has opened for more than 1 year. The outcome should be compared with the previous year because there may be other factors involved, such as seasonal holidays, to get more benefit.

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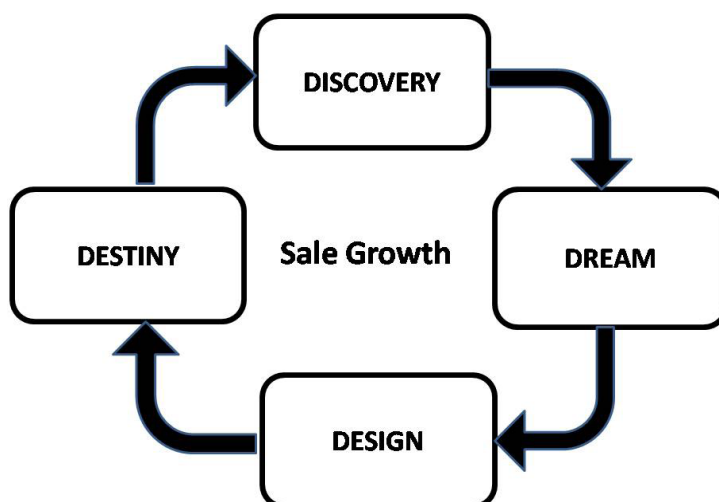


Figure 1 Conceptual framework

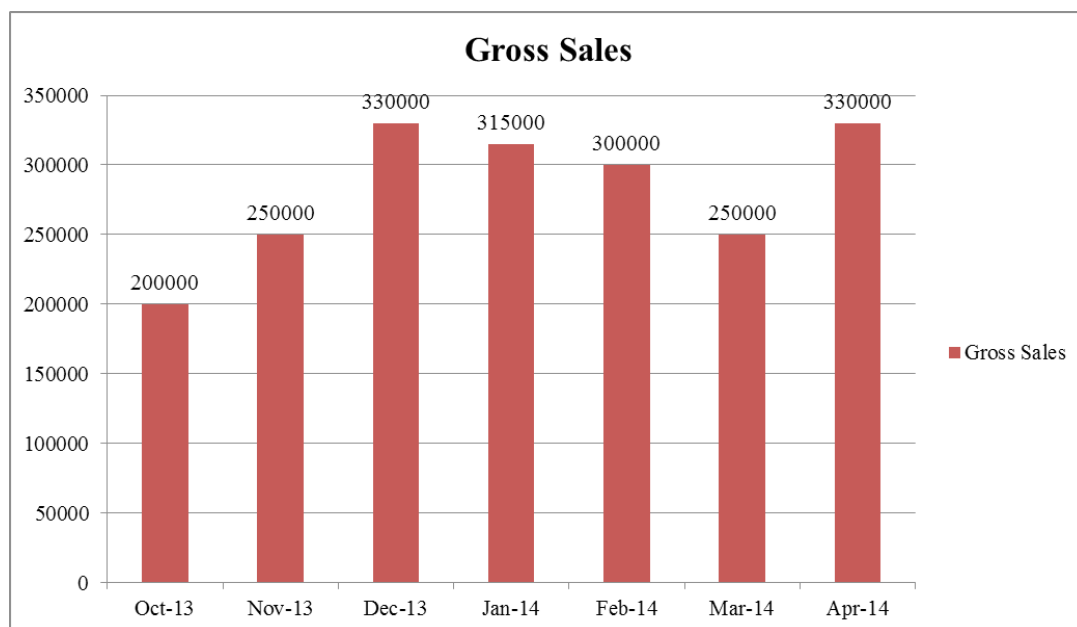


Figure 2 Gross Sales, October 2013 – April 2014

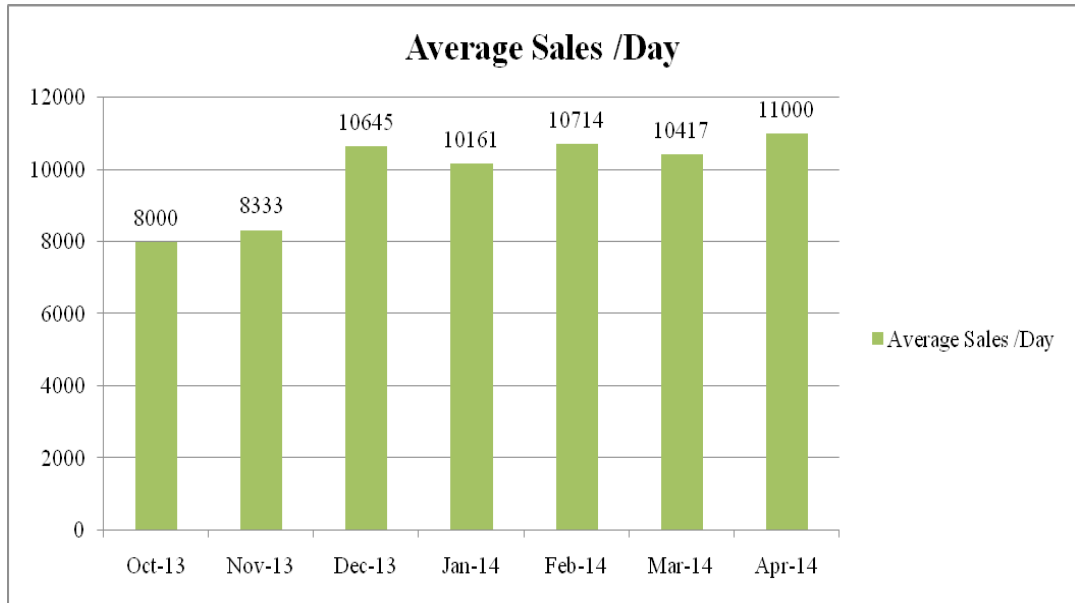


Figure 3 Average Sales per Day, October 2013 – April 2014

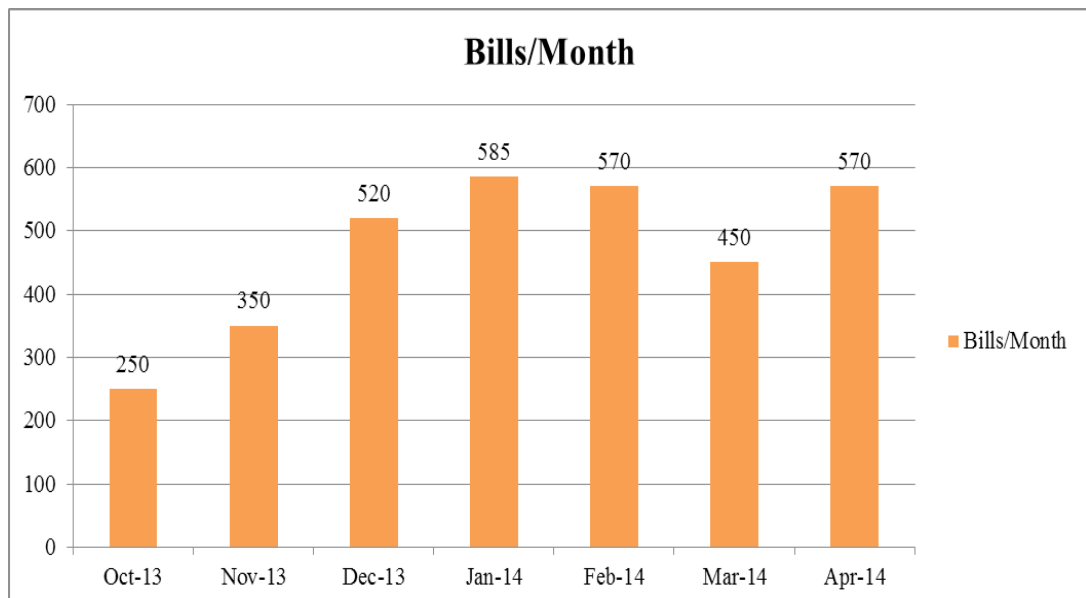


Figure 4 The Number of Bills per Month, October 2013 – April 2014

THE GUIDELINE FOR INCREASING SALES VOLUME OF WAREETHEP DRINKING WATER IN YASOTHON PROVINCE

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Abstract

The objectives of this study were to study the behavior, expectation and satisfaction of consumers in Mueang District and Pa Tio District in Yasothon Province, and Selaphum District and NongPhok District in Roi Et Province and to specify guideline for increasing sales volume of Wareethep Drinking Water by at least 10 percent for 3 consecutive years starting from 2015. The results showed that the expectation and satisfaction on selecting and consuming the bottled water were found that the expectation and satisfaction on product, people, and physical evidence were the same at the highest level; the expectation and satisfaction on price, place, and promotion were the same at a high level; the expectation on process, productivity and quality were at the highest level while the satisfaction were only at a high level. Three projects were proposed in order to increase sale volume of the bottled water produced by Wareethep Drinking Water by at least 10 percent for 3 consecutive years (2015-2018). The projects were 1) Pro-active Public Relations 2) Market Expansion and 3) Customer Service with the total budget of 66,000 Baht.

Keywords: Increase sale volume, Drinking water, Yasothon province

Introduction

“Drinking water” is dramatically essential to human life because if the body lacks of water only in a week, we will be dead. In the past, human could drink water from natural water sources due to the fact that they did not have to realize cleanliness as most water sources were clean but when it comes to the present, natural water sources are contaminated with wastes and toxins leading to processing water to turn it to be water supply that can be delivered to households. However, water supply in Thailand does not meet high standard of cleanness enough to be consumable although the government has announced that water supply is drinkable. Therefore, bottled drinking water plays more important role in daily life and it is obvious that drinking water industry has positive impact to expansion of industry index in first quarter such as producing non-alcoholic drinks including bottled drinking water compared to the same quarter of previous year and it expanded for 93.66%. From competition in industry and the weather which is getting warmer, needs of products in market is continually rising[1] so, entrepreneurs are interested in running such kind of business. In past 3 years, there were 44 entrepreneurs from Yasothon Province and Roi Et Province asking for permission to produce food of drinking water with sealed cover showing that the tendency of consuming water distributed in marketplace of people is getting higher and they decreased drinking rainwater and water supply due to the fact that they felt insecure with such water sources.[2]

Wareethep Drinking Water is a retail and wholesale shop that distributes drinking water in Mueang District, Yasothon Province. It was established in 1991 and it is household business. Currently, Wareethep Drinking Water has 3 kinds of products which are 20 liter bottle, 850 cc. drinking water in turbid bottle and in 2013, drinking water in 350 and 600 cc. PET Bottle were added. It has retail and wholesale distribution with delivery to customers. Most customers are shops, restaurants and households in Mueang District and Pa Tio District in Yasothon Province, and Selaphum District and NongPhok District in Roi Et Province since consumers turned to drink more bottled water. Therefore, there is much need for drinking water. Meanwhile, entrepreneurs of drinking water factories are more available as well leading bottled drinking water businesses have intense competition. So, until now, Wareethep Drinking Water’s circulation is continually getting low.

Objectives

1. To investigate behaviors, expectations and satisfactions of consumers in Mueang District and Pa Tio District in Yasothon Province, and Selaphum District and NongPhok District in RoiEt Province.
2. To determine guidelines to increase sales volume of WareethepDrinking Water to have 10% highersales volume for 3 consecutive years from 2015-2018.

Methodology

Methodology according to objectives of study has following details

1. Studying behaviors, expectations and satisfaction of drinking water consumers in Mueang District and Pa Tio District in Yasothon Province, and Selaphum District and NongPhok District in Roi Et Province is a study from primary source by inquiring population and samples that are population with at least 15 years old who live in Mueang District and Pa Tio District in Yasothon Province, and Selaphum District and NongPhok District in Roi Et Province and the total amount of population is 302,877 people [3] calculate samples by using formula of Taro Yamane (1973) [4] In case knowing the amount of population, sample group size can be calculated for 399.47 people. Therefore, the investigator determined the sample size for 400 people. The tool that was used in this study was 4-part questionnaires that are part 1: General data of respondent, Part 2: Behavior of selection and consumption, Part 3: Expectations of consumers and the last part is about customers' satisfaction with criteria of measuring and generalizing data from part 3 and 4 of the questionnaires. (as illustrated in table 1)

Data evaluation and analysis uses ready-made program in the research of SPSS for Windows that analyzes and uses descriptive statistics such as percentage, mean, and standard deviation.

2. To specify guidelines to increase sales volume of Wareethep Drinking Water is conducted by using result of study from questionnaires accompanying with accumulating data from relevant documents, news and articles with following details.

2.1 External Environment Analysis consisting of

2.1.1 General Environment: Consider general environment that influences business by using PESTE, economic, political, social, cultural and technological environment. [5]

2.1.2 Task Environment comprises of Industry Analysis so as to know qualities of industry and competitive Analysis considering capability to make profit of industry by analyzing FiveForce Model such as competition of original competitors in market, negotiation power of seller of production factors, customers' negotiation power and threat from new competitors. [6]

2.2 Internal Environment Analysis is an analysis showing capacity of businesses to do activities.

To analyze internal and external environment is procedure of SWOT Analysis that can help analysis by comparing with competitors by considering strength and weakness of internal environment and considering opportunities and threats from external environment [7]

2.3 Determine guidelines to increase sales volume of Wareethep Drinking Water by using TOWS Matrix to be "pairing" with 4 terms that are using strength to build up advantageous opportunity from opportunity, using strength for benefit by avoiding/reducing threats or limitations, Overcoming weakness by using opportunity and reducing/avoiding weakness and threats/limitations. [8]

Result of Study

1. Result of studying behaviors, expectations and satisfactions of drinking water consumers in Mueang District and Pa Tio District in Yasothon Province, and Selaphum District and NongPhok District in RoiEt Province.

Most respondents are female for 67.00%, with 31-40 years old for 49.75%, 61.75% getting married with personal business for 37.00%. They have income for 5,001-10,000 Baht/month or 33.50% with high school/ vocational level for 38.25%.

Behaviors and data of purchasing and consuming bottled drinking water were found that 53.75% of consumers bought for their own consumption, 47.75% chose clear bottle, 35.75% had uncertain frequency of purchasing and 35.50% spent at least 31 Baht for buying drinking water. 69.50% saw that the reasonable price of 20 liter drinking water is 10-13 Baht, 36.50% saw that reasonable price of 850 CC. Drinking water in turbid bottle is 5 Baht, 41.50% thought that reasonable price of 350 CC. Drinking water in clear bottle is 5 Baht and 37.00% saw that reasonable price for 600 CC drinking water in clear bottle is 7 Baht. Consumers know Wareethep Drinking Water from introduction by dealer or staffs for 44.00% and expectations and satisfactions for selecting drinking water were found that.

1) Product: expectations are in highest level ($\bar{x} = 4.44$) and satisfaction is in highest level ($\bar{x} = 4.45$) and the highest order customers prioritize is products with FDA logo for accreditation except brands that are accepted by consumers whose satisfaction does not meet customer's expectation.

2) Price: Expectations are in high level ($\bar{x} = 4.18$) and satisfaction is in high level ($\bar{x} = 4.16$) and the highest order customer prioritize is products with many prices to suit customers' need such as minor consumers, shops and feasts etc.

3) Distribution Channel: Expectations are in high level ($\bar{x} = 4.17$) and the highest order consumers prioritize is water delivery to consumers' houses and satisfactions are in high level ($\bar{x} = 4.19$) and highest order consumers prioritize is good distribution of drinking water without shortage in market.

4) Marketing Promotion: expectations are in high level ($\bar{x} = 3.95$) and satisfactions are in high level ($\bar{x} = 3.98$); highest order consumers prioritize is information about drinking water.

5) Service Process: Expectations are in highest level ($\bar{x} = 4.22$) and highest order consumers prioritize is facilitation to customers in every step of service and satisfactions are in high level ($\bar{x} = 4.13$) and highest order consumers prioritize is swiftness of water delivery except the topic of customer facilitation in every step of service which has satisfaction not meeting customer's expectation.

6) Personnel: expectations are in highest level ($\bar{x} = 4.41$) and highest order consumers prioritize is good human relation of staffs with fresh smile. Satisfactions are in highest level ($\bar{x} = 4.33$) and highest order customers prioritize is willingness of staff for service except the issue of staffs with polite and proper dressing that has satisfactions not meeting customer's expectations.

7) Design and Appearance of Factory: expectations are in highest level ($\bar{x} = 4.21$) and highest order customers prioritize is standard and modern machines and satisfactions are in

highest level ($\bar{x}=4.22$) and highest order consumers prioritize is cleanness and tidiness of factory except the issue of standard and modern machines that does not meet customers' expectations.

8) Efficiency and Quality: expectations are in highest level ($\bar{x}=4.22$) with highest order consumers prioritize of responsibility in case products have defects and satisfactions are in high level ($\bar{x}=4.19$) with highest order consumers prioritize of after sale service except the issue of responsibility in case products have defects that does not meet customers' expectation.

2. Guidelines to increase sales volume of Wareethep Drinking Water.

The result of data analysis is to make a plan to increase sales volume of Wareethep Drinking Water, Yasothon Province with following details.

1) General environment that affected business of Wareethep Drinking Water was found that from policy of wage adjustment up to 300 Baht/day, minimum wage is increase for 35.78-88.68% causing higher production capital and needs of purchase in the nation diminished and payment for consumption and utility in household decreased. Technological environment: modern technology was provided for production process so that drinking water has good standard including automatic machines for bottling so as to have quality and cleanness. Social and Cultural environment: as Yasothon Province has an area adjacent to Chee River and most populations have agricultural careers and they gathered rainwater for drinking. But currently, due to dramatically changed weather with pollution and wastes contaminated in natural water sources, populations turn to consume more bottled drinking water.

2) Analysis of competition environment found that competition between original competitors in market is high due to the fact that there are 44 shops that have the same business and all of them get FDA Standard. So, they have effort to compete in terms of brand and convenience of water delivery. Negotiation power of supplier is intense because in northeastern region, there are many bottle factories and delivery fee each time is high; therefore, plastic bottle price is uncontrollable. Customer's negotiation power is getting higher due to the fact that there are a lot of brands to select from local companies and big companies that have nationwide distribution. So, customers have more choices to choose; threat from new competitors is highly serious as drinking water business requires not high investment and production procedures are not complicated; so, new competitors have interest to invest and threat from substitute goods is pretty intense since currently, there are various drinks in marketplace that can be substitute of drinking water. When consumers are thirsty, they can drink fruit juice, cooled green tea. Moreover, consumers may choose water filter to produce water in their households as in the present, water filter price is cheaper and it's easy to buy.

3) Analyzing situation that can see strength, weakness, opportunity and threat and then all data will be analyzed with POW Matrix to determine guidelines of business operation and marketing guidelines. (as illustrated in table 2).

From result of studying behaviors and satisfaction in term of factor of marketing mix including analyzing competition environment, analyzing strengths, weaknesses, opportunities and threats, the investigator could make a conclusion about problems of Wareethep Drinking Water as follows.

- (1) Lack of good public relation
- (2) Lack of activities for market promotion

From issues of problem found in study, they are used to specify guidelines to increase sales volume of Wareethep Drinking Water. (as illustrated in table 2)

Conclusion

The study of guidelines to increase sales of Wareethep Drinking Water, Yasothon Province can conclude approaches to increase sales volume of Wareethep Drinking Water with 3 projects such as “Approach Public Relation”, “Market Expansion” and “Customer Relation” with budget for 66,000 Baht. It is expected that if follow guidelines of 3 projects, it will enable to increase sales volume not lower than expected target at the beginning of operation with at least 10% for 3 consecutive years.

Acknowledgement

This independent is accomplished with generosity and kindness from an adviser, Assoc. Professor Dr.Winit Chinsuwan that has devoted time for giving advice and beneficial guidelines and suggestion to make this independent study.

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Table 1 Mean of answer in questionnaires

Mean range	Expectation/ satisfaction
4.21-5.00	highest
3.41-4.20	high
2.61-3.40	moderate
1.81-2.60	low
1.00-1.80	lowest

Table 2 Analysis with TOW Matrix and Expected Salary of the Project

Internal factors External factors	Strengths (1) Use natural water sources (2) Clean factory with high standard having ISO standard, the food and drug administration and GMP logo from Ministry of Public Health. (3) Provide drinking water delivery due to using distribution channels with ice distribution company (4) Personnel have knowledge and expertise in production (5) Trustworthiness from customers because of long time operation	Weaknesses (1) Lack of market promotion and public relation (2) Higher price than some competitors (3) There is no uniform for staffs (4) As requiring man power for production, each production is limited
Opportunities (1) Consumers drink more bottled drinking water because it is clean, hygienic and secure (2) Currently, consumers pay more attention to health so, it is a chance for Wareethep Drinking Water to have higher sales volume	SO Approach Strategy Use strengths to catch an opportunity in project "market expansion" Expected result is that amount of distributing drinking water produced by Wareethep is getting higher.	WO WO strategy Overcome weaknesses relying on opportunity in "Approach Public Relation" Project Expected result is that customers know Wareethep Drinking Water and purchase more water from the store.
Threats (1) Currently, there are many types or designs of drinking water. Therefore, consumers have a lot of alternatives such as fruit juice, green tea etc. (2) There are famous market leaders that are accepted by consumers with many distribution channels and investment in marketing activities. (3) Water filter in household has an impact on market expansion (4) As requiring not high capital, it's easy to have competitors.	ST Preventive Strategy Use strength and avoid threats in "Customer Relation" Expected result is that customer know much about Wareethep Drinking Water	WT Defensive Strategy Reduce weakness and avoid threats

THE SERVICE QUALITY STRATEGIES OF THE “KALASIN KITTIKAMON PARTNERSHIP” PETROL STATION, KALASIN JUNCTION, KALASIN PROVINCE

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Abstract

The objective of the study was to examine the environmental management, demographic information and customers' behavior, customers' satisfaction of service quality, factors that influenced the repurchasing and the strategies to develop the service quality of Kalasin Kittikamon petrol station. The tools used for this study were a questionnaire, PESTE analysis, the competition analysis, SWOT and TOWS matrix. The results showed that most customers used Diesel and gasohol 91 because of the oil quality and the enthusiastic staffs or quick service. The most 7-11 customers bought drinks, snacks, and instant food because of its variety of products and 24-hour opening. The most Amazon customer's bought the coffee because of the taste of coffee and other beverages, and the clean and cool atmosphere of Amazon cafe. According to customers' satisfaction of the service quality, the results showed that the customers' had a high level of satisfaction in terms of the tangibility, reliability, reliability, assurance and empathy. The factors that influenced the repurchasing were clean toilets, accumulating points to redeem, and free unlimited WiFi. The strategies resulted in 7 projects which were Team power, The Hero, Tutoring, The Idol, Part time employee, Service mind, and Special customer, with a budget of 93,000 Thai Baht.

Keywords: service quality, petrol station business, Kalasin Kittikamon Limited Partnership

Introduction

Nowadays there is a high competition in fuel retail business with an increasing expansion rate of the number of petrol stations as well as new alternative fuels with cheaper prices than those of petroleum for consumers such as liquefied petroleum gas (LPG) and natural gas vehicle (NGV), causing customer behavior changes[1]. Consequently, many petrol stations need to adjust their businesses for survival. There is a requirement of PTT Exploration and Production Public Company Limited (PTTEP) that gasoline stations under the “PTT” brand improve and change petrol station designs, products, and customer services with the main aim to respond to consumers’ behavior and lead to the optimal consumer satisfaction. Service quality is a considerable factor leading to operate businesses, especially service businesses successfully, constantly, and sustainably in the future.

Kalasin Kittikamol Limited Partnership operates the business of a one-stop petrol station. It was built in 1991. Its address is 115, Gudyangsamakkee Road, Muang, Kalasin. There are 35 staffs. The petrol station is open 24 hours. There are also convenience shops, shops, and souvenir shops. Therefore, it is a good choice for customers because it can meet customer demands well. Moreover, the area of Kalasin Kittikamol Limited Partnership is wide. Its location close to a main road allows customers to drop by conveniently. There are big parking lots for customers and places of relaxation to increase customers’ comfort. However, an increase on car numbers results in an increasing consumer demand in petrol. As a result, there is more investment in petrol station-typed business at Muang Kalasin district such as Shell petrol stations and PTT petrol stations of other entrepreneurs, causing more competition of petrol station businesses in Muang District, Kalasin Province as well as customer behavior changes, for example, their demand in petrol not relying only on the same station and their like in trying new things. Therefore, there is recommendation for business that strategies for good services be adjusted in consistency with changing customer behavior. Because of the reasons as mentioned above, the researcher investigated environmental management and behavior, satisfaction, and demands of customers for Kalasin Kittikamol Limited Partnership to lead to service quality development strategies to respond to customers’ behavior, satisfaction, and demand for utilization in further business operation.

Objectives

1. To study environmental management of Kalasin Kittikamol Limited Partnership, Muang, Kalasin province
2. To investigate demographic information and customers’ behavior at the petrol station of Kalasin Kittikamol Limited Partnership
3. To study customers’ satisfaction levels of service quality at the petrol station
4. To study factors affecting customers’ repeat purchase at the petrol station
5. To develop service quality development strategies for Kalasin Kittikamol Limited Partnership

Methodology

1. The study on environmental management of the petrol station of Kalasin Kittikamol Limited Partnership, Muang, Kalasin was conducted by interviewing the entrepreneur and staffs at the petrol station to gain information on external environment such as general environment and industry competition and the information on internal environment such as staffs, finance, products and services, the location, the business image, and analysis of strengths and weaknesses of the firm.

2. Demographic information and customers' behavior at the petrol station of Kalasin Kittikamol Limited Partnership were investigated, based on questionnaires distributed to 400 customers from the petrol station, 400 customers from the 7-11 convenience store, and 378 customers from Amazon cafe. Yamane's formula was employed for calculation [2]. Each research questionnaire consists of 2 parts: 1) general information on gender, ages, education levels, occupations, and salary, and 2) customers' behavior (6W1H) at the petrol station, Seven-Eleven convenience store, and Amazon cafe.

3. Customers' satisfaction levels of service quality at the petrol station of Kalasin Kittikamol Limited Partnership were studied by employing the third part of questionnaires on customers' satisfaction of service quality in 5 aspects according to the SERVQUAL concept of Parasuraman et al. [3] such as tangibility of service, reliability, customer responsiveness, assurance, and empathy. The 3rd part consists of 22 questions each of which is characterized by a five point rating scale in customer satisfaction: most, much, moderately, a little, and least. Corresponding to the second objective, questionnaires were distributed to customers. The statistics applied to the research were averages and standard variations. Customers' satisfaction levels of service quality were interpreted based on the following criteria.

Scale	Average	Meaning
5	4.50 - 5.00	Most satisfied
4	3.50 - 4.49	Very satisfied
3	2.50 - 3.49	Moderately satisfied
2	1.50 - 2.49	A little satisfied
1	1.00 - 1.49	Least satisfied

Then, there was hypothesis testing (H_0): customers' different demographic characteristics and similar satisfaction of service quality provided by Kalasin Kittikamol Limited Partnership, the petrol station. There was hypothesis testing in 2 sample groups by a means of the t-test and in 3 groups by One Way ANOVA.

4. Factors affecting customers' repeat purchase were investigated by employing the third part of each questionnaire on requirement of customer relationship activities at the petrol station.

5. Developing quality service strategies for Kalasin Kittikamol Limited Partnership was based on the study on strengths, weaknesses, opportunities, and threats, consumers' behavior and satisfaction, and factors affecting customers' repurchase, corresponding to the four objectives accompanied by target marketing and strategic external and internal factors affecting the organization which were based on the TOWS matrix. The obtained data were used for creating projects on potential strategies corresponding to organizational potential which were suitable in terms of budget.

Results

1. Environmental management of the petrol station of Kalasin Kittikamol Limited Partnership

The study results demonstrate that the environmental management of the petrol station of Kalasin Kittikamol Limited Partnership is a petrol station business providing 3 kinds of services: the petrol station, the 7-11 convenience store, and Amazon cafe. The business is operated by the petrol station manager. A deputy manager of the petrol station is a supervisor. There are legal minimum wages for the manager and the supervisor. The organizational structure consists of 35 people. The aspect of products and services for customers are categorized into 3 parts: the PPT petrol station with the dual injector system in 3 rows and 32 fuel nozzles, the 7-11 convenience store, and the Amazon café with toilettes as additional services.

2. Demographic information and customers' behavior at the petrol station

The study results on demographic information and customers' behavior was explained. As for general information of customers at the petrol station, most customers were female aged 20-40 years. Some graduated from high schools, while some held a bachelor's degree. They are freelancers or merchants or business owners. Some of customers have their salary from 9,000 to 15,000 baht, while some have their salary less than 9,000 baht. The study on customers' behavior at the petrol station demonstrated that most customers were regular customers who dropped by the petrol station to fill up the gas and bought products at the 7-11 convenience store. The petrol types were Diesel and gasohol 91. Customers made decisions to go to the petrol station themselves. The frequency of going to the station was 2-3 times a week. Days of going to the petrol station were uncertain. Customers went to the petrol station in the morning (from 6.00 to 9.00 am) and the late morning (from 9.00 am to 12.00 pm). The expenses for filling gas each time were 100-300 baht, 301-500 baht, and more than 1,000 baht. They paid by cash. The access to information about the PTT petrol station was from friends or acquaintances and employees. Reasons to go to the PTT petrol station were confidence in oil quality, cleanness of the petrol station and toilettes, enthusiastic staffs or fast service, and the convenience store or the coffee shop. Most customers did not go to other petrol stations. As for customers going to other petrol stations, one example of other petrol stations was Rattanaprasert PTT Station (Ban Plueai) because of confidence in oil quality, its location near their houses, workplaces, or schools, and a clear sign board of the petrol station.

Based on general information of customers at the 7-Eleven convenience store, it showed that most customers were female with the age ranges of 12-20 years and of 20-40 years. Some held a bachelor's degree, while some graduated from high schools and junior high schools. Some are students, while some are merchants or business owners. Some have salary less than 9,000 baht, while some have salary from 9,000 to 15,000 baht. In aspect of customers' behavior at the 7-11 convenience store, most were the frequent customers who bought products for themselves and made their own decision to buy products. Types of products included drinks, snacks, and instant foods. Frequency of buying goods was 4-5 times week with uncertain days. They went to the convenience store in the afternoon (from 1.00 to 4.30 pm) and in the evening (from 4.30 to 6.00 pm). Expenses on buying products were 50-100 baht and 101-200 baht. They paid by cash. The access to information about 7-11 convenience store was from friends or acquaintances and televisions. Reasons to buy goods were a variety of products and availability of 24 hours for service. Customers also went to 7-11 convenience stores of other stations because of their locations near their houses, workplaces, and schools and 24-hour opening: 7-11 convenience store of Sa-nguanwong PTT petrol station and other convenience stores out of the petrol station; and 7-11 convenience store of Rattanaprasert PTT Station and other convenience stores out of the petrol station. Product types were drinks and instant foods.

According to the general information of customers at Amazon cafe, it showed that most customers were male aged 20-40 years. They graduated with a bachelor's degree, and some graduated with a higher degree. They are merchants or business owners, and some are government officials. Their salary ranges are from 30,000 baht, from 15,000 to 20,000 baht, and from 9,000 to 15,000 baht. Concerning customers' behavior at Amazon cafe, it illustrated that most were frequent customers who came to buy products for themselves and made their own decision to buy. Most bought coffee. Frequency of going to Amazon café was 4-5 times a week with uncertain days. They went to buy products in the morning (from 10.00 to 12.00 am), at noon (12.00 to 1.00 pm), and in the afternoon (from 1.00 to 4.30 pm). The expenditure of each time of buying was 50-100 baht. The access to the information about Amazon café was from friends or acquaintances, and employees. Reasons to buy products at Amazon coffee shop of Kalasin Kittikamol Limited Partnership were coffee taste, other beverages, the cool atmosphere, and cleanness. They also bought products from other Amazon coffee shops of Rattanaprasert PTT Station and of Sa-nguanwong PTT petrol station because of coffee taste, other drinks, and famous product brands.

3. Customers' satisfaction levels of service quality at the petrol station of Kalasin Kittikamol Limited Partnership

According to the study on customers' satisfaction levels of service quality at the petrol station in three parts such as the PTT petrol station, the 7-11 convenience store, and Amazon cafe, it showed a high satisfaction level of service quality in 5 aspects: reliability, tangibility of service, customer responsiveness, and assurance (as shown in Table 1).

4. Factors affecting customers' repeat purchase at the petrol station

The study showed requirements of interesting activities to lead to customers' repurchase at the PTT petrol station such as clean toilettes, accumulating points from buying products for

receiving rewards at the 7-11 convenience store, and free unlimited WiFi at Amazon coffee shop.

5. Service quality development strategies of Kalasin Kittikamol Limited Partnership

According to the study, it indicated that at of Kalasin Kittikamol Limited Partnership, there was a good adjustment to the internal environment. The total weighted score of the internal environment management was 3.75. Key internal factors for analysis to determine strategic factors were well-known and acceptable brands among customers. There was also a moderate adjustment to the external environment. The weighted score of the external environment management was 3.05. Important external factors for analysis to determine strategic factors were the “First car” policy, causing more cars and thus more chances of providing services for those cars at petrol stations (as shown in Table 2). Then, the projects were made for developing service quality of Kalasin Kittikamol Limited Partnership. The following 7 projects were arranged in order of importance of the three kinds of work: 1) “Team Power”, 2) “The Hero”, 3) “Peer Teaching”, 4) “The Idol”, 5) “Increasing Part Time Employees”, 6) “Service Mind”, and 7) “Read Minds through the Eyes”. After launching the projects, it is expected that a number of customers at the PTT petrol station, the 7-Eleven convenience store, and Amazon cafe increase (as shown in Table 3).

Conclusions

After launching the seven service quality projects for Kalasin Kittikamol Limited Partnership with the budget of 93,000 baht, for example, Team Power, The Hero, Peer Teaching, The Idol, Increasing Part Time Employees, Service Mind, and Read Minds through the Eyes, increasing customer satisfaction levels from “very to most satisfied” at the PTT petrol station, the 7-Eleven convenience store, and Amazon café, repurchase, an increase on sales, reduction of the employee turnover rate—no more than 2 employees in 6 months—are expected.

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Table 1 : TOWS matrix-based management strategies

Key Strategic Factors	Strengths: S Well-known and acceptable brands among customers	Weakness: W A relative high employee turnover rate
Opportunity: O First car policy to increase car numbers	SO Strategy 1. A fast service strategy	WO Strategy 2. A strategy of reducing steps of work process
Threat: T More competitors	ST Strategy 3. A customer retention strategy	WT Strategy 4. A strategy of employees' motivation

Table 2 : Customer satisfaction levels of service quality factors

Service quality	PTT petrol station	7-Eleven convenience store	Amazon cafe
Tangibility (of services)	4.12	4.38	4.18
Reliability	4.26	4.48	4.15
Responsiveness	4.07	4.37	4.14
Assurance	4.03	4.41	4.07
Empathy	4.36	4.46	4.23

Table 3 : Conclusions of service quality development strategies of Kalasin Kittikamol Limited Partnership

Service quality development guidelines	Duration	Budget (Thai baht)
Petrol station		
Team Power	January–December	20,000
The Hero	June –December	7,000
Peer Teaching	Starting from employing staffs	No budget
7-Eleven convenience store		
The Idol	June –August	3,000
Increasing Part Time Employees	July- December	63,000
Amazon cafe		
Service Mind	June –December	-
Read Minds through the eyes	June –December	-
Total		93,000

THE IMPLICATION OF APPRECIATION THEORY FOR INCREASING SURADA GUESTHOUSE VALUE

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ABSTRACT

This study is in a field of strategic planning, using Appreciative Inquiry Theory in order to be applied for increasing value of Surada Guesthouse business. In this study, we employ qualitative analysis technique in which we would like to acquire positive perspective of customers and consequently create business enhancement projects for our business. Regarding to the projects, they will be divided and implemented consecutively into 3 periods including period of making customer satisfaction, period of building brand awareness, and period of developing brand royalty. As a result of the implementation, we found an increasing in customer satisfaction, which is a result from increasing in Surada Guesthouse business' value. Consequently, it leads to a capability in a raise in room rate per night. Moreover, we also found that we can obtain more new customers and maintain visiting repetition rate of our customers. According to the results, we found the popularity rating on Agoda website has increased from 7.80 to 8.00 moreover, in another website (Booking.com), we achieve new high rating at 8.60, compared to the previous at 8.00. According to facebook, we gain likes from 980 likes to 1,376 likes. In addition we found an increasing in repeat of existing customer booking rate by 10%. However, we cannot adjust room rate within this specific time but we still see positive opportunity in increasing in room rate to meet our objective in long-run period.

Keywords: Appreciative Inquiry, Increased value

Introduction

Due to a growing in Tourism industry of Udon thani and increasing in visitors, it helps contributing many advantages to local business sectors including Hotel Business. As a result, there is an expansion in accommodation units rapidly in order to serve an upcoming number of visitors. Since this business sector become more attractive, many players come into a market and cause high competition. Because of this reason, it affects on Surada Guesthouse in some aspects. First, we cannot increase room rate because a change in price may negatively affect customer-making decision. Second, visitors have more choices of hotel to be chosen. So, it affects on Surada Guesthouse occupation rate. As a result, it reduces total revenue since the market becomes more competitive. Therefore, in order to enhance revenue and live among high competitive market, we would like to study positive perspective of our guests. The analysis of a study will be used to create business-planning strategy, aiming to increase customer satisfaction by increasing Surada Guesthouse value. Moreover, we also aims to increase revenue by increasing room rate while maintaining high occupation rate.

Objectives

1. To study positive perspective of Surada Guesthouse customers.
2. To design business projects used in increasing Surada Guesthouse customer satisfaction.
3. To increase Surada Guesthouse value and room rate after the implementation of business projects.

Methodology

In order to gather positive perspective of Surada Guesthouse guests, we will employ Appreciative Inquiry technique. The details of this study will be as follows; Scope of the study.

We conduct questionnaire to 60 Surada Guesthouse guests. Half of them are Thai and the other half is foreigner. The period of study covers January 2014 to June 2014.

Research Design

According to Appreciative Inquiry Theory, it consists of 4 key steps as follows;

1. Discovery

For this first step, we begin to gather data from our sample through questionnaire. We aim to find out our uniqueness and what Surada Guesthouse has made guests feeling impressed. The main purpose of this step is to find positive perspective of our customers. This will be a primary data that is used to find convergence and divergence point later.

2. Dream

By asking question in positive aspect, we can get insight positive perspective of our guest. Moreover, we also ask open-ended question to gather some additional recommendation. These gathered data will be interpreted for further implication in order to improve Surada Guesthouse value.

3. Design

By combining the first two steps, we then conduct the SOAR Analysis in order to exploit strength and opportunity. So that, this will lead to positive consequences which then can be applied for Tipping Point. In addition, word of mouth will be created via social media marketing under the Value-Driven Era concept. This tactics will help Surada Guesthouse gain more new customers, popularity and brand awareness among hotel business and target market. In addition, Customer Relationship Management program will be used to keep brand royalty and value.

4. Destiny

For an implication, we will develop value and service improvement projects for our customers by making uses of convergence and divergence point. By following these steps, we can achieve our objectives as increasing Surada Guesthouse value.

Results

In terms of Convergence point, we found that location and courtesy of Surada Guesthouse are the factors that both groups of sample have focused on. Therefore, these two factors will be applied in value and service improvement projects later in this study. Moreover, we also find Hotel Recommendation Rating pint on hotel booking website as divergence point. This is a unique factor that both group of sample put the most weight on.

In addition, an interpretation of data is also analyzed in an aspect of 7Ps. According to 7Ps, we found that location (place) and physical evidence can strongly affect customer-purchasing decision. Nevertheless, physical evidence is also a factor that customer will use to create word of mouth.

According to SOAR Analysis, service-mind of staff, location, courtesy, reasonable price and cleanliness are our strengths. For an opportunity, we found a growing in Tourism industry will increase demand of both Thai and foreigner for hotel business.

Based on what we have found, we can create some business projects that will enhance Surada Guesthouse value, image and word of mouth, via mainly social network. Moreover, we expect some outcomes that will be discussed as follows. First, there will be an increasing in room rate from 550 to 700 baht per night based on increasing in Surada Guesthouse value. Secondly, we would like to achieve 9.00 of hotel recommendation rating point (on Agoda and Booking.com) Moreover, we alsao would like to see 1,500 “like” on our facebookfanpage. Nevertheless, we expect 50% of our customers will comeback and stay at Surada Guesthouse again.

According to Appreciative Inquiry theory, we have founded strengths and opportunities from SOAR analysis. We also discover Convergence and Divergence point where can direct us on designing value and service improvement projects. The projects will be divided into 3 phrases as follows;

1. Customer Satisfaction Phrase

1.1 Impressive Welcome Project

All guests will be receiving warm welcome by staff. All staff should speak basic greeting words in their visitors' language. Moreover, we also decorate and use interior warm light tone, Thai herb odor, and jazz music inside lobby area and living rooms. In addition, guests will be served with Thai style welcome drinks and fruit. In order to be more impressive, we also provide hand-made post card to all guests.

1.2 Udon thani One Day Trip Project

We create map and guideline for 1-day trip within city and around downtown. We also point out nearby attraction and restaurant on a map, which imply that Surada Guesthouse has best location and convenient for traveling. This map will be distributed through printed material and also online channel.

1.3 Room - Service Matching Projects

We have negotiated with alliances for providing special deal or free to our guests when stay at Surada Guesthouse. Our service provided by alliances will be as follows; Thai Massage, Shuttle Service, Downtown 1-Day Trip and Dinner Meal with Drinks package.

2. Trend Setting Phrase

2.1 Celebrity Invitation Project

After we maximize customer satisfaction from the first phrase, we have achieved higher hotel recommendation rating point on Agoda and booking.com. Consequently, we have a capability to invite popular person and famous blog writer who can have strong influence on tourist and teenager who love traveling. By doing this, we can use them to communicate our value to the right target market and create word of mouth.

2.2 Please "share" Love with Surada Guesthouse Project

We have informed to all guests about receiving 10% room rate discount for next visits by clicking Like, Share, Check in and uploading good moment pictures at Surada Guesthouse.

3. Brand Royalty Phrase

3.1 VIP Guest Project

After guest registers at Surada Guesthouse, all data will be kept in computer database for conveniently retrieving, used to maintain relationship with all guests. They will occasionally receive e-postcard, events, activities, invitation cards and special promotion.

Conclusion

For the first phrase of customer satisfaction, we receive 8.60 hotel recommendation rating point on booking.com, compared to 8.00 previously. In the same time, we gain hotel recommendation rating point on agoda.com from 7.80 to 8.00. Moreover, we also found higher booking room rate. In terms of second phrase, we found some gains in new guests in line with an increasing in Facebook fanpage member and "like". To be more specific, 30% of all guests are those who check in via Facebook. On the other hand, our "like" increase by 40.4% when compared to the previous. For the last phrase, we create brand royalty by maintaining and enhancing customer

relationship. As a result, we found 80% of those who received our email had provided good responses back to us. Moreover, 20% of guests who have been visited Surada Guesthouse had comeback and stayed at Surada Guesthouse again.

Suggestions

Those business projects that we have implemented are just applied in short-term period. However, for long-run period, we can make use and enhance those projects by upgrading interior facilities of each room. To achieve this, we can use funding from local bank as a source of interior renovation budget. Moreover, not only interior renovation that we emphasize on, but also overall decoration will be upgraded.

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THE FACTORS THAT INFLUENCE CONSUMER PURCHASING DECISIONS ON A SMART PHONE'S APPLICATION

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Abstract

The objective of this study is to research the factors that influence consumer purchasing decisions on a smart phone's application by mean of using 400 questionnaire sets with a sample group and the result found that the most of respondents are women age between 18-25 years old and they are an undergraduate student who have a net income below 10,000 Baht/month. The most of them largely use a smart phone which is called "Apple" Brand in "IOS" operating system and the price rate is 20,000 Baht. This smart phone consist of 16 Gigabytes memory which can be able to use the application for more 4 hours/day and most of applications that a sample group habitually use are Facebook and Line in addition; they usually purchase the application in rate of 1 time/month and pay 30 Baht. They mainly make a decision to purchase by themselves. Motivations to purchase are to support multimedia function the application. Purchasing decision are dependent on the marketing factors consist of product price place and promotion. Therefore these 4 headings aforementioned are the most influential in consumer purchasing decision on a smart phone's application including it has influenced consumer purchasing decision on a smart phone's application in different levels depend on demography factors. The result found that teenager express the opinion and give precedence in part of marketing factor at excellent level count as give precedence in application efficiency which always has up to date and constancy updating along with creative advertisement and extensive publication that always improve and variously provide a customer with excellent promotion. As for working age express the opinion and give precedence in part of marketing factor at excellent level under increasing efficiency of work heading count as give precedence in the application which could be able to use in multipurpose and has simple using with customer's privacy protection for transaction security.

Keywords: application and smartphone

Introduction

In present the age of limitless communication with progressive technologies lead to make improving in communication system and communication tool from simple mobile to smartphone which capable to do many things and have more function than simple mobile count as it like a computer which can be work as a mobile phone as well by connect the smartphone with the application. Therefore the smartphone is very popular in present. Rate of circulation has increased because the simple mobile has improved just for making a conversation by mean of speaking and talking only but in the present the customer have more activity on phone such as connecting the internet, receiving informations and news, watching movies, listening music and playing game online/offline. Therefore all activities are the result from the application on smartphone which continuously improve for more function and usefulness [4].

Application is the set of each program which work and operate on smartphone or tablet it could be a program, a game, a set of command system or a facility on smartphone which available for download and install them for using on each smartphone. Therefore the application is interested by customer and downloading total is increasing/Day [3]. Application market's value is 15,000 millions Baht in rate of growing the same as 10-15 when was compared with previous year according to expanding of the application market in year 2013 because all of operator available to use and service 3G system [10].

Therefore the applications on smartphone have the important role to facilitate customer's activity in daily moreover it also make the customer have pleasing use. The customer demand this service because it's easy to use and make a facility and a agility so application are very popular in the most of customer so this is the important cause which make application expanding and application improving on smartphone. In present the main operating systems which available for the application on smartphone are 1. iOS 2. Android [1].

From above mention is the interesting issue to study and research in details about the factor which influence in customer purchasing decision on smartphone application to use as a guideline for the entrepreneur who need to improve and develop in marketing plan which conform to the customer's demand [11].

Objectives

1. To study about customer's behavior in application using on smartphone.
2. To study about the factor which influence in customer purchasing decision on a smartphone's application.
3. To compare the factor which influence in customer purchasing decision on a smartphone's application.

Methodology

Studying use the method of quantitative research by survey research which has evaluation at one time by mean of questionnaire to gather data. The example group are the

peoples (customer) who use smartphone in Khon kaen Province with uncertain amount hence we use the method in case of uncertain amount for example group calculating .Thereafter we determine the level of reliability at 95% by mean of convenience Sampling by taking questionnaire to the example group who use smartphone both of android and iOS and taking questionnaire trough an internet in Google drive.

Results

From studying about the factor which influence in customer purchasing decision on smartphone application the result was debated, evaluated and made a suggestion as follows.

1. Using behavior and purchasing decision on smartphone application

From studying found that 55 percentage of the respondent used Apple in iOS operating system in the price 20,000 Baht which has 16 gigabytes and spend times to use the application more than 4 hours /day. The application which was used the most by respondent were Facebook, Line and games. As for application purchasing was 52.5 percentages which had been purchasing within 3 months before at supposed rate 1-3 on the average purchase the application in price 30 Baht. The cause of purchasing is for use on multimedia work to increase utility, work efficiencies and communication. As for purchasing decision was made by themselves at rate 81 percentage [8].

2. The factors which influence in purchasing decision on smartphone application

The result found that the factors which influenced in purchasing decision on smartphone application have 4 headings and first 3 heading have influenced in purchasing decision on smartphone application at excellent level as follows.

2.1 Part of products /goods

The result from research found that the application which conform to customer demand, easy to use and have work efficiency.

2.2 Part of price

The result from research found that the application which have reasonable price and once time paid on downloading.

2.3 Part of way to distribution / marketing

The result from research found that the application which easy and fast to download and available on App Store or Google Play Store.

2.4 Part of marketing support found that the application which are popular and extensively public on the internet and have free using promotion within 15 Days [5].

3. The comparison of the factors which influence in purchasing decision on smartphone application

Data was classified by demography.

3.1 General data from demography

The result from research found that the respondent are female count as 57 percentage which who are in the age of 18-25 years count as 63.8 percentage who are the student in bachelor degree count as 57 percentage and have average income at 10,000 Baht /Month.

3.2 Classification by gender

The result from research found that male gender make a decision by influence more than female gender in part of product subject on application which is capable for using, in part of price such as the application which has the method to pay through credit card, in part of distribution such as the application which has reliability and security, in part of marketing support such as the application which has extensively public of product. As for Female gender have decision by influence more than male gender in part of product can be installed at the general mobile shop including in part of price of the application which have month payment and once time payment for downloading, part of distribution such as the application could be able to download through other tools, part of marketing support the application which have free using promotion within 15 days and discount the price of application when the customer have purchased many products and get free promotion from purchasing.

3.3 Classification by age

The result from research found that in age 18 years below have decision by influence in part of product such as the application which easy to use including a beautiful feature, part of distribution has fast downloading, part of marketing support has discount the price of application when customer have purchased many application and has extensively public about such application on the internet. In age 18-25 years have decision by influence in part of product subject of application capable for using. In age 26-35 years have decision by influence in part of price in the application which have no monthly payment and can pay the price through credit card, in part of distribution step and the method of downloading is easy to understand must not too complicated .In age over 35 years have decision by influence in part of products must have security system for private data [6].

3.4 Classification by occupation

The result from research found that in group of student make a decision by influence in part of product the subject of application must have quality work and capable for using including a beautiful feature, in part of marketing support the application which have extensively public of product and offer on the internet. In group of general officer have decision by influence in part of product the application is easy to use, in part of price the application must have a reasonable price which conform to the product, in part of distribution such as the application downloading must be secured and has a reliability, step and the method of downloading are easy to understand and the application must not too complicated moreover a detail of such application should be searched through the internet, in part of marketing support the application should have free using promotion within 7 days and discount the price of application when the customers have purchased many products. In group of business owner have decision by influence in part of product the application must have security system for private data, has increasing of work quality and application capable to respond in customer's demand.

3.5 Classification by the average income

The result from research found that in group which have income 15,001-20,000 Baht make a decision by influence in part of marketing support must discount the price of application when the customer have purchased many products. In group which have income 20,001-25,000 Baht have decision by influence in part of the price such as the application should

be paid by credit card, in part of distribution the application downloading must be secured and has a reliability, the step and method of downloading is easy to understand must not too complicated and get free other applications when purchased such application. In group of the respondent who have income over 25,000 Baht make a decision by influence in part of the price application must have quality work and capable for using, in part of distribution the application has a fast downloading method.

3.6 Classification by education

The result from research found that in group of customer who have education below bachelor degree make a decision by influence in part of product therefore such application must have quality work and capable for using, the application always up to date including beautiful features, in part of marketing support is extensively public and the application should promote on the internet. In group of customer who have education over bachelor degree make a decision by influence in part of product the application must have increasing of work quality and easy to use, the application which have no monthly payment but have one payment only at the first time for downloading and can pay the price through credit card [4].

Conclusion

From the result of studying the respondent who is female count as 57 percentage, age 18-25 years count as 63.8 percentage, the student in bachelor degree count as 57 percentage and have income 10,000 Baht/month.

From studying about the factor which influence in customer purchasing decision on smartphone application 3 first headings in each part has influenced on customer purchasing decision on smartphone application in good-excellent level regard as the result of product part is the application must respond the customer's demand, easy to use and capable for using, in part of the price found that the application should have a reasonable price and the application should have once payment for downloading, in part of distribution the application should have easy and fast downloading and available on App Store or Google Play Store, and in part of marketing support the application should have extensively public of product and offer on the internet and the application should have free using promotion within 15 days.

From the result of the comparison in factor which influence in customer purchasing decision on smartphone application was classified by demography from the teenager customer found that the most of teenager customer used to play game including the most of them use Apple brand because of high definition and good touch screen system more than other brand therefore the entrepreneur who would like to make the marketing plan in group of teenager customer should crest the application which have height capability for conform to smartphone quality in part of fast downloading, always up to date, have extensively public, have variety promotion for motivate the circulation. As for group of working age found that this age demand the application which can increase work efficiency [2]. The working age would concern about unsecured in transaction on application and this age have less knowledge about the application than teenager therefore the entrepreneur who would like to make the marketing plan in group

of working ager customer should crest the application which can increase work efficiency, easy to use, must not too complicated and have private data security for secure the customer in any transaction [7].

Suggestions

According to in present has a lot of application for the customer to make their choices and always has development and improvement in application for facilitate the customer on using therefore should study and research about the application and customer continuously to use as a guideline for the company or the entrepreneur in application production On smartphone has developed and adapted the strategy for have variety function and up to date the application to respond the customer's demand reasonably Acknowledgement Place affiliation and/or sponsor and financial support [9].

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THE STRATEGIC PLANNING TO INCREASE CIRCULATION OF LIFE INSURANCE OF KRUNGPNIT BANK COMPANY LIMITED, BANTHAEN BRANCH

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Abstract

The independent study is qualitative, action study based on the Appreciative Inquiry to find positive data and theory analysis. The objectives were 1) to explore positive impression and experiences of employees working for Krungpanit Bank, Banthaen Branch, and customers of life insurance and 2) develop guidelines of strategic planning to increase the sales of life insurance for the bank. As units of analysis, 53 people were interviewed. The obtained data were utilized for developing strategic planning consisting 7 projects: 1) Sharing Smiles And Building Up Friendship, 2) Give For You, 3) Training with You, 4) Relationship with Customers, 5) Care For You, 6) Sales Tools, and 7) Tax Saving Festival. After strategic planning, it showed that there was repeat service from old customers of the bank to purchase life insurance for their family members, and the old customers also introduced the life insurance of the bank to new customers, increasing the sales of life insurance for Krungpanit Bank, Banthaen Branch, as expected, corresponding to the objectives.

Keywords: Life Insurance, Strategic Planning, Krungpanit Bank, Banthaen Branch, Appreciative Inquiry, Positive Impression Experiences, Increase Life Insurance Sales

1. Introduction

1.1 Backgrounds and importance

Bancassurance, or the bank insurance model is one service channel. This concept has been used in France since 1980. The word “Banc” refers to a bank. The word “Assurance” refers to life insurance. Commercial bank life insurance is an attempt to increase most channels of revenues and fees. Besides financial transactions, Krungpanit Bank, Banthaen Branch also provides bancassurance. Nowadays, most customers think that life insurance is more important because of environmental changes causing more diseases and illnesses and risks or threats leading to death. In addition, there is a continuous growth of life insurance businesses. In 2014, Krungpanit Bank, Banthaen Branch is authorized for bancassurance operation. Researchers as employees working for the bank, Banthaen Branch, have to operate their work according to the aims given by the headquarters of Krungpanit Bank. Therefore, the researcher is interested in investigating guidelines and strategies of bancassurance and increasing customers for better sales of life insurance than those in 2013. The sales of last year did not correspond to the given objectives. Therefore, in 2014, the researcher aims to develop guidelines to lead to higher life insurance sales than those of last year.

1.2 Scope of the study

1) Concerning the research contents, the researcher explored the best positive experience by interviewing employees and customers of Krungpanit Bank by employing positive questions in order to know employees’ and customers’ impressions. Then, data were analyzed to find focal points and dominance according to the theory of the Appreciative Inquiry (AI). The obtained results were used for strategic planning to increase the sales and customer responsiveness.

2) As units of analysis, 53 people were interviewed. 53 people consisted of 6 bank manager and bank employees of Krungpanit Bank and 45 customers paying life insurance premiums provided by Krungpanit Bank Company Limited consisting of 15 people of Krungpanit Bank Company Limited, Banthaen Branch, 15 customers of OIO Life Insurance Company Limited and 15 customers of Thai Life Insurance Company Limited. (3 groups each of which consisted of 15 people)

3) For the sites of the study, the researcher collected the data from observing and interviewing employees and customers of Krungpanit Bank Company, Banthaen Branch and customers of 2 competitor companies. The customers in the study were those who paid life insurance premiums at Krungpanit Bank Public Limited Company, Banthaen Branch.

4) Duration

In the study, data collection was conducted during March-July, 2014.

2. Objectives

2.1 To explore impression and positive experiences of employees of Krungpanit Bank, Banthaen Branch, and life insurance customers.

2.2 To find strategic planning guidelines to increase life insurance sales for Krungpanit Bank Public Limited Company, Banthaen Branch.

3. Theories, conceptual frameworks, and related research papers

3.1 The methodology was based on the Appreciative Inquiry (AI) in order to find factors affecting decision of purchasing life insurance provided by Krungpanit Bank and factors that could create positive experiences. In addition, the study was based on interviews with bank employees and customer observation, the SOAR Analysis [1], the external environment analysis and internal environment analysis [2], the marketing mix (4P's) [3], and customer relationship administration.

3.2 Related research papers

Tasnawiwat, P. (2543) investigated increasing the sales of insurance policies for car accident victims for Viriyah Insurance Public Company Limited, Mak Khaeng because the company encountered a gradual decrease on car insurance premiums from the compulsory third party insurance of the company in 3 years starting from the year of 1997. The company, therefore, conducted a study to find causes of problems by analyzing business environment. After the SWOT analysis, the company planned short-term marketing strategies by increasing more marketing representatives in the area of Muang District in order to increase distribution channels and public relations and long-term marketing strategies with an emphasis on a continuous public relation strategy[4].

The study of Jeerasombut, R. (2555) described planning strategy for increasing performance in insurance business of T Bank PLC, Sahatsakhan Branch by focusing on the customer service department in order to create positive experiences of customers. The objective was to increase revenues from life insurance premiums, resulting from life insurance business of previous years. The methodology included the internal environment analysis, the external environment analysis, and the competitor analysis. The obtained data were used for developing strategic planning guidelines. The AI was a tool used for action research [5].

4. Methodology

In the study, the researcher interviewed and observed employees and customers, based on the following methodologies and steps of research process.

4.1 Methodology

The Appreciative Inquiry was employed along with analysis of theories and concepts. The obtained data were analyzed and examined for developing guidelines to increase life insurance sales for Krungpanit Bank, Banthaen Branch.

4.2 Data used in the study Sources of the research paper are from data collection by a means of interviewing employees and customers to study their attitudes, behaviors, gestures, and impressions. Other sources come from secondary data, documents, books, journals, textbooks, literature, and related research papers.

4.3 Data collection

Data were collected from interviewing target groups: the bank manager, bank employees, and customers of Krungpanit Bank and competitor companies in the area of Banthaen District. General information was combined. Theories and related research papers searched from libraries and on the internet were used for data analysis.

4.4 Data verification and data analysis

Interview questions were verified in terms of comprehensive contents and consistency with the study objectives. The obtained data were analyzed to find what focal points and dominance employees and customers had. The data were analyzed and summarized.

4.5 Steps of the study process based on the Appreciative Inquiry

The methodology was based on the Appreciative Inquiry to increase life insurance sales for Krungpanit Bank by using Whole-system 4- D Dialogue as described below [6].

1) Discovery

Studying and searching academic documents and research papers related to the Appreciate Inquiry, books on related experiences and knowledge, relevant information on websites, and observation and interviews with employees and customers.

2) Dream

Imaging good things that can possibly happen with bancassurance by considering strengths and the vision of bank “the convenience bank for customers and growing together with customer”.

3) Design

Focal points and dominance from interview were considered. The interview was based on the Appreciative Inquiry, real actions. Data were collected and analyzed for developing work strategies to achieve goals.

4) Destiny

Applying discovered methods from previous steps to determining strategies and developing strategy development guidelines for Krungpanit Bank, Banthaen Branch.

5. Results

Researcher explored the best positive experience by interviewing employees and customers of Krungpanit Bank by employing positive questions in order to know employees' and customers' impressions. Then, data were analyzed to find focal points and dominance according to the theory of the Appreciative Inquiry (AI). The study results on divergences used for developing strategic plans were described as follows.

- The organization's image and reputation and employees' good and reliable advice
- Product fairs at agencies and villages for advertising products
- Arranging a meeting for exchanging knowledge, opinions, and selling techniques among employees
- Providing customer database, following up offered promotions and introducing products
- Providing a selling manual and a table of life insurance premiums for selling products more easily
- 1) Sharing Smiles And Building Up Friendship
- Employees' Thai greeting, Wai, to customers before and after service without classifying customer groups: one group that they know and another that they do not know

2) Give For You

- Old customers introduced new customers for bancassurance because they would like to receive prizes, causing increasing sales.

3) Training With You

- Employees exchanged ideas, knowledge, and selling techniques with individual employees. That helped employees who used to lose confidence in selling products and were shy be more self-confident in their work and succeed in their work, causing more sales.

4) Relationship With Customer

- There were good customer responsiveness and customers' interest in life insurance. Some customers had never known about bancassurance. Customers liked when there were product fairs with employees waiting to inform them about life insurance. It was considered as publicity. Some customers were not convenient to go to the bank for transactions and were not confident to ask information from employees.

5) Care For You

- Customers liked when Krungpanit Bank informed about priorities, benefits, and promotions because in the past they knew about the information only when they came to the bank. Knowing the information before helped them make a faster decision of life insurance.

6) Sales Tools

- Employees could introduce life insurance and close the sales more quickly because they had tables of summarizing life insurance premiums for different age ranges of customers with privileges. Employees did not need to waste spending time assessing the data, and customers did not need to spend long time waiting.

6. Conclusions

For interviewing and observing employees and customers, the duration for the study was 5 months starting from March to July, 2014. Study results on divergences used for developing strategic plans were described as follows. Then the researcher developed totally 7 projects: 1) Sharing Smiles And Building Up Friendship, 2) Give For You, 3) Training with You, 4) Relationship with Customers, 5) Care For You, 6) Sales Tools, and 7) Tax Saving Festival. The operation corresponded to the strategies and plans. Another change was informing customers more about products and promotions and increasing new customers, leading to higher sales of bancassurance than those of last year, 2013, for the same duration of the study from March to July showing the sales of 1,450,000 baht. After applying strategic plans to practice in 2014, it showed higher sales equal to 1,572,000 baht for the same duration of the study from March to July, the sales increase beyond expected results given in the year of 2013. The amount of money, 122,000 baht accounted for 8.41%. In 2014, sales increased beyond the expectation of 1,500,000 baht. The difference was about 72,000 baht, accounting for 4.8% of increase beyond the expectation (from each employee's sales recording). Therefore, the results from applying the six strategies to the operation could increase the sales for Krungpanit Bank, corresponding to the aims and determined objectives.

7. Acknowledgement

The independent study could be well completed. The researcher would like to express sincere gratitude to Assoc. Prof. Suwat Chitpaneechai as an IS advisor for always devoting his time to give advice, explanations, guidelines and helpful concepts for the study. The researcher would like to thank officials of College of Graduate Study in Management, Khon Kaen University for assistance with the independent study. Finally, the researcher is grateful to the researcher's parents who always take care, encourage, and support the researcher.

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CUSTOMER ACQUIRING APPROACH OF “CHAMP” LAUNDRY SERVICE IN KHON KAEN MUNICIPALITY

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ABSTRACT

This study had objectives to study laundry service using behavior, marketing factors that affecting to laundry service using decision and to set approach to increase number of customers of “Champ” Laundry Service in Khon Kaen Municipality. Data was collected by interviewing 71 people during 1-30 June 2014. Study of laundry service behavior found that most of interviewees used laundry service because they needed to wash their clothes every day, there are too many clothes and some of them are large size such as blanket and bed sheet. They did not want to buy large washing machine by themselves and did not want to hire more housekeepers. A study of factors that affecting to laundry service using decision found that product factors were cleaning capability and variety of service. Price factors per size and per piece were reasonable. Distribution factors were delivery service and customer can make an appointment via telephone. Promotion factors were special price or cash discount and promotion for long-term contract customers. Process factors were fast and accuracy of delivery service. Personnel factors were good manner, well-dressed and willingly staffs. Physical environment factors were clean washing machines and modern equipment. Efficiency and quality factors were loss guarantee in laundry and delivery. The researcher had set 3 approach to increase number of customers which were 1) “Champ” laundry service introduction 2) the right promotion and 3) free trial program. Number of customers should increase after applying these 3 approaches.

Keywords: Customer Acquiring Approach, Laundry Service.

Introduction

There are a lot of accommodations, hotels, spa and massages in Khon Kaen Municipality. In Khon Kaen Municipality consists of 53 hotels, 23 apartments, 16 spa and massages, 3 private hospitals, 15 beauty clinic, including 126 places.[4]

“Champ” Laundry Service was established in April 2556 and have just only 14 small amount customers. The results found that total expense higher than the total receive. The trouble cause from this laundry service was opened without advertising and marketing. From the result from found that from April - December 2556 total receive was only 424,700 baht but expense was 565,658 baht.

The efforts to solve the problems from the above, the researcher who is the owner of “Champ” Laundry Service saw an opportunity to target customer from Hotels, Apartments, Spa and massages. They have too many materials need for laundry such as, bed sheets, pillow case and blankets in everyday. Therefore, the study is consider to behavior and marketing factors that effecting to target customer decision to select of laundry service. Then study customer acquiring approach to increase the number of customers who use the laundry service to be able to continue the business with stability.

Objectives

The objectives of this independent study are

1. To study the laundry service using behavior and marketing factors that effecting to selecting decision using laundry service of Hotels, Apartments and Spa entrepreneurs in Khon Kaen Municipality.
2. To set approach to increase the number of customers of “Champ” Laundry Service in Khon Kaen Municipality.

Methodology

1. Study the laundry service using behavior and marketing factors that effecting to selecting decision to using laundry service and customer acquiring in Khon Kaen Municipality.

Using Approach to qualitative research. The instrument used in this study are interviews to collect data from entrepreneurs in Khon Kaen Municipality, Muang Khon Kaen, Khon Kaen Province. Total of 71 cases during 1-30 June 2557, classified as a hotel 20 cases, apartment 14 cases, spa 13 cases, healthy massage 15 cases and beauty clinic 9 cases. The data analysis is content analysis by conclusion and compilation then present by descriptive narration.

2. Set approach to increase the number of customers of “Champ” Laundry Service in Khon Kaen Municipality.

The results of the interviews were analyzed by theories about consumer behavior (Consumer Behavior) theory of marketing mix (Marketing Mix: 8 Ps) General Environment Analysis (General Environment Analysis) Analysis of Competition (Five Forces Model). Analysis of strengths, weaknesses, opportunities, threats (SWOT Analysis). Then, use the results of data analysis set

approach to increase the number of customers of “Champ” Laundry Service.

Results

1. The results of study laundry service using behavior, marketing factors that affecting to selecting decision using the laundry service of Hotels, Apartment and Spa entrepreneurs in Khon Kaen Municipality .

Found that the most of target customers are 92 percent using the laundry service, because of they need to laundry every day, and have too many clothes and some of them are large size such as blanket and bed sheet. They do not want to buy large washing machine and do not want to hire more workers. And the most of establishments are 90 percent continually service. So the laundry service need to fast and on time.

The factors that affecting the decision to use laundry service found that the target customers focus on many factors were; 100 percent of the product factors were cleaning capability and variety of service, 90 percent of price factors were reasonable per size and per piece of clothes, 95 percent of distribution factors were delivery service and customer can make an appointment via telephone, 80 percent of the marketing promotion including promotion for a long-term contract customers had special price or cash discount, 93 percent of the process factors have to fast and accuracy delivery, 89 percent of personnel factors were good manner, well-dressed and willingly staffs, 91 percent of physical environment factors were clean washing machines and modern equipment, 100 percent of efficiency and quality factors were loss guarantee in laundry and delivery.

In addition, from the interviews also found that if the laundry service can work on the target customers demand they will use this laundry service in the next time for sure.

2. Set approach to increase the number of customers of “Champ” Laundry Service in Khon Kaen Municipality.

General environment analysis found that the political and legal environment, economic, social and cultural, technology and the natural environment had a positive effects to the business.

The analysis of competitive environment found that the competition between the same enterprises, the threat of new competitors and the bargaining power of buyers, were moderate level. The threat of substitute products and the bargaining power of the seller, were low level.

Analysis of strengths, weaknesses, opportunities, threats (SWOT Analysis) found that Strengths 1) The standard of service are clean and starch 2) Delivery service was customers can make an appointment for delivery via telephone 3) Customers satisfaction guarantee, was willing to provide free laundry charge if the clothes did not clean 4) Damage guarantee for damage that occurs during laundry processes and loss guarantee 5) Extensive parking and convenient transportation 6) Service focus on punctuality and 7) Recruiting knowledge and expertise workers to service customers.

Weakness were 1) “Champ” laundry service was the new entrepreneur. It was not well-known to the customer. And need to takes time to build recognition and trust from customers 2) Owner of “Champ” laundry service did not have an experience in the business before and

lack of knowledge in the field of management. And need to understand market conditions and consumer behavior cause of disadvantage to another competitors and 3) the business process has several steps and requires a preciosity. Sometimes workers did not endure to work cause of the resignation and replacement of workers.

Opportunities were 1) Today, the entrepreneurs such as hotels, apartments, restaurants, massages, spas and beauty clinics were increasing and 2) the entrepreneurs did not want to invest more money in the laundry.

Threats were 1) The wage was adjusted to higher causes of higher costs 2) lack of expertise in the laundry and 3) when there were many competitors in market, cut prices strategy were using in their marketing.

From the study can set approaches to increase the number of customers by 3 projects.

Project 1 “Champ” laundry service introduction.

Principle

Because of “Champ” laundry was recently established and no advertising, so this project will focus on the advertising to target customers to know the “Champ” laundry service.

Objective

To introduce the “Champ” laundry service to target customers in Khon Kaen Municipality to know the laundry and customers have more alternative to use a laundry service.

Methods

1. Make brochures to introduce “Champ” laundry service.
2. Prepare quotation.
3. Go out to advice and offer to laundry and delivery service. Offer the price rate for entrepreneurs target.

Evaluation

By the increasing of customers.

Project 2 The right promotion

Principle

The study factors that affecting to decision to use the laundry service found that; prices factor, price rate per size and per piece were reasonable. Distribution factors were delivery service and customers can make an appointment via telephone. The promotion factors were set special price or cash discount for long-term contract customers.

Objective

To set promotions and prices to attract more customer make a decision to using our laundry service.

Method

The promotional discounts, as follows

- If 10,000-20,000 baht per month receive a 2% discount.
- If 20,001-30,000 baht per month receive a 3% discount.
- If 30,001-50,000 baht per month receive a 5% discount.
- If more than 50,000 baht per month receive a 7% discount.

Evaluation

By the increasing of customers.

Project 3 Free trial program

Principle

The laundry service is a business that relies on the confidence of customers that have cleaning capability and delivery on time. To ensure the target customer to use “Champ” laundry service. So have to provide a free trial to these target customers.

Objective

To ensure the target customers in using laundry service from “Champ” laundry service.

Method

Contact the target customers to use a free trial service.

Evaluation

The target customers in Khon Kaen Municipality are increase.

Conclusion and suggestions

From the results mentioned above. Can be set 3 approaches to increase number of customers. The total budget is 60,000 baht (sixty thousand Baht). When performed by approaches to increase number of customer found that from the past customer have just only 14 total number was increased to 20 and expected that, if do these approaches continuously within the end of 2557 will be more customers at least 25.

The results of this study found that relate with study of Weeraya jompakdee [10] that was studied Service marketing mix factors that affecting to decisions to use a laundry service in Chiang Mai Municipality. Found that Service marketing mix factors that affect to decision to use a laundry service in Chiang Mai Municipality. The affecting factors descending order are process factors, personnel factors, price factors, product factors, distribution factors and physical factors. While the field of marketing promotion factors affecting to the decision in moderate level. When considering in each sub-factor found that the product factors were clean. The price factors were worth and consistent with the quality of service. Factors on the distribution were location nearby accommodations. Factors marketing promotion were provide the low cost package. Personnel factors were workers are attentive and helpful service to customers. Physical factors were the washing machine and equipment have to clean. And the process factors were accuracy of deliver. And relate with Watcharee Atsawasophon [9] that was studied behavior and marketing mix factors that affect to customers using selection laundry service in Huaikwang district, Bangkok. Found that the price factors, service factors and personnel factors were the most priority. The distribution factors, marketing promotion factors and physical factor are high level.

Suggestions from the study for “Champ” Laundry Service.

- 1) “Champ” Laundry Service should have a standard in the laundry to ensure the customers in using service.
- 2) “Champ” Laundry Service should have the Quality Management System to use for

management and monitoring to improve service.

3) “Champ” Laundry Service should have a marketing plan in the long term to be able to compete in business in the future.

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APPROACHES TO INCREASE THE SALES VOLUME OF ABC SECURITIES COMPANY LIMITED (THAILAND) KHON KAEN BRANCE

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Abstract

The study reports study on Approaches to increase the sales volume of ABC securities company limited (Thailand) Khon Kaen branch. Aimed to 1) the competitive situation of securities Company in Khon Kaen province 2) behaviors and factors that influence customers to invest in stock market 3) Approaches to increase the sales volume of ABC securities company limited (Thailand) Khon Kaen branch. Instruments used in this study were PESTE analysis, competition analysis, SWOT analysis, and questionnaire. Situation of competitive conditions in the securities business are Intense competition in terms of promotion and marketing. Employees, service providers and the service. In the questionnaire study about behavior and the factors that influence the use of securities. The results of test found approaches to increase the sales volume the following projects found 6 projects is Question has been solve, First trade good more trade better, Start with stock why jackpot ?, Improve skill, New and bigger home, Be best friends. A total budget of 293,000 baht and a 6 months period between July - December 2557, which the study is expected after implementation of the guidelines is planned. Will increase profit's sales by 10 percent or at least according to the company's profit from sales' target of 500,000 baht.

Keywords: Increase Sales Volume, Securities Company

Introduction

Business of security trade is an important business of Thailand in terms of risk management that can build up personal, family and business stability, of financial institutions as the center raising saving and investment from household sectors with high potential and gained money will be allocated for investment in many formats of business such as shares, fund and debt securities that directly support developing business and economy.

In 2nd quarter of 2013, there was a deflation of Thai economy through many economic signals leading to the relevant parties express their concern toward foundation of Thai economy in both present and future. But actually, Thai economy in 2013 was just the interval of foundation readjustment; the deflation was the result of too extreme acceleration in previous year due to recovery from great flood and measures used to stimulate economy of government. So, it is normal for this year to have transient deceleration of growth to get back to normal condition. Unfortunately, we also confronted inconstancy of world economy recovery from threat of bubble economy in financial section of China, fast and harsh inflow and outflow of capital internationally transferred, fluctuation of commodity price such as oil and gold including low price of agricultural products. These factors totally affected capacity of our economic growth [2] in 2012; gross domestic product was at 6.75 but for 2nd, 3rd and 4th quarters of 2013, gross domestic product decreased to 2.9, 2.7 and 0.6 respectively. So, there was a perspective that gross domestic product is likely to keep reducing as illustrated in table 1.

From deflation that dramatically affected confidence of investment in Stock Exchange led the income from circulation of Securities ABC Public Company Limited, Khon Kaen Branch did not meet the target of income from sales volume. We could see that income from sales volume of Securities ABC PCL, Khon Kaen Branch, had average profit for 601,018.33 Baht in 2012 that is higher than determined target but in 2013, bad economy affected income from sales volume and it was for 468,579.5 Baht and it did not meet the specified target as shown in figure 1. How to calculate income from sales volume is that when the sales volume reaches one million Baht, the company will gain 2000 Baht profit. However, this kind of business is highly competitive from surveys about securities business in Khon Kaen Province, they found that there are 15 securities company in Khon Kaen Province and as the investigator is one of the company work team, so, there is an interest in building up approaches to increase sales volume of Securities ABC PCL, Khon Kaen Branch so as to find the way to increase sales volume to meet the specified target and further grow sustainably in securities business.

Objectives

1. To study competitive situation of securities business in Khon Kaen Province.
2. To investigate behaviors and factors that influence using service of securities company by investors and those who have interest in investment in stock exchange in Khon Kaen Province.
3. To study approaches to increase sales volume of ABC Securities Public Company Limited, Khon Kaen Branch.

Methodology

The study will be divided into 3 items according to objectives such as 1) studying competitive situation in securities business in Khon Kaen Province consisting of general environment analysis such as political and law environment, social and cultural environment, economic environment, technological environment and physical environment [3] To analyze competition in industry comprises of using Five Forces Model [4] such as, threat from newcomers in industry, negotiation power of purchasers, threat from substitute goods and SWOT Analysis to analyze environment of both internal and external marketing to find market chance and utilize creating approaches to increase sales volume [5] 2) studying behaviors and factors that influence using service of securities company by investors and those who have interest in investing in stock exchange in Khon Kaen Province by using questionnaires to realize consumer's behaviors. For example, who is in target market, what consumers purchase, why they choose to buy and who participates in purchasing, when consumers buy, where to buy and how they buy [6] and marketing components that influence using service of securities company such as products, price, distribution, marketing promotion, personnel, physical quality, procedures and productivity [7] the criteria of measurement is 5 levels that are most, many, moderate, little and least by gathering data from samples who have job associated with finance in Khon Kaen Province for 400 samples 3) studying approaches to increase sales volume of ABC Securities PCL, Khon Kaen Branch by using study result from every section to determine approaches for increasing sales volume by using matrix relation [8] so as to derive approaches to increase sales volume and further creating projects.

Result of Study

1. The result of studying competitive situation in securities business in Khon Kaen Province

The result of analyzing general environment, political and law environment affected negatively because politics was not stable. Economic environment affected negatively because economy had tendency to be deflated, social and cultural environment had positive impact because new generation of population have more interest in investment. Technological environment had a positive impact as currently, there is modern technology, physical environment affected positively due to the fact that there is convenient transportation. Competition condition in industry, threats from new competitors was in low level as it is the business requiring high capital for operation. Competition between businesses in industry is getting intense because there are too many competitors up to 15 parties that have the same product; therefore, it is necessary to set strategies to attract customers for investment; threats from substitute goods are low since they are properties that have high returns compared to other substitute goods. Negotiation power of purchasers is high for every company has the same products but negotiation power of sellers about production factor is low because it is the product that already has fixed price.

2. Result of studying behaviors and factors that influence using service of Securities Company by investors and those who have interest in investment in stock exchange in Khon Kaen Province

From questionnaires, it is found that most respondents are male with age range 20-30 years old and bachelor's degree, single status, career of trading/ personal business with average income for 15,000 Baht/month. The majority of respondents used to apply service of Securities Company mainly investing in stock exchange, investing for profit and investing in equity instruments. Who had influence to consider investment is self. They invest in stock exchange daily and what time you like to trade securities most and it is 10.00-12.30 hrs. They knew information from internet and were convenient to use smart phone for service and have at least 2 different accounts. They have securities trade account from many companies because they open to help their acquaintances. They know ABC Securities PCL from internet because it is a famous company that is widely accepted. Factors of market components affected decision to select service of Securities Company found that for product, price, marketing promotion, personnel, procedures, physical condition, customers gave precedence to them all in level most but for service place, priority level is totally moderate.

3. Result of studying approaches to increase sales volume of ABC Securities Public Company Limited, Khon Kaen Branch

Determine approaches to increase sales volume by using data of result of studying objective 1 and 2 with matrix relation to create projects and find guidelines to increase sales volume to the company and all projects shall be asked for permission to operate for totally 6 projects such as Project of You Ask I Answer, Trade now, Get now, The more you trade, the worthier it is, Start with shares, do not have to challenge, Improve Skill Project, New and Bigger House, Be Best Friend Project with total budget for 293,000 Baht with 6 month duration.

Conclusion

Situation of competition in securities business in Khon Kaen Province is very highly competitive due to too many competitors of 15 companies. Customer base competition rate is high by using marketing promotion and service to meet customers' need as every company has same kinds of product so customers have choice to select service. The tendency of worse economy has an impact on diminishing securities investment.

General data of respondents who mostly are male with age range 20-30 years old; education level is at least bachelor degree with single status. They have career of trade/ personal business with average income 15,000 Baht/month. The majority of respondents used service of Securities Company to mainly invest in stock exchange, investing for profit and investing in equity instruments. Who had influence to consider investment is self. They invest in stock exchange daily and what time you like to trade securities most and it is 10.00-12.30 hrs. They knew information from internet and were convenient to use smart phone for service and have at least 2 different accounts. They have securities trade account from many companies because they open to help their acquaintances. They know ABC Securities PCL from internet because it is a famous company that is widely accepted. Factors of market components affected decision to select service of Securities Company found that for product, price, marketing promotion, personnel, procedures, physical condition, customers gave precedence to them all in level most but for service place,

priority level is totally moderate.

After that, all study result will be used to determine approaches to sales volume of ABC Securities company and there are total 6 projects such as Project of You Ask I Answer, Trade now, Get now, The more you trade, the worthier it is, Start with shares, do not have to challenge, Improve Skill Project, New and Bigger House, Be Best Friend Project with total budget for 293,000 Baht with 6 month duration. The investigator expected that after taking action following planned approaches, it will be able to increase sales volume not less than 10% or at least it meets that income target specified by the company for 500,000 Baht.

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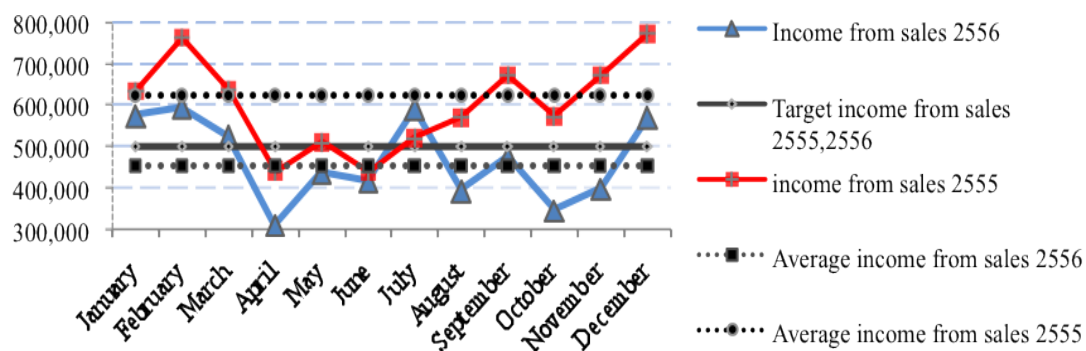


Figure 1 Income from sales volume in ABC COMPANY LIMITED (THAILAND) KHON KAEN BRANCE

Table 1 The Gross Domestic Product (GDP) in Thailand

	Year 2012				Year 2013			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
GDP	0.4	4.4	3.1	19.1	5.4	2.9	2.7	0.6
Average				6.75				2.9

From: [9]

STRATEGIC PLANNING THROUGH APPRECIATIVE INQUIRY A CASE STUDY OF ESOL ENGLISH SCHOOL AT UDON THANI PROVINCE

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Abstract

This study report is the strategic planning through the Appreciative Inquiry: a case study of ESOL English School. The objective of this study was to investigate the positive experiences of 30 students who studied English in Mueang district areas, Udon Thani province, implementing the 4D model of the appreciative inquiry as the main instrument to interview and observe with integration to the tipping point. The data collection of this study lasted 4 months. According to the interview, it revealed the common and prominent information which were analyzed concurrently with the obtained information in terms of environmental analysis (PESTE Analysis), competitor analysis with the marketing mix 7Ps, and organizational analysis using SOAR analysis. The findings showed that the strategies for the English teaching techniques based on the students' certain needs consisted of 1) mind-mapping strategy, 2) native-speaker teacher strategy, 3) role-play strategy, 4) vocabulary song strategy, and 5) vocabulary game strategy. In conclusion, all five strategies were practical techniques for teaching English. The students were enjoyable and impressed in learning English. In addition, the students could use English accurately. Thus, this resulted in the recurring revenue and the viral marketing, which recruited the new students and higher incomes. Moreover, it could help ESOL English School become the leader of English schools that the students studied English happily in Udon Thani regarding the defined vision and the goals.

Keywords: appreciative inquiry, strategic planning, teaching techniques

Introduction

AEC 2558 known as ASEAN Economics Community B.E. 2558 (the year of 2015) is an economic integration of 10 member countries such as Thailand, Myanmar, Lao People's Democratic Republic, Vietnam, Malaysia, Singapore, Indonesia, Cambodia, and Nation of Brunei, the Abode of Peace for mutual economic benefits. 2015 is a year of free trade when people can invest their businesses and earn a living everywhere in the ASEAN Region. There is an agreement that English language is used as a medium of business communication according to Article 34 of the ASEAN Charter 10 on Administration and Procedure: the working language of ASEAN shall be English. Therefore, proficiency in English language is extremely important for communication and collaborative working with ASEAN member countries [1].

Based on TOEFL iBT scores, in 2010, the average English-proficiency score of Thai learners was 75 out of 120, only higher than average scores of some countries (except Brunei) such as Cambodia, Laos, Myanmar, and Vietnam and still lower than those of Singapore, Malaysia, Philippines, and Indonesia. It reflected that Thai learners still needed to develop higher English-proficiency levels [2].

English language is essential since currently, economy and politics of Thailand become more universal. As a result, English speaking for business communication or education is unavoidably significant. Because of these reasons, many English language teaching schools in Udon Thani province have been established with similar target groups: students, working people, and people who would like to further their study or work abroad. Because English learning is not only limited at schools, people should look for good English language schools to improve their English skills.

ESOL, an English school of learning, in Udon Thani province, was completely built on June 26, 2013. Its address is 165/6 Srichomchuen Road, Makkhaeng Sub-district, Mueang District, Udon Thani. It is near many famous schools of the province for travel convenience. Currently, ESOL English School is encountering a drop in a number of students because the school has just been established, and it is still unknown among people. Moreover, economic and political conditions affect revenues of ESOL English School. ESOL English School also encounters a relatively high competition with other English language schools in Udon Thani. Teaching techniques that meet student needs and the school's reputation are important components of increasing the number of students. Therefore, the researcher was interested in studying those issues to know positive experiences which students actually needed and to develop strategies for developing various teaching techniques meaningfully for ESOL English School, Udon Thani, by a means of the Appreciative Inquiry to meet the highest customer needs.

Objectives

1. To know positive experiences of students at the English language school, Mueang District, Udon Thani.
2. To apply students' positive experiences to planning strategies in order to develop happy teaching techniques of English studying for ESOL English School, Udon Thani, to meet most customers needs.

3. To increase a number of new students for ESOL English School.

Concepts, theories and related literatures

1. Appreciative Inquiry

The Appreciative Inquiry [3] is defined as a process of systematically collaborative studying and searching to find the best thing in a person, an organization, or surroundings with an emphasis on the art of questioning to lead to developing systems for the highest potential. Then positive findings are linked with one subject or used as an organizational change process. The cycle of AI starts from discovering the best experience (Discovery) and then using the best experience to continue dreams or visions (Dream), planning visions to be reality (Design), and starting to do (Destiny).

2. Organization analysis; the SOAR Analysis

SOAR Analysis [4] is a principle of analyzing an organization or an agency to be used as a strategic planning guideline. The technique was developed from SWOT Analysis. Nowadays, there is a rapid business environment change. Subsequently, SWOT analysis-based planning lacks association with visions, missions, and future goals of organizations. Therefore, the appropriate strategic planning for modern organizations and organizations of leaders using the AI depends on the tool called “SOAR Analysis”, meaning analyzing strengths of an organization (strengths), what opportunities are helpful for the organization (opportunities), things wanted to happen in the future for the organization (aspirations), expected results (Results).

3. The Tipping Point

Malcolm Gladwell (2010) defined a tipping point as a point causing a lot of changes. First, it was a trivial matter in which people were not interested. However, it has become a popular trend.

4. Marketing Mix 7P's; the concept of service marketing

Chaoprasert Chaisomphol (2006) stated that the service marketing mix would be different from general marketing mix. The new concept on service marketing mix, consisting of the original marketing mix, 4P's (Product, Price, Place, and Promotion) and other 3P's: People, Process, and Physical Evidence.

5. General Environment Analysis

Eamlaorpakdee Pranee (2007) mentioned that the analysis of external environment factors that an organization could not control was called “PESTE Analysis”, used for analyzing general environment. PESTE Analysis is used for finding opportunities and threats. There are 5 characteristics of general environment: politics, economy, societies and cultures, technology, and physics.

6. Related research papers

Amatashewin Ladda (2000) conducted a study on studying a project on foreign teachers teaching English at primary schools in Bangkok metropolis. The study illustrated that speaking and listening skills of the students taught by foreign teachers were better than those not taught by foreign teachers. However, reading and writing skills were not different. Concerning student

satisfaction, most students liked foreign teachers' personality. Foreign teachers were cheerful and friendly. The teachers dressed properly and paid attention to each student thoroughly. The satisfaction in the second place included entertaining atmosphere in the class, students' freedom to do activities, and foreign teachers' advice, encouragement when students made mistakes, and cordiality.

Chatdon Amornrat (2010) conducted a study on the effects of using games in teaching English vocabulary on the learning achievement and retention of Prathomsuksa 3 students. The findings indicated the effectiveness index of learning English vocabulary of grade 9 students who learned by songs, equal to 0.8163, meaning that about 81.63% of students had more knowledge. After song activities, students had higher learning achievements at the statistical significance level at 0.05. Students' retention before studying and after studying 14 days was not different.

Kritsanalom Ketsara (1998) conducted a research on effects of the role-play teaching method on students' attitudes, achievements, and confidence in speaking English. The study demonstrated that 1) students in the experimental group with role playing had more confidence in using English than those studying English with a teacher-centered approach; 2) students studying English by role playing had good attitudes towards English learning more than those studying English normally; and 3) students believed that role playing was a helpful activity which allowed them to enjoy studying, leading to language skill development, especially speaking skills.

Kwansri Rawiwan, Kuha Ariya, and Peturai Orntip (2007) conducted a study on effects of mind mapping teaching on English achievement and creativity of Prathomsuksa 6 students with different levels of language. The results showed that 1) students who were taught by a mind mapping method had English achievements different from those who were taught normally at the statistical significance level at 0.05; 2) students taught by the mentioned method had a high proficiency in English with different achievements when compared to those students who had a low proficiency in English at the statistical significance level at 0.001; and 3) students studying English by the mind mapping had more creative ideas than those taught by the normal method at the significance level at 0.05.

Suwannapan Sarinee (2010) investigated using song activities to promote English pronunciation, vocabulary and grammar knowledge of Prathomsuksa 5 students. The results showed that after learning English by songs, all students could achieve in English pronunciation, meeting or surpassing the minimum criterion (passing) score of 50%. 75% belonged to students with a very good English pronunciation, and 25% described students with a good English pronunciation. Moreover, students' knowledge of vocabulary and grammar increased after song activities.

Methodology

The methodology was based on the 4D Model according to the Appreciative Inquiry in order to achieve goals. The methodology consisted of the following steps.

1. Discovery

Discovery refers to studying information from books, theses, journals, research papers, related references, and positive question-based interview according to the Appreciative

Inquiry. The sample consisted of 30 students as mavens according to the Tipping Point Theory. In other words, students had a good command and proficiency in English to some extent. The study aimed to find positive experiences of English learning and to analyze the obtained data with general environment analysis, or PESTE Analysis, competitor analysis by using Marketing Mix 7Ps, and organization analysis based on the SOAR Analysis. Afterwards, data were discussed and summarized to find convergences and divergences in order to develop strategies of English teaching techniques for ESOL English School, Udon Thani for most customer responsiveness.

2. Dream

This step refers to using convergences and divergences to continue dreaming about things wanted to happen and to develop English teaching techniques for ESOL English School, Udon Thani to meet most customer needs.

3. Design

It refers to designing strategies from dreams in order to make dreams become true. In addition, the design emphasized developing English teaching techniques for ESOL English School to meet most customer needs.

4. Destiny

In this step, strategic plans were taken into real practice for developing English teaching techniques for ESOL English School. This step of operation deals with 3 aspects: changing, authorizing, and learning.

Results

After finding sample students' positive experiences, the researcher analyzed strengths, opportunities, convergences, and divergences to calculate positive scores for result explanations and strategic planning with the aim to achieve the goals. The results yielded the following English teaching techniques.

1. Mind-mapping strategy

The study on interesting convergences showed that students liked learning classified vocabulary. The obtained results were used for designing a mind-mapping strategy. In the strategy, foreign teachers gives important vocabulary appearing in the content to draw mind mapping and asks students to present other important words to link with the key words as given as much as they can. After that, students explain relations of each word, based on the created mind mapping. This allows students to remember more English words.

2. Native-speaker teacher strategy

From discovering interesting convergences and divergences, it showed that students enjoyed studying with teachers who were English native speakers because the teachers were friendly and funny. The teachers paid attention to each student. Students liked learning English pronunciation. The results were used for designing strategies of English native speaker teachers with the aim to find English native speakers to teach English. That would help students improve their listening and speaking skills. It is important that teachers teach attentively, create cordial classroom atmosphere, and include funny stories sometimes to reduce stress during study.

3. Role-play strategy

The finding on convergences showed that students liked role playing, so the results were used for designing the role-play strategy. In the strategy, a foreign teacher gives a situation and a conversation. Then, students find their partners for conversation to perform role playing in front of the class. The aim is that students understand situations and ways of conversation, allowing students to be more self-confident.

4. Vocabulary song strategy

Based on discovering interesting convergences, it showed that students enjoyed learning English vocabulary by songs. Thus, the obtained results were used for designing the vocabulary song strategy. In the strategy, a foreign teacher finds vocabulary from each lesson to compose a song. Before singing a song, the teacher explains meanings of new words and ways of pronunciation. Then, the teacher sings a song and asks students to sing. This activity helps students remember new vocabulary and pronounce words correctly. They enjoy singing a song as well.

5. Vocabulary game strategy

Based on the study on interesting convergences, it illustrated that students liked playing vocabulary games. Thus, the researcher relied on this finding for developing the vocabulary game strategy. In the strategy, a foreign teacher explains rules before playing games. If any student can tell meanings of English words, he or she should pronounce them correctly and tell meanings of English words for his or her friend with English to English translation in which the teacher waits for helping students. This activity helps students remember new words and enjoy playing vocabulary games.

Conclusions

The methodology was based on the Appreciative Inquiry. 4D Model was used a main research tool to interview 30 students at the English language school, Mueang District, Udon Thani. Those students were mavens according to the Tipping Point. In other words, students were able to use English to some extent. Positive questions were emphasized to find positive experiences in English studying. The obtained results were analyzed, accompanied by general environment analysis based on PESTE Analysis, competitor analysis by a means of Marketing Mix 7Ps, and organization analysis completed by SOAR Analysis. Then the data were analyzed and summarized to find convergences and divergences for developing strategies of English teaching techniques for ESOL English School for most customer responsiveness. The findings yielded the following strategies.

1. A mind-mapping strategy consistent with the study of Kwansri, R. et al. (2007)
2. A native-speaker teacher strategy relevant to the study of Amatashewin Ladda (2000)
3. A role-play Strategy relevant to the paper of Kritsanalom Ketsara (1998)
4. Vocabulary song strategy consistent with the paper of Suwannapan Sarinee (2010)
5. Vocabulary game strategy consistent with the study of Chatdon Amornrat (2010)

Therefore, it can be concluded that the five strategies of English teaching techniques are practical. That is, these strategies make students happy studying English and use English correctly. That results in more effective learning and students' impression. Students can share good things to others, increasing more new students. Furthermore, ESOL English School, Udon Thani, can become a leader of English language school business. It offers happy English learning to students, corresponding to the vision and required objectives.

Recommendations

1. There should be a continuous process of the Appreciative Inquiry. Observing and communicating with customers are emphasized to know their actual needs. Next, the results are explained and utilized for further development.
2. There is a requirement of English language proficiency test for students.
3. Classes related to students' English language proficiency levels and a sufficient number of classrooms are significant.
4. It recommends that the school develop various courses to correspond to students' need.
5. The school's image, decoration, and full facilities are necessary for the suitable atmosphere for studying.

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APPLYING APPRECIATIVE INQUIRY TO CREATE POSITIVE CUSTOMER EXPERIENCE : THE CASE STUDY OF NONGWAENG COMMUNITY MEDICAL UNIT

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Abstract

Objectives of this study entitled “Application of appreciative inquiry to create positive customer experience: a case study of NongWaeng community medical unit” was: 1) to discover positive experiences of health care providers and clients, and 2) to apply their positive experiences to create positive customer experience to impress clients and effectively respond clients’ needs. Appreciative inquiry was used in all steps of the study method to discover positive experiences. The subjects of this study were 41 participants, including 18 health care providers and 23 clients. Subject interviews were conducted for data collection and the collected data were subsequently analyzed for divergence and convergence factors. Integrations with the marketing mix, the outcomes from the analysis were applied to adopt strategies for creating positive experiences for clients accessing health care service in NongWaeng community medical unit.

The results suggested 139 positive experiences, comprising 11 convergence and 9 divergence factors. 14 strategies were developed including 1. Health education in every step of health care 2. Greeting, smile and expressing thank 3. Community-oriented health care in the office 4. Chronic disease clinics in the community by the community 5. New advertisers 6. One family 7. Knowledge management 8. Ability to answer raised questions 9. Merit raising and community supporting 10. Developing clear and new layout 11. Activity during waiting for health care service 12. Advanced making appointment, reducing waiting time.. 13. Paperless patients’ record 14. Fast track for patients with well controlled sugar/blood pressure. The adopted strategies have been introduced into a project and transformed into activities for implementation. This project is presented into the annual budget in 2014 of Khon Kaen Hospital and Fund of Khon Kaen Municipal Health.

Keywords: Appreciative inquiry, Positive customer experience

Introduction

NongWeang community medical unit is a primary health care unit under Khon Kean Hospital. This unit has provided health care services to approximately 14,111 people in 10 communities. In this area, there are additional five primary health care units responsible for 58,902 clients. These units are network of NongWaeng community medical unit[1]. Recently, due to the policy to determination of the general practice section of out-patient department of Khon Kean Community Hospital in 2012, a greater number of clients from responsible units and network units have visited NongWeang Community Medical Unit. It was reported that in 2012 there were 42,309 visitors (average 116 cases a day)[2].

Owing to a crowd of clients, there have been a greater number of complaints and risk management reports in 2012 and 2013 about inappropriate service behaviours and delay of service[3]. These circumstances result in negative image and discouraging the health care providers. To illustrate, it was reported that happiness level of the health care provider was 61%; the average waiting time was 91 minutes and satisfaction to the unit in 2010 and 2012 was 84%, 88% and 91%, respectively[2].

To address these problems, the appreciative inquiry is therefore applied to create positive experience for the clients attending NongWeang Community Medical Unit. Development of this study is based on positive thinking, application of the organization's achievement, personnel participation and careful use of resources available.

Objectives

- 1) to discover positive experiences of health care providers and clients.
- 2) to apply their positive experiences to create positive customer experience to impress clients and effectively respond clients' needs.

Methodology

Appreciative inquiry[4]: AI was used as a principle instrument to discover the most valuable experiences in integration with the marketing mix: 7P's[5]. The acquired outcomes were then applied to develop strategies, projects and activities in order to create positive experience and respond the needs of clients. The following are development steps.

1. Discovery stage: 18 health care providers and 23 clients, both of whom were somewhat related to NongWeang Community Medical Unit, were asked positive questions. The data were collected by voice recorders, transcribing it into text, typing the transcribed text and analyzing content. The yields were analyzed according to 7P's, data coding, frequency determination and data analysis based on 7P's to discover convergence and divergence.

- 1) Questions to the service providers

- (1) What appreciation have you been given by the clients of NongWeang Community Medical Unit?

- (2) What are you impressed with working at NongWeang Community Medical

Unit?

(3) When using service from any organization, what organizations are you impressed with and how?

(4) What else do you expect NongWeang Community Medical Unit to have?

2) Questions to the unit's clients

(1) What service provided by NongWeang Community Medical Unit are you impressed with?

(2) When using service from any organization, what organizations are you impressed with and how?

(3) What else do you expect NongWeang Community Medical Unit to have?

2. Dream: The discovered convergence and divergence were presented in the meetings of NongWeang Community Medical Unit and the members cooperated to envision likely possibilities to create impressive experience provided to clients.

3. Design : The discovered outcomes, convergence and divergence were subject to design strategies, projects and activities to achieve the set objectives.

4. Destiny: The designed strategies, projects and activities were reconsidered using the 10-10-10 principles[6] and evaluated using Kirkpatrick's Four Level Evaluation Model[7].

Results

According to the interview, there were 139 positive experiences. The discovered positive experiences were analyzed for convergence and divergence, resulting in 11 convergences and 9 divergences. Eventually, the revealed convergence and divergence were applied to generate strategies for creating the positive - experience strategies, including 1. Health education in every step of health care, 2. Greeting, smile and expressing thank, 3. Community-oriented health care in the office, 4. Chronic disease clinics in the community by the community, 5. New advertisers, 6. One family, 7. Knowledge management, 8. Ability to answer raised questions, 9. Merit raising and community supporting, 10. Developing clear and new layout, 11. Activity during waiting for health care service, 12. Advanced making appointment, reducing waiting time, 13. Paperless patients' record, and 14. Fast track for patients with well controlled sugar/blood pressure. The adopted strategies have been introduced into a project and transformed into activities for implementation. This project is presented into the annual budget in 2014 of Khon Kaen Hospital and Fund of Khon Kaen Municipal Health as shown in Table 1.

Table 1 Results of applying appreciative inquiry to create positive customer experience in NongWaeng community medical unit.

Number of participants	Number of questions	Number of discovered experiences	Amalysis by marketing mix: 7P's	Number of discov-ered experiences based on 7P's		Number of posi-tive core		Number of strat-egies
				CMU Nong-waeng	Other organiza-tion and expecta-tion	Conver-gence	Diver-gence	
18 service providers	4 ques-tions	139 experi-ences	1.Product	39	8	3	3	3
			2.Price	1	-	-	-	-
			3.Place	4	-	2	-	1
			4.Promotion	-	4	1	-	1
23 clients	3 ques-tions		5.People	24	11	3	3	4
			6.Physical evidence	5	11	1	1	2
			7.Process	12	20	4	2	3
41 patrici-pants			Total	85	54	14	9	14

Conclusion

The appreciative inquiry likely assists to reveal the overlooked perspectives in the organization, which contributes to additional application of the discovered findings and development of participatory health care service.

Suggestions

The appreciative inquiry is not customary to be used in the bureaucracy; thus, in presentation for budgetary proposal, it is suggested to transformed into such common forms as SWOT analysis or Balance Scorecard.

Acknowledgement

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THE PLAN TO INCREASE THE NUMBER OF GOLFERS FOR 8TH INFANTRY REGIMENT GOLF COURSE, KHON KAEN PROVINCE

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Abstract

This article was carried out to find out about “The plan to increase the number of golfers for the 8th Infantry Regiment Golf Course” had objectives to: 1) To understand the physical factors and golfers behaviors and attitudes about the 8th Infantry Regiment Golf Course facilities and golfers in Khon Kaen Province. 2) Upon completion of the study, propose a plan to increase the number of golfers utilizing the 8th Infantry Regiment Golf Course. The sample study was conducted by utilizing questionnaires and the study groups consisted of 8th Infantry Regiment Golf Course members and golfer with-in Khon Kaen Province who play at other golf courses.

The population using in this study are 491 golfers from the 8th Infantry Regiment golf course and 1,500 golfers from others in Khon Kaen province. The sample size of the 8th Infantry Regiment golf course's members is 217 golfers and the sample size of golfers from others in Khon Kaen province is 200 golfers. The following is the compiled results of the completed questionnaires collected and analyzed these results to establish the development plan. Most of the golfers registered at the 8th Infantry Regiment Golf Course because of the convenience of location (living with-in the local area). However, there is a problem transferring golf bag service that is out of order. Many golfers with-in the Khon Kaen Province who play at other golf courses are not fully aware of the 8th Infantry Regiment Golf course and it is facilities. Most Khon Kaen golfers, did not even know there is a 8th Infantry Regiment Golf Course, due to no advertising or public relations to inform and persuade area golfers to come to the 8th Infantry Regiment Golf Course. The marketing factors that affect a golfer's decision to choose a golf course are as follows: 1) Golf course conditions and maintenance. All golfers expect well maintained T-off boxes, fairways, and greens. 2) Price. An appropriate value for golfers to pay. 3) Marketing. Golf course competitions and tournaments, special offers for “hole-in-one”. 4) Caddies. Caddies should be personable to all golfers, and able to provide good service and course advice. 5) Physical appearance. All facilities should be clean and well maintained, attention to toilet and bathrooms. 6) Service aspect. Quick and accurate golf bag transfer service is expected. The four highest priority projects to complete in order to increase the number of golfers for the 8th Infantry Regiment Golf Course are: 1) Take care of the golf members. 2) Systematic service that is accurate and performed quickly. 3) Proactive advertising and marketing. 4) Improving the clubhouse to international standards. If this plan is organized and implemented as intended, the number of golfers for the 8th Infantry Regiment Golf Course should be expected to increase from June 2014 onwards.

Keywords: increase the number of golfers

Introduction

In Thailand, there are increasing rate of golf course business. Golf is a popular and favorite sport now. Moreover, there is one of an interesting business which the investor attend. So many golf courses try to improve quality of their courses and establishing competitive strategies in respect of their customer acquisition and retention

The 8th Infantry Regiment Golf Course is an 18 holes golf course which locate at fort Siharatdechochai, Khon Kaen province. It is established to be a relaxation place for officers and civilian around Khon Kaen province. Due to this golf course is a military service, it must be improve its service to compare with other private golf courses standard. The investigation in golf court business has vastly through court maintenance and facilities development uninterruptedly for its customer acquisition and retention. The 8th Infantry Regiment Golf Course had only 13 holes before it has been improved to 18 holes since 2012. The number of golfers was increased just 2,778 from 2011, only 12% year by year, which didn't relate to double expense from court maintenance. They have to find some plans to increase the number of golf court members. Therefore I, board of committee, was assigned by the committee chairman of the 8th Infantry Regiment Golf Course to create methods to achieve the 2014's goal by getting 30,000 members per year. Consequently, it is required to study on golfers' behavior and factors which affect their decision. Study acknowledge problems and golfers' need for the purpose that we can create tools and methods to develop and achieve our goal by increasing the number of members further.

Objectives

1. To study the golfers' behavior and the marketing mix factors which affect their decision to choose whether the 8th Infantry Regiment golf course or others in Khon Kaen province.
2. To establish the development plan increasing the number of the 8th Infantry Regiment golf course member.

Methodology

Use questionnaires as a tool to collect the golfers' information which consists of

Part 1 General information of respondents comprises gender, age, education, occupation and income by utilizing Close-Ended Questions and Multiple Choice Questions

Part 2 The behavior of golfers whether to choose the 8th Infantry Regiment golf course or others in Khon Kaen province utilizing Close-Ended Questions and Multiple Choice Questions.

Part 3 Marketing mix factors which affect the golfers' decision to choose golf courses in Khon Kaen province by utilizing Rating Scale Questions.

The population using in this study are 491 golfers from the 8th Infantry Regiment golf course and 1,500 golfers from others in Khon Kaen province (Reference from all the golf course's members in Khon Kaen province)

The sample is a part of population. The sample size of the 8th Infantry Regiment golf course's members is 217 golfers provided sample by table for determining sample size using

Krejcie and Morgan (1970) [1] and the sample size of others' member is 200 golfers provided sample by criterion. [2] Random Sampling Techniques nonprobability sampling by purposive sampling method. [3]

Area of detail : Study and collecting information on golfers' behavior using golf course and factors affected on golfers' decision in 7 areas consist of 1) Product 2) Price 3) Distribution 4) Promotion 5) Person 6) Process of service 7) Physical evidence of the Marketing Mix 7p's along with General Environment Analysis, Five Force Model, Customer Behavior and SWOT. Analysis to establish the development plan increasing the number of the 8th Infantry Regiment's members.

Area scope: Study and collecting information in Khon Kaen province area.

Time scope: Start from January until April 2014

Results

1. Study on golfers' behavior and marketing mix factors which affect their decision to choose whether the 8th Infantry Regiment golf course or others in Khon Kaen province.

According from the study, most of the 8th Infantry Regiment golf course's members are male as 94.01%, age 41-50 years old as 40.99%, bachelor degree as 75.58%, government officer as 64.98%, income 30,001-40,000 as 38.25%

Information on behavior of the 8th Infantry Regiment golf course's member effecting on selecting their golf course – for work out reason as 91.71%, getting information by friends as 82.95%, golf course selection is affected by friends as 88.48%, 4-6 golfers of a gang as 48.85%, play at the 8th Infantry Regiment golf course from 1500 to 1800 as 41.94%, play at the 8th Infantry Regiment golf course 3-4 times a month as 25.3%, being a member because their close-by as 78.80%, found problems on golf bag delivery management at the 8th Infantry Regiment golf course as 64.52.

Most of the other golf courts' members are male as 74.50%, age 31-40 years old as 37.50%, bachelor degree as 49.50%, government officer as 33.50%, income between 20,001-30,000 baht as 43.50%

Information on behavior of the other golf courses' member effecting on selecting their golf course for work out reason as 96.00%, getting information by friends as 87.50%, golf course selection is affected by friends as 93.50%, 4-6 golfers of a gang as 54.50%, play at the Cancon golf club as 71.00%, being a member because of worthiness on the club fee, having no information about the improvement of the 8th Infantry Regiment golf course as 60.00%, a factor behind ignoring the 8th Infantry Regiment golf course is no advertisement interested them enough as 91.50%.

Marketing mix factors which affect their decision to choose other golf course in Khon Kaen province

Product: Quality of T-off, fair way and green (4.59 average)

Price: Worthiness (4.70 average)

Channel of distribution: Convenience communication (4.69 average)

Promotion: Special prize for hole in one in specific hole (3.72 average)

Person: Good caddies and recommendation (4.73 average)

Physical evidence: Shower room (4.62 average)

Service: Good delivery golf bag management, correctness and accuracy (4.48 average)

Competitive environmental analysis found that the effective threatening for high level of business is competition between organizations in the same business. The Buyer Power, the threatening from Treat of Substitutes, the Supplier Power are in moderate level. The threatening from new competitors is at the bottom of the ladder.

General environmental analysis found the environment from government preventive measure, politics, law and order, social culture and technology having a positive effect. Economic environment has a negative effect.

2. Increasing the number of 8th infantry regiment golf course user plan.

From the research there 4 project to increase the number of golf course user in 8th infantry regiment.

1) Take care of the golf members' project: All personnel have to know their duty also, give the impressive and friendly services. All jobs finish completely effectiveness and efficiency to attach golfers come back again. This project will include personnel training and distribute guidelines that use budget about 20,000 baths.

2) Systematic service that is accurate and performed quickly project: Arrange the Golf's bag carrying system, set the round up to international measure and solve the insufficient caddy problem. By adapting to the international standard in terms of transportation and system such as Quick and accurate golf bag transfer service is expected. Moreover, set the starter personnel to take responsibility in managing and caddy recruit from the surroundings and create project to train private to be caddy on holiday and free time that use budget about 10,000 bath.

3) Proactive advertising and marketing: Target on group of people that never used or don't know the modern version activities and service as well. The marketing plan of 8th infantry regiment golf course is publicizing placard, flyers, promotion and multimedia online that use budget about 10,000 baths.

4) Improving the clubhouse to international standards: To build the landmark (Physical appearance) of 8th infantry regiment golf course. By making more facilities, using international standard service, adjusting the cleaning schedule and inspectors. Besides, Competitions could be run to earn money that use budget about 200,000 baths.

Discussion and Conclusion

Form the researches the Increasing the number of 8th infantry regiment golf course user plan have according concepts as follows.

1. The study of combination between behaviors and factors which take effect to golf member in 8th regiment golf course and others in Khon Kaen province show that most of them play for exercise. Friends have influences to select places. The golf players decide to subscribe due to inexpensive and be worthy. The factor that the golf player decide not to use 8th infantry regiment golf club because there is not the eligible convincing and advertising manner. Agree

with the research of Dudadee Sanerit [4] the study result: the golf course operators should care in factors; Marketing promotion aspect by using various to attract the golfer. Social aspect by organizing the club, association or the golf center for getting together and competitions. Price aspect this factor can decrease the commitment of golfers, so present in various terms could help or use price strategy by showing the value.

2. The study of marketing combination that take effect to golfers in Khon Kaen province shown that the factors in maximum level are Distributions, Personnel, Location and scenery. In the great level are Products & Service, Price, Promotions and Systems. It claims that the questionnaire answerer consider the service from combination of all marketing factors. Agree with the research of Waraporn Argardwipart [5] the study result: the factor that take effect to the golfers in Maejo. The questionnaire answerer select the great level follow as the landmark & scenery, personnel, distributions, price, system and product & service. They select the marketing promotions to be moderate level.

Following the study could plan to increase the number of 8th infantry regiment golf course user Khon Kaen, the details in term of time phase and budget on table 1

Suggestions

1. Plan to advertise 8th infantry regiment golf course continually in order to maintain the target (customer) to know more about golf club information and decide to join more.
2. After follow the increasing the number of 8th infantry regiment golf course user plan should evaluate in service to make more quality.
3. Study in customer desire and customer satisfaction assess are necessary for the development in the future could be closed to customer needs.

Acknowledgement

The objectives of this research Re: The plan to increase the number of golfers for the 8th Infantry Regiment Golf Course. This research completion with good kindness from Associate Professor Theera Rittirod Please have check, edit the research is correct, complete and College of Graduate Study in Management. For give me some knowledge. And college officials all the facilities for the duration of the study research. As well as individuals who assisted and encouraged. Help and encouragement the name cannot be said out in this. Students grateful for the kindness and good wishes to all of you as well. An independent study reported that this be well done. We thank and appreciate the opportunity.

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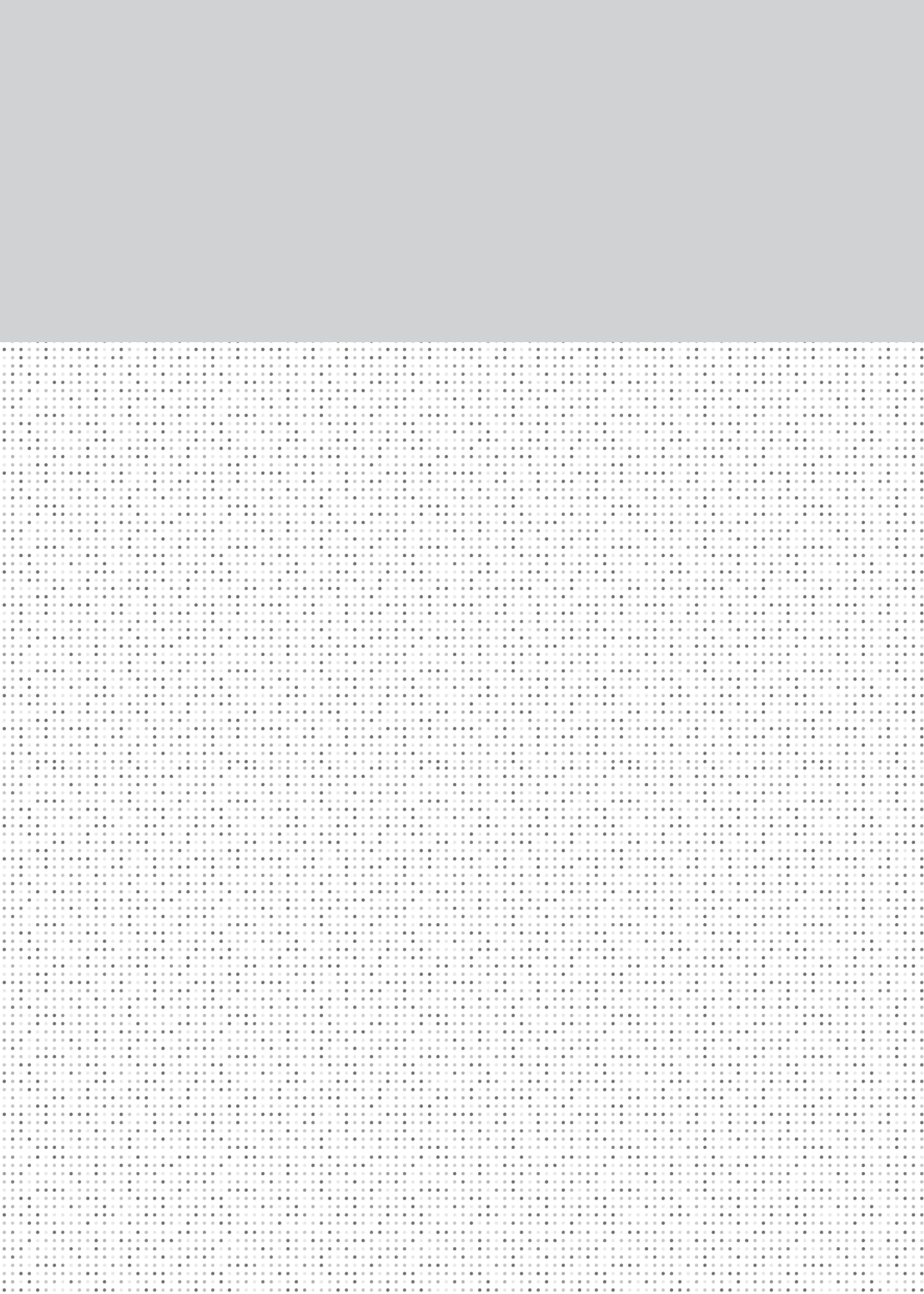
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Table 1 Details in term of time phase and budget in the increasing the number of 8th infantry regiment golf course user plan, Khorn kean province.

Project's name	Time phase	Budget
Take care of the golf members.	Since January2014	10,000.-
Systematic service that is accurate and performed quickly.	Since June2014	10,000.-
Proactive advertising and marketing.	Since June2014	30,000.-
Improving the clubhouse to international standards.	Since June2014	200,000.-
total		250,000.-

Management of Human Resources, Leadership, Organization Development and Business Ethics



THE GUIDELINES TO INCREASING EFFICIENCY AND SATISFACTION IN WORKPLACE OF THE OFFICERS IN NONG HAN MUNICIPAL NONG HAN DISTRICT, UDONTANI PROVINCE

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Abstract

The objective of this study is to study the guidelines to increase efficiency and satisfaction in workplace of Nong Han district municipal's officers, Nong Han district, UdonThani Province. The samples of this study are 107 Nong Han district municipal's officers which can be divided into 106 officers who answer the questionnaires and 1 represents who is interviewed.

For satisfaction at workplace, officers have average satisfaction level in regard to opportunities for advancement at work and quality of work. This result can determine the ways to increase satisfaction level at workplace of officers as follows 1. Opportunities for advancement at work: administrators should give priority to officers in the organization first and provide them opportunities to be promoted before recruiting new officers. 2. Quality of work: administrators should arrange officers to appropriate position by considering their abilities and knowledge. For efficiency at work, overall officers share the same opinions about efficiency at work in high level for every item, such as being able to achieve work's objectives and being able to punctually and successfully finish one's tasks. Therefore, they should maintain their work qualities like this because they share the same opinions that their effectiveness at work is in high level.

Keywords: work, efficiency, satisfaction, workplace

Introduction

Local administration in the level of municipal is becoming more important at the present time due to the fact that country development have extended the growth of economic system and society rapidly. The changes have affected communities in the cities to get bigger. Economic activities are getting more complicated as well as the numbers of capital investment is increasing which lead to circulation of capital and employment. Educational institutions are also increasing; however, problems in managing public services are rising at the same time. These changes have motivated local administration to be very important and essential for citizens.

Nong Han district municipal is an organization which is directly responsible for development and happiness of people in the area. If officers in the organization are not satisfied with their jobs or if they do not have good spirit or moral support to work, it will definitely cause a lack of effectiveness of work and failure for achieving work's objectives. Officers' satisfactions towards work have effects on organization's achievement. When officers are happy at work, it has positive effects on work and its quality. Therefore, if administrators emphasize on creating officers' happiness and satisfaction at work, they will get pleasant work results.

Thus, the researchers are interested in studying this topic to find the guidelines to increase efficiency and investigate satisfaction at workplace of officers. If officers are satisfied and happy to work, it may affect officers' performance in providing civil services to be more effective. All information and data which are collected during this study will be adventurous to use in organizations for improving efficiency and satisfaction at workplace of municipality's officers in the future.

Objectives

1. To investigate satisfaction level at workplace of Nong Han district municipal's officers, Udon Thani Province classified by demography rules.
2. To study efficiency at work of Nong Han district municipal's officers, Udon Thani Province classified by demography rules.
3. To find the guidelines for increasing efficiency and satisfaction at work of Nong Han district municipal's officers, Udon Thani Province.

Methodology

1. Scope of population

Population used as samples are Nong Han district municipal's officers, Nong Han District, Udon Thani Province including 24 government officers, 4 permanent employees, 43 general employees, 35 outsourced employees, and 1 administrator. The number in total is 107 officers.

2. Research Instruments

Researchers use questionnaire and interview which are created by researchers themselves as research instruments to collect data. The questionnaire can be divided into 3 parts as follows;

Part1 General Information of the samples according to demography rules which can be divided to gender, age, work experience, position, education background, and income. They are ended questions.

Part 2 Satisfaction level at workplace of officers

Part 3 Efficiency at work of officers

For part 2 and 3, questions will be in the form of rating scale because the samples have to rate each item then the result will be evaluated to find mean from the lowest to the highest.

3. Creating Questionnaire and Interviewed Procedures

3.1 Study documents, books, and researches which are related to the topic of this study.

3.2 Create questionnaire and interview questions then report every progress to verify and edit them.

3.3 Practically use completed questionnaire and interview with the samples.

4. Data Collection

This study collects data by using primary data and secondary data. Here are the details;

4.1 Primary data is the data which is obtained by using research instruments (questionnaire and interview) to investigate Nong Han district municipal's officers, Nong Han district, Udon Thani province.

4.2 Secondary data is the data which is collected by doing a research and collect data from various sources, such as books, related researches, articles, and information from the internet.

5. Data Analysis

Researchers gather all data which is collected by using research instruments and check whether they are all complete. After that, the data is analyzed by using statistical program called SPSS to calculate statistics of opinions then analyze it to find frequency, percentage, standard deviation and mean. Then interview is concluded.

Results

1. General Information of Samples

Most of participants are female which is 54.70 percent and 45.30 percent of them are male. 42.50 percent of them are during 25 - 35 years old and 32.10 percent is 46 - 54 years old. For work experience, 38.70 percent has 6-10 years of work experience and 34 percent has work experience for 1 - 5 years. For position, 40.60 percent of them are general employees and 33 percent is outsourced employees. Most of them graduated with bachelor's degree which is 45.30 percent and most of them have average income per month less than 10,000 baht.

1.1 Satisfaction level at workplace of officers

For satisfaction level at work of officers, it is found that participants generally have high level of satisfaction about conditions of work and acceptance and respectability at

workplace. For advancement at work and quality of work, they have average level of satisfaction as shown in table 1.

1.2 Efficiency at work of officers

It is found that most officers have high level of positive opinions towards the efficiency at work regarding both work achievement and success and punctuality of work as shown in table 1

Table1 Satisfaction level and effectiveness at work of officers

Satisfaction level and efficiency at workplace of officers	Mean	Process data
Satisfaction level at workplace of officers		
Conditions of work	3.67	High
Acceptance and respectability at workplace	3.58	High
Advancement at work	3.17	Average
Quality of work	3.38	Average
Efficiency at work of officers		
Work achievement	3.86	High
success and punctuality of work	3.87	High

2. Satisfaction level at workplace of officers classified by gender, age, work experience, position, education background and income

Comparing satisfaction level at workplace of officers classified by gender between male and female officers, it is found that the satisfaction level towards conditions of work and acceptance and respectability at workplace is very high. For advancement at work and quality of work, the satisfaction level is just average.

Comparing satisfaction level at workplace of officers classified by age can be divided into under 25 year-old group, 25-35 year-old group, 36-45 year-old group, 46-55 year-old group and older than 55 year-old group. It is found that most of them have high level of satisfaction about conditions of work and acceptance and respectability at workplace except for 36-45 year-old group who moderately satisfy with acceptance and respectability at workplace. Overall satisfaction level for advancement at work and quality of work is just average.

Comparing satisfaction level at workplace of officers can be classified by work experience as under 1-5 year group, 6-10 year group, 11-15 year group, and more than 15 year group. It is found that they satisfy with conditions of work and acceptance and respectability at workplace in high level except for the group of officers who have 1-5 year work experience. They satisfy with these two points in average level. For advancement at work and quality of work, they moderately satisfy with them.

Comparing satisfaction level at workplace of officers classified by positions which are government officers, permanent employees, general employees and outsourced employees, it is found that most of them satisfy with conditions of work and acceptance and respectability at workplace in a high level whereas the group of general employees has only average level of satisfaction for acceptance and respectability at workplace. Overall satisfaction level for advancement at work and quality of work is average. However, permanent employees have quite high level of satisfaction towards advancement at work as well as government officers who very satisfy with quality of their work.

Comparing satisfaction level at workplace of officers classified by educational background can be divided into vocational certificate/ high vocational certificate, diploma, bachelor's degree and higher than bachelor's degree. It is found that they satisfy with conditions of work and acceptance and respectability at workplace a lot, but participants with lower than vocational certificate educational background have only average satisfaction level for acceptance and respectability at workplace. Overall satisfaction level for advancement at work and quality of work is just average.

Comparing satisfaction level at workplace of officers classified by income which are less than 10,000 baht, 10,000-15,000 baht, 15,000-20,000 baht and more than 20,000 baht, it is found that most of them have a very high level of satisfaction towards conditions of work and acceptance and respectability at workplace and have average level of satisfaction for advancement at work and quality of work

3. Efficiency at workplace of officers classified by gender, age, work experience, position, educational background and income

Comparing opinions towards efficiency at workplace of officers classified by gender, age, work experience, position, educational background and income, it is found that overall opinions towards both work achievement and success and punctuality of work are high level.

For work achievement, they achieve work's goals. Their works are approved by administrators and co-workers and they work hard to achieve the goal accurately. Officers follow the organization's rules and always verify their work. In addition, the quantities of work are appropriate for officers' positions.

For success and punctuality of work, officers rapidly finish work on time, and save as much time, labor and budget as possible to achieve work's goals. Officers help their co-workers to achieve work outcome, and they all are proud to be a part of organization's success

The guidelines to Increase Efficiency and Satisfaction in Workplace of the Officers in Nong Han Municipal Nong Han Dirtrict, Udon Thani Province

Most of officers have strongly positive opinions about their effectiveness at work which is consistent with the administrator's opinion towards their work in both work achievement and success and punctuality of work. Therefore, they should go on keep their good standard up. However, in long-term working, they still should offer training programs to improve officers' efficiency because there might have new officers recruited.

According to the study of satisfaction towards the conditions of organization, officers have average level of satisfaction for 2 aspects which are advancement at work and quality of work.

This result can be used to determine the guidelines to improve and increase satisfaction at work of Nong Han District Municipality's Officers, Nong Han District, Udon Thani Province as follows;

1. Advancement at work: administrators should give priority to officers in the organization first and provide them opportunities to be promoted before recruiting new officers.
2. Quality of work: administrators should arrange officers to appropriate position by considering their abilities and knowledge.

Conclusion

According to the study of The guidelines to increase effectiveness and satisfaction at work of Nong Han District Municipality's Officers, Nong Han District, UdonThani Province, it is found that the numbers of male and female are quite similar. Most of them graduated with a bachelor's degree, and they are general employees who earn less than 10,000 baht per month.

For effectiveness at work, it is found that most of officers have strongly positive opinion for all questions regarding work achievement and success and punctuality of work. This is consistent with the study of Wanwisakertpon (2003) who studies factors that affect effectiveness at work of a building cars industrial factory's officers in SamutPrakarn province. The study reports that officers agree that the effectiveness at work of their team is in high level regarding to every aspects.

For satisfaction level at work, it is found that overall officers very satisfy with conditions of work, acceptance and respectability at workplace. For advancement at work and quality of work, the satisfaction level is just average which is consistent with the study of Ratchanee Trisutthiwongsa (2009) who studies about relation between satisfaction at workplace, loyalty towards organization and efficiency at workplace of Mahasarakham University's officers. It is found that overall satisfaction level of officers is quite high in regard to work achievement, acceptance and respectability at workplace, quality of work, work responsibility, advancement at work, administration of executive, policies and administration, conditions of work, and stability and safety of work. However, they give only average level of satisfaction for income.

Suggestions

This study aims to study about the guidelines to increase effectiveness and satisfaction at work of Nong Han District Municipality's Officers, Nong Han District, UdonThani Province and collect data to evaluate and organize considering each point's importance. Then classify the data by gender, age, work experience, positions, educational background and income per month of the samples. Therefore, in the next study, the study result of ways to increase effectiveness and satisfaction at work of officers should be evaluated in order to find solutions for the organization and use them practically.

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SERVICE QUALITY DEVELOPMENT GUIDELINE FOR HEALTH PROMOTING HOSPITAL IN NONTHONG, NONGRUA DISTRICT, KHON KAEN PROVINCE

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ABSTRACT

The objectives of this study were to study expectation and satisfaction of the hospital customers at Nonthong, Nongrua District, Khon Kaen Province, and to create development guidelines for health promoting service system development by using questionnaire which were based on “servqual” principle. Data was collected from 400 samples and analyzed by the summing of frequency, percentage, average and standard deviation.

The study results in service quality expectation and satisfaction on different heading comparison found that the customers had higher expectation than satisfaction as follows; the cleanliness of facilities along with completed function ready to use, the officers should provide service procedure with the same standard at all time to all customers equally and neutrally, having an expertise in a service and being able to give suitable advices, make a corrective record, understand the customers’ requirements and problems, giving services with pleasure and follow up the reflection of their service. As for the heading which the customers had higher satisfaction than expectation were as follows; the officers enthusiastically gave services, having coordination with the village health volunteer and the hospital which affiliated with Nonthong hospital. The study suggested guidelines to develop service quality by setting Proactive Customer Services project, Staff Potential Development project and Landscape Improvement project.

Keywords: Service Quality, Customer, Service

Introduction

Because state of Thai society which was affected by the change of society, economic, culture, and environment made a big step of Science and Technology development in advanced. Including an increasing population in Thailand that the increasing rate caused many problems and more patients made it too. It caused Ministry of Public Health to launch the public health policy that focused on improving public health service system more efficient in order to make the service satisfy the patients, and decrease the patients of big hospitals. It also decreased the expense of people. That led to launching a policy of developing health stations to be district health promoting hospitals in 2009. The district health promoting hospital is a front service organization of Ministry of Public Health which is close to people and community most. The hospital services local people in health issue that the range of working is a mixed service which supports health, prevents and controls diseases, treats and rehabilitates health, including managing with health risk problems in person, household, community, and society levels in the responsible area. It emphasizes proactive way of working by directing to people and community for making good health, working hard to solve the causes of health problems such as taking care of doing physical therapy at patients' houses in order to be able to help themselves, visiting chronic disease patients' houses in order to prevent incurrent disease. There is also a connection system to a service system that can consult with doctors in a preceptor hospital or can transfer the patients all the time. The district health promoting hospital may have sickbeds for observing, but cannot stay overnight or in case of there is an emergency, it is ready to contact emergency medicine for picking up the patients, and can do a first aid before transferring. It is a medium to make community, people, and local organization participate in campaigning taking care of health of themselves, household, and community.

A qualified service according to a concept of service quality model mentioned that a qualified model, the facilitator must seal 5 blanks as follows, 1) A blank between users' hope to service quality and awareness of the hope of public health staffs. 2) A blank between users' hope to service quality and service plans. 3) A blank between service plans and real service. 4) A blank between received service accordance level and communication about service. 5) A blank between awareness of received service and hope to service quality of users because service quality is not a thing that can be conclude solely. Therefore, the district health promoting hospitals give precedence to service quality in order to have a service that conforms to the hope of users.

Nonthong district health promoting hospital has an obviously target is to develop the health promoting hospital to be ready in taking care of people health. It aims to develop service quality to be better according to the amount of 7,300 people with 5 staffs. The Nonthong district health promoting hospital is a primary institute in health service that services with mixed style of supporting health, preventing general disease, nursing, rehabilitating health, and protecting consumers by emphasizing on proactive role more than reactive way on order to support preventing disease and increase efficiency in relying on them. Therefore, the district health promoting hospital is an important institute in taking care of people's health. Quality and service can be looked

upon as important things. This is why the researcher is interested in studying ways to develop service quality of the district health promoting hospital because if the real service equals to what the users expect or more, impression will happen. However, if the received service is less than what expected, displeasure of the users will be on the service.

Objectives

1. In order to study expectation and satisfaction of the users about service quality of Nonthong district health promoting hospital.
2. In order to specify development guidelines of Nonthong district health promoting hospital's service system.

Methodology

1. Population of Samples

Population in this study is 7,300 people in a responsible area of Nonthong district health promoting hospital, Nongrua, KhonKaen. Specified the size of sample by using Taro Yamane's formula at the confidence level is 95.00% (Taro Yamane, 1973). In order to calculation and mistake prevention in data collecting, this study collected data from the samples 400 series.

2. Tool in this study

Tool in this study is questionnaires which consist of 3 parts;

Part 1: General information which are gender, age, marital status, educational level, occupation, average monthly income.

Part 2: Expectation and impression of the users to service quality of Nonthong district health promoting hospital in various aspects those are tangibles, reliability, responsiveness, assurance, and empathy.

Part 3: Open-ended questions which purpose is to know suggestions from the users.

3. Tool quality examination

The questionnaire was examined the content by the adviser, and was tested by 20 non-samples from people in Nong Nok Kian village, Nonthong district, Nongrua, KhonKaen, and was found the reliability by using the method of Cronbach in order to find Alpha coefficient. The result is the questionnaire about expectation and impression of the users to service quality has confidence level equals 0.977 which is reliable.

4. Data Analysis

4.1 The general information of the responders analyzed by using percentage statistic.

4.2 The questionnaire about expectation and impression of the users to Nonthong district health promoting hospital, Nongrua, KhonKaen in various aspects those are tangibles, reliability, responsiveness, assurance, and empathy were analyzed by using mean and standard deviation values by specifying mean range of opinion level in order to interpret the result into 5 levels according to formula and calculation which are range of 1.00-1.8 means lowest service quality, range of 1.81-2.60 means low service quality, range of 2.61-3.40 means moderate service quality, range of 3.41-4.20 means high service quality, and range of 4.21-5.00 means best service quality.

Results

1. General information of the responders

There are 400 responders, most of them are female as 60.7%, age between 26-35 years old as 26%, married status as 76.0%, elementary education as 40.3%, agriculturist as 36.8%, and average monthly incomes are 5,001-10,000 baht as 36.7%.

2. Expectation of the users to service quality of Nonthong health promoting hospital, Nongrua, KhonKaen when considering in each aspect found that

2.1 **Tangibles:** the samples expected in staffs' neat costumes, clean of the location where easily contact, tools are in ready to use and clean, convenience of parking area in high level. The equipments and tools are modern, there are enough staffs to service, enough medical equipment, the district health promoting hospital has enough medical supplies, clean procedure is quick, and waiting seats are enough are in moderate level.

2.2 **Reliability:** the samples expected in frankly service of staffs, service in queue orders, obvious service, loyal staffs, equal standard of service in every time of using, and getting service equally in high level. The staffs use modern equipments and technology, the staffs service on time, the staffs have well responsibility, and the staffs do not do their own business in working time in moderate level.

2.3 **Responsiveness:** the samples expected in willingness to help the users, readiness of staffs, convenience of service, immediate service of staffs, health public relations to people thoroughly, and uncomplicated procedures to get the service in high level. Using polite words of staffs, responding to the users' problems immediately, enthusiasm of the staffs, contacting with village health volunteers (VHV) and affiliated hospital, giving correct information, and accuracy in basic diagnose in moderate level.

2.4 **Assurance:** the samples expected in safety of using the service, keeping secrets of the users and courteous service are in high level. Giving advices about basic health care, having knowledge and skill to give some advices accurately of staffs, recording treatments of the users correctly, and having confidence in giving service are in moderate level.

2.5 **Empathy:** the samples expected in getting convenience in case of transferring patients to have further treatment, taking care of the users well, understanding of problems or wants of the users well, good welcoming from the staffs, getting following up from the staffs, and paying attentions to the users are in high level. Participating in community activities as always, being friendly, smiley, and cheerfully of the staffs, and having a disposition are in moderate level.

3. Satisfaction of the users to service quality to Nonthong district, Nongrua, KhonKaen when considering in each aspect found that

3.1 **Tangibles:** the samples satisfied in convenience of parking area, convenient location to contact, cleanliness of the place, and clearness of costumes of the staffs are in high level. Modern equipments and tools, readiness and cleanliness of equipments, enough waiting seats, enough staffs, convenient procedures of service, enough medical supplies in district health supporting hospital, and enough medical equipments are moderate level.

3.2 **Reliability:** the samples satisfied in giving service by queue orders, obvious

service, loyal staffs, and frankly staffs are in high level. The same standard in every time of service, giving service equally, responsible working of staff, not doing their own business in working time of staffs, using modern technology and equipments, and working on time of the staffs are in moderate level.

3.3 Responsiveness: the samples satisfied in enthusiasm to work, uncomplicated service system, contacting with village health volunteers (VHV) and affiliated hospital, health public relations to people thoroughly, and immediately service of staffs are in high level. Willingness to help, giving correct information, responding to the users' problems immediately, readiness of staffs, immediate service of staffs, accuracy in basic diagnose, and using polite words of staffs are in moderate level.

3.4 Assurance: the samples satisfied in keeping secrets of the users, feeling safe when receiving the service, having knowledge and skill to give some advices accurately of staffs, recording treatments of the users correctly, and courteous service are in high level. Having confidence in giving service and giving advices about basic health care are in moderate level.

3.5 Empathy: the samples satisfied in getting convenience in case of transferring patients to have further treatment in high level. Paying attentions to the users, understanding of problems or wants of the users well, getting following up from the staffs, participating in community activities as always, taking care of the users well, good welcoming from the staffs, having a disposition, and being friendly, smiley, and cheerfully of the staffs are in moderate level.

4. Comparison of expectation and impression of the users to Nonthong district health promoting hospital, Nongrua, Muang, KhonKaen.

By comparing each difference are as follows. Expectation is more than satisfaction are readiness and cleanliness of equipments, the same standard in every time of service, giving service equally, willingness to help, readiness of staffs, immediate service of staffs, having knowledge and skill to give some advices accurately of staffs, recording treatments of the users correctly, understanding of problems or wants of the users well, good welcoming from the staffs, getting following up from the staffs, and paying attentions to the users. Satisfaction is more than expectation are enthusiasm to work and contacting with village health volunteers (VHV) and affiliated hospital.

5. Ways of service quality development of Nonthong district health promoting hospital, Nongrua, Muang, KhonKaen. From the study, the researcher made 3 quality projects as follows,

1. Proactive Customer Services Project

Activities:

Nonthong district health promoting hospital's staffs and VHV visited people in each village with giving health service and advices and treatment service at the community halls in each village, and visited patients who could not help themselves at homes. By publicizing the users to check their health, including following up and evaluating the activity.

Objectives:

1. In order to promote the users to take care of their health more.
2. In order to make good relationship between Nonthong district health promoting

hospital and the users.

3. In order to increase the amount of Nonthong district health promoting hospital's users.

Expected Benefits:

Promoting the users to take care of their health more in order to making good relationship and image between Nonthong district health promoting hospital and the users, and in order to increase more users to go to Nonthong district health promoting hospital.

2. Staff Potential Development of Nonthong district health promoting hospital, Nongrua, Muang, KhonKaen Project

Activities:

Holding an organization development (OD) in order to train practicing, knowledge, understanding in working. All staffs must participate in the training, and adding more personal evaluation system to be related with duties, including promoting staffs to give precedence to the service and have service-mind.

Objectives:

1. In order to creating good image to the organization and improve service quality.
2. In order to promote knowledge and understanding in working.
3. In order to respond the users' wants.

Expected Benefits:

The staffs have treatment and service skill efficiently and promote good image to the organization that lead to impression of people.

3. Landscape Improvement of Nonthong District Health Promoting Hospital Project

Activities:

Planting flowering and ornamental plants, gardening, mowing, cleaning the hospital, and promoting health are in Nonthong district.

Objectives:

1. In order to improve scenery and environment of Nonthong district health promoting hospital.
2. In order to make impression to the users.
3. In order to make beautiful, clean, and shady scenery.

Expected Benefits:

Scenery and environment of Nonthong district health promoting hospital are shady, neat, and suitable for relaxing and getting service.

Conclusion

From the results, it is found that most of the service quality difference study between expectation and satisfaction is the users have high expectation, but when considering about responds to the expectation, this study has a similar result to the works of Mr. Chonlatis La-iadong and PaisitBoonanan which means the measured satisfaction level in service quality to the service quality of Nonthong district health promoting hospital, Nongrua, Muang, KhonKaen is lower than

the expectation level. The researcher suggests ways to improve service quality of Nonthong district health promoting hospital, Nongrua, Muang, KhonKaen in 3 projects as follows,

1. Proactive Customer Services Project

Surveying health data about chronic disease patients in high rate, so the facilitator provided visits and health checking service to give advices and treatments at homes, it was able to decrease expenses of the patients to make them having better health, and decrease the amount of patients in Nonthong district health promoting hospital, but can access to the service.

2. Staff Potential Development of Nonthong district health promoting hospital, Nongrua, Muang, KhonKaen Project

Training staffs to have abilities to work, understanding to work in order to make working of the staffs quickly and accurately, and good relationships between the users and staffs of Nonthong district health promoting hospital in order to make good satisfaction to the users.

3. Landscape Improvement of Nonthong District Health Promoting Hospital Project

Holding an activity to plant flowering and ornamental plants, and taking care of cleanliness, buildings, and place in hospital area in order to develop environment to make good impression to the user at the hospital.

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A STRATEGIC PLAN TO INCREASE THE HOUSING LOAN WITH APPRECIATIVE INQUIRY OF GOVERNMENT SAVINGS BANK, POHNTONG BRANCH, ROI ET PROVINCE

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Abstract

The purposes of this quality research were to study the positive experienced of housing loan customer and guideline lead to strategies for increased housing loan balance of Government Savings Bank, Pohntong Branch, Roi-et Province. The instrument, using appreciative inquiry theory for searching positive experienced such as good point, prominent point and center point throughout 4-D cycle and applied administration theory in each steps. The data collected from housing loan customer and credit staff in Pohntong Branch total 50 persons.

The results from this study revealed the factors that affect the decision to choose housing loan of Government Savings Bank, Pohntong Branch comprised of four 1) Housing Family Project 2) Like Project 3) High Support Customer Project and 4) Cleaning Building Training Project. After four Projects was implemented the results of this study showed that the housing credit balance of Government Savings Bank, Pohntong Branch, Roi-et Province at June 2013 increased to 15.6 million baht (50.32 percents of target) and upwarded to the fourth ranking of 13 branches in Roi-et Province area. Because of four projects made Government Savings Bank, Pohntong Branch could increased housing credit customer, housing credit balance and achieved goal of projects. Therefore the projects planning that regulation implemmentative, It established impression to customer and made customer come back to use housing credit service in the future.

Keywords: Appreciative Inquiry Theory, Government Savings Bank, Housing Loan

Introduction

In 2013 Thailand's economic growth rate was approximately 3.7 percent (Bank of Thailand, 2013) Commercial banks have extremely competitive. Because they also expected to build market share as possible. The services of banks are providing a comprehensive such as deposit, loan, insurance and life insurance.

Present, in the banking business have increasing competition in many ways. The most competition prominent are loan. The housing loan of Government Savings Bank, Pohntong Branch in last 3 years as follows :Year 2013 housing loan balance are 16,166,003.84 baht. In 2012 housing loan balance are 11,633,186.17 baht, equivalent to 38.96 percent and in 2011 housing loan balance are 8,349,251.11 Baht, equivalent to 39.33 percent that mean housing loan are tend to increase, however housing loan's not according to goal of bank. In 2011 goal of bank's equal to 15,000,000.00 baht, In 2012 goal of bank's equal to 17,000,000.00 baht, and In 2013 goal of bank's equal to 31,000,000.00 baht.

Therefore Government Savings Bank, Pohntong Branch should prepare guideline lead to strategic for increased housing loan balance to goal of bank is 31,000,000.00 baht and targeted at number 5 of Government Savings Bank in Roi-et Province. For good operation and increase profit of bank are motivation to study the positive experienced of housing loan customer and guideline lead to strategies for increased housing loan balance of Government Savings Bank, Pohntong Branch, Roi-et Province

Objectives

1. To study the positive experiences of housing loan customer in Government Savings Bank, Pohntong Branch
2. To study the guideline lead to strategies for increased housing loan balance of Government Savings Bank, Pohntong Branch

Methodology

The instrument, using Appreciative Inquiry theory (Cooperrider D. L. and Whitney D., 2011) for searching positive experienced such as good point, prominent point and center point throughout 4-D cycle and applied administration theory in each steps. The general outline of the 4D method is as follows.

1. Discovery: During this stage participants reflect on and discuss the best of *what is* concerning the object of inquiry. From impress 45 customers and 5 employees to analyze using separate information are common point and prominent point by
 - 1.1 PEST Analysis
 - 1.2 Five Forces Model
 - 1.3 SOAR Analysis
 - 1.4 Knowledge Management: KM
2. Dream: During this stage participants are asked to imagine their group, organization

or community at its best and an attempt is made to identify the common aspirations of system members and to symbolize this in some way.

3. Design: With a common dream in place, participants are asked to develop concrete proposals for the new organizational state.

4. Destiny: The process of implementation

Results

1. Discovery

1.1 Convergences

❖ Common point of customer

- Friendly and attention to introduced on housing loans of employees.
- Interest rate is better than other banks.
- Comfortable and close to the bank.

❖ Prominent point of employees

- Friendly and attention to introduced on housing loans of employees.
- Interest rate is better than other banks.
- Introduced information of housing loans.

1.2 Divergence

❖ Common point of customer

- Bank can accept need of customer and approve follow request of customer.
- Spacious, Clean, Comfortable and beautiful place.
- Quickly approval and not much documents.
- Close to customer

❖ Prominent point of employees

- Spacious, Clean, Comfortable and beautiful place.

1.3 Environment Analysis

1. Politics and policy in Thailand have failed to reach an agreement. Contribute customers don't trust to loans with Government Bank. The outstanding of housing loans should be decrease.

2. The economic effects are turn down, the bank must be careful to give housing loans.

3. Demand housing loans follow as Social and Cultural

4. The new technology of bank can give better service

1.4 Five Forces Model

- New customer has resulted in positive
- Raw material has resulted in positive
- Buyers has resulted in positive
- Renewable has resulted in negative
- Suppliers has resulted in negative

1.5 SOAR Analysis

(1) Strengths are making an atmosphere of the organization to service friendly and give loan interest better than other bank

(2) Opportunities are increasing minimum wage and salaries to government officer by National Council for Peace and Order (NCPO)

(3) Aspirations are satisfying to the customer, Establish standards for bank, and Create achieve the goal

(4) Results are increasing housing loan balance to goal of bank is 31,000,000.00 baht and targeted at number 5 of Government Savings Bank in Roi-et Province.

2. Dream

Increased housing loan balance to goal of bank is 31,000,000.00 baht and targeted at number 5 of Government Savings Bank in Roi-et Province.

3. Design

From common point of customer and prominent point of employees can design project as follows.

3.1 Housing loan Family Project

Dream is employees will have knowledgeable, understand the products, and love in service. Impress customer all time to deal with bank.

Design is activated for training employee to enhance understands the products, knowledgeable employees, and love in service. Impress customer all time to deal with bank. Budget for create training activities for about 4,000 - 5,000 baht.

Expectation is employees have knowledgeable, understand the products, and love in service. Impress customer all time to deal with bank.

3.2 Make Favorites Project

Dream is customers will have understand housing loan products as well and bank information such as loan interest rates

Design is activated course for government officer are customer base such as teacher, police, and employee of Sub-district Administrative Organization to enhance understand housing loan products as well and bank information such as loan interest rates. Budget for create training activities for about 3,000 - 4,000 baht.

Expectation is customers have understood housing loan products as well and bank information such as loan interest rates. And increase new customer to Bank

3.3 High Support Customer Project

Dream is customers will have the best service and receive as request housing loan form bank

Design is activated course for creating a positive attitude to credit analysis staff by sharing positive experiences. Budget for create training activities for about 4,000 - 5,000 baht.

Expectation is customers have the best service and receive as request housing loan form bank. Impress customer to tell other

3.4 Cleaning Building Training Project

Dream is customers will have the best service, comfortable, fast and not crowded

Design is activated for employee to help cleaning themselves in their area.
Created character of all employees

Expectation is Government Savings Bank, Pohntong Branch have a clean bank and not crowded. Impress Customer

4. Destiny

After target Strategy, define step to support and service for management project to success in organization. And achieve the goal

Conclusion

The results from this study revealed the factors that affect the decision to choose housing loan of Government Savings Bank, Pohntong Branch comprised of four 1) Housing Family Project 2) Like Project 3) High Support Customer Project and 4) Cleaning Building Training Project. After four Projects was implemented the results of this study showed that the housing credit balance of Government Savings Bank, Pohntong Branch, Roi-et Province at June 2013 increased to 15.6 million baht (50.32 percents of target) and upwarded to the fourth ranking of 13 branches in Roi-et Province area. Because of four projects made Government Savings Bank, Pohntong Branch could increased housing credit customer, housing credit balance and achieved goal of projects. Therefore the projects planning that regulation imprevmentative, It established impression to customer and made customer come back to use housing credit service in the future.

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GUIDELINES FOR THE DEVELOPMENT OF PREVENTION (ONLY THE PATROL) OF MUANG KHON KAEN POLICE STATION, KHON KAEN PROVINCE

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Abstract

The objective of this study was to examine the managerial environment surrounding demographic information, entrepreneurs' behaviors with regard to the use of red boxes for crime reporting, using red boxes and the level of entrepreneurs' opinions of service via the red boxes and the development of prevention (only the patrol) of the Khon Kaen Police Station. The tools used for this study were a questionnaire, an analysis of the internal environment, an analysis of strengths, weaknesses, opportunities and threats, and an analysis of strategic factors. The results revealed that most entrepreneurs or managers who decided to use the red box had the purpose of informing the police about an emergency case and needed assistance for the safety of their lives and properties. Each organization managed safety by employing the services of inspectors and security guards. The level of entrepreneurs' opinions regarding service via the red box was one of agreement with all parts. The entrepreneurs differed in types of establishment, management, investment, gender, age, education and monthly income, but had similar opinions with a statistical significance at 0.05. The suppression development projects (Only the Patrol) of the Khon Kaen Police Station, Khon Kaen Province, which had proper budgets, personnel and operation in 2014, were the project of Online Portal, Volunteer, Community Police, and Police training.

Keywords: prevention, patrol, Khon Kaen Police Station

Introduction

The National Police Agency has announced the Strategic National Police Act 2555 - 2563 as a guideline to achieve the goals under the authority of the police. The Organization Aware of the policy, administration and can lead to operational plans. Tangible and effective in performing efficiently, such a policy must be made to all agencies under the administration of policies to guide the management of the mission responsibilities and ensure maximum benefit to the nation and the people. In particular, the anti-crime patrol is considered first. The presence of the patrol is to prevent crime and to improve the system for the implementation of effective operational planning is required to ensure compliance with budget, personnel, equipment, technology and management to various factors. Related Khon Kaen Police Station, Khon Kaen Province; agency under the Ministry of Public Administration policies that must be followed to ensure the operation is progressing as planned. It is divided into 5 sections of the public service, including investigation and prevention, suppression and investigation, and director of the patrol and traffic, which is the main function of suppression, is closer to most people. Khon Kaen Police Station, Khon Kaen Province, Area of responsibility is 953 sq. km. Subdivided into 18 sub districts and 282 villages, 1 city and 13 municipalities of section 6 of the district has an estimated population of 427,625 people and patrol services are 4 aspects to keep the peace. Treatment of the criminal is law. The THERAPY-being is the public and care of the public interest. Hence, the management has determined committed to patrolling to make available to the public as the stations are equipped to prevent, suppress and public service for 24 hours. Delineates the 9 Zone each cruisers number. 2 officers out of patrol cars were also two unit two-foot patrol officers and volunteer members to cooperate to crime a disaster or emergency assistance. Police patrols in the area have to travel to the emergency service is to be notified within 5 minutes, which operates from the complaints received from operators in the area, such as patrol, not to follow. Situations from soon and then signed off by the establishment for everyday and arrived at the scene shortly. Result, people do not feel safe in life and property need to develop an effective performance leads to satisfaction with the services of four aspects: keeping peace within. The law is relating to the criminal. The THERAPY-being is the public and the maintenance of the public interest to ensure implementation of the policy of patrolling police.

Objective

1. To study environmental management and the patrol of the Khon Kaen Police Station, Khon Kaen Province
2. To study the demographics and behaviors of entrepreneurs who use the line (the red box) and suppression. Khon Kaen Police Station, KhonKaen Province.
3. To study the opinion of the operator to use the cable (the red box) and suppression Khon Kaen Police Station, Khon Kaen Province
4. To prepare a development plan for prevention. (Only the Patrol) of the Khon Kaen Police Station, Khon Kaen Province

Methodology

1. Environmental education and management of the patrol pharmacist.. Province Analyzing general environmental impact and prevention are patrol officers in the service, including the political and legal red box on the economy, society and culture. Technology and Environmental analysis are implementation of the patrol of the pharmacist. Rates in personnel and organizational is structure. Responsibilities, budget, and personnel management. Analyze the strengths, weaknesses, opportunities and threats. In terms of the management of the pharmacist.. Province

2. Demographic information and behavioral studies of enterprises that use patrolling (the red box) and suppression. A pharmacist. Using questionnaires, the respondents include one general type establishments. Investment management characteristics gender, age, level of education. The average income of the organization and patrol service and the behavior of the two operators of the service patrolling with 6 items including the decision to use a red box. Individuals to influence are the choice of a red box. Type of Service The reason for using During his time in the red box of a police officer and channels to get information about patrolling / red hair. Questionnaires are Entrepreneurs who use patrolling (the red box) and suppression. A pharmacist. 143 [3] There is a gold number 33 number 17 number 29 convenience stores, and 41 dormitory housing 23 cases. 3. Studies to use the cable (the red box) and suppression. A pharmacist. Province Queries using the three levels of the operators of the service line (the red box) and suppression. A pharmacist. Province in four aspects: maintaining order within 6 to the criminal law regarding the number 5 and the being of dissolution to the public on 5 items and maintain the interests of the public 4 were mean and standard deviation. The criterion is evaluating the level of customer satisfaction and quality service.

Standrad	Average	Levelof satisfaction
5	4.50 - 5.00	Most
4	3.50 - 4.49	Much
3	2.50 - 3.49	Quietly
2	1.50 - 2.49	Little
1	1.00 - 1.49	Less

The hypothesis (H0) is test with customer's different demographic characteristics. Entrepreneurs are different demographic characteristics. Some Comments on patrolling is Service (the red box) and suppression. A pharmacist. No difference, the hypothesis tested two groups of people with T-Test and three population groups by One Way ANOVA.

4. The preparation of guidelines for developing prevention. (Only the Patrol) of the Khon Kaen Police Station, Khon Kaen Province, The results are demographic, and behavioral characteristics of entrepreneurs. The opinions of Entrepreneurs of the service line (the red box) and the strengths, weaknesses, opportunities and constraints analysis of strategic factors (TOWS Matrix), presented information to the supervisor. To brainstorm with the authority are operation suppression Khon Kaen Police Station, Khon Kaen Province. Guidelines are the development of

prevention. (Only the Patrol) of the Khon Kaen Police Station, Khon Kaen Province

Results

1. Environmental management and the patrol of the Khon Kaen Police Station, Khon Kaen Province

Environmental management and the patrol of Khon Kaen Police Station, Khon Kaen Province. The rate of force 145 of 408 commissioned officers and noncommissioned officers, volunteers or helpers called As.tr. To support the police force of over 3,500 people is responsible for about peace. Anti-crime crackdown and public service and maintain public interest. The Red Box service is part of anti-suppression. Cabinet officers are installed. To serve the public Publications or in a random crime must be signed by a police officer the Police stations owned subsidiary to provide services to the public quickly and easily. Police Station set up a sub-zone, including 9 of the environmental analysis and management of the strengths is the State. The THERAPY-being is the public. Police were lax in their duties very seriously. Police have the expertise to operate in the area. The Militia, Police Help support the mission of more than 3,500 police, including the weakness of a long time ago not to cooperate in training to be ready for duty. Upon receiving the notifications, then the police arrived at the scene shortly to include the advance technology. the public can report incidents more quickly. People are demanding the security of life and property. The operator uses the service patrol. With security restrictions are in compliance with the approved budget is not enough to purchase equipment to facilitate the work. Individuals and enterprises is a lot of the area. Due to the traffic jam when you get notifications, then the police arrived at the scene shortly.

2. Demographics and behaviors of entrepreneurs who use patrolling (the red box) and suppression Khon Kaen Police Station, Khon Kaen

Demographic and behavioral characteristics of entrepreneurs and suppression in Khon Kaen Police Station, Khon Kaen found that most establishments dormitory type housing gold. Management style of the organization is the sole owner. Investment in most businesses do not exceed Baht to 30,000,000 Baht 10 million, the majority of respondents were female. 20 years - no more than 40 Education, Diploma / certificate / Undergraduate and postgraduate. The average monthly income is 50,000 Baht and 1,000,000 Baht patrol service behavior / Inside of households in the municipality of Khon Kaen were owner / manager, the decision to use a red box. Owner / manager is a person who has influenced the choice of a red box. Emergency Notification and Red Box is an activity that the services of police officers patrolling the most part. The reason are service line because the safety of life and property. Best time to check in from 21:00 inside the police. Up to 08:30 Safety management of the premises is a security guard and patrol. Sources of information are about red hair. The patrol issuppression of the Khon Kaen Police Station, Khon Kaen.

3. The opinions of the operators of the service line (the red box) and suppression. Khon Kaen Police Station, Khon Kaen.

The opinions of entrepreneurs are a red cabinet system and suppression Khon Kaen

Police Station, Khon Kaen, found that the comments included in the agreed level. Being of the order, including the dissolution of the public. Keeping peace the law relating to criminal acts and the maintenance of public interest. Households with different demographic characteristics are type of Management Styles Investment in gender, age, level of education. The average monthly income of the organization and service patrol some comments on the use of the red box and suppression Khon Kaen Police Station, Khon Kaen. No difference, statistically significant at the 0.05 level feedback and additional requirements. Found that most prefer to wait for the notification to telephone all the time. Increase the number of red hair Increase the numbers of cycles with patrol officers are introduced and enhance the public interest.

4. Guidelines for the development of prevention (Only the Patrol) of the pharmacist.. Province

The analysis of the strengths, weaknesses, opportunities and threats is suppression. (Only the Patrol) of the Khon Kaen Police Station, KhonKaen. To create a table TOWS Matrix to determine strategies to use in the operation (Table 1) that suits your budget. Are the police and can be implemented by the year 2557 4 4-project strategies include proactive SO: patrols are HITECH Patrol online project. Adaptation strategies WO: community patrol volunteer escort their master's strategy for ST: CPO to the relationship is the addition of the red box. And change strategies WT: With the patrol response is the driving incident.

Conclusion

Approaches the development of prevention.(Only the Patrol) of the Khon Kaen Police Station, Khon Kaen. Strategies are the implementation of the following four strategies.

Strategies are the implementation of Patrol	period	Budget (Baht)
StrategySO: HITECHPatrol		
First Patrol online project	July to December 2557	-
StrategyWO: community patrol		
Second Patrol volunteer project	June to December 2557	7,150
Strategy ST: CPO relationship		
Third addition of the red box project	June to December 2557	-
Strategy WT:patrol response		
Forth patrol response project	January to December 2557	-
Total		7,150



After the project, disasters in its area responsibility are reduced. KhonKaen Police Station, KhonKaen. People were satisfied with the performance of police officers on the increase.

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Table1 TOWS Matrix

Internal External	Strengths S1 A government agency that has been entrusted to care for the whole being of dissolution District, KhonKaen Police Station. S2 Police are very seriously in duties. S3 police officers have the knowledge and expertise to perform the job. S4 is a volunteer police to help and support the mission of the police about 3,500 people.	Weaknesses W1 police Station is a long time ago not to cooperate in training to be ready for duty. W2 in compliance with the approved budget is not enough to purchase equipment to facilitate the work. W3 lengthy chain of command Event reporting solution completely. Difficult to coordinate arrests W4 police are small compared to the total population has increased.
	Opportunities O1 The advancement of technology has made the public can report incidents more quickly. O2 people are cooperating in maintain peace. O3 operators use the service patrol with security guard. O4 households overall and the comments by the agreed level.	SO HITECHPatrol First Patrol online project(S4, O1 O2 O4)
	Threats T1 traffic jams make notifications, so when the police arrived at the scene shortly. T2 number of individuals and enterprises in the area a lot. T3 population wants the safety of life and property. Especially since 21:00 up to 08:30. T4 entrepreneurs need to add a line. Phones to wait for notification Increase the number of red hair Increase the number of patrol officers will make a recommendation on the scene. And enhance the public interest.	WT Patrol response Forth patrol response project (W1, T1)

APPROACH TO ENHANCE THE STANDARD OF WORK OF THE ACCOUNTANT

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Abstract

In order to optimize the standards of accountants, the author presented problems of accounting, expected characteristics of accountants, and development for standards of accountant. The important issues were as follows:

Problems of accounting included

1. Lack of audit report and comparison of accounting and finance
2. Accounting and financial officers who lack of experience
3. Over work load of accounting and finance
4. Lack of account management and account control
5. Incompleteness of account management, money disbursement, and saving money.

The findings about needs of the organizations for an accountant showed that the accountants should be developed in 5 aspects as follows:

1. Cognitive skills
2. Practice of academic and work skills
3. Individual skills
4. Interpersonal skills and communication skills
5. Organizational and Business Management Skills

There were many concepts of developing standards of accountants. These could be grouped in 2 main aspects: classroom trainings and outside classroom trainings. The outside classroom training was self-study, on-the-job training, coaching, visiting companies, assigning projects, and monitoring.

The findings showed that the accountants should be flexible for the variety in the organizations. The increase of rules, guidelines, regulations, and laws is to enhance the work effectiveness of the accountants. It is to improve the accounting standards as to be accepted by administrators and the organizations.

Keywords: Accountants, The Standards Enhancement of the Accountants

Background

Accountants have important role in organization administration since they are as the information providers. The necessary information is used to make decision in business administration. Therefore, this information given by the accountants must be accurate and fast. It should reflect reality of financial situation in the organization. The financial status would just whether the organization will success and survive in the high competitive economic.

Nowadays, either organizations of government section or private section face problems of accounting. The main obstacle is the accountants.

The investigation of problem in order to seek its root in accounting is necessary. Then the analysis for solutions will be taken.

In order to create the confidence and optimize the standards of accountant's performance, the survey of desired characteristics of accountants for administrators should be conducted. After all, the accountants would be able to respond to the needs of the administrators or the organization which will help the company to reach its goals.

To be able to performance the best, the accountants need to improve their skills and knowledge. Currently, there are many factors, i.e. business administration styles, products, production process, information technology, rules, regulations and articles of law, which are changed. The accountants must improve themselves and adjust to the change.

To encourage the accountants to be able to adjust for new changes, patterns and issues for development are needed to be accounted. If the enhancement is done in the wrong way, it will be a waste.

This article has collected problems in accounting and proposed desired characteristics of accountants of the administrators or the organization. It also provides suggestions of how to enhance the accountants' skills and knowledge to meet the needs of the organization.

Obstacles in Accounting

The problems in accounting include ideas about problems and difficulties in accounting.

Ideas about problems

1. Definition of the problems

Yoot Kaiwan (2001) defined the problem as a current situation or an event before there is a problem.

Sirirat Serirat, Somchai Hirankitthi, and Thanawat Tangsinsabsiri (2007) viewed that problems are differences between real condition and expected condition.

Pokkrong Sangmanee (2009) believed that problem refers to current problematic situation and obstacles in which cause the operation not to success.

Hoy W. K., and Miskel L. P. (2000) gave a definition of problem as dissatisfaction or the situation needed to be solved.

From the definitions above, the problems refers to problematic situations or obstacles which prevent the operations from the success.

2. Significance of the problems

Chidnaron Chodphukiaw (2009) viewed that problem in the organization or any single department could cause the organization or the department not to achieve their goals effectively and efficiently. Two sources of problem include people, as operator, and the job which is the inefficient and ineffective work.

Natthapon Krueted (2010) pointed out that the investigation and analysis of problem and the solution must be conducted systematically. The objectives, plan, goals, expected outcome, and key success factor index must be set.

Smart 2 Work (2011) proposed that solving problems in the organization is a chance to develop, improve, and correct the operations of the organization in order to achieve the goals.

In summary, problem is essential because it could prevent the organization its goals. If the organization desires to achieve it, the solution must be conducted systematically. It should start with the investigation and analysis of problem. Then the solution must be done with objectives, plan, goals, expected outcome, and key success factor index.

Problems in Accounting

Somnuek Sumanat (2000) studied the financial problems and operation of elementary schools in the Office of Primary Education Chonburi and found that accounting and financial problems included lacking of audit report and the comparison of accounting and financial performance.

Sumalee Sunthasanachok (2000) conducted a research entitled the study of financial and accounting problems and solutions in secondary schools under Department of General Education, Chantaburi Province. The results revealed that most of accounting problems were from the workers who lacked of experiences in accounting and finance. The problems were record of account, auditing, withdrawal, collecting money, and submission of non-budget.

Orawan Tiankamsri (2003) studied the opinions of the administrators and financial officers towards problems of financial and accounting of secondary schools under Saraburi Educational Service Area. The findings showed that size of schools had effect on financial and accounting problems. The larger size of the school, there were more financial and accounting activities. Therefore, tons of financial and accounting problems could occur.

Pensri Promted (2006) conducted a study about the financing and accounting of education institutions in Kao Suan Kwang District, Khon Kaen Educational Service Area 4. The results showed that financial and accounting problems included lack of accounting management, money control registers, and the auditing of the expense, evidence, and the record.

Pokkrong Sangmanee (2009) studied the financial operation of teachers in the educational institutions during quarter 1-3 and found that the problems included accounting management, withdrawal process, and collection of money.

Nathida Suenprahat (2011) had studied the opinions towards problems in financing, accounting, and parceling of employee of local government organization administration in Chainart Province and Uthai Thani Province. The findings suggested that financial and accounting problems included budget management was being done overdue. The root of problem was from the lack of experience of financial officers.

Namphueng Bunwan (2012) studied that problems and administration on finance, accounting, and parcel or Wat Dan Chang School, Suphaburi Primary Educational Service Area 3. The results showed that major problem was over work load of the financial officers.

Characteristics of Accountants from the Administrators' View

The characteristics of the accountants from the administrators' points of view include concept about characteristics, and opinions of the administrators.

Concept about the Characteristics of Accountants

1. Definition of Accounting

Sasiwimon Mee-Umpun (2005) defined accounting as process of collecting, recording, measuring, categorizing, summarizing, and making a financial report.

Niphan Henchokchaichana and Silpaporn Srijunpet (2006) viewed that accounting is the systematic recording of financial events.

Pokkrong Sangmanee (2009) pointed out that accounting is the financial record and report conducted correctly according to the regulations.

To sum up, the accounting refers to the record of financial operation as evidence and the reports, i.e. budget report, being done with regulations.

2. Characteristics of Accountants

Department of Commercial Registration has announced the notice "qualification and conditions of accountant" according to the Accounting Profession Act B.E. 2004 as follows:

1. Being inhabited or originally in the country
2. Having knowledge of Thai language in the level of being capable to conduct accounting
3. Never being penalized to imprison from the against of accounting law or audit law or accounting profession law unless penalty ends for more than three years
4. Having following qualifications
 - 4.1 An accountant of a registered partnership or a company limited found under Thai laws which had authorized capital less than 5 million baht, property costs less than 30 million baht and gross income less than 30 million baht in the previous fiscal year. He or she must hold at least a diploma in accounting from educational institutions under the Office of Higher Education Commission or that which the Office of Civil Service Commission certified.
 - 4.2 An accountant who manages the account must hold at least bachelor degree in accounting from educational institutions under the Office of Higher Education Commission or that which the Office of Civil Service Commission or Ministry of Education certified.

4.2.1 Registered partnerships and company limited found under Thai law in which authorized capital or property or gross income cost more than the limitation (A)

4.2.2 Public limited company under Thai law

4.2.3 Juristic person found under foreign countries' laws and run business in Thailand.

4.2.4 Joint venture under Code of Revenue.

4.2.5 Business owners of bank, investment, financing, credit foncier, life insurance, and casualty insurance.

4.2.6 Business owners who get investment support according to Law on the Promotion of Investment.

4.3 If it is the first accounting for a fiscal year, the qualification of the accountant could be considered by authorized capital specified in (A) and (B).

Administrators' Points of View towards Characteristics of Accountant

Naengnoi Jai-On-Norm (2000) proposed "roles of accountants and the changing environment". The researcher divided roles of the accountant into 2 groups: accountant as the administrator, and accountant as professional auditor.

The accountants who are administrators need to improve themselves and develop work system. The database must be considered closely are such as decision support system. The information technology would be necessary; however, the accountants must provide a precise audit system for data kept in the information technology system.

The accountants who are professional auditors need to adjust themselves to be proficient in changing business patterns according to the globalization and changing technology. They must provide an action plan and prepare to monitor the correction and reliability of the data.

Thanwat Phusitphokai (2000) proposed "The Challenging Role of The Profession in The New Era" which discussed about accountants need to be flexible to work with the administrators in order to deal with the change that affects the business. The process is as follows:

Change in administration principle. The accountants, an expertise in professional accounting, need to through their knowledge in administration. They can help the administrators to set a plan which could reach the goals. However, this must be qualified and standardized under the laws.

Liquidity and financial security. The accountants are those who know the financial status and overall operation of the organization the best. Therefore, they should provide the information about financial status for the administrators. They can also give some suggestions in order to flow the liquidity of the business.

Using resources of the organization properly. According to the business administration, the organization needs to increase the income, reduce the investment, and make the most from the resources. The accountants should propose resource usage record and evaluation from the use of those resources.

The survival plan of the business. If there is a crisis, the accountants are aware of the situation. They can identify which business or products can make interest or lose money. The accountants need to present financial information to help the administrator to decide or seek a solution. There might be a size reduction, workforce reduction, or material reduction to help the business to continue.

Suchada Kirana (2000) mentioned in “The Accountants of the Year 2000” that the change in business world, i.e. organization, products, and goods and services, are varied. The accountants must adjust themselves to be “the accountants of the new era”. The qualifications are as follows:

1. Having knowledge in accounting and good understanding in accounting system.
2. Having knowledge about information technology and capable to use it in accounting management.
3. Conducting a survey on needs of other departments about accounting
4. Being able to interpret accounting information and make the most in business administration.
5. Presenting accounting information system.
6. Capable of choose the appropriate presentation methods for accounting information system
7. Be able to seek new knowledge and catch up with changing accounting standards.
8. Having attendance, seeking knowledge, and being energetic to learn new things.
9. Being independent.
10. Having awareness and ethics in accounting profession and auditing profession

Singh Tunthatsawat (2000) proposed interesting issues in “Value added of the accountants as CFO in 2000 era”.

In the past, the accountants’ roles were limited to providing an accounting system, recording accounting activities, finishing up a financial budget in time, and submitting the information to the administrators.

Nowadays, roles of the accountants have changed. The accountants must be able to create value added for themselves and the organization. They should gain update financial knowledge, be able to use information technology, conducting an integrated analysis of financial information and non-financial information to support the organization to achieve the goals.

Therefore, the accountants need to adjust themselves and develop their abilities, i.e. good vision, being flexible to the change in economy and technology, administrating with quality, leadership, being up to date with news, having knowledge and understanding about needs of other departments, and ethics in business. These would enhance the organization to be administered effectively and to adjust to the change in the economic situation.

Development of Accountants’ Work

In order to develop the standards of accounting, concept of how to enhance the work of the accountants, and methods that the organizations use to develop the work are as follows:

Concept about Accountant' Work Development

Federation of Accounting Professions under Royal Patronage of His Majesty the King (2009) pointed out in the "How to Develop Skills for Accounting Profession" that there are 5 accounting skills.

1. Intellectual skills. Individual who would like to be a professional accountant need to have intellectual skills to solve problems, to make decisions, and to have good consideration to solve complicated situation in the organization. Intellectual skills include.

- 1.1 Being capable of dealing with information technology.
- 1.2 Being capable of doing logical thinking and analyze the situations.
- 1.3 Being capable of identifying problems and solutions.

2. Technical and functional skills include general characteristics and specific skills for professional accountants.

- 2.1 Being proficient in numbers (arithmetic and statistics) and information technology.
- 2.2 Decision modeling and risk analysis.
- 2.3 Measurement.
- 2.4 Report.
- 2.5 Knowledge in laws and regulations.

3. Personal skills refer to attitudes and behaviors of professional accountants. Developing these skills could help learning and adjusting some personal characteristics.

- 3.1 Self-management.
- 3.2 Creativity, convincing skills and self-directed learning.
- 3.3 Capability to choose limited resources for specific plan.
- 3.4 Participation and adjustment for the change.
- 3.5 Using value and ethics of accounting profession to make decision.
- 3.6 Being careful like professional accountants.

4. Interpersonal skills and communication skills. These skills are necessary for teamwork. They help the accountants to make decision reasonably and effectively.

- 4.1 Working with people to discuss for the solution.
- 4.2 Capability to work in a team.
- 4.3 Being able to work with people with different culture and opinions. Be able to negotiate and seek for solution.
- 4.4 Work in the cross cultural situation effectively.
- 4.5 Being able to present, discuss, and report effectively.
- 4.6 Having effective listening and reading skills. Being aware of different culture.

5. Organizational management skills and business administration skills are active roles. Previously, the accountants had to collect information and present it. After they had knowledge about business administration and integrated with knowledge about accounting, they could support the administrators like a business partnership.

5.1 Necessary knowledge includes strategic planning, project management, human resources management and decision making.

5.2 Ability to assign tasks, to motivate and develop human resources.

5.3 Leadership.

5.4 Considering and making decision like professional.

Committee of Professional Technology (2001) proposed “the Adjustment of the Accountants under Professional Technology”. According to the Institute of Certified Accountants of Thailand, professional technology refers to sciences or professions related to accounting profession and being used to enhance the profession. These include management and administration, finance and accountant, marketing, and information technology. To make the accountants expertized and capable of integrating the knowledge, they need to have the knowledge. New generation of accountants need to upgrade their skills to professional technology. The accountants need to develop themselves in the following aspects:

1. The accountants must be interested in seeking knowledge related to the profession which is a crucial qualification. The accounting data is neither stable nor consistent. Business transaction is always changing; meanwhile, the needs of information users are changing. The data must be accurate, reliable, clear, and it should be a reflection of the real situation of the organization.

2. The accountants must learn and understand the origin of data and process of accounting record. Nowadays, new things increasingly happened in business transaction, i.e. rules or government policy, accounting standards, and theory. The accountants must be aware that they are the persons who had recorded all numbers and need to analyze them. The analysis then would help the information users to earn benefits as a value adding.

3. The accountants need to be up to date with changing information technology. The investment in information technology is crucial. This would help the administrators to receive variety of update information quickly. The administrators can monitor and evaluate the work performance effectively and efficiently. The accountants must not be an obstacle of the organization.

4. The accountants must be flexible with the change in needs of information. They should have important role to create an update account. The business administration should be applied in the organization. Furthermore, the performance of the organization should be evaluated. Qualitative data should be an indicator of the organization.

5. The accountants must develop their boundary, financial work, and activities. Instead of recording financial activities, increasing value added activities could support the administration in the better direction.

6. The accountants must understand and design database to gain crucial information for strategic decision of the administrators. The accountants must understand the needs of information users which is for activities, and administrating of all levels in the organization. The activities and information format must match.

7. The accountants must be good listeners. They should be reasonable and be able to share idea with colleagues and other people. They should seek knowledge to help them truly understand. Then they could convince other people to understand and accept their reasons.

8. The accountants must be the developers and yearn to know new knowledge. They should improve themselves continuously.

Suwam Wangcharoendej (2005) mentioned in “The Adjustment of The Accountants under the Changing Professional Technology” that the accountants must always adjust themselves and improve other accounting officers as follows:

1. Having open mind for the change.
2. Adjusting themselves with the change and focus on the future.
3. Being able to make things simple and being flexible.
4. Never stuck with old tradition and dare not to change.
5. Developing idea and having good intention to work, adjust the organization and change working methods when necessary.
6. The accountants and the organization should cooperate or have participation to make a creative change effectively and efficiently.
7. The acceptance of change will lead to organization and the accountants to a new thinking method and working.

How the Organization Enhance the Work of The Accountants

Prasert Boonyarit (1993) studied the administration under standards of secondary schools of the administrators in General Education Department Area 7 and found the solution that

1. The systematic financial and accounting administration started with planning on finance and accounting, doing on plan, analyzing and improving the plan.
2. Observation and mentoring the work of financial and accountant officers are to give knowledge and suggestions.

Pairat Thanming (2001) conducted a study of problem in administration of Chiang Kan School, Chiang Kan District, Loei Province. The findings showed that the main source of problem was the lack of knowledge in accounting rules and regulations of the accountants. The suggestion was to give knowledge about accounting to help the accountants work effectively.

Somnuek Sumanat (2000) studied “Problem and Method to Manage Financing in Elementary Schools under Chonburi Primary Education Service Area. The suggestions from this study include.

1. Providing a meeting, training, seminar to give knowledge and techniques.
2. Administrators should closely mentor and observe the operation.
3. Manual for financing should be provided.
4. The administrators must pay attention to financial and accounting personnel. Check if they need suggestions or help.

Nanthida Suenprahat (2011) conducted a study about the opinions towards problems in financing, accounting, and parceling of employee of local government organization administration in Chainart Province and Uthai Thani Province. The suggestions were.

1. The proportion of accounting workforce and work load, and size of the organization should be considered. If necessary, more accountants must be recruited.
2. The accountants should attend different trainings to increase knowledge about accounting.

3. The meeting between administrators, the accountants, and other stakeholders to discuss about the problems and find a solution should be provided.

Namphueng Bunwan (2012) studied that problems and administration on finance, accounting, and parcel or Wat Dan Chang School, Suphaburi Primary Educational Service Area 3. The study proposed solutions as follows:

1. Manage the financial and accounting document systematically.
2. Circular notice must be sent to notify the due date and make awareness for work and timing.
3. Computer system must be used to collect information, analyze, etc.
4. Trainings for financial and accounting officers are necessary.
5. There should be a financial and accounting expert who could give suggestions to the officers.

Provincial Waterworks Authority (2010) has proposed “Individual Workforce Development Plan” to enhance the ability of the accountants to meet the needs of the organizations. The competencies were used as an instrument to enhance the accountants. They were core competency, managerial competency, and functional competency. Each competency has sub-competencies as follows:

1. Core competency includes 3 sub-competencies
 - 1.1 Yearn to know, self-improvement, having ethics.
 - 1.2 Awareness about customers and services.
 - 1.3 Intention and being responsible to success of work.
2. Managerial competency includes 3 sub-competencies.
 - 2.1 Being role model.
 - 2.2 Problem solving and decision making.
 - 2.3 Effective communication.
 - 2.4 Understanding in business, regulations, rules, and operation.
 - 2.5 Strategic vision.
3. Functional competency could be presented in the following tables.

FC09	Knowledge in Finance and Accounting
Definition	Knowledge and understanding in concept, principles, methods and process of accounting and financing. Be capable to respond to the questions about finance and accounting. And be able to apply knowledge in finance and accounting to practice with true understanding.
Level	Level of Expected Behavior
1.	Explain his or her job description in accounting and finance. Know and understand process in accounting.
2.	Help the team. Be able to explain and give information about accounting and finance. Capable of identifying mistakes or error in his or her accounting job.

3.	Propose problems or obstacle that may occur with the reference from knowledge in accounting and finance. Be able to give suggestions to team members about accounting methods.
4.	Be able to improve system and process of working. Capable of teaching other people about techniques and how to find the mistake in finance and accounting.
5.	Being a representative of the organization to transfer knowledge and experience in finance and accounting to other people. Be able to specify strategies for operation with data base in accounting and finance.

Instruments used to develop include 8 methods or 2 patterns: classroom training and non-classroom training.

TRAINING

Classroom Training

Instrument	Characteristics
Classroom Training	Focus on learning from variety of learners, i.e. department or position. An organizations dealing with Human Resource development or related should provide the trainings or offer appropriate trainings from outsources according the Individual Development Plan - IDP.

NON-TRAINING

Non-Classroom Training

Instruments	Characteristics
Self-Learning	Focus on self-trainings via reading or studying the system from work instruction or surfing the internet or learning from e-learning or ask the experts, etc.
On the Job Training : OJT	Focus on the practice which the supervisor or assigned person is the instructor to explain and give suggestions. This instrument is beneficial if it is used with coaching.
Coaching	Focus on the details of job. It is not necessary to be with the practice. Mostly, the supervisors would coach their employees.
Job Assignment	It is short-term assignment. This task could be done in a short period of time. It is an extra work which helps the employees to have other points of view in working.

Site Visit	Focus on observing the system and process of work from the best practice organization. The employees should notice the concept and principles of the successful organization and adjust with their organization.
Project Assignment	Focus on giving assignment to employees to take care of in a long term. This task could not be done in one or two days. This is a special project which the employees need to move out of the practice. It is an extra project.
Job Shadowing	Focus on learning from imitating and following the supervisor or the experts. This instrument needs little period of time to improve ability of the employees since they need observe their supervisors.

Summary

To improve the standard of work of the accountants, the writer has presented problems in accounting, needs of the organization about characteristics of the accountants, and approach to enhance the standards of the accountants. Interesting issues are as follows:

Problems in accounting include.

1. Lack of auditing report and comparison of accounting and financing.
 2. Accounting and financing officers had little experience.
 3. Over work load in accounting and finance.
 4. Lack of account management and budget control register.
 5. Incompleteness of account management, withdrawal, and collecting.
- Needs of the organization about characteristics of the accountants include 5 major skills.

1. Intellectual skills.
2. Technical and functional skills.
3. Personal skills.
4. Interpersonal skills and communication skills.
5. Organizational management skills and business administration skills.

Approaches to enhance the standards of work of the accountants are varied. They could be categorized into 2 ways, i.e. classroom training, and non-classroom training. Non-classroom training consists of self-learning, on the job training, coaching, sit visiting, project assignment, and job shadowing.

Therefore, the accountants need to adjust themselves to the several needs of the organization. The increase of rules, regulations, and laws could enhance the accountants to work with quality and standards. It is to lift the accounting status in the view points of the administrators and the organization.



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ANTI – CORRUPTION INTERNATIONAL LAWS: LINKS AND EFFECTS FOR THAILAND

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Abstract

The present article revealed the study and summary of the seven International anti-corruption laws. It classified principles of single law and categorized similar articles together. The new concept was presented as simplified and practical principles. The study and synthesis showed that considerable aspects of all seven International anti-corruption laws were as follows: 1) confines, regulations, and ratifications, 2) international cooperation, 3) private sections and government sections, 4) offering and receiving bribes, and 5) code of ethics and good governance. The good governance focused on accountability and transparency. Nowadays the ability of people to access to corruptions is limited. In Thailand, there should be a legislation or adjustment or improvement for these laws to be up-to-date as to be able to suppress and protect corruptions efficiently and sustainably.

Keywords: International anti-corruption laws, Conventions, Links, Effects, International organizations

Introduction

In the previous decades, many countries around the world were aware of negative effects from corruption. The effects had wide impact, e.g. the reduction of economy growth, increasing social problems, discrimination, and giving privilege to a group of people who gave some benefits to the government. Furthermore, the corruption is the opponent of the good governance, the rule of law, and principle of governance which is crucial principles for democracy [5]. Therefore, the global community must create barrier and suppress the corruption. Solving this problem could not be done alone. It requires cooperation among countries, as regional and international.

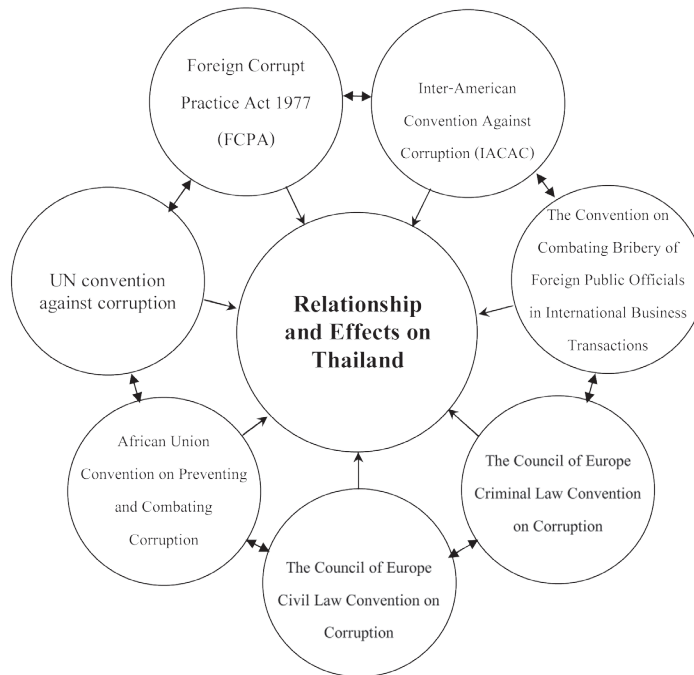
In Thailand, the corruption is cruel and complicated. According to the Corruption Perception Index conducted by the Transparency International [8], the index of Thailand was 35 out of 100 scores in 2013. Thailand was ranked in the 102th of the world. [2] Corruption in Thailand has changed its pattern and has developed. Currently, it is difficult to understand. The corruption can be policy corruption, conflict of interest, and economic rental. These are modern methods which reveal the survival of the traditional patterns. On the other hand, the increase of new corruption patterns comes with changing economy, politics, and society.

Therefore, the government, society, and organizations need to seek for new perspectives of solutions. In order to solve the problems systematically, strategies must be assigned with cultural approach, economic approach, and institutional approach. [6] Another tool is the anti-corruption international laws proposed by many organizations around the world. It could protect the country and support the anti-corruption well. Each article of laws is appropriate and effective. They are flexible with change and context in each country. In Thailand, it is challenging to use and apply and develop the laws.

Objectives and Benefits of the Study

To study relationship and effect of the concept and principle of laws and conventions about anti-international corruption with Thailand. What Thailand earns from these laws and conventions could lead to the improvement anti-corruption laws in Thailand to be up-to-date and effective.

Conceptual Framework



Picture 1: Conceptual Framework

Scope of the Study and Methods

Scope of the study: The present study was the examination of 7 international anti-corruption laws: 1) Foreign Corrupt Practice Act 1977 – FCPA, 2) Inter-American Convention Against Corruption – IACAC, 3) The Convention on Combating Bribery of Foreign Public Officials in International Business Transactions, 4) The Council of Europe Criminal Law Convention on Corruption, 5) The Council of Europe Civil Law Convention on Corruption, 6) African Union Convention on Preventing and Combating Corruption, and 7) The United Nations Convention Against Corruption.

Methods: Literature review was conducted. Articles and manual scripts were collected and analyzed. The summary was synthesized from the data to be a proposal for Thailand.

Results and Analysis

The findings showed that global laws against corruption were related and connected. Many of them had similar principles, i.e. international cooperation. The organization must be managed holistically either in government section or private sections. Furthermore, the NGOs had important roles. The NGOs supported and pushed these laws to be effected appropriately in their contexts. The study revealed that 7 laws have major concept and principles as mentioned in Table. [1] [3] [4] [7]

Table 1 Summary of Principles and Articles of Global Laws against Corruption

Laws and Conventions	Principles
1. Foreign Corrupt Practice Act 1977 (FCPA)	- Two types of payment which is not guilty if it is for a routine government action. - Affirmative defense could be occur for the payment has been done without against the law of the country or trustful expense related with products, services, contracting, or paying for debts with foreign governments or representatives. - Earning money to assure the advantage which against the laws about business management.
2. Inter-American Convention Against Corruption (IACAC)	- Preventing the corruption. - Range of Sue. - International corruption or bribe. Unusual wealth. - Minor fault of government officers. - International cooperation in criminal offence. - International Covenant. - Government management for internal corruption.
3. The Convention on Combating Bribery of Foreign Public Officials in International Business Transactions,	- Specific boundary. - Ratification. - Apparently Rigorous System. - Term of convention was not too specific. OECD Working Group must be guideline for mentoring system and support the practice.
4. The Council of Europe Criminal Law Convention on Corruption	- Having wide boundary that cover governments, private sections, and international cases. These cases are related to giving bribe to the foreign government council officers, international organization officers, judges, and international court officers. - Boundary of activities which against the criminal law is on bribe.
5. The Council of Europe Civil Law Convention on Corruption	- The first attempt to limit international regulations for the member countries to sue their residents who corrupt. - An in law instrument used for government and private sections. - Narrower than convention of Europe Criminal Law Convention on Corruption since this one focuses on bribe and similar activities.

Table 1 (Continued)

Laws and Conventions	Principles
6. African Union Convention on Preventing and Combating Corruption	1. To encourage the international cooperation. 2. Corruption is criminal fault. 3. Broad boundary with bribe, commerce on authority, actions against the laws, and concealment of the property. 4. Having broad regulations and with condition. 5. Enhance the national control. 6. Independent organization was found to against national corruption. 7. This convention was complete. Its article was in the way to force people to follow.
7. The United Nations Convention Against Corruption	1. International cooperation to protect and suppress the corruptions and to encourage the residents and NGOs to take part. 2. Support and keep the right to search, receive, publish, and promote corruption information. 3. Either government or private sections are under this convention. The conflict of interest in the government private sections was mentioned. 4. Focus on responsibility, transparency, recruitment process and rewards for government officers. 5. Receiving bribe or embezzlement of property or investment of private organizations. 6. Focus on cooperation among government and private organizations. 7. Code of ethics is provided in an organization.

Discussion

The findings from a study and analysis on the 7 anti-international corruption laws showed that they were connected and related as follows:

1. The boundary, rules, and ratification include authority to judge and punish, specific activities, rules and regulations that related with corruptions. The articles in the convention were broad and the ratification was given among the countries.

2. International cooperation includes cooperation to protect and suppress the corruption in the government and private organization. Useful information was given in order to seek the offenders in the government or private organization. International regulations and extraditing the criminals in corruption were assigned.

3. Government and private sections. All laws are equally effective with government and private sections. Also, other related organizations mentioned in the articles of corruption.

Minor fault of government officers or conflict of interest in all sections are included.

4. Giving and receiving bribe refers to the givers and receivers in government and private sections. If it is an international case, giving bribe to foreign officers, international organization officers, judges, and international court officers are counted. For private sections, receiving bribe or embezzlement the property or investment of the private organization or giving money to assure the advantage, etc.

5. Code of ethics or good governance includes good governance, accountability, transparency, and recruiting, purchasing, and giving rewards to the government officers who are not corrupted.

Relationship and Effect on Thailand

Thailand has many corruption related laws, e.g. the fault according to the code of criminal law 147 was “if the officers who are in charge of purchasing had occupied the purchase for themselves or other people against the law, those need to be imprisoned from 5 to 20 years or last a life, and being fined for 2,000 – 40,000 baht.” This code is connected with the United Nations Convention against Corruption. It could be related with conflict of interest in the government or private sections. The corruption is criminally fault like being mentioned in African Union Convention on Preventing and Combating Corruption. This code had assign ethics and strict and precise punishment which goes with the code of criminal law 147 of Thailand.

Besides, code of criminal law “157 also announced that “any act or omission of an official act with fault to cause injury to any person or the act or omission of duty done with corruption would be imprisoned from one to ten years or would be fined from two thousands to twenty thousand baht or both. This code is consistent with other law against corruption e.g. The Council of Europe Criminal Law Convention on Corruption, Foreign Corrupt Practice Act 1977, Inter-American Convention Against Corruption, The Convention on Combating Bribery of Foreign Public Officials in International Business Transactions, and The United Nations Convention Against Corruption. These conventions and laws mentioned the guilt of government officers and those in private organizations who receive and give bribes. This is similar with the criminal law code 157 of Thailand enforced with the government offices.

From the examples above, there is a correlation between the anti-corruption laws of Thailand and those international anti-corruption laws. However, Thai laws have not covered all aspects of corruption. There must be a legislation of anti-corruption which is up-to-date. For example, law which support and protect the right to search for information, to publish and promote the information about corruption should be legislated. This must being monitored by public. The concept is similar with principles of The United Nations Convention against Corruption which information about corruption could be presented and accessed by public. It should be easy for people to access the information.

The legislation or adjustment of a code of law could directly affect the management with corruption in Thailand. For example, there should an adjustment in international criminals which is equally for all people (politicians, government and private organization officers) like the Inter-American Convention Against Corruption (IACAC). It should be an agreement between Thailand and other countries. And when this agreement is seriously enforced, persons whom the court decided that had an offense under the Criminal Code and with civil fraud misconduct in either government offices or private organizations would be imprisoned or punished. This could be an example for other people not to conduct any corruption and to make the community aware of the punishment.

Furthermore, the United Nations Convention Against Corruption had proposed a law about having publics to mentor the corruption. It could be implied that there should be a law that support and protect the right to search and receive information, publish and promote the information about corruption with the right to verify by the publics. Currently, the access to corruption information in Thailand is limited. If the law is adjusted and improved, public could access the information and know the impact of the corruption. This would affect to fear of doing corruption of the politicians, government officers, and private organization officers. There would be no secret since public could examine the corruption closely.

Suggestions

1. Some codes of laws about corruption in Thailand have not been adjusted and improved to be up-to-date. This is a good chance to apply the principle and concept about anti-corruption laws in Thailand and develop the appropriate law. All sections in the country must participate in this change sincerely.

2. All 5 issues presented are the summary and collection of concepts. Then data was analyzed and presented in the view point of the researcher. There might be some other aspects missing. However, the findings of this study should be a good guideline for other researchers. The perfect conceptual frameworks could be developed from the findings of this study. All 5 issues could be a kind of concept which should be developed for further studies. The researcher expected that this study would be useful for conducting anti-corruption in Thailand and the community.

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THE GUIDELINE FOR SERVICE QUALITY DEVELOPMENT OF THE TRUE INTERNET INFRASTRUCTURE SERVICE OPERATION DEPARTMENT IN THE SERVICE AREA OF KHON KAEN PROVINCE

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Abstract

The purpose of this research was to study problems in conditions of the quality of service, the cause of the problems, environmental management, behavior, satisfaction, and difference of levels of satisfaction, leading to the development of a quality of service guideline for the 'True Internet Infrastructure Service Operation Department, in the service area of Khon Kaen Province, Thailand. The study showed that one interesting problem that could be improved further, to meet the goals of the department, was having interference in the same place within 30 days. The cause of this problem was insufficient technicians. Overall, the organization was able to adapt to external and internal circumstances. Most customers were females aged over 25 years old. They were educated to Bachelor Degree level, with average incomes per month of between 15,000 and 40,000 Baht. They decided themselves to use the internet service, and when they found any problem they would initially solve it by themselves. Their satisfaction with overall service quality and associated aspects were rated at a high level. Customers of the same sex, education levels, types of customer, and similar fields of business/occupation experienced the same amount of satisfaction, at a statistical significance of 0.05. The business strategy According to the study: 1) an aggressive strategy included arranging 'a good maintenance up until 12p.m. project', 2) an adaptive strategy was provided in 'a sub-contractor hiring project', for some work that did not require specific skills, 3) a defensive strategy concerning the provision of 'a mobile-warehouse car project', and 4) a transformative strategy of arranging 'a True Buddy project' were discovered. After performing according to such projects, the 'True internet Infrastructure Service Operations Department', in the service area of Khon Kaen Province, it was found that the department could be able to service matching behavior and the satisfaction of customers by agreeing to a new company policy.

Keywords: True Internet, Infrastructure Service Operations Department, Customer Satisfaction, Service Quality, Guideline

Introduction

Internet has a role and important to get people in their daily lives as well. Because the lifestyle of the modern and up to date. The Internet will continue to offer information that is current and everything. I happened to know the user's changing every day. Technology and communication used in the field of entertainment. Information is Educational resource for learning. In the Internet business is one factor that contributes to business operations and ease of communication caused a competitive advantage. Businesses are succeeding better. Because access to the Internet, users can benefit from many applications, the people have a need to access the Internet higher as well. Circumstances under which telecom provider's Internet is highly competitive. We were provide products and services to customer satisfaction and selected products from the best services.

True Internet Co., Ltd. is one of the leading providers of high speed Internet in Thailand. The Internet networks covering 66 provinces throughout the country. Vision and mission to delivering Information and services to citizens and young people, Thailand. In situations of high competition in the industry to provide organizations with the ability is compete on service. The company has defined strategies. Both external and internal of the target is operational strategies. Using BSC (Balance Score Card) is to measure, using four specific areas: the financial perspective. Customers will perspective Internal process and learning. Used to transmit and transform vision (Vision) into the target levels of performance (Action), as well as a tool for control and monitoring of business operations at every step. Measure success of the organization.

Maintenance network Service in Khon Kaen Province is an agency under the True Internet Co., Ltd. responsible to take care of rebuilding network and services for the Internet services and the Balance Scorecard performance measures in view of the 4 sides. Processing of measure within the company to the maximum weight rating. The development of the internal processes of the maintenance network to affect the operation increased, it is a source of interest in this research. In order to guide the development of quality services for network maintenance Service True Internet Company in Khon Kaen Province.

This study will guide the development of Internet and present it to the management of the Operation and Maintenance of the company network. True Internet in Khon Kaen Province to achieve quality service to our customers and promotes a positive image of the organization under the brand name TRUE.

Objective

1. To study the quality problems of the service and maintenance network and define the issues section Root causes analysis.
2. To analyze the environmental management of the maintenance network of True Internet in Khon Kaen Province
3. To study on the use of the service by TRUE's user. Internet products Ultra Broadband Internet in Khon Kaen Province
4. Levels of customer satisfaction, consumer products, ultra-high speed Internet to the

quality of the service and maintenance network of True Internet in Khon Kaen province

5. Guidelines for the development of the service and maintenance network of True Internet in Khon Kaen Province

Methodology

1. Study of the problems of the quality of the service and maintenance network. And define the issues section Root causes analysis the research information to measure indexes to the Balance Scorecard in the Internal Perspective participants brainstorm with the team. Root causes analysis and problem identification. With fishbone diagrams and why-why.

2. Environmental studies of the management and maintenance network of True Internet in Khon Kaen Province using a structured interview consisting of: (1) analysis of the external environment, (2) analysis of the internal environment.

2.1 The population of this study is the use of ultra-high speed Internet. On True Internet Zone using a province of the 8,981 samples are used. A set sample was calculated using the formula of Yamane has calculated that sample of 382.9244, which are 390 samples.

2.2 the study using questionnaires consisted of 1. Overview of respondents
2. Questionnaire service user's behavior in ultra-high speed Internet of True Internet in Khon Kaen Province

2.3 statistics used are the frequency and percentage.

2.4 Quality Analysis to analyze quality of questionnaire is created. Quality is finding the IOC (Index of Consistency).

3. The satisfaction level of customers who use the Internet. Coverage Khon Kaen Province

3.1 The population of this study is the use of ultra-high speed Internet. On True Internet Zone using a province of the 8,981 samples are used. A set sample was calculated using the formula of Yamane has calculated that sample of 382.9244, which are 390 samples.

3.2 The study of third part in questionnaires using information system by True Internet to satisfaction. Characteristics query to display the third level of satisfaction with the service is 5 materiality are Tangibles, Reliability, Responsiveness, Assurance, and Empathy.

3.3 The level of satisfaction in the questionnaire. Using the gauge by using Likert's Scale for rating information to answer 5 steps are most satisfied to minimum satisfied.

3.4 Statistics on the satisfaction level of the customers who use the Internet. The service user satisfactions are Mean and Standard Deviation.

4. The preparation of guidelines for the development of the service and maintenance network of True Internet in Khon Kaen Province. Strategic analysis is TOWS Matrix to brainstorm with the team and find out guidelines for the development of the service and maintenance network of True Internet in Khon Kaen Province.

Result

1. Problems of service quality and root cause analysis.

The quality problems of the service and maintenance network in Khon Kaen Province By True Internet Co., Ltd. Criteria to measure are the Key Performance Indicator (KPI) and Balanced Scorecard (BSC) for support and maintenance network in Khon Kaen Province. Point that should be developed in accordance with the processes of agencies and will positively affect customer service quality is a measure of Trouble in duplicate within 30 days, which is a measure of sub. Fix Trouble Services in Ultra hi-speed Internet. The weight score were 25 are Employees are too few technicians. , Lack of training and performance review continued. There is no standard guide to solving all the problems clearly. Lack of planning and emergency budget. Without planning, inventory management, central Bangkok. Network security policies of True Internet do not reflect the actual operation of the new technique.

2. Analysis of environmental management. Maintenance network of True Internet in Khon Kaen Province by analyzing PEST Analysis shows that the impact is positive. Changes in political, economic and technological. Physical environmental are the effects of negative political factors. Technology Physical environmental by The Five Force Model analysis showed pressures that affect high of the business, as a service provider to the fourth side is the threat of the visitors. Competition among is existing firms in the industry. Bargaining power of buyers and Bargaining power of suppliers have threat of products and services are impact on business operations in the middle. Environmental analyses in marketing with network providers do not cover all the districts in the Khon Kaen Province financial maintenance network of True Internet in Khon Kaen Province approved budget amount from the company to create, expand and maintain the Internet network to cover all the districts of individual employees who have knowledge. The ability is serving the needs of our customers. Analysis of strengths, weaknesses, opportunities and threats are the maintenance network of True Internet in Khon Kaen Province found that the external affecting the organization weighted score is 4.15 Analysis of affect the organization's total weighted score is 3.60, indicating that the organization can adapt to the external environment and internal environment as well.

3. General information of Customer, The maintenance of True Internet found the majority is female. Under the age of 23 years to over 30 years, 157 persons or 40.3 percent aged 60 to 69, who accounted for 17.7 percent Bachelor degree 214 percent from 54.9 Master degree 99 was 25.4 percent, respectively, on average per month from 15,000 baht to 30,000 baht a total of 194 persons or 49.7 percent, the average income per month from 30,000 baht to 40,000 baht a total of 86 people. 22.1 percent of the 144 employees of private companies, representing a 36.9 percent career government official, 110 people, representing 28.2 percent.

4. Behavior of customers using Internet, network maintenance, True Internet in khon kaen province.

The data were statistically is most customers decide to use the Internet on their own, 269 representing a 69 percent and respondents are using broadband to 257 people, representing 38 percent of the families are. 140 high-speed Internet users, 20.7 percent of users have encountered

problems using the service. True Internet on 345 people solve the problem by itself, up to 213 people, representing 61.7 users have been notified that the service center, True Internet to 345 people in distress lose yourself 271 people. Is 78.6 percent, husband or wife, as the scene was 33, representing 9.6 percent of the services that customers choose a service by speed of the current is found to speeds of 10 Mbps, 132 people, representing 33.8 there. A 12 Mbps used 114 people, representing 29.2 percent of Internet applications with any device. Found to apply to notebook computers to 278 people, representing 34.2 percent applied to the computer 270, representing a 33.2 percent applied to a Smart Phone 176, representing 21.6 percent of purposes. Internet Usage Found to contribute to the common site of 277 people representing 56.3 percent of the commercial 170 people representing 34.6 percent had a role in the decision to use the Internet. Decision to use the Internet on their own, the number 269, representing a 69 percent average time spent on the Internet per day. The applications range from 2 to less than 3 hours, 96 people, representing 24.6 per cent, from 1 to less than 2 hours for 91 persons or 23.3 percent, from 5 hours to 88 people as a percentage. 22.6 period of Internet use on a regular basis. Used from 17.00. Until no later than 22:00 pm. 224 persons or 28.6 percent, from 22.00 hrs. Up to 0.00 pm. Were 170 people, representing 21.7 percent of channels to report the loss to the Company. True Internet note The report faults to TRUE Call Center 1686 about 334 persons or 59.6 percent report faults to the center TRUE SHOP Lotus Extra Thailand, 101 people representing 18 percent frequencies of the Internet experience used more than 16 times per month. First is use of Internet Social Network of 270 people, representing 69.2 percent, followed by a discussion of 246 persons or 63.1 percent, and third are playing games online were 235, representing 60.3 per cent.

5. Level of customer satisfaction

The network maintenance, True Internet in Khon Kaen found total satisfactions on each side were very satisfied. In descending from least to below. The tangible to focus on the service and the technicians are polite, completed as possible. Use the right tool for the technician to service. Technicians have the cards clearly and introduced before serving. Considered minimum the trust in service cater to solving all the problems from the time the notification was completed no more than 24 hours. The helpdesk is caution. Without cause any damage or wrong way. And the average value after correction signals make Internet stable, but it is considerably more. Customer response where in technicians is providing reassurance to customers. Featured on the craftsman to provide a polite and friendly as possible. Followed by the technicians. Can fix the problem without causing a scene, which can explain the cause of the symptoms and how to troubleshoot the problem to the customer. However, it is considerably more. The customer commitment give priority to the maintenance is available to all customers is equally as possible.

Conclusion

The study found that the quality problems of service and maintenance network. Province Problems that should be developed in accordance with the process of the agency and will impact on the quality of customer service is the number of repeated obstruction within 30 days. Fix Trouble Services in Ultra hi-speed Internet are Employees are few technicians., training and

performance review continued. There is no standard guide to solving all the problems clearly. planning and emergency budget. Without planning, inventory management, central Bangkok. Network security policies of True Internet do not reflect the actual operation of the new technique. There is no standard guide to solving all the problems clearly. External Environment analyzing by PEST Analysis shows that the impact is positive. Changes in political, economic and technological. Physical environmental are the effects of negative political factors. Technology Physical environmental by The Five Force Model analysis showed pressures that affect high of the business, as a service provider to the fourth side is the threat of the visitors. Competition is existing firms in the industry. Bargaining power of buyers and Bargaining power of suppliers have threat of products and services are impact on business operations in the middle. Environmental analyses in marketing with network Customer behavior most customers decide to use the Internet. 69 percent of respondents who use the Internet access it. Followed by the family as a user. Users have encountered problems using True Internet Troubleshooting 345 people own up to 213 people, representing 61.7 percent of total satisfaction on each side were very satisfied. In descending from least to below. The tangible to focus on the service and the technicians are polite completed as possible. Use the right tool for the technician to service. Technicians have the cards clearly and introduced before serving are minimum. First should focus on solving all the problems since the time notification was completed no more than 24 hours. The second is helpdesk with caution without causing any damage or wrong way and the average value after correction signals make Internet stable. Wherein technician do support for other most requested by customers. Providing reassurance to customers. Featured on the craftsman to provide a polite and friendly as possible. The second is the technicians. Can fix the problem without causing a scene, and she has to explain the cause of the symptoms and how to troubleshoot the problem to the customer. Considered minimum however, it is considerably more. The customer commitment Give priority to the maintenance is available to all customers equally as possible. Define a strategy for the project to guide the development of the quality of service and maintenance network, True Internet. Service area includes proactive strategies province (SO) is a strategy for instant access. The preparation of a project to repair 24 sets out strategic adjustment (WO) is a strategy to reduce human workload by projects. Project outsource is subcontracting. The skills of the non-The strategy (ST) strategy is a must doing project work as a warehouse moving car. Strategic Change (WT) is strategy development, personality and skills of technicians. The Buddy Project through the implementation of the project, it is expected that the network maintenance, True Internet. The Khon kaen province can provide the behavior. Customer Satisfaction and meet the policies of the company in the Internet.

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APPROACH TO INCREASE KNOWLEDGE FOR CONSTRUCTION BUSINESS WITH GOVERNMENT CONTRACT FOR FILING INCOME TAX TO KHON KAEN REVENUE DEPARTMENT

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ABSTRACT

The objective of this study was to assess the knowledge of construction business in filing income tax with government contract and to determine approach to increase knowledge of the business under Khon Kaen Revenue Department. A survey was conducted to assess basic knowledge of the business on filing income tax with government contract by questionnaire. The data were collected from 286 participants who were filing income tax. It was found that most of the entrepreneur did not know how to do filing. They suggested that the Revenue officer should give them more information and the actual training. Two projects, increasing knowledge for construction business and notice from Revenue officers, were proposed.

Keywords: filing tax, construction businesses

Introduction

Paying taxes is a duty required to be undertaken as a nationally responsible citizen. Aside from individuals having an obligation to pay tax, business organizations do, too, [1] but with complexity in more tax payment details, in particular construction business providing construction, repair and addition services. Construction business involves a variety of general and specialized works. Accordingly a project is often collaborated by business operators with varied specializations in the form of 1) self implementation; 2) subcontracting; 3) joining group in the form of a joint venture with benefits sharing; and 4) joint implementation for benefits. Further, construction entrepreneurs accept works from public and private agencies, making the tax return filing for construction business have more increased steps. In particular, for tax filing by construction entrepreneurs being contract parties with state agencies, [2]. The payer has an obligation to impose a withholding tax deduction against the payee at the lump sum rate of 1% of the taxable income according to the Revenue Code and, by the 7th day of the month following the month of payment, remit the tax to the Area Revenue Branch of the locality in which the withholding is made, by either recording the transaction in the GFMS or submitting a PND 53 Form. [3] Revenue information of contractors is transmitted into the Revenue Department's system for tax payment verification.

From past executions, it was found that construction entrepreneurs had no knowledge and understanding of tax and duty concerning revenue recognition for service business at a VAT tax point, and the knowledge and understanding of cash-basis (for individual) and accrual-basis (for corporate) revenue recognition. Improper and incomplete tax payment by contractors caused construction entrepreneurs to be held accountable for paying taxes, a penalty and surcharge, be invited to meet and be advised of proper filing, and be subject to a business condition inspection. Failing to do so or cooperate or evading tax was subject to summons issuance, whereas the Revenue Department becomes unable to fully collect taxes and duties as government revenues for further national developments.

According to Khon Kaen Area Revenue Office's 2012 tax return filings by construction businesses as contract parties with state agencies, there were 691 contractors who, according to their withholding tax data, were contract parties with state agencies, with 450 contractors making proper filings that matched the revenue data, and 241 contractors failing to make or making improper filings with tax shortfall. [4] The contractors failing to make or making improper filings with tax shortfall increased in 2011, accounting for 15.73%. Such failure to make proper filings with full tax payment was attributable to the lack of knowledge and understanding of tax return filing for the case where they entered into a contract with government instrumentality, and to their failure to realize the importance of filing. Therefore, making contractors knowledgeable and understand, for proper tax filings that match the Revenue Department's data, is highly necessary under the Department's mission to collect more tax amount every year, in order to afford the government with sufficient revenues for national administrative expenditures and to create a sustainable tax base in the future.

Objectives

To study Khon Kaen construction businesses' knowledge and understanding of corporate income tax filing and to determine a guideline for creating an understanding of corporate income tax filing if being a contract party with a state agency.

Methodology

1. Studying Khon Kaen construction businesses' knowledge and understanding of corporate income tax filing if being contract parties with state agencies, with samples used in the study comprised of 286 individuals involved with the filing of corporate income tax for construction business being a contract party with a state agency, and calculations based on Yamane [5]. Questionnaires used were divided into 4 parts, consisting of Part 1: Respondent General Information, having 9 questions for selective answering as follows: Types of Entrepreneurs; Registered Capital; Business Size; Types of Construction Works; Accounting Period; Tax Entity; and Accounting Preparation; Part 2: Knowledge and Understanding of Corporate Income Tax Filing, containing 11 yes-no-unsure questions that test the knowledge and understanding of corporate income tax filing, with correct answer given 1 point and incorrect and unsure answers given 0 point; Part 3: Knowledge and Understanding of Contracting with State Agency to Provide Services, containing 6 yes-no-unsure questions that test the knowledge and understanding of tax return filing, with correct answer given 1 point and incorrect and unsure answers given 0 point; Part 4: Requiring Tax Return Filing Training from Revenue Department, having questions for selective answering, with frequency and percentage as statistics used.

2. Determining a guideline for creating in construction business an understanding of Khon Kaen Area Revenue Office's corporate income tax filing requirements if being a contract party with a state agency. Coming up with information about knowledge, understanding and needs, the Area Revenue Office would be suggested to reorganize its environment in order to know its strengths, weaknesses, opportunities and threats, and then increase knowledge and understanding of corporate income tax filing in those construction entrepreneurs who are contract parties with state agencies, after which a guideline for the understanding of Khon Kaen Area Revenue Office's corporate income tax filing requirements for construction entrepreneurs being contract parties with state agencies that suits budgets and implementation periods was established.

Results

1. In respect of construction entrepreneurs' knowledge and understanding of corporate income tax filing if being contract parties with state agencies in Khon Kaen, the study results are as follows:

1) The majority of construction entrepreneurs are limited partnerships with paid-up, registered capital no more than 5 million baht, and income and assets altogether no more than 30 million baht, whose services are provision of materials and labor to state agencies; accounting period correspond with calendar year and accounting preparation outsourced; corporate income

tax knowledge is obtained from their accounting firms; and knowledge about corporate income tax for construction entrepreneurs being contract parties with state agencies is available. It was found that their knowledge and understanding is at low levels, with given right answers no more than 50%. There were 8 questions as follows: Only corporate net income is taxable (wrong answers 92.31%); Corporate income and expense recognition is accrual basis (wrong answers 84.27%); Corporate income tax calculation is based on accounting net profit (wrong answers 83.22%); Section 65 *Tri* expenses shall not be treated as net profit calculation expenses for tax return (wrong answers 82.87%); Corporation has the duty to do bookkeeping and keep accounting documentation in its establishment for not less than 7 years (wrong answers 82.17%); Net loss can be deducted from the net profits of no more than five accounting periods (wrong answers 78.32%); SME businesses pay corporate income tax at the rates of 15, 20 and 23 of net profit and are tax-exempt if their net profit does not exceed 150,000 baht (wrong answers 66.43%); and VAT registration is required for all corporations (wrong answers 60.14%).

2) In respect of construction entrepreneurs' knowledge about contracting for providing services if being a contract party with a state agency, it was found that most of them gave wrong answers, have low levels of knowledge and understanding, with given right answers no more than 50%, as shown in Table 2. Most entrepreneurs gave wrong answers about income tax filing for those being contract parties with state agencies as they lacked attention or attached no importance to such matter, as it is noticeable in the more than 50% wrong answers to the questions measuring their knowledge and understanding of corporate income tax as follows: Revenue and material cost recognition in each accounting period is allowed up to the cost only (wrong answers 90.21%) (not known to some of the entrepreneurs); VAT-excluded goods cost is required to be calculated for duties at 1, 5, and 20 baht (wrong answers 87.06%) (not known to some of the entrepreneurs); Government instrumentality is required to make 1% withholding tax deduction and remit it to Revenue Department by the 7th day of the following month (wrong answers 72.73%) (not known to some of the entrepreneurs); Tax deducted and remitted in any accounting period by a government instrumentality can be used as a tax credit for such accounting period (wrong answers 60.14%); The original copy of an engagement agreement needs attachment of 1-baht stamp duty for every 1,000 baht, while a counterpart needs 5-baht stamp duty attachment (wrong answers 59.09%).

3) In respect of activities for educating construction entrepreneurs on tax return filing if being a contract party with state agency, the first three needs from the Revenue Department include notifications from it, knowledge training, and visits by revenue officers to give knowledge at establishments.

2. Guideline for Creating an Understanding of Khon Kaen Area Revenue Office's Corporate Income Tax Return Filing Requirements if Being a Contract Party with State Agency for Construction Business

According to my analysis of the questionnaire data from 286 individuals, the knowledge of tax return filing for those being contract parties with state agencies is at low levels i.e. construction entrepreneurs gave less than 50% of right answers, and the most-wanted education on tax return filing for those being contract parties with state agencies are Notifications from Revenue Department

at 67.83%; Knowledge Training at 41.26%; Visits by Revenue Officers to give knowledge at Establishments at 27.62%; Making Publicity Signs at 16.08%; Visits by Revenue Officers to give knowledge at Establishments at 8.74%; Handbook at 8.04%. In conjunction with the strengths, weaknesses, opportunities and threats of the Revenue Department on the publicity of tax return filing for those being contract parties with state agencies in the analysis, I have drawn up two guideline projects for creating an understanding of Khon Kaen Area Revenue Office's Corporate Income Tax Return Filing Requirements for those being contract Parties with state Agencies for construction business, as follows:

Project 1: Educating Construction Entrepreneurs, consisting of:

Project 1.1: Organizing a workshop for exchanging opinions and Awarding Outstanding Entrepreneurs

Purposes

1. For entrepreneurs to exchange their experience and problems on filing corporate income tax return; and
2. For entrepreneurs to have knowledge and understanding on filing corporate income tax return for those being contract parties with state agencies.

How to Implement

1. General Administration Subdivision of Khon Kaen Area Revenue Office prepares invitation cards for an opinion exchange workshop among construction business and their accounting firms or in-house bookkeepers at the Office's meeting room.
2. Invite some reputed construction entrepreneurs in Khon Kaen who used to experience problems in filing and presenting tax return forms, and Head of Team Kor 03 who overseas construction business to be co-speakers for exchanging current experiences and proper execution guidelines.
3. Khon Kaen Area Revenue Office simulates a current problem situation and provides a proper execution guideline, for the construction entrepreneurs to gain correct knowledge and understanding.
4. Award outstanding entrepreneurs or accounting firms who filed tax return forms properly as per the time schedule.

Expected Results

Entrepreneurs, accounting firms and bookkeepers become knowledgeable in and understand the corporate income tax return filing system for those being contract parties with state agencies more fully.

Project 1.2: Going out to publicize the filing for Construction Entrepreneurs

Purposes

To educate construction entrepreneurs being contract parties with statement agencies on corporate income tax return filing system

How to Implement

Prepare documents and information about 691 construction entrepreneurs within the responsible areas of Khon Kaen Area Revenue Office through address selection from Revenue Department system and pick out 150 entrepreneurs who didn't join Project 1.1 for an opinion

exchange workshop attendance and outstanding entrepreneurs to be awarded, prior to submitting a plan to Khon Kaen Area Revenue Office and going out for publicity to entrepreneurs at their establishments between June-August 2014.

Expected Results

An increase in the number of construction entrepreneurs who are contract parties with state agencies and possess knowledge and understanding of corporate income tax return filing.

Project 1.3: Making Publicity Signs

Purposes

To publicize and make entrepreneurs realize the importance of tax and file tax return within 150 days of the end date of an accounting period.

How to Implement

Building and Facilities Department installs fabric banners and signage to publicize the importance of tax and the filing of tax return by the time schedule.

Expected Results

An increase in the number of construction entrepreneurs who are contract parties with state agencies and possess knowledge and understanding of corporate income tax return filing.

Project 1.4: Making a Handbook

Purposes

For entrepreneurs to have knowledge and understanding on filing corporate income tax return for those being contract parties with state agencies.

How to Implement

Produce a Handbook of Filing Corporate Income Tax Return for Those Being Contract Parties with State Agencies and give it to the entrepreneurs in Project 1.1: opinion exchange workshop, outstanding entrepreneur awards; and Project 1.2: Going Out to Publicize Return Filing for Construction Entrepreneurs.

Expected Results

An increase in the number of construction entrepreneurs who are contract parties with state agencies and possess knowledge and understanding of corporate income tax return filing.

Project 2: Written Reminders from Revenue Department

Purposes

To get construction entrepreneurs to file corporate income tax return.

How to Implement

General Administration Subdivision of Khon Kaen Area Revenue Office produces a written reminder for those construction entrepreneurs being contract parties with state agencies to submit documentation and file corporate income tax return.

Expected Results

An increase in the number of calendar-year-corresponding, corporate income tax return filings by construction entrepreneurs.

Conclusion

Drawing on the findings of studying a guideline for creating an understanding of Khon Kaen Area Revenue Office's corporate income tax filing requirements for those construction entrepreneurs being contract parties with state agencies for two projects, namely, Knowledge Imparting Project for Construction Entrepreneurs and Revenue Department Reminders Project, the projects, once implemented, are expected to give those construction entrepreneurs being contract parties with state agencies more understanding of corporate income tax filing and to increase the number of construction entrepreneurs being contract parties with state agencies who file corporate income tax return forms on time. Two projects, increasing knowledge for construction business and notice from Revenue officers, were proposed.

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USING STORYTELLING TO BUILD A BRAND THROUGH FACEBOOK

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Abstract

The purposes of this study are to study using storytelling to build a brand through Facebook, and to prove the criterion of using storytelling to build a brand, and prove the criterion and factors of success in using storytelling to build a brand through Facebook. Data was collected by an individual in dept interview from 3 case studies and 2 digital marketing experts. From the study, it is found that there are 7 steps of procedures of making a brand's storytelling, those are 1) Specifying purposes, 2) Specifying a target group, 3) Specifying brand positioning, 4) Making a story for the brand, 5) Selecting type of the content, 6) Planning about posting from posting time to taking care of answering the target group's questions, and 7) Communicating the story that made by using Facebook as a medium to the target group. Moreover, the criterion of selecting style of telling was selected from brand positioning and an interest of the target group in order to make the story reflect the unique of the brands obviously and be attractive to the target group.

Keyword: Storytelling, Brand Positioning, Facebook

Introduction

In nowadays, information technology has more important role in our daily lives, especially internet network that has an important role in many aspects; education which it is a searching resource, and entertainment which is about business. Rapidly developing and changing of the internet network from using an original communication that is a one way communication which cannot talk or exchange opinion to each other becomes a new communication that is digital way which can talk and exchange opinion freely. Because the information technology is continually developed, so new social media happen.

Social media means the media that are widely spread by social interaction. The social media maybe are in forms of pictures, sounds, or videos such as Facebook, Twitter, and Youtube. Or they are the media which were developed from the old ones that spread news in a one-to-many style to a many-to-many style [8]. Now online media have more roles in business. Many organizations use the online media to publicize products and services; it can be seen by number of using the online media which is more and more. From the surveying, the online media which are most popular in Thailand now are Facebook as 85%, Twitter as 10%, and Instagram as 5% respectively [5]. Because of the popularity of Facebook, and marketing competition in nowadays is quite high, plus there are more and more competitors. That makes many organizations turn to Facebook for their marketing or it is called Facebook marketing for making the brands of products or service more popular.

Storytelling, action, and events are one of the tools that help making brand equity, product or service outstandingly, differently, and it makes the consumers feel like they are one of the products. Therefore, the consumers get used to and connect to the unique of the brand through the story for seeing qualities, prominent points, values of the product and service. There are many companies use the storytelling to make stories of their brands for examples, Srichan powder, Okinawa Kinjo a Japanese restaurant, Siam Commercial bank, Brown as a berry, and so on that use storytelling to make the differences to their brands.

In the age of high marketing competition plus popularity of Facebook, many companies see the chances and ways to do the marketing online. Changing marketing strategy for the competition and making differences for the products, another efficient way is using story tells the experiences about making the brand through Facebook for making brand equity to the products or service which the customers can see the values and have good attitude and belief to the quality of the products, also have a zeal for the brand that may be the loyalty to the brand. This strategy is used by little amount of people, but it is an efficient tool. In order to be one of guidelines to success in business for the entrepreneurs, the researcher selected studying about using storytelling to build a brand through Facebook.

Objectives

1. In order to study procedures of using a storytelling in building a brand through Facebook of the case study companies.
2. In order to prove the criterion and factors of success in using storytelling to build a

brand through Facebook by considering from case studies, experts, theories, and researches in the past.

Methodology

This research is a qualitative research by collecting 2 types of data. First one is primary data from the individual in-depth interview with the samples, which consist of case studies from 3 brands: Brown as a berry a childrenswear shop, Okinawa Kinjo a Japanese restaurant, Srichand United Dispensary Co.,Ltd., and 2 marketing digital experts: Nathida Ratthanawut and Assoc. Prof. Dr. Pisek Chainirun, and the tool in this study is questionnaire that was changeable according to the situations because the researcher used semi-structured interview which the questions and orders of the questions could be flexible. Second is secondary data for examples textbooks, journals, magazines, theses, information from websites on the internet by using ideas of making brand equity, using storytelling, using Facebook for marketing, and content marketing as frames of reference for helping analysis and interpret.

RESULTS

From studying along the objectives, the result can be divided into 2 parts along the objectives as follows,

1. Procedures of using storytelling to build a brand through Facebook of the companies which are used as case studies.

- 1.1 Procedures of making stories for the 3 case studies

Procedures of making stories of 3 case studies can be procedure as follows,

1. Specifying objectives of using content marketing on Facebook in the question why we have to do. From 3 case studies, the objective was specified that brands must be known.

2. Specifying obvious target group, including analysis the group. It means we have to know who the target group is, what they are like or interested in, or what kind of story they like. Specifying the target group must obviously specify who the real customer group is.

3. Specifying brand positioning what the brand wants to show to the target group. For example, a kids' clothing store Brown as a berry has specified brand positioning that it wants to emphasize on emotional issue which using vintage style to make the target group feels that these are them when they were young[2]. A Japanese restaurant Okinawa Kinjo has specified the brand positioning that it wants to the target group to feel to the restaurant in the old family restaurant style which is not only about taste of the food, but also the atmosphere in the restaurant. It can be a restaurant that students, working people, or elderly people can come with inexpensive prices[11]. And Srichan Powder has specified the brand positioning that it wants to show that Srichan Powder is a powder with Thai herbs from generation to generation, and has a Thai charm in it[10].

4. Making stories for the brands to convey to the set brand positioning which the contents are different from the brand positioning. For examples, a story of Brown as a berry used a vintage style as a medium to the target group think of their own childhoods[2]. A Japanese

restaurant used a story that conveys to an old Okinawa's family restaurant style[11]. Finally, Srichan powder, a story that reflects Thai unique in Srichan powder, and makes Thai women in nowadays do not shy to do any Thai things was used[10]. From studying on Facebook of these 3 brands, it is found that storytelling consists of 4 main elements those are the message, the conflict, the characters, and the plot. For the structure, there are 3 parts, the first one is beginning part, second is the content which the story is at the conflict point, and the third is a part that the conflict is resolved[4].

5. Selecting types of contents, Brown as a berry, Okinawa restaurant, and Srichand powder selected messages and pictures in conveying their stories to the target group.

6. Planning to post the stories by finding the best time that the target group was online the most for making sure that the stories were conveyed to the target group.

7. Conveying the stories through Facebook at the time we planned. The 3 case studies also used Facebook ads and sponsored story help promoting for more chances that the target group could see the stories.

Branding by making brand equity is acknowledgement and remembrance of the brand, including a procedure that leads to loyalty in the brand. It consists of 4 elements those are brand awareness, brand associations, brand quality, and brand loyalty [1]. Like the 3 case study brands that created stories associated the brands for making value, prominent point and difference for the brands to make the target group aware of the brands. Using Facebook could convey stories to the target group, and Facebook was also a medium that helped making relationship between brands and the target group that led to brand loyalty. Answering the questions of the target group or participating in the activities that the brands held on Facebook, and showing good relationships with the target group of the brands made the target group aware of outstanding quality value and brand quality. For examples, commenting on pictures of food that posted on Facebook's wall of Okinawa restaurant's customers that tastes of the food are very good or complimenting about the restaurant's service[11].

2. Criterion and factors of success in using storytelling to build a brand through Facebook

2.1 Criterion of selecting storytelling style of the case studies and experts' point of view

From the 3 case studies, it was found that selecting storytelling style of the 3 case studies, the stories must be reflected obviously the unique of the brands, and the stories must be real. From the selecting of storytelling style in 2 experts' point of view, it was found that the first thing we must know before selecting the style was what the brand wanted to convey to the target group to be aware of the brands' unique. Besides positioning the brands clearly, we had to know who the target group of the brand was, and what purposes that the target group was interested in. The stories would be interesting when they were consisted of creativity. The main ideas of the stories reflected brand equity, and the cores must be bound with the brands and did not oppose themselves. All storytelling styles must focus on the brands that showed overall pictures and brand positioning. The storytelling was the efficient tool that should be with the strategy of brand equity [4].

2.2 Criterion of selecting the style (message, picture, and video clip) of the content

Criterion of selecting the style (message, picture, and video clip) of the content from 3 case studies, it was found that all the 3 case studies mostly selected message and picture styles. For examples, the Brown as a berry selected picture style that has content about selling by seeing from online behavior of the target group when they were online most, and for the message style which has much details and contents; messages on vacations or festivals were used[2]. Okinawa Kinjo restaurant used pictures that related to the stories such as story about ingredients like bitter melon, the picture that it used must be a bitter melon[11]. For Srichand powder, it selected from target group's affection and interested behavior[10].

Criterion of selecting content's style in 2 experts' points of view found that when the brands already got stories, conveying the content to the target group to know can be conveyed in many styles: message, picture, and video clip. Most of the selection depended on behaviors of the target group what content style they liked or were interested in the most. Besides the target group's behavior, Facebook's system was a determination in selecting medium of the content.

2.3 Factors to success of storytelling are

- 1) The stories must obviously convey to brand equity in order to the target group could be aware of what they were conveying.
- 2) The stories must be new and various.
- 3) The stories must have variety in order to avoid being monotonous and boring, and must not out of the set concept or be able to keep the brand equity.
- 4) Media were important. The media were able to make the target group aware of the stories that the brands wanted to convey thoroughly with limited budget. The medium that the 3 brands used conveying with the target group was Facebook.
- 5) The stories that were the plays, the characters in the plays must be obvious in order to not have love introductions which made the stories interminable and boring.

The factors to success in storytelling of 2 experts' aspects, it was found that if we wanted to be successful in storytelling, we had to depend on these following factors,

- 1) Viewers or the amount of clicking Like because if there was no receiver, the stories were unable to convey to the target group.
- 2) The target group received what the brands conveyed such as the target group knew the brands or products.
- 3) There were many types of stories, they should be divided obviously, and should be given precedence equally, not lean to a particular side.
- 4) Participation of the target group, no matter what liking, sharing, commenting, or some contests or activities in order to making good relationships between the brands and customers.

- 5) Posting period, should find the best time to post, the time should be when the target group were online the most in order to the brands' stories can be seen by the group.

2.4 Criterion of success of content marketing on Facebook

The criterion of success of content marketing on Facebook of 3 bands, found

that the 3 case studies, success was measured by increasing amount of people who knew the brands by seeing from the increasing customers.

The criterion of success of content marketing on Facebook in 2 experts' aspects was setting KPI. Pisek Chainirun [9] stated that setting KPI in success measurement must specify purposes why was Facebook. While Nathida Ratthanawut [6] mentioned success measurement of content marketing on Facebook that being successful must be the relationships between brands and customers or the amount of clicking like or share content, and commenting that showed the interaction between the brands and customers.

Conclusion

From the study, it is found that building a brand by using storytelling through Facebook of the case study companies can be ordered into 7 steps as follows, 1) Specifying content marketing on Facebook. 2) Specifying a target group and analysis the group. 3) Specifying brand positioning which can be positioned as 2 types those are Emotional Value and Functional Value. 4) Making a story for the brand to convey to the brand positioning and the story must consist of 4 elements those are the message, the conflict, the characters, and the plot. 5) Selecting style of content that will be used such as message, picture, or video clip, and the criterion of using the content's style can use all 3 of them depending on the target group's behavior that likes or is interested in which style most, moreover, the Facebook's system is the determination of using content's style. 6) Planning about posting the stories by finding when the target group is online the most is. 7) Conveying the stories through Facebook as the plan that was set.

Criterion of selecting the style of storytelling, at first must know that what the brand wants to convey to the target group to know about the unique of the brand, then can specify the brand positioning in order to reflect the brand's unique clearly. Besides the brand positioning, the target group is conducive to help selecting the style. That means the stories must be about the target group's interest. The storytelling style must have creativity in order to make the story more interesting, but must be based on the truth. Factors of success of the storytelling are that the story must be based on the truth and does not oppose to the product. It may be said that the storytelling must relate to the brand, have a unique, and be easy to remember. The most important thing is the story must make the equity to the audiences. That means making an emotional equity to the audiences. The story will have more efficiency when the story that the brand wants is the same as the target group specified. Success measurement of content marketing on Facebook cannot be measured in only one particular way, so many ways of measurement should be made or should set the KPI in many values in order to measure the success. Setting KPI can be set in many ways depending on the purpose of the content marketing on Facebook.

Suggestions

1. Suggestion to the organization

From studying on presenting the stories on Facebook of the 3 brands, it was found that Srichan powder and Brown as a berry presented most of the contents mainly in Thai.

Therefore, the other languages should be used as well such as Chinese and English. For Okinawa Kinjo a Japanese restaurant, the presentation used Japanese, English, and Thai, but was not enough because in a year 2015, there will be the opening of ASEAN Economic Community (AEC), so should preparing for welcoming the foreigners to come to Thailand. That means there should be more plans, maybe making a Facebook's page for the foreigners only or making content with various languages.

2. Suggestions to further study

Because this study is a qualitative study in order to get some useful data to the entrepreneurs who are interested making a brand. For more efficient in using storytelling through Facebook, should study in quantitative data in consumers' or receivers' aspects how much the consumers or receivers understand the stories in order to improve brand's story to be clearly understandable for the consumers or receivers. And this study is the study of only one way to broadcast the story that is Facebook, so in the next study, should study about other social media for more ways to broadcast in order to making the story of the brand direct to the target group in other ways.

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A CASE STUDY OF CUSTOMER LEAD & TIME REDUCTION AT THAISUTHUCH LTD., IN KHON KAEN

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Abstract

The study of reducing customer service lead time when purchasing products from Thaisuthuch Ltd. in Khon Kaen has the purposes to investigate the current situations, problems and causes of customer service lead time when buying goods, and proposes the suggestion ways to reduce the customer service lead time. This research studies about the current situations by using research instruments as Flow Diagram and Time Study to compare with standard customer service time, and then consider finding out the main problems by the principles of 3 Gen, The Waste of Waiting and Cause and Effect Diagram. The study also proposes the suggestion ways to reduce customer service lead time by Work and Motivation Theories and Plan-Do-Check as well as brainstorming of entrepreneurs and dealers involved. The results of the study revealed that the current situations of customer service procedures when buying and paying products take much more time waiting than the standard time by the customers driving with the pickups taking time over 20.38%, and customers driving with 6-wheel trucks taking time over 29.79%. The causes of these problems dealing with the processes of dropping the products are 1. Not-working machines, 2. Running-out gasoline machines, 3. Inadequate employees and 4. Unproductive employees, respectively. Also, the major causes appear that there are 1. Unplanned maintaining machine policy, 2. Uncertain working regulations, 3. Discouraged employees in working in that order. As a result, this study has proposed the suggestion ways to reduce customer service lead time by raising 3 projects which are 1. "Thaisuthuch Mechanic Standard", 2. "Thaisuthuch Working Regulations" and 3. "Thaisuthunch Woking Done Together." The results of putting the Thaisuthuch Working Regulations into practice found that the customers driving with the pickups spend time decreased from 20.38% to 12.78%, and customers driving with 6-wheel trucks take time decreased from 29.79% to 11.91%, consecutively.

Keywords: Reducing Customer Service, Lead Time, Work Maturation

Introduction

At the present, Thaisuthuch Ltd. in Khon Kaen is well systematically managing as having the all-in-one system for accepting to buy and sell goods for customers both in Khon Kaen and neighboring provinces. When the products are delivered, they are already divided into their types by the customers, and the company uses the trucks to pick up the products to sell at the recycling companies. However, the company is facing with such delayed process of buying goods that some customers feel irritated with their service. This problem affects that some customers decided not to sell their goods with Thaisuthuch Ltd., and it would bring the problem for the company to have inadequate goods in their stores due to missing customers. According to the problems, the researcher is interested to study and investigate the current problems to find out the causes in order to improve the buying and selling service in the effective ways.

Objectives

1. To study the current situations, problems and causes of customer service lead time in buying customers' goods of Thaisuthuch Ltd. in Khon Kaen.
2. Suggesting to reducing customer service lead time in buying customers' goods of Thaisuthuch Ltd. in Khon Kaen.

Methodology

The study investigates the current situations by searching the information and collecting the data form real-time working observation in each Thaisuthuch Ltd.'s activity of buying goods form customers. After that the results are taken into account to find out the problems and causes, and suggestion ways to improve customer service when buying products, so the research methods which are required for studying are as follows;

Investigating the current situations and gathering information to seek for the problems and consider finding out the causes

1. Studying the procedures of buying goods from customers is required to do the observation in each activity of purchasing customers' products, and then the information is analyzed by flow diagram to point out the relationship of different points when accepting to buy products.
2. Time study [1] is needed for observing the current situations, and data is collected by reckoning time currently spent for the procedures of buying goods in order to compare with Thiasuthuch standard time within one month. Collecting data of time spent for the procedures of buying goods is reported by Mean as minute/car, and the results are analyzed by Descriptive Statistics.
3. To do the observation and collect the data of time, period and frequency during the procedures of purchasing customers' goods is scheduled form 10 – 20 March 2014. The principles of 3 Gen [2] which are studying in the field work (Genba), doing observation to the real situation (Genbutsu), under the real surroundings (Genjitsu), and7 Wastes [3] are accepted to be as the guidelines to find out the problems form current working as well as the employees' behaviors.

4. To analyze the causes of the problems is to point out the relationships between problems and possible causes by acquiring Cause and Effect Diagram [4] as the research instrument to find out the causes with these methods as follows;

4.1 identify the problems needed to solve by setting as the end of the goal to be able to achieve completely

4.2 identify the causes or the factors that lead to the major problems by using the results of the study in no. 1 to separate the main problems

Proposing the suggestion ways to reduce customer service lead time in buying customers' goods

Finding out the solutions to reduce customer service lead time in buying customers' goods is required to collect data from secondary data involving studying intensively from books, journals, internets and other related researches. PDCA [5] approach and Work Motivation Theories [6] are taken as the guidelines to improve the current situations of Thaisuthuch Ltd. The results of the study from analyzing the information in order to find out the causes of problems are raised to discuss with the entrepreneur to determine the developing ways in order to put them into practice in decreasing the loss from the procedures of purchasing customers' goods.

Results

The results of current situation to find out problem issues and analyze causes

According to the study of purchasing recycling goods, information can be analyzed by Flow Diagram describing the process of purchasing the goods from Thaisuthuch Ltd. Customers. It is shown that process can be divided to 5 procedures as follow;

Procedure 1; Giving Thaisuthuch Ltd. information to customers

Employees will be responsible for giving information of the products to customers at any times.

Procedure 2; Weighting customers' products truck

Before purchasing customers' products, employees will ask customers about the products they want to sell as collecting the data to PC.

Procedure 3; Dropping goods

Before dropping goods, customers will cover their goods by canvas or fasten their goods to the truck. Moreover, employees will clear the area to drop the goods in order to avoid accident of the truck and have more space. This procedure is that Thaisuthuch Ltd. will use machine to drop goods for convenience of good transfer.

Procedure 4; Weighting customers export good

Front line will be responsible for collecting the data of export good weight to customer and print out selling and buying documents

Procedure 5; Payment to customers

The results from flow diagram show that purchasing procedure leading to delayed service is procedure 2 to 4 allowing the customer complain about Thaisuthuch Ltd. service.

Researchers studied time in current situation between 2 to 28 February 2014, and we can

divide customers into 2 groups; customer with pickup and customer with truck. The results was also compared to the time standard of Thaisuthuch Ltd. delivery which is shown that customer delivery with pickup takes time over the standard; 9.17 minutes/pickup (20.38%), and customer delivery with truck also takes time over the standard; 19.96 minutes/truck (27.79). The procedure of purchasing goods shows that dropping goods is the procedure taking time over standard the most. Therefore, researchers made a decision to find out a solution for reducing time of dropping goods to meet the standard of the company.

The results of observation and collecting the information from procedure of dropping goods taking times over standard by 3 Gen principle were shown that dropping goods procedure causes waste time of waiting in the date of 10 to 22 March 2014 as follow;

1. Machine can't be worked causing time lost of waiting, also other goods are delivered to another the type of the goods. So this can affect to other machines to stop working. This causes the time to drop the goods as 23.74 minute/time (46.01%)
2. Machine stops working due to lack of fuel. This problem causes time lost of waiting refill fuel while dropping goods to customer. It takes time 10.16 minute/time (19.70%)
3. Employee insufficiency causes time lost of waiting. Employees dealing with other tasks have to stop their own work to drop goods causing the cease of their work. This takes time around 11.65 minutes or 22.58%
4. Employees have no capable of working causing time lost of waiting. Employees with different capability of dropping goods, who are not on duty or late cause the work delay, taking too much time 6.04 minute (11.71%) of dropping.

The results of the main causes of the problems are analyzed by the research instrument as Cause and Effect Diagram, and the causes of the problems are concluded as the follows;

1. There is no policy for maintaining the machines which is the main cause for the loss of customers' waiting to drop the goods as 41.96%
2. The regulations abided by in Thaisuthuch are uncertain and cause the loss of customers' waiting to drop the goods as 51.01%
3. The employee motivation is not reinforced which causes the loss of customers' waiting to drop the goods as 7.03%

Proposing the suggestion ways to reduce customer service lead time in buying customers' goods

The researcher raises the main causes to discuss and brainstorm with the entrepreneur to determine the developing ways in order to put into practice in decreasing the loss from the procedures of purchasing customers' goods. As a result, the suggestion ways are proposed by raising 3 projects. The first is No.1 "Thaisuthuch Mechanic Standard" to permit the employees to be responsible for checking the machines in the effective ways. Next is No.2 "Thaisuthuch Working Regulations" to inform all employees about the punishments in the appropriate ways. The last is No.3 "Thaisuthuch Working Done Together" to motivate employees working effectively in each day's working goal by determining the prize money from employees' working. The results of putting the "Thaisuthuch Working Regulations" into practice found that the customers driving with the pickups spend time decreased from 54.17 minute/car to 50.75 minute/car as 6.31%,

and customers driving with 6-wheel trucks take time decreased from 86.96 minute/car to 74.98 minute/car as 13.78%

Conclusion

According to the study of the current situations of Thaisuthuch Ltd. by analyzing with flow diagram, the results revealed that there are 5 procedures in buying customers' goods which are 1. Giving Thaisuthuch Ltd. information to customers, 2. Weighting customers' products truck, 3. Dropping goods, 4. Weighting customers export good, and 5. Payment to the customers. Then Time Study is investigate to compare the current time with standard time spent in each procedure. The results revealed that customers delivery with pickup take time over the standard; 9.17 minutes/pickup (20.38%), and customers delivery with truck also take time over the standard; 19.96 minutes/truck (27.79%), also the procedure of dropping goods in the current time is spent the most over the standard time. As a result, the researcher found out the effective ways to reduce time in dropping goods by doing observation and colleting the data by the principle of 3 Gen. The causes of these problems are shown that there are 1. Not-working machines, 2. Running-out gasoline machines, 3. Inadequate employees and 4. Unproductive employees. So the Cause and Effect Diagram is taken to analyze finding out the main causes, and the results appeared that that there are 1. Unplanned maintaining machine policy, 2. Uncertain working regulations, 3. Discouraged employees in working in that order. As a result, this study has proposed the suggestion ways after discuss and brainstorm with the entrepreneur to find out the ways to reduce customer service lead time by raising 3 projects which are 1. "Thaisuthuch Mechanic Standard", 2. "Thaisuthuch Working Regulations" and 3. "Thaisuthunch Woking Done Together." The results of putting the Thaisuthuch Working Regulations into practice found that the customers driving with the pickups spend time decreased from 54.17 minute/pickup to 50.75 minute/pickup as 6.31%, and customers driving with 6-wheel trucks take time decreased from 86.96 minute/truck to 74.98 minute/truck as 13.78%.

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I would like to express my deepest gratitude to Thaisuthuch Ltd. for providing and giving me the opportunity to support me for using the company as the case study in my research. Also, I would like to express my appreciation to all officers, employees for giving me the opportunity to get interviewing and exchanging the information. This independent study would not accomplish without them. Thank you from the deepest of my heart.

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SOCIAL AND MAN POWER PROACTIVE MANAGEMENT FOR A GOOD IMAGE OF THAILAND

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Abstract

The present article presented the study and comparison of the concept, regulations, and approaches in social and man power management of leading global organizations, leading global companies and leading organizations in Thailand. The comparison was then developed into a new model as for social and workforce management in Thailand which would be consistent with the leading global organizations and companies. This study was also conducted to create good images of Thailand and to deal with trafficking of persons. Thailand was the third in the ranking of USA. The new model included 3 main articles: 1) it is necessary for all sections, i.e. government, private sections, and people, 2) there were 11 regulations, and 3) overtime should not exceed 12 hours a day. The government, private sections, and people should seriously pay attention to creating social standards and workforce standards. However, the good plan to for an impact of the change is needed. This change would increase volume of economy in Thailand and support the country for the coming AEC.

Keywords: Conceptual Terms and Procedures, Social and man power management, New model, Integrations, International organization, International company

Introduction

According to the United States of America Report on Human Trafficking, Thailand was ranked in the third group, which refers to the countries that do not follow the minimum standard of TVPA and do not attempt significantly. TIP Report 2014 dated June 20, 2014 was conducted by the Ministry of International Affairs of the United States of America. The countries which were categorized in the third group (Tier 3) mostly do not recognized well in the global society [5]. For example, Islamic Republic of Mauritania was announced by the United Nations as the lowest undeveloped country. Syrian Arab Republic and Central African Republic are among the state of war. Republic of Zimbabwe People is a country with dictatorship. Republic of Korea is also a country with dictatorship [2].

The effects from the categorizing of Thailand in the third group were seen. Although TVPA does not have legal punishment on Thailand or the entrepreneurs in Thailand who do not follows the minimum standard in human trafficking solution according to TVPA directly, the United States ought to use this as a cause to give up helping Thailand about culture and education. In addition, the United States might ask other international financial organizations such as World Bang or International Monetary Fund to stop financially supporting Thailand. The United States started the regulations since October 1, 2014. These except only if the assistance is for solving human trafficking or for the sake of the United States. Besides, before the TIP 2014 is officially announced. [4]

Thailand needs to coordinate both governmental sections and private sections in building proactive regulations to solve the problems and make the situation better, which also prevent the following effects of the problem as it might affect international business relationships. That is because Thailand's export in 2013 was counted 144% of GDP. The impotent export products were electronic products (14.3%), automotive products and parts (13.8%), processed agricultural products (12.2%), machinery and equipment (7.8%), agricultural produce (8.0%) , and petrochemicals (5.7%). At the present time, the effects were found. Companies in France and Norway have denied doing business with Thailand and refused to have any relations with any companies which have the mentioned problems [3].

Objectives and Benefits on the Study

The study aimed to explore the concepts, regulations, and procedures of social and workforce management from the international organizations, leading companies, and organizations in Thailand. Then the knowledge were mixed and integrated in order to be adjustable with both public and private sections in Thailand, which could create a good image of Thailand to other business partner countries.

The benefits of this study were social and workforce management that covered and suited to Thailand's context and affected the better ranking of the US ranking of human trafficking. The business partner countries had satisfaction in doing business and led to the economic growth of the country.

Framework of the Study

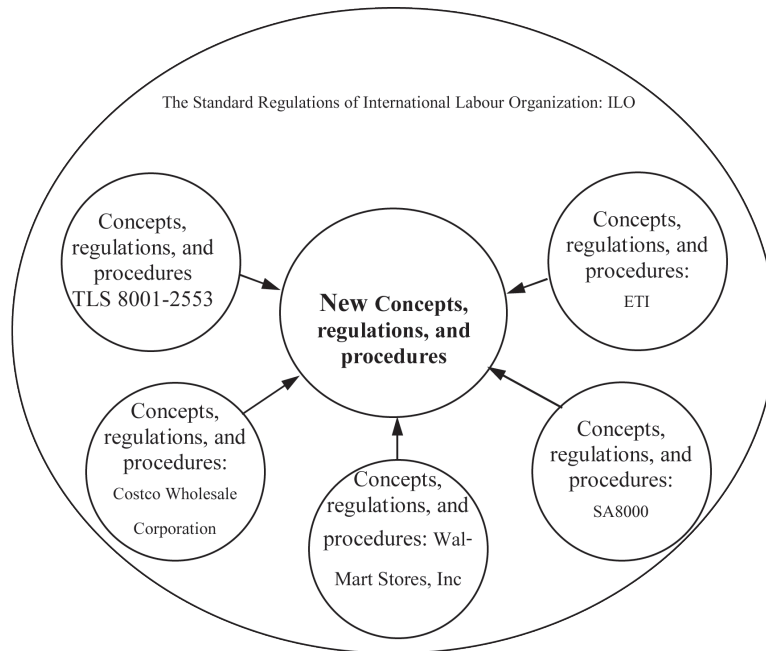


Image 1: Framework of the study

Scope and Procedure of the Study

Scope: The study explored the standard regulations on social and workforce perspectives which were consisted of 6 organizations: 1) 1. International Labour Organization: ILO 2) Ethical Trade Initiative – ETI 3) The workforce standards on Social Accountability 8000: SA-8000 4) Wal-Mart Stores, Inc. 5) The institute called Costco Wholesale Corporation and 6) The standard of social responsibility of Thai business. [1]

Procedure: Reviewed related literature, collected related articles and contents, and analyzed and synthesized to compose the expected conclusion.

Results and Analysis

According to the study of concepts, regulation, and procedures of social and workforce management from international organizations, leading companies, and organizations in Thailand, it was discovered that each organization had concepts, regulations, and procedures which were assigned and accredited under the framework of International Labour Organization: ILO [8] [9]. By using the framework, the organization could adjust the regulations so as to suit the context and objectives of the organization. Therefore, the regulations of each organization were both similar to and different from each other. They were concluded as followed:

1. International organizations, leading companies, and organizations in Thailand could be divided into 2 groups according to their operation concepts.

Table 1: The operation concepts of international organizations, leading companies, and organizations in Thailand

Group	Organizations	Concepts
1	ILO TLS-2553	Promote and support the operation
2.	ETI , SA8000, Wal-Mart , Costco Wholesale Corporation	Conditions needed to follow the regulation

2. The regulations from the framework of International Labor Organization: ILO of international organizations, world leading companies, and organizations in Thailand were shoed in the table 2 as followed: [7] [10] [11] [12] [13] [14]

Table 2 The comparison of the regulations of international organization, world leading companies, and organizations in Thailand under the framework of International Labour Organization: ILO. Only mentioned items were presented.

ILO Standard Items	Regulations				
	ETI	SA8000	WalMart	Costco	TLS
Independence in socializing, negotiating, and labor unions	✓	✓	✓	✓	✓
Controlled workforce	✓	✓	✓	✓	✓
Removal of child labors and protection children and youths	✓	✓	✓	✓	✓
Equal opportunity and treatment	✓	✓	✓	✓	✓
Promotion and policy of employment	✓		✓	✓	
Wages	✓	✓	✓	✓	✓
Working hours	✓	✓	✓	✓	✓
Safety and hygiene at work	✓	✓	✓	✓	✓
Social security			✓	✓	
Maternity protection					✓
Migrants			✓	✓	

Remarks: The regulations about working hours had incoherent details among organizations in Thailand, international organization, and world leading organizations.

3. Details under the regulations of working hours of organizations in Thailand were not coherent with international organizations and world leading companies because of working hours as presented in table 3:

Table 3 The comparison of incoherent details under the working hour regulations among organizations in Thailand, international organization, and world leading companies.

Regulations on Working Hours				
ETI	SA8000	WalMart	Costco	TLS
Regular working hours per week do not exceed 48 hour.	Regular working hours per week do not exceed 48 hour.	Regular working hours per week do not exceed 48 hour.	Regular working hours per week do not exceed 48 hour.	Regular working hours per week do not exceed 48 hour.
At least 1 day-off per 7 days	At least 1 day-off per 7 days	At least 1 day-off per 7 days	At least 1 day-off per 7 days	At least 1 day-off per 7 days
Over-time working must not exceed 12 hours per week	Over-time working must not exceed 12 hours per week	Over-time working must not exceed 12 hours per week	Over-time working must not exceed 36 hours per week	Over-time working must not exceed 12 hours per week (the third year)
				Over-time working must not exceed 18 hours per week (the second year)
				Over-time working must not exceed 24 hours per week (the first year)
				Over-time working must not exceed 36 hours per week (regressive plan)

Remarks: Costco indicated that the organization followed the local laws.

Discussion of the Findings

According to the study and analysis of international organizations, world leading companies, and organizations in Thailand, we could bring about those principles mixing and integrating together to create the new proactive model of social and workforce management. Following the model, the good image of the country could be established. To simplify the new model, the researcher presented the conceptual framework as followed:

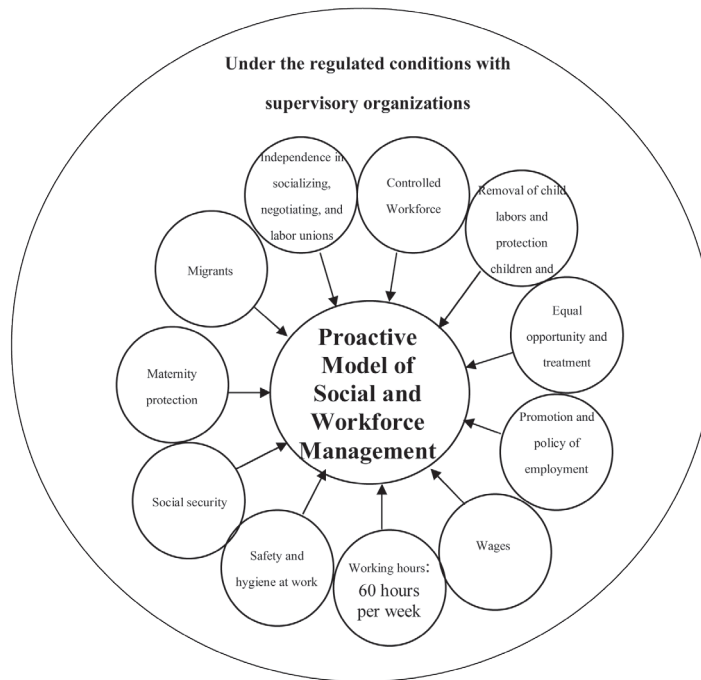


Image 2 The framework of new proactive model of social and workforce management

According to image 2, the proactive model of social and workforce management was constructed from adjustment of Thailand Labour Standard 8001-2553 (TLS.8001-2553) (Thailand's leading organization). The adjustments were concluded as followed:

1. The application of Thailand Labour Standard 8001-2553 (TLS.8001-2553) was need to be promoted and supported to be able to practice according to the regulations by forming the new governmental organization to supervise every organization in Thailand.
2. The number of items in Thailand Labour Standard 8001-2554 (TLS.8001-2553) were needed to be added from 8 items to 11 items in order to cover all areas as used by the international organizations and world leading companies.
3. The working hours needed to be changed from 36 over-time working hours to 12 over-time working hours – 12 hours were reduced.

Recommendation from the study

1. The new model will be effective if the governmental units, the business units, and the public units pay fully attention to the assigning of the social and workforce standard.
2. The new model will cause the instant rejection from the industrial workforce because the model limits only 12 over-time working hours – originally 36 over-time working hours. Therefore, to prevent the rejection, the over-time working wage should be changed from multiple 1.5 to multiple 3 in regular working days, from multiple 2 to multiple 4 in day-off working, and from multiple 3 to multiple ... in over-time working in the day-off. The punishments from

rebellious the TLS. 8001-2553 should also be added.

3. The present situation of Thailand needs to be seriously changed about solving the problems on society and workforce. Otherwise, the country's economy will be affected from not being able to export. Companies will be closed. More labors will be laid off, which causes more criminal problems. The government's income will also reduce. Hence, the governmental and business sections should really collaborate.

4. The new model could be used as a framework for Thailand's leading companies to assign their regulations on society and workforce and to supervise their operation so as to the international organizations and world leading companies. Furthermore, it could be used as a tool to preparing the expansion of their business to the neighboring countries (AEC). Finally, it could provide the way to revising and adapting the social and workforce regulations.

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THE EXPENDITURE BEHAVIOR OF STUDENTS PARTICIPATING IN STUDENT LOAN PROGRAM AT TECHNOLOGY ISAN KHON KAEN CAMPUS, RAJAMANGALA UNIVERSITY

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Abstract

This purposes of this study were to analyzed the expenditure behavior of students participating in student loan program at Rajamangala University of Technology Isan, Khon Kaen campus. The sample group used in the study is 400 Rajamangala University of Technology Isan, Khon Kaen campus students who participating in student loan program. The independent study instruments drawn for this study was a questionnaire. The data were systematically analyzed by using frequency, percentage, mean, standard deviation, t-test and F-test.

The result as follows; It is found that most of the respondents are female. They are at the age of between 20 – 22. They are undergraduate students at the faculty of Technical Education. During studying period, they reside in private dormitories. Their parents are farmers with monthly incomes of 5,001 – 10,000 baht. The indebted students also receive allowance from their parents (excluding Loan for Education) approx. 1,501 – 2,000 baht per month.

Regarding the spending behavior of students, , it was found that students spent money the most on basic needs, second most on their educational needs, third on personality wants, and fourth on recreational wants.

In conclusion, the result reflected the education institute or related organizations should follow up the ways students spend their education loan. The way related to the project's rules, criteria, and objective to extend continue studying opportunities among Thai students from low income family. Education institute or related organizations should issue the standard and campaign projects in order the students can possess awareness which later can plan their own expenditure efficiently and effectively, and finally motivate student to repay loan to education loan project.

Keywords: Paying behavior, Loan for education, Students

Introduction

At present Thai society has changed rapidly. Such changes are economy, society, politics, technology progress, and even though self-values. These changes have influences on living behaviors of people in Thailand. The more the country develops, the more people require materials. They want progress in their jobs, social reputation, facilitating materials and finance. This makes them spend money lavishly in order to get what they want. Finally they have to withdraw future money or “loan” to spend.

Nowadays “loan” is regarded as a common thing, though it is a wrong value. According to the current slumping economy, people who are in financially trouble turn to use loan services. Such people are merchants, businessmen, in-service government officers, and the youths. Besides some pupils and students need to borrow money for course fees and other necessary expenses for their education.

On March 1995, the Cabinet (Mr. ChuanLeekpai – the Prime minister) approved to found the project “Student Loan for Education”. There were 3 main institutes to take response; i.e. Ministry of Finance, Ministry of Education, and Ministry of University Affairs. Pupils and students have been able to use loan service since 1996[1].

Rajamangala University of Technology Isan (RMUTI), Khon Kaen Campus was established depending on Rajamangala University of Technology Act 2005. RMUTI Khon Kaen Campus offers fields of study for Vocational Diploma and Bachelor’s Degree. The current number of total students is 8,007. There are 2,482 students, or one-third of the whole students, who take out loan from “Student Loan for Education”[2]. According to the statistics of new loan borrowers in RMUTI Khon Kaen Campus, it is found that the number of borrowers has reduced yearly (chart. 1).

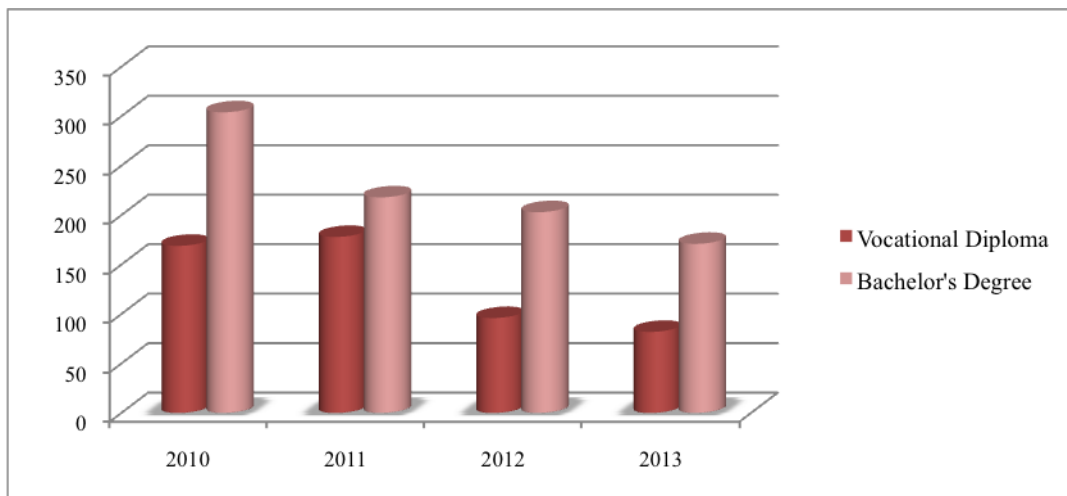


Chart 1. Shows the number of new loan borrowers allocated from RMUTI Khon Kaen Campus.

The reason is that the indebted students pay back money less. This affects the university's financial allocation[3].

However, loan consists of both benefits and demerits, depending on intention and behaviors of the payers, especially Thai youths, pupils and students. They lack of restrain in paying because they are in the age of curiosity, and they get provocation from their friends and society. They also imitate subjects from other media to get updated in fashion world which they must spend much money. Hence, the researcher is interested in studying the paying behaviors of students loan in RMUTI Khon Kaen Campus. The study investigates whether the indebted students spend money appropriately in their daily lives or not. The result from this study will be a guideline for concerning persons. Such persons can build up students' subconscious of paying money. In addition, they will be able to develop and run "Student Loan" efficiently and effectively.

Objectives

1. To study paying behaviors of indebted students at RMUTI Khon Kaen Campus. Such students are approved to get loan for education.
2. To run Comparative Study of paying behaviors of the loan students in RMUTI Khon Kaen Campus. The study regards genders, age, educational levels, faculties, accommodation, parents' occupation, parents' incomes and students' monthly allowance from their parents.
3. To study problems and suggestions of the operating process of "Student Loan for Education" in RMUTI Khon Kaen Campus.

Methodology

The population of the study are loan students in RMUTI Khon Kaen Campus. The sampling groups are random by "Convenience Sampling Method". The size of the sampling groups is calculated from the formula. That is there are 400 subjects. For the instrument to collect data, the researcher herself designs her questionnaire. The questionnaire is divided into 4 sections; i.e. Section 1 – general information, Section 2 – paying behaviors of students loan in RMUTI Khon Kaen Campus, Section 3 – problems in taking out a loan, and Section 4 – Suggestions in operating "Student Loan for Education".

The questionnaire is tried out to find reliability with Cronbach's Alpha Method. In the total, the Alpha Coefficient has reliability 0.9069. By the way, the researcher distributes and collects the data by herself. The sampling groups of this study are 400 loan students in RMUTI Khon Kaen Campus. All respondents give back the questionnaires, which equals 100 %. The data are analyzed by computer program. The analyzing statistics employed are frequency, percentage, means, standard deviation, T-test, F-test, and one-way ANOVA.

Result

The result as follows; It is found that most of the respondents are female. They are at the age of between 20 – 22. They are undergraduate students at the faculty of Technical Education. During studying period, they reside in private dormitories. Their parents are farmers with monthly incomes of 5,001 – 10,000 baht. The indebted students also receive allowance from their parents (excluding Loan for Education) approx. 1,501 – 2,000 baht per month.

1. The study reveals the behaviors of loan students in RMUTI Khon Kaen Campus.

The analysis of paying behaviors of loan students in RMUTI Khon Kaen Campus shows means, standard deviation and interpretation of paying behaviors. In the total view, the students' paying behaviors are at moderate level. That is the means equals 2.75 and the standard deviation is 0.608. Considering at each aspect, it is found that the paying behaviors according to basic requirements get the highest means score. Secondly, the behaviors of spending money for educational requirements are considered as less means score. Lastly, the aspect of paying behaviors for recreational requirements gets the least means score. It is obvious that the indebted students plan how to use money for their education in order to be in accordance with the objectives of "Student Loan for Education". Comparing each aspect of 4, it is found that the students loan plan to spend money in every aspect for the first priority. Also, firstly they spend the loan money for their basic requirements, and secondly for their education.

2. The comparison of paying behaviors of the students who take out loan from RMUTI Khon Kaen Campus shows the result as follows;

General Information	Behaviors paying of student loan				t-value	F-value	Sig.	Result
	Basic	Educational	Recreational	Personality				
Genders	✓				0.002	-	0.999	Reject
		✓			1.407	-	0.160	Reject
			✓		3.430	-	0.001*	Accept
				✓	0.380	-	0.704	Reject
Age	✓				-	2.156	0.093	Reject (H1)
		✓			-	3.601	0.014*	Accept (H1)
			✓		-	0.497	0.684	Reject (H1)
				✓	-	2.519	0.058	Reject (H1)
Educational Levels	✓				4.058	-	0.000*	Accept (H1)
		✓			4.409	-	0.000*	Accept (H1)
			✓		0.834	-	0.405	Reject (H1)
				✓	2.441	-	0.016*	Accept (H1)

General Information	Behaviors paying of student loan				t-value	F-value	Sig.	Result
	Basic	Educational	Recreational	Personality				
Faculties	✓				2.012	-	0.045*	Accept (H1)
		✓			1.865	-	0.063	Reject (H1)
			✓		0.458	-	0.647	Reject (H1)
				✓	0.943	-	0.346	Reject (H1)
Accommodation	✓				-	18.437	0.000*	Accept (H1)
		✓			-	0.432	0.786	Reject (H1)
			✓		-	1.257	0.287	Reject (H1)
				✓	-	1.490	0.205	Reject (H1)
Parent's occupation	✓				-	1.630	0.151	Reject (H1)
		✓			-	3.379	0.005*	Accept (H1)
			✓		-	1.457	0.203	Reject (H1)
				✓	-	1.751	0.122	Reject (H1)
Parent's incomes	✓				-	2.984	0.012*	Accept (H1)
		✓			-	2.777	0.018*	Accept (H1)
			✓		-	4.461	0.001*	Accept (H1)
				✓	-	6.509	0.000*	Accept (H1)
Student's monthly allowance from their parents	✓				-	1.357	0.222	Reject (H1)
		✓			-	2.322	0.025*	Accept (H1)
			✓		-	3.755	0.001*	Accept (H1)
				✓	-	3.242	0.002*	Accept

* Statistical significant at the 0.05 level

Chart 2. Shows the comparison of paying behaviors of the students who take out loan from RMUTI Khon Kaen Campus.

The comparison of paying behaviors of the students who borrow money from education loan shows that different genders have different behaviors in spending money. The students spend money according to their recreational requirements. In addition, different ages cause difference in paying behaviors, according to educational requirements. However, different levels of education have no difference in paying behaviors for recreational requirements. Moreover, different faculties and accommodation have influence in paying behaviors, according to their basic requirements. Also, different occupation of parents cause difference in paying money, according to their education requirements. That is the monthly incomes of different parents cause difference in paying behaviors in every aspect. It is obvious that the students' monthly

allowance from their parents (excluding educational loan) has no difference in paying behaviors in their basic requirements.

3. Problems and Suggestions

The main problem to operate “Student Loan for Education” is insufficiency. The money allocated for a student per month is not enough for the cost of living. In addition, the steps to make an agreement are complicated. It is suggested that the “Student Loan for Education” should increase money to be sufficient for the current cost of living, according to the current economic situation. Moreover, the processing steps of signing an agreement for loan should be reduced. It is suggested that students sign the agreement to confirm once a year, instead of twice a year as before.

Conclusion

According to the analysis of their expenditure behaviors, it was found that students spent money the most on basic needs, second most on their educational needs, third on personality wants, and fourth on recreational wants.

By comparing the students’ spending of the money borrowed from the Student Loan Fund, it was found that male students had more expenditure on recreational wants than female students. Age difference showed different expenditure behavior on educational needs. Education level difference also showed difference in expenditure behavior on basic needs, educational needs, and personality wants. It was also observed that students of higher age and higher education level spent more on educational needs the younger ones and those with lower education level. Difference in faculty and place of residence also showed different expenditure on basic needs. To explain, students living in private apartments spent more money on basic needs than student living elsewhere. Difference in parents’ occupation also showed different expenditure on educational needs. Difference in parents’ earnings showed different expenditure behavior in every aspect. Difference in students’ financial support received from parents (excluding the amount borrowed from Student Loan Fund) showed difference in expenditure behavior on education, recreation, and personality. It was found that the more their parent’s earnings were, the more they spent the money.

Suggestions

1. This study only investigates paying behaviors of the loan students. The study does not cover plans to pay back debts, in order to know the amount of rotating money for the next generation students. So it is suggested that the next study should concern plans to pay back for indebted students, according to the objectives of “Student Loan for Education”.

2. The study only focuses on paying behaviors of loan students. So the result is similar. It is recommended that the following study should deal with general students without any loan. Then the researcher can compare paying behaviors between two types of students (indebted and free students).

3. According to the data collected, it is found that students lack knowledge and do not understand the processing steps to take out loan. So the university staff should publicize and organize some training. This may reduce mistakes that may cause.

4. Referring to the data obtained, the major problem for “Student Loan for Education” is insufficient money allocated monthly for the cost of living. The loan students receive only 2,200 baht a month which may not be enough for their survival in the current economic situation. So the officers who concern should consider in allocating enough money for education at RMUTK KhonKaen Campus. Moreover, the result of this study should be proposed to the “Student Loan Committee”. So they can use the study to be a guideline for loan allocation in the following year.

5. Other educational institutions and concerning sectors should follow-up paying behaviors of the loan students. This can control students to spend money. The reason is to put their paying behaviors in an appropriate frame, according to the objectives of “Student Loan for Education”.

Acknowledgement

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COMMUNITY PARTICIPATION IN ALCOHOLIC BEVERAGE CONTROL.

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Abstract

This paper attempted to present processes and patterns of participation of people in sub-district level that cannot only resolve the problems from alcohol consumption but also a sustainable resolution. The participation was conducted within the perspective of alternative creation from culture and social context. The processes of participation in management and problems in alcohol consumption created the balance in the society by dealing with sustainable problems. Opinions of the results from process of situation analysis, problem analysis, study of necessary situations were set up as the operation project/ activity systematically. There were an analysis and a conclusion of the operation. The findings revealed that there were reduction ratios in alcohol consumption, sickness ratio and, causes of crimes. In addition, the comparison of family income that cut off the expense on alcohol consumption per house decreased, especially problems of quarrel and, severity in family in community. After the operation in accordance with the process, the problems could be managed and would not occur in the community.

Keywords: participation, alcoholic beverage control

Introduction

Participations in the management is closely linked to 'decision making'. It can say that participations can lead to the worth and fair decision making. In fact, meaningful participations can be accepted by the majority of the society. The participation can cause the benefit to drive any organizations or network in any sizes. It has the psychological affect as participant always feels proud to be a part, to be owner and to be a part of management process. Then, the opinions are perceived and practiced qualitatively in the end. Mostly the participation is not supported due to the fact that that participation is not major factor in any changes of administration and authorized person's responsibility. On the other hand, people in all levels, towns, and provinces or even community can voice their opinions or participate in sorting process to find solution, create participation process in the nation level such as national election which is apolitical activity. However, it might be attacked from the opponents and those whose opinions are different. Successful and the most effective participation should start with small-size organization such as community as the density of the members is not too much. The accessibility and opportunity to express the opinions will cover the real requirement of the community. There is no fixed pattern to solve problem. Actually, it depends on the context of each area.

At present, the number one risk factor causing disease and the danger to the health is alcohol consumption or 15.7% of all disease conditions (National Statistical Office, 2011)^[1]. On the other hand, Economic report mentioned that alcohol buyers came from low-income families much more than high-income families and it caused the economic loss of not less than 150,000 million baht. The quantity of alcohol consumption in average is 52litres/head/year and it is so surprised that the rate of prevalence rate of alcohol consumption according to the summary in Thailand Annual Report on Alcohol 2013 was at the population in the age of 15 - 19. The survey also found that the average travel time to buy alcohol was only 4.5 minutes. The rate of alcohol shop was increase by 120,000 shops. Mostly the drinkers bought alcohol from the grocery store and small community shop. The juvenile of less than 20 years old could buy alcohol by themselves without any investigation. This is contrast to the fact that the law in Alcoholic Beverage Control Act B.E. 2551 (2008) clearly stipulated that do not sell alcohol for any individuals who is less than 20 years old. (Center of Alcohol Studies,2556)^[2]

Regarding to the study on Burden of Disease and Injury of Thai Population in 2009 showed that Thai population lost Daily-Adjusted life year (DALYs) 10.2 million years in total. In fact, males lost Daily-Adjusted life year (DALYs) 1.3 times higher than females. In addition, core cause the loss of Years Lived with Disability (YLDs) in males was alcohol dependence which was related to alcohol consumption.

According to the data from World Health Organization in 2014, it was found that alcohol was the cause of more than 200 diseases including the impact to society and world economy (Global Status Report on alcohol and health ,WHO 2104)^[3].

The study of Institute of Forensic Medicine, Royal Thai Police Headquarters on blood alcohol level in dead persons with road traffic accidents showed that there were 70.9% of dead persons from road traffic accidents during New Year festival and Thai New Year festival 2013

having blood alcohol level. In fact, the blood alcohol level exceeded 50 mg% or reached at 189 mg%, which was over than what the law regulated. 56% of juvenile of less than 20 years old drank before died. Moreover, the survey of smoking and drinking behaviors in 2011 showed that drinking alcohol could cause the violence in family at the rate of 36.6% (Royal Thai Police Headquarters, 2012)^[4].

The study on the acknowledgement of information and knowledge of Thai population in 2013 showed that Northeastern Region in Nakhon Ratchasima Province, Surin Province, Buriram Province can be account for model area on good health management to reduce morbidity rate and impacts from health risks. It can be operated to strengthen and receive award in health management from any stages and to find the solution from consensus. The most difficult problem of health risks was alcohol controlling. Regarding to academic presentation from Department of Diseases Control, Ministry of Public Health in 2014, alcohol controlling can operate so well that it can encourage empirically healthy sub-district (The study on the acknowledgement of information and knowledge of Thai population, 2013)^[6]. Participation process can manage with the cooperation from shops, entrepreneurs in community to follow the laws by persuading entrepreneurs in community and retail shops to participate to find consensus for solving alcohol drinking. It can reduce illegal selling behavior of distributors (distribute to juvenile who is younger than 20 years old) including expand to the participation of residents in community to set up the risk watch process to stop the juvenile from accessing or buying alcohol by their own.

Objectives

To study participation effective process of community in management of problems from alcohol consumption at the sub-district level in order to find the guideline and process in participation of all parties in community.

Hypothesis

Participation effective process of community in management of problems from alcohol consumption at the sub-district level.

Scopes and limitations

1. Scopes in contents - The researcher compiled the data from community representatives from two sub-district-level organizations including Dong E-jan Sub-district Administrative Organization, Nonsuwan District, Buriram Province and Sampaoloon Sub-district Administrative Organization, Buached District, Surin Province.
2. Scopes in methodology- The implementation of focus group discussion in the pattern of the village community stage to gain the data to write the article.

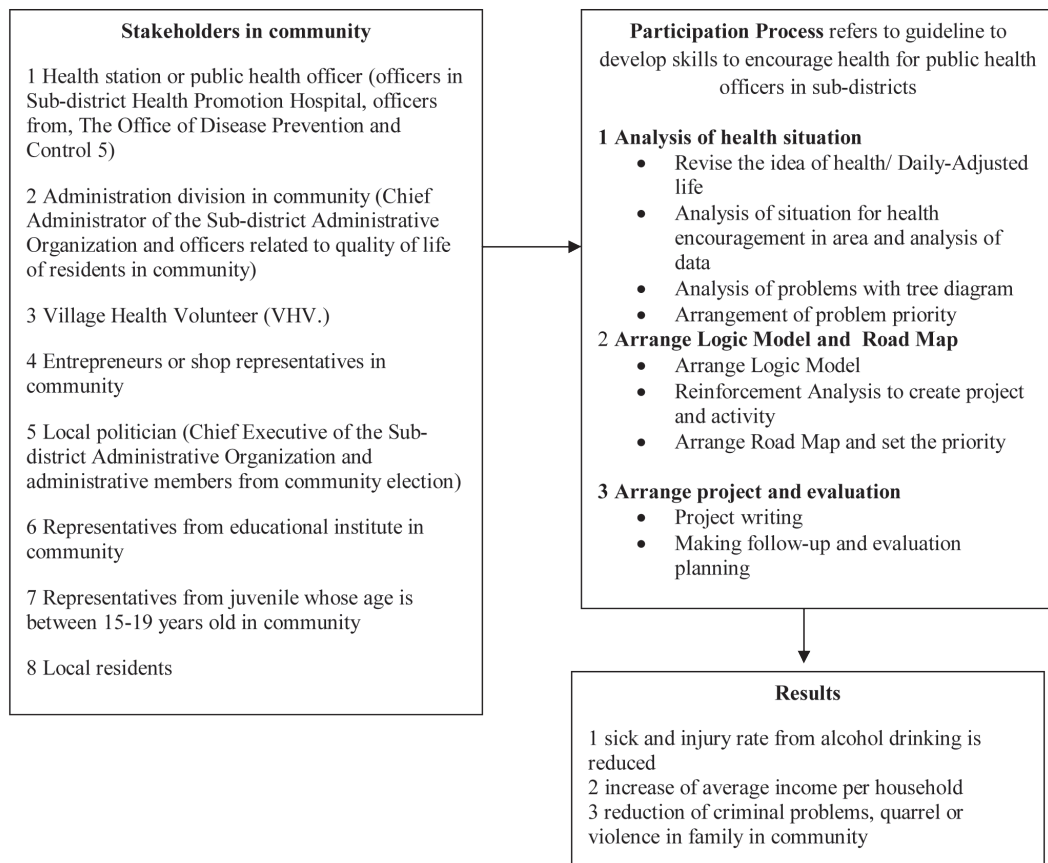
Population

100 subjects in this study were selected with convenience sampling technique. The selected communities had different economic attributes per household. In other word, Dong E-jan Sub-district Administrative Organization, Nonsuwan District, Buriram Province had better economic status than Sampaoloon Sub-district Administrative Organization Buached District, Surin Province.

Research Instruments

This qualitative study investigated the subjects from two sub-district-level organizations including Dong E-jan Sub-district Administrative Organization, Nonsuwan District, Buriram Province and Sampaoloon Sub-district Administrative Organization, Buached District, Surin Province.

Conceptual Frameworks



Literature Review

Alcoholic beverage control situation

Alcoholic beverage control situation showed that Thai people were in Rank 40 of the world in alcohol consumption and were at the fifth rank of the world in liquor consumption.

Consumers could access to the products easily, mostly grocery. 16.2 million persons drank alcohol, each person drank 58 liters a year and it is higher than the world average rate (which is nine liters a year). In addition, it affected the health and increased the rate of dread diseases such as nervous system diseases, cancer, Coronary artery disease and heart disease, high pressure, Erectile Dysfunction, chronic diseases including Acute pancreatitis, chronic pancreatitis, diabetes, hepatitis and, Liver cirrhosis. Moreover, it was found from the Health Information System Development Office (HISO) 4th edition, 2008-2009 that the region that residents whose age were exceed than 15 years old drank alcohol at the highest rate during the past twelve months was Northeastern region with the percentage of 54.7 (Center of Alcohol Studies, 2013)^[2].

Participations

While the business sector is supported in the development and the regulation of any criteria in communities including the support from the popular vote, the administration for the government sector is always overlooked, neglected and does not supported from people in the community (James L Clayton, 1991)^[7]. Participation process needs two-way communication with the target to make decision or to choose for development. The participation processes starting from providing information before making decision, expressing opinions and participating. The agreements of alcohol controlling in community are from consensus or the acceptance from all parties. Actually, participation does not mean only arrangement of activity for receiving the opinion, but it starts from giving information before decision making. As people acknowledge information attentively and query or find other information, it can say that this is the participation processes.

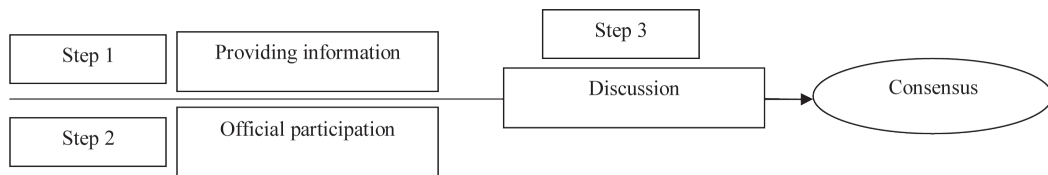


Figure 1 Steps for decision making in participation to reach consensus

Concept for participation for development

Concept for participation for development can be divided into 2 guidelines, that is, (1) Guideline for participation in project which occurred in 1980s and (2) Guideline for developing participation which is existed in 1990s (McGee, 2002:93-98 referring by Wanchai Wattanasab, 2013)^[8] as follows:

2.1.1 Guideline for participation in project - the initial participation started from project to develop people who were beneficiary. Then it became theory with the test and publication,

2.2.2 Guideline for developing participation - regarding to the problems in participation in above project, it is developed to reach the ideal target.

The needs for development and participation including establishing cooperation in any levels is the challenges for management in local process both network and the supervision by government or even community. However the success in participation was from every sector to

respect to the activities and culture of the community as well (Arganoff. Robert. and Mcguire. Michel. (2003))^[9].

Participation process in community

Participation process in community study the criteria for developing the health promotion skills by officers in health team of the Sub-district Administrative Organization under the responsibility of The Office of Disease Prevention and Control 5 ,6 and 7(trainer manual)^[10]. The steps were as follows:

- 1 **Analysis of health situation**
 - Revise the idea of health/ Daily-Adjusted life
 - Analysis of situation for health encouragement in area and analysis of data
 - Analysis of problems with tree diagram
 - Arrangement of problem priority
- 2 **Arrange Logic Model and Road Map**
 - Arrange Logic Model
 - Reinforcement Analysis to create project and activity
 - Arrange Road Map and set the priority
- 3 **Arrange project and evaluation**
 - Project writing
 - Making follow-up and evaluation planning

Methodology

1. Prepare Civil Society Forum for 100 residents from Dong E-jan Sub-district Administrative Organization, Nonsuwan District, Buriram Province and Sampaoloon Sub-district Administrative Organization, Buached District, Surin Province to explore opinions of the people towards participating management process for problems in alcohol controlling.

2. Prepare focus-group discussion from representatives to investigate the opinions. The subgroups were not exceed than 10 people in order to provide the opportunities to express opinions and reflect the problems in every dimension. It can be divided to:

- Information to analyze the introduction and rationale of problems in the community accurately and precisely.
- Process from the suggestions of the community to meet the objectives and to apply in the operation.
- Participation process in management on problems and obstacles in the operation, resistance in the operation.
- Results in the operation according to the process, factors to encourage efficient process and effective target.
- benefit from the operation to solve the problems according the participation process in community.

3. Arrange the representatives from subgroups to present the summary of the opinion in overall, to provide suggestions and what the communities need to support participation process.

Results

Table would present general characteristics of community in participation process of alcohol drinking in two sub-districts as follows:

Table 1 general characteristics of community (source: data from preliminary survey of health team from two sub-districts)

Sub-district	No. of villages	No. of population	No. of household	Average monthly income of the population (baht)		Occupation
				Before the process	After the process	
Sampaaloon	10 villages	3,649 persons	735 houses	7,555	11,073	Agriculture/ rice farming
Dong E-jan	10 villages	4,170 persons	1,143 houses	18,021	25,047	Rubber planting/ Agriculture

According to Table 1, it was found from the study of Sampaaloon Sub-district that there were 10 villages consisting of 3,649 persons and 735 households. The majority of the population were in poor class to middle class as the main occupation of the people were rice farming and agriculture. In addition, the study on Dong E-jan Sub-district revealed that there were also 10 villages with higher population of 4,170 persons and 1,143 households. Considering the average monthly income of the population from these two sub-districts, it can be seen that most residents in Dong E-jan Sub-district had the higher status than the others as their occupation was rubber planting. The rubber plants can make products all year round together with doing other agricultures. On the other hand, the main career of the residents from Sampaaloon Sub-district was rice farming that could be cultivated only once a year. In addition, the price of the product was not high.

Table showing genders of participants in Civil Society Forum

Table 2 Comparison of genders of participants in Civil Society Forum

Sub-district	gender number (persons)		Total (persons)
	male	female	
Sampaaloon	25	12	37
Dong E-jan	23	40	63
Total	48	52	100

It was found from Table 2 that participants in Civil Society Forum in Sampaloong Sub-district Administrative Organization were 37 persons in total, including 25 males and 12 females. In addition, the participants in Civil Society Forum in Dong E-jan Sub-district Administrative Organization were 63 persons. Majority of participants or 40 participants were females and 23 participants were males. The overall from two sub-districts showed that 52% were females and 48% were males.

Table showing comparing age of participants in Civil Society Forum.

Table 3 showing comparison of age of participants in Civil Society Forum

Sub-district	age number (persons)						Total (persons)
	15-25	26-35	36-45	46-55	56-65	More than 66	
Sampaloong	5	11	8	6	2	5	37
Dong E-jan	6	8	16	18	7	8	63
Total	11	19	24	24	9	13	100

Regarding to Table 3, it can be seen that the majority of the participants were in the age of 36-45 and 56-65 which were 24 persons or 24%. The second rank was the participants in the age of 26 – 35 which were 19 persons or 19%. Then the ranks were down to participants in the age of more than 66 years old which were 13 persons or 13%, participants in the age of 15-25 which were 11 persons or 11% and, participants in the age of 56-65 which were 9 persons or 9%, respectively.

Table showing occupations or works of participants in Civil Society Forum.

Table 4 A comparison of occupations or works of participants in Civil Society Forum

Sub-district	occupation/ work field number (persons)								Total (persons)
	Health station or public health officer	Administration division in community	Village Health Volunteer	Entrepreneurs or shop representatives in community	Local politician	Representatives from educational institute in community	Juvenile whose age is between 15-19 years old in community	Local residents	
Sampaloong	5	9	8	4	3	2	3	3	37
Dong E-jan	10	13	9	7	8	5	5	6	63
Total	15	22	17	11	11	7	8	9	100

It can be noticed from Table 4 that the majority of the participants in civil society forum were from administration division in community (22 persons or 22%). Then the lower ranks were Village Health Volunteer (VHV.) (17 persons or 17%), health station or public health officer (15 persons or 15%), Entrepreneurs or shop representatives in community and local politicians (11 persons or 11%), local residents (9 persons or 9%), representatives of juvenile whose age is between 15-19 years old in community (8 persons or 8%) and, representatives from educational institute in community (7 persons or 7%), respectively.

Participation activity in solving the problems in alcoholic beverage control

After the implementation of participation process, it was found that problems related to alcohol consumption were affected in several dimensions and it is necessary to be resolved. The problems can be linked and be able to operate in order to reduce the problems in community.

Table showing data of problem characteristics, process and results from the opinions of participants in civil society forum.

Table 5 The results from the analysis of participation process of participants in civil society forum

problem characteristics in alcohol consumption	Participation process in solving the community problems	Results from process
- Risk behavior from drinking alcohol of juvenile can lead to quarrels, crimes, accidents and pregnancy in juveniles - health effect that leads to be sick in working generation and elderly - Loss in property to buy alcohol to use in activity, festivals such as merit making, funeral and this makes local resident in debt	survey of initial problem condition such as the causes of alcohol consumption, motivation and influence	Earned the accurate and precise information and the use of case study can help comprehension without interpretation.
	meeting to find the opinions toward risk behavioral problems by investigating basic needs of stakeholders who were community member and were the member of state sectors, private sectors or, were volunteers, representatives of juveniles and entrepreneurs in the community	Summary of community members' requirement in various contexts of their careers
	Stipulate cooperation method by providing the opportunity to express opinions in order to find acceptable solutions	Operation guidelines that were accepted from community members
	arrange project or activity in community that community participating in designing and operation	Cooperation to arrange the project
	Follow, evaluation the operation and explain to all partners in order to revise and prevent from invisible resistance.	Acknowledge information and existed problem including enforcement from community to resolve the problems

Table 5 revealed that majority of participants in civil society forum expressed the problems characteristics that can be divided in to three, that is 1) alcohol consumption in juvenile leading to quarrel, crimes, accidents and pregnancy in teenagers, 2) sickness in working generation or adults, 3) loss in property from alcohol consumption in several receptions. The process started from participation process in alcoholic beverage control to be able to analyze the core cause of the problems. It leads to the process and support from community.

1 Analysis of health situation

Table 6 Problems found in participation process in community in each step

Process	Step	Problems found in participation process in community	
		Sampaoloon SAO	Dong E-jan SAO
1 Analysis of health situation	Revise the idea of health/ Daily-Adjusted life	It was found from the revision that juveniles argued and made violence in family and poverty	It was found from the revision that juveniles argued, injured from work because of drunk at work, were sick because chronic drunk and adolescent pregnancy.
	Analysis of situation for health encouragement in area and analysis of data	- juveniles could buy alcohol without investigation - consumed alcohol until lose conscious - had to borrow the money to buy alcohol to use in the rites such as funeral, merit making ceremony	- juveniles could buy alcohol without investigation - consumed alcohol until it leaded to sickness - lose financial control from alcohol consumption. The use of alcohol in the rites such as funeral, merit making ceremony was intended to show off the social status
	Analysis of problems with tree diagram	- root problems was from alcohol consumption	- root problems was from alcohol consumption
	Arrangement of problem priority	Problems in alcohol consumption	Problems in alcohol consumption
2 Arrange Logic Model and Road Map	Arrange Logic Model	Comprehension and support would make participants not lose their attention in the project until attaining the goals.	Comprehension and support would make participants not lose their attention in the project until attaining the goals.
	Reinforcement Analysis to create project and activity	Reinforcement from health support sector such as Thai Health Promotion Foundation had the resistance from groups that lost benefit such as entrepreneurs / community shops	Reinforcement from health support sector such as Thai Health Promotion Foundation had the resistance from groups that lost benefit such as entrepreneurs / community shops
	Arrange Road Map and set the priority	Continuality of process participation	Continuality of process participation
3 Arrange project and evaluation	Project writing	Requirement in project characters that residents in community were diversified.	Requirement in project characters that residents in community were diversified.
	Making follow-up and evaluation planning	Continuality of process participation	Continuality of process participation

According to Table 6, it can be seen that every step in participation process of two communities were diversified regarding to different problem details. As Dong E-jan Sub-district Administrative Organization had better financial status than Sampaaloon Sub-district Administrative Organization. The major problem was over alcohol drinking and this led to health problems of its residents. In addition, juveniles could buy alcohol independently. Then, the following problems were quarrels and adolescent pregnancy. However, there were debts problem in Sampaaloon Sub-district Administrative Organization because the residents used alcohol in the rites. In fact, after analysis, it was found that the root problem was alcohol consumption. Hence, when the process reached Arrange Logic Model, Arrange Road Map and set the priority and, Making follow-up and evaluation planning, the problems were found in the similar process.

Table showing opinions toward the changes after Community participation process in alcoholic beverage control.

Table 7 Opinions toward the changes after Community participation process in alcoholic beverage control

the changes after participation process	result
1 average monthly income per head	Higher
2 quarrel rate in juvenile	None
3 morbidity rate in working generation and elderly	Lower
4 injury rate and accident rate from drunk were reduced	Lower
5 adolescent pregnancy	Lower
6 violence in family	None

Regarding to Table 7, it was revealed that the changes after Community participation process in alcoholic beverage control had obviously better tendency. In fact, the average monthly income per head increased whilst morbidity rate in working generation and elderly, quarrel rate in juvenile and, violence in family decreased. In addition, quarrel rate in juvenile and violence in family were down until they could not occur in these communities after participation process.

Discussion and Summary

1. The operation to develop quality of life through participation process in community which listened to the suggestions and opinions from every stakeholders. Hence, it can reflect roots of the problems that needed to resolve in a long-term arrangement.

2. The problems found in two communities were similar even though the financial characteristics of the communities were different, average monthly income per head and per family were diversified. The problems and impact from alcohol consumption were the same. That was alcohol consumption in juvenile. This led to quarrels, crimes, accidents and adolescent

pregnancy and the problems in working generation and elderly including chronic disease such as liver cancer or liver cirrhosis and the violence in family, etc.

3. Alcohol consumption was the main factor for holding traditional rites. This leads to the loss of money in purchasing alcohol to be used in the activities or festivals such as merit making ceremony, funeral or other festivals. In the end, the people in the community were in debt.

4. It was found from the operations in accordance with the participation process in alcoholic beverage control that there were similar problems. The problems were resistance from stakeholder in alcohol drinking industries in the area and the discontinue in the operation of community members.

5. The suggestions from civil society forum showed that the sustainability of the projects was the ability to manage the alcohol consumption efficiently. The average monthly income of population in the communities tended to be better as the project arrangement and criteria of the communities can help reduce the alcohol consumption. The mentioned process can solve the problems from alcohol consumption until they were not the problems anymore. Those problems were quarrels of juveniles and violence in family. Moreover, it can reduce the morbidity rate and accidents from alcohol consumption and it can decrease the loss in overall picture absolutely.

Suggestions

1. Dealing with the community problems sustainably need the assistance from all stakeholders. Everybody needs to understand the problems and find the target together according to the concepts that everybody in the community agreed to. The community leaders and representatives needed to aware of the importance to solve the community problems and systematic operation.

2. The operation process can be concrete with the capacity to persuade community members to aware and to cooperate in the participation process. The administration sector in the sub-district level should concern of the service accessibility and understanding problem, or the system of problem management with participation by all community members as the indicators to administrate sub-district administration or Key Performance Indicator (KPI). This can reflect the results from the participation process in the community, analyze the problem, process of problem solving activity.

Acknowledgement

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APPROACH TO DEVELOPMENT OF CRIME SUPPRESSION (ONLY THE PATROL), MUANG MAHA SARAKHAM POLICE STATION, MAHA SARAKHAM PROVINCE

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Abstract

The objective of this study was to examine the environment of management, the demographic data and behaviors of entrepreneurs in using the red box service to report crime, the levels of entrepreneurs' opinion towards the red box service and the development approaches for crime suppression service (only patrol operation) at Maha Sarakham Police Station. As for the research tools, the researcher used a questionnaire, internal environmental analysis, SWOT analysis and TOWS Matrix. The results revealed that most entrepreneurs/managers decided to use the red box service to report emergency cases because they wanted to have assistance for safety and security of their lives and properties, while each organization also used patrol service and employed security guards. As for the average levels of entrepreneurs' opinion towards the red box service, they agreed in all aspects. The entrepreneurs with different types of business, management models, investment capitals, genders, age groups, education backgrounds and monthly incomes had similar opinion with a significantly statistical difference at 0.05. In addition, the development approaches for crime suppression service (only patrol operation) of Muang Maha Sarakham Police Station, Maha Sarakham Province, were appropriate to the budget and the number of patrol police and the development projects could be operated in 2014. The projects included the sustainable cooperation project, the smartphone patrol project, the visible patrol project, the public security protection project, the community security volunteer project and the action plan practice project.

Keywords: prevention, patrol, Muang Maha Sarakham Police Station

Introduction

Crime suppression service is particularly important and the Royal Thai Police considers the service as one of the main responsibilities. To ensure the safety of people and properties and to maintain the development of economics, society, politics, security and peace, police play an important role in crime suppression. Patrol police must perform their duties and closely take care of the people. When people are in trouble and in need, they tend to ask patrol police for help first. Therefore, patrol police are essential to crime suppression [1]. New technology has led to changes in new forms of crime and the environment of the police's operation has also changed. The patrol police, therefore, have to improve their operation to be in line with the current environment, criminal problems, development of crime and new technology. Moreover, they have to restore the confidence of the people. On that account, the Royal Thai Police has established the policy to develop the patrol operation, so that the patrol police will be ready to perform their duties effectively and fully serve the people [2].

Muang Maha Sarakham Police Station, Maha Sarakham Province, is responsible for 556.7 square kilometers and 143,814 people. The administrative district is divided into 14 districts and 169 villages. The 14 districts are Talat, Khwao, Tha Tum, Waeng Nang, Khok Ko, Don Wan, Koeng, Kaeng Loeng Chan, Tha Song Khon, Lat Phatthana, Nong Pling, Huai Aeng, Nong No and Bua Kho. The operation of Muang Maha Sarakham Police Station responds to the Royal Thai Police's policy regarding the patrol police's crime suppression service. The operation includes mobile patrol, motorcycle patrol and foot patrol. The police are divided into 4 groups, a group of 10. In 2013, there were 1,415 cases issued at Muang Maha Sarakham Police Station. The cases included serious offences, petty cases, criminal cases, crimes against property and cases of corruption against government entities [3]. Many of these cases were reported by the people as the police arrived at the scene late and were not able to arrest the suspects. As a result, the people did not have faith in the police's performance. This problem made it difficult for Muang Maha Sarakham Police Station to fully respond to the policy carried out by the Royal Thai Police. In addition, crimes have changed due to the society and new technology. Therefore, the patrol police would like to improve the operation to be able to serve the people more quickly and more effectively.

Objectives

1. To study the environment of patrol operation management at Muang Maha Sarakham Police Station, Maha Sarakham Province
2. To obtain demographic data and behaviors of entrepreneurs who used the red box system in crime suppression service at Muang Maha Sarakham Police Station, Maha Sarakham Province
3. To find out the levels of entrepreneurs' opinion towards the red box service used in crime suppression service at Muang Maha Sarakham Police Station, Maha Sarakham Province
4. To suggest development approaches for crime suppression service (only patrol operation) at Muang Maha Sarakham Police Station, Maha Sarakham Province

Methodology

1. To study the environment of patrol operation management at Muang Maha Sarakham Police Station, Maha Sarakham Province, the researcher analyzed the general environment affecting the operation of patrol police who were responsible for the red box system used in crime suppression service in various aspects, including politics and law, economics, society and culture, technology and environment. The internal environment analysis covered the number of patrol police and organizational structure, duties and responsibilities, budget, personnel management and SWOT analysis of patrol operation at Muang Maha Sarakham Police Station, Maha Sarakham Province.

2. For the demographic data and behaviors of entrepreneurs who used the red box system in crime suppression service at Muang Maha Sarakham Police Station, the research used a questionnaire consisting of 2 parts. Part 1 collected entrepreneurs' general information including types of business, management model, investment capital, gender, age group, education background, average income and the use of patrol service. Part 2 surveyed entrepreneurs' behaviors using the patrol service which was divided into 6 sections, including decision makers to use the red box service, people who have influence on the decision makers, types of service, reasons for using the service, patrol trip periods and information channels about the patrol service/red box service. The questionnaires were distributed to 87 entrepreneurs who used the patrol service (red box system) of the crime suppression department at Muang Maha Sarakham Police Station [4]. They were entrepreneurs of 36 gold shops, 10 banks, 18 convenient stores, 16 dormitories and 7 house estates.

3. Regarding the levels of entrepreneurs' opinion towards the red box service used in crime suppression service at Muang Maha Sarakham Police Station, Maha Sarakham Province, the researcher use the third part of the questionnaire to find out their opinions in 4 aspects, consisting of 6 questions about internal peace maintenance, 5 questions about criminal law and order maintenance, 5 questions about public security protection and 4 questions about public interest action. The questionnaires were given to 87 entrepreneurs who used the patrol service. This questionnaire contained 5 attitude scales, including strongly agree, agree, neutral, disagree and strongly disagree. Each scale could be described as follows;

Scale	Average	Description
5	4.50-5.00	Strongly agree
4	3.50-4.49	Agree
3	2.50-3.49	Neutral
2	1.50-2.49	Disagree
1	1.00-1.49	Strongly disagree

Due to the hypothesis testing (H_0), the entrepreneurs with different demographic data had the same level of opinion towards the patrol operation (red box system) of the crime suppression department at Muang Maha Sarakham Police Station. The hypothesis testing employed the T-Test with 2 groups of population and One Way ANOVA with 3 groups of population.

4. To create the development approaches for crime suppression service (only patrol operation) at Muang Maha Sarakham Police Station, Maha Sarakham Province, the researcher used the demographic data and behaviors of the entrepreneurs who used the patrol service, their levels of opinion towards the patrol service (red box system) and SWOT analysis to develop TOWS Matrix to be presented to the police chief. Later, there was a brainstorming session among the police chief, administrators and patrol police to improve the crime suppression service (only patrol operation) at Muang Maha Sarakham Police Station, Maha Sarakham Province.

Results

1. Environment of patrol operation management at Muang Maha Sarakham Police Station, Maha Sarakham Province

Concerning the environment of patrol operation management at Muang Maha Sarakham Police Station, Maha Sarakham Province, 125 patrol police were divided into 3 groups, motorcycle patrol, mobile patrol and foot patrol. Their responsibilities were to maintain peace, prevent crime, serve the people and take care of public interest. The red box system was under the supervision of the crime suppression department. The red boxes were installed to help people report emergency cases in high risk areas. The patrol police logged up at the red boxes according to the timetable. From the SWOT analysis, Muang Maha Sarakham Police Station was a government agency responsible for ensuring internal security of the people. The police were responsible for strictly maintaining law and order and enforcing all laws and they were efficient at their duties in the responsible areas. The weaknesses were that there were inadequate number of patrol leading to the inability to take care of the responsible areas all at once and those patrol police with many years of experience did not participate in the practices which help increase the readiness to perform their duties, while the approved budget was not enough to purchase supporting equipment. As for the opportunities, the development of technology made it faster to report crime and access the information and the people were willing to coordinate with the police to achieve peace in the areas. Regarding the threats, there were a large number of people in the responsible areas and people and entrepreneurs wanted assistance for safety and security of their lives and properties. For this reason, more people and entrepreneurs wanted to use the patrol service.

2. Demographic data and behaviors of entrepreneurs who used the red box system in crime suppression service at Muang Maha Sarakham Police Station, Maha Sarakham Province

According to the demographic data of entrepreneurs who used the red box system in crime suppression service at Muang Maha Sarakham Police Station, most entrepreneurs are female at the age of 40-50 and 30-40 with bachelor degree and higher. Most of the entrepreneurs owned gold shops and dormitories with only one owner. Their investment capitals were 10,000,000

- 30,000,000 baht and less than 10,000,000 baht and their average monthly incomes were less than 50,000 baht and over 1,000,000 baht. The information about the entrepreneurs' behaviors using the patrol service (red box) in Muang Maha Sarakham District showed that the entrepreneurs/managers were the ones who decided to use the red box service to report emergency cases because they wanted to have assistance for safety and security of their lives and properties. The appropriate periods for patrol trips to the red boxes were midnight – 6.00 a.m., 9.00 p.m. – midnight and 6.00 a.m. – 8.30 a.m. The organizations also used patrol service and employed security guards. The patrol police are sources of information about patrol service and red boxes.

3. Levels of entrepreneurs' opinion towards the red box service used in crime suppression service at Muang Maha Sarakham Police Station, Maha Sarakham Province

Regarding the levels of entrepreneurs' opinion towards the red box service used in crime suppression service at Muang Maha Sarakham Police Station, Maha Sarakham Province, the average levels of opinion were ranged from high to low as follows; public security protection, peace maintenance, public interest action and criminal law and order maintenance. The entrepreneurs with different types of business, management models, investment capitals, genders, age groups, education backgrounds and monthly incomes had similar opinion with a significantly statistical difference at 0.05. In addition, their suggestions for the red box service used in crime suppression at Muang Maha Sarakham Police Station were an increase in telephone lines, an increase in patrol trips, a presence of police who could give advice at the scene and public area patrol.

4. Development approaches for crime suppression service (only patrol operation) at Muang Maha Sarakham Police Station, Maha Sarakham Province

From the SWOT analysis of crime suppression service (only patrol operation) of Muang Maha Sarakham Police Station, Maha Sarakham Province, the researcher created a TOWS Matrix table to specify strategies (Table 1) which were appropriate to the budget and the number of patrol police and the development projects could be operated in 2014. The projects included the sustainable cooperation project, the smartphone patrol project, the visible patrol project, the public security protection project, the community security volunteer project and the action plan practice project.

Conclusion

The development approaches for crime suppression service (only patrol operation) at Muang Maha Sarakham Police Station, Maha Sarakham Province, include 4 strategies and 6 projects as follows;

Development Approaches for Crime Suppression Service	Duration	Budget (Baht)
Aggressive Strategies (SO): Sustainable Cooperation		
Project 1 Sustainable Cooperation	July 2014	4,500
Project 2 Smartphone Patrol	July – December 2014	1,000
Project 3 Visible Patrol	July – December 2014	-
Defensive Strategies (ST): Patrol System		
Project 4 Public Security Protection	January – December 2014	-
Turnaround Strategies (WO): Dream Team		
Project 5 Community Suppression Volunteers	June – December 2014	1,750
Diversification Strategies (WT): Smart Police		
Project 6 Action Plan Practice	January – December 2014	-
Total		7,250

After the projects are completed, it is expected that the patrol at Muang Maha Sarakham Police Station will be able to function more efficiently and the average level of people's opinion towards public security protection, peace maintenance, public interest action and criminal law and order maintenance will be greater than 3.77.

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Table 1 The Identification of Strategic Options by TOWS Matrix

Internal Factors External Factors	Strengths S1 Muang Maha Sarakham Police Station was a government agency responsible for ensuring internal security of the people. S2 Police were responsible for strictly maintaining law and order and enforcing all laws. S3 Police were efficient at their duties in the responsible areas.	Weaknesses W1 Inadequate number of police led to the inability to take care of the responsible areas all at once. W2 Police with many years of experience did not participate in the practices which help increase the readiness to perform their duties. W3 The approved budget was not enough to purchase supporting equipment.
Opportunities O1 The development of technology made it faster to report crime and access the information. O2 People were willing to coordinate with the police to achieve peace in the areas. O3 The levels of entrepreneurs' overall opinion showed agreement in all aspects.	SO Strategies Sustainable Cooperation Project 1 Sustainable Cooperation Project 2 Smartphone Patrol Project 3 Visible Patrol	WO Strategies Dream Team Project 4 Community Suppression Volunteers
Threats T1 There were a large number of people in the responsible areas. T2 More people and entrepreneurs wanted to use patrol service, especially during 9.00 p.m. – 8.30 a.m. T3 Entrepreneurs wanted to use the red box service to report emergency cases and arrest troublemakers. T4 Entrepreneurs' suggestions were an increase in telephone lines, an increase in patrol trips and a presence of police who can give advice at the scene.	ST Strategies Patrol System Project 5 Public Security Protection	WT Strategies Smart Police Project 6 Action Plan Practice

INDEPENDENT STUDY OF USING APPRECIATIVE INQUIRY TO SATISFY COFFEE BUSINESS CONSUMER CASE STUDY GHIN – CUP

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ABSTRACT

The Independent Study of Using Appreciative Inquiry to Develop Coffee Business; a Case Study of Ghin-Cup The purposes of this independent study were to find out needs of coffee's consumers by using 4C's Theory to categorize the consumers and bring their needs to develop the coffee business. The methods of this study were Appreciative Inquiry and 4C's Theory to analyze the focus factors and highlight factors which use to set the way to develop coffee business to satisfy all groups of consumers. The result could be used to set 6 different optional strategies depended on each group of consumers from 4C's Theory as followed; 1.) Bull: rapidity and facility, 2.) Rat: costumer's service, 3.) Bear: ambience and surrounding, and 4.) Eagle: luxury and quality. The strategies could be adapted to make more satisfaction to all 4 groups of coffee's consumers.

Keywords: 4C's Theory

Introduction

Now a day, people are very interested in health care not only for exercise but also for nutrition such as organic food, supplementary products for example. Drinking coffee in appropriation is also an option for those who are interested in health care.[1]

Coffee is a popular drink in worldwide. There is coffee consumption in average around 700 cups of coffee per person per year in USA, around 500 cups of coffee per person per year in Japan. Coffee is also very popular in Thailand but very less of consumption, just only 130-150 cups of coffee per person per year. In Thailand, coffee market can be expanded vaguely in the future because it is just at the beginning.[2] So that is why coffee business is a very interesting business in Thailand.

The researcher presently do business on coffee shop, Ghin-Cup, at Nongbuaeng district, Chaiyaphum province which serves for food and drink service since October the 6th, 2013. At the beginning, we were concentrated on local area people as the target because of 1-kilometre distance between district downtown and the coffee shop. The coffee shop were decorated modernly by glass with air-conditioned which made the local people did not want to walk in, they were afraid of the product price and service charge. The most of costumers were government officers who could be affordable.

When Ghin-Cup is more well-known than before, the local area people begin to walk in and take the service. The researcher observes it is not enough for costumers' service because of the difference of all kinds of costumers' group, gender, age, education and affordability. So The researcher decides to find needs and satisfaction for the coffee shop business, Ghin-Cup.

The researcher has recognized which cannot only categorize the customers by gender, age, education nor affordable. So I need to bring a Native American Indian theory, 4C's theory, which can categorize human in to 4 groups by their characters.[3]

The 4C's theory can categorize by comparing human's main character with the animals, bull, rat, bear and eagle. If we can know which group of the animal they are, we can service them by the character of the 4C's theory.[4]

It is much more effective to categorize the customers by the 4C's theory to respond the customer's needs than to categorize the customers by gender, age, education and affordability. It can also guess the costumers' needs from those who walk in.

Finally, it is shown that the 4C's theory can be used to categorize the costumers' needs into 4 groups which can help us to find the costumers' satisfaction and can develop effectively the coffee shop business.

Objectives

1. To find good experiences from the coffee shop costumers by using the 4C's theory to categorize the costumers.
2. To find costumers' needs by using the 4C's theory to categorize the costumers.

Methodology

The researcher used AI 4D[5]Model as a main device for studying which was divided into 4 steps:

1. Discovery

To collect good direct experiences from business owners, employees and customers by using positive questions interview.

2. Dream

To draw a good dream which is expected to realize in coffee shop business.

3. Design

To design and plan the procession based on possibility from Discovery and Dream which is the most effective to the business.

4. Destiny

To bring all collected data from Discovery, Dream, Design to respond the customer's needs and also to support the business to get the most benefit.

Results

The results show that the customers who have their main character can be divided by the 4'C theory are related to using coffee shop decision as follow:

The people who have the character of bull, the related points are rapidity and facility. Generally, they concentrate on the result. If they are pleased a coffee shop, they will be loyal customers, will take the same menu and will not change.

The people who have the character of rat, the related points are social and customer's service. They depend on the others. Moreover, they will choose to use a good customer's service and colorful coffee shop. If there is a corner for shooting photo, it could be pleased them as well. It needs no to be a high end coffee shop but must be outstanding.

The people who have the character of bear, the related points are ambiance and surrounding. They can remember very well. They do not concentrate on price or taste. They concentrate just on ambiance which relax and calm.

The people who have the character of eagle, the related points are luxury and quality. They concentrate on worthiness and benefit. They love to try every well-known or famous product. They also love to talk to others that they have already tried them.

Conclusion

The conclusion shows that the costumer's needs are outstanding place, costumer's service, service mind, friendly, full of accommodation and variety of food.

The using positive questions interview from business owners, employees and costumers shows that the importance which can make customers decide to use the service. The interview also shows the real needs from the sampling group who might not know what is motivated them to use the service. The data can adapt to use in many fields of business as well.

Suggestions

The adapting of study can emphasize well the costumer's service in any field of business but must expertizing and observing to categorize the costumers by using the 4'C theory.[6]

The most importance of costumer's service is "Smile" which can bring the happiness to both of costumers and members of organization.[7]

Acknowledgement

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DEVELOPMENT OF CUSTOMER SERVICE FOR SINSONG ACCOUNTANT COMPANY LIMITED

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Abstract

The objectives of the study on development of customer service for Sinsong Accountant Company Limited were to search information on positive experiences in perspectives of entrepreneurs, employees, and customers and to find ways to develop customer service in the organization. The research methodology was based on the Appreciative Inquiry (AI), the SOAR analysis, qualitative study, action study, the concept of organization development, and the theory of service quality. Related research papers and data were used as a research tool to achieve goals. In addition, there was an interview, and data were collected from each study case for analysis in order to find focal points and main points. Then the results as a main point were explained further for any projects within the firm to develop service.

The study results yielded totally 5 projects as a guideline of customer service development: 1) Project “Leuk Tam Satai” (You can choose your style), 2) Morning Talk Project, 3) Project “Tam Dee Bok Tor” (Tell others when you receive good things), 4) Project of Cultivating Service Mind, and 5) Project “Fan Pan Tae” (Real fan). After applying the projects to the company, it found that customers were satisfied, and employees could provide quality service, leading to lifting the organization sustainably in the future.

Keywords: Customer, Bookkeeper

Introduction

Book keeping service business is considered a good trend since there are more mid-sized and small businesses in Thailand. Consequently, book keeping is a business core because without good book keeping, any established firm can encounter so many problems that it has to be closedown. Therefore, there should be administration of service quality development to increase potential in the organization.

Sinsong Accountant Company Limited is located in AmphoeMueangKhonKaen, KhonKaen Province. The company deals with book keeping service. Service providing is categorized by the extent of work: book keeping, tax accounting, social insurance, and auditing. The organization attempts to develop services to support all kinds of businesses for customers. However, it still encounters internal problems concerning employees and external problems related to customers and government agencies.

From the reasons as mentioned above, the researcher is interested in studying on customer service development. The obtained study results could be helpful to develop services within the company for more efficiency.

Objectives

1. To search information on positive experiences in perspectives of entrepreneurs, employees, and customers
2. To study ways to develop customer service of Sinsong Accountant Company Limited

Methodology

1. Discovery

First, the researcher studied and searched information from books, Internet, journals, articles, study documents, research papers, and relevant data in order to use in an interview on analytical units chosen for the research: totally 55 people consisting of entrepreneurs, employees, and customers of Sinsong Accountant Co., Ltd., Kaewta Accounting Office, and freelance book keepers. Appreciative inquiry-based questions were used in the interview to find positive experiences in different aspects. The gained data were categorized into 2 groups: focal points and dominance.

2. Dream

A step of using a dominant point as a guideline of service development in order to support operation planning and determine directions of the organization.

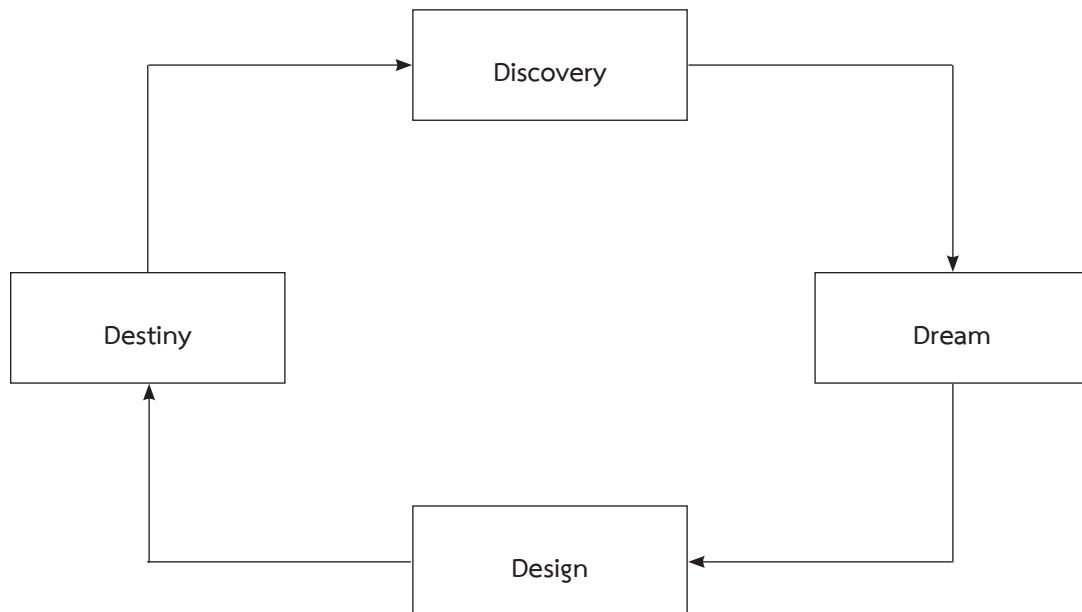
3. Design

A step of designing practical projects to be used as guidelines of further developing the company and meeting the highest degree of customer demands.

4. Destiny

A step of working on any planned projects, considered as extending thoughts to real practice. The underlying assumption of AI is that an organization is a “solution to be embraced,”

rather than a “problem to be solved.” The phases are shown in Figure 1



“Figure 1 Appreciative Inquiry 4-D Cycle”

Results

Data on positive experiences in perspectives of entrepreneurs, employees, and customers

The overall data on positive experiences in perspectives of entrepreneurs, employees, and customers were analyzed from the interview to choose dominant points to be used as a guideline of developing the organization and making projects. Examples of prominent points to be used in making projects are mentioned below.

1. New promotions and various pricing for customers
2. Morning talks for knowledge enhancement
3. Customers’ telling other people when receiving good services
4. Cultivating service mind in employees for customer service
5. Ability to remember customer names and stories

Guidelines to developing customer service for Sinsong Accountant Company Limited

There are 5 projects as guidelines of customer service development with result conclusion from making the projects as mentioned below.

1. Project “Leuk Tam Satai” (You can choose your style)

After working on the project, it showed that giving new promotions and different pricing had an influence on customers’ attitudes and led to services that meet optimal customer demands.

2. Morning Talk Project

After working on the project, it showed that employees had more skills in their

work and developed their knowledge and positive thinking towards their work including acquiring knowledge, skills, and working guidelines from other employees. Thus, they were more self-confident in starting their work, and they provided quality customer service and introduced service meeting more customer demands.

3. Project “Tam Dee Bok Tor” (Tell others when you receive good things)

After working on the project, it indicated more expansion of customer bases, and almost every time there is a contact of a new customer by this project, it always allows the organization to have an opportunity to cause more customer satisfaction.

4. Project of Cultivating Service Mind

After trying on the project, it found that employees had service mind and intent to provide good service to meet customers’ needs and to maximize customers’ benefits. This will be service mind cultivation for employees so that they have real service mind.

5. Project “Fan Pan Tae” (Real fan)

After carrying on the project, it showed that customers were impressed by the attention they received, and there was customers’ responsiveness to the meeting to talk about work and ask for other relevant details.

Conclusions

Customer service development for Sinsong Accountant Company Limited was based on the Appreciative Inquiry along with the SOAR analysis, qualitative study, action study, the concept of organization development, and the theory of service quality. Related research papers and data were used as a research tool to achieve goals. The methodology was based on an interview and data collection on positive experiences in different perspectives of analytical units chosen for the study. All data from the interview were then used to find focal points which then were analyzed to find dominance in order to extend thoughts to real practice. Therefore, the study yielded totally 5 projects: 1) Project “Leuk Tam Satai”, 2) Morning Talk Project, 3) Project “Tam Dee Bok Tor”, 4) Project of Cultivating Service Mind, and 5) Project “Fan Pan Tae”. After applying the projects to the company, it found that customers were satisfied, and employees could provide quality service, leading to lifting the organization sustainably in the future.

Suggestions

1. Because book keeping service business should be qualified, corresponding to criteria and conditions of service quality approval from the Department of Business Development (Thailand), service quality should be approved for potential in competition.

2. The factor affecting quality of book keeping service business other than customer service is a book keeper’s qualification. A book keeper should have professional competencies related to accounting and should know about relevant laws of taxation. He should develop more potential by regularly participating in training or supporting training management for his knowledge. That results in accuracy in current work.

3. There should be a study on external factors which may affect book keeping service

business such as economy and society and geography.

4. In order to develop further service, positive data searching should come from other people related to book keeping service business for different opinions: certified public accountants and officers of the Revenue Department.

5. The marketing principle-based study helps develop service. Consequently, it helps the business for future competition.

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PEOPLE'S SATISFACTION TOWARDS SERVICE OF PHRA YUEN MUNICIPALITY, KHON KAEN PROVINCE

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Abstract

The purpose of this study is to evaluate people's satisfaction towards the service of Phra Yuen Subdistrict Municipality, Khon Kaen Province. The data was collected by questionnaire from the sampling unit for 500 clients. Statistics used in data analysis were percentage, mean and standard deviation with a coefficient alpha method (α -Coefficient) calculated by using Cronbach's formula and resulting in the reliability (rtt) for 0.89.

The result of study showed that most service uses are married females with the age more than 60 years. Their educational levels are lower than primary education. Most of them are agriculturists who earn monthly income lower than 2,500 Baht, living in Phra Yuen subdistrict. Considering overall and individual items of service satisfaction, the level of satisfaction is at high level, arranging in descending order as follows; 1) official/personnel—service users had overall satisfaction at high level due to good hospitality, politeness, cheerfulness, having knowledge and understanding in the information provided to service users, 2) process/service step—service step is not confused, and completed within defined time, 3) service quality and reliability on quality. The result of hypothesis testing found that, because of the difference in personal factors—age, occupation, number of family member and type of service, the people's satisfaction level is then different with statistical significance at 0.05.

Keywords: Requirement, Service, Satisfaction

Introduction

Local administrative organization is one of the important political organizations having an essential role in the development of democracy and both local and urban communities. Intensive local development is then certainly a basis of building national strength. For such idea, the department of local administration has its belief that evaluation is to develop what is evaluated. Therefore, the evaluation is the essential movement leading to the improvement and the development, not the detection of any fault as before. Like the words, “The most important purpose of program evaluation is not to prove but to improve.” (Stufflebeam, 2004 in Pitsanu-Fongsri, 2006:1). From the above philosophy on evaluation, it reflects the heart of evaluation which is related to “learning process”. It is said that evaluation process is the important means used to collect data for an analysis of body of knowledge and lesson learned in such matter. This process is considered necessary and related directly to what contributing to learning process which leads to the continual and sustainable improvement of work process.

From the above reason, the problem faced by service users is required to be studied as they may not be fully served by the officials or the location of service may not be well-located. Such problem may cause service users unsatisfied and raise the complaint.

Therefore, the study of people’s satisfaction towards service of Phra Yuen Subdistrict Municipality, Khon Kaen Province is then considered as a tool used to create learning process which will lead to the improvement of work and service for people based on their requirement and further highest benefit.

Objective

To study the people’s satisfaction towards the service of Phra Yuen Subdistrict Municipality, Khon Kaen Province, which is considered as a tool resulting in learning process that leads to the development of work and service for people’s needs and further highest benefit.

Methodology

This study of People’s Satisfaction towards Service of Phra Yuen Subdistrict Municipality, Khon Kaen Province in 2013 is the survey research having its study method as following;

Popsulation and sample group

The population in this study is the people in the area of Phra Yuen Subdistrict Municipality, Khon Kaen Province.

Sample group

The sample group is the people who use the service of Phra Yuen Subdistrict Municipality, Khon Kaen Province in 2013 for 500 persons from the total of 3,196 persons. The questionnaire was distributed for 500 sets and returned for 500 sets.

Variables

Dependent Variables is people's satisfaction towards service of Phra Yuen Subdistrict Municipality, Khon Kaen Province in 2013 for 5 following items;

- 1) Process/service step
- 2) Officials/personnel
- 3) Facility
- 4) Service quality
- 5) Reliability on service quality

Study tools

The tools used in this study were created by the department of local administration in order to survey people's satisfaction by setting the level of satisfaction.

1. Questionnaire created was about the satisfaction of service users in 2013.

The ranges of satisfaction levels were divided into 6 ranges by points and percentages as below;

5 points	refers to highest-level satisfaction
4 points	refers to high-level satisfaction
3 points	refers to medium-level satisfaction
2 points	refers to low-level satisfaction
1 point	refers to lowest-level satisfaction

Therefore, the interpretation of the comparison between mean and percentage is as below;

>80	refers to highest-level satisfaction
73-80	refers to high-level satisfaction
65-72	refers to medium-level satisfaction
58-64	refers to low-level satisfaction
51-57	refers to lowest-level satisfaction

To analyze the comparison between mean and percentage used Cronbach formula, which resulted in the reliability (rtt) for 0.89.

$$\begin{aligned}
 R \text{ (Range)} &= \text{Maximum points} - \text{Minimum points} \\
 &= 5 - 0 = 5 \\
 I \text{ (Interval)} &= R/N \\
 &= 5/5 = 1.00
 \end{aligned}$$

2. The tools improved by 3 specialists were checked and improved for better quality.
3. The tools completely improved were tested with 30 persons who were not in the sample group. The data received from the answers of questionnaire were calculated for the reliability by using a coefficient alpha (α -Coefficient) with Cronbach's formula and it resulted in the reliability (rtt) for 0.89.

Data collection

500 sets of questionnaire were given to the service users. The period of study was October 1 – December 31, 2013. The complete questionnaire was returned for 500 sets.

Data analysis

Statistics used to analyze descriptive statistics data were frequency, percentage, mean and standard deviation. The data was presented in the format of table with essay using Cronbach's formula and the reliability (rtt) calculated was 0.89.

Results

The result was taken from 4 parts of questionnaire about people's satisfaction. 1st Part is general information. This part showed that people come to use the service more than 2 times per month during 08:00-10:00.

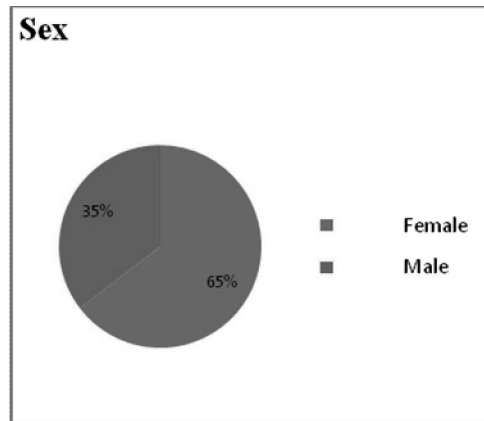


Table 1 sex

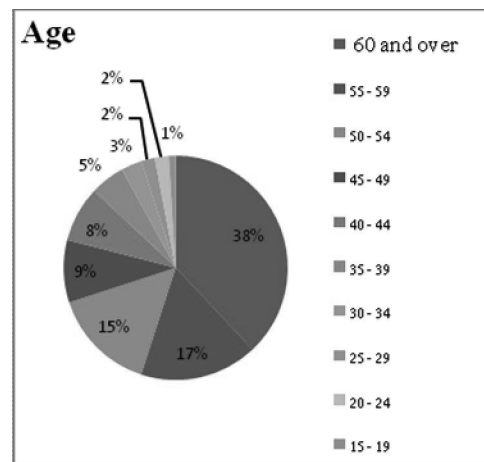


Table 2 Age

2nd Part is general status. It was found that most people were married female with the age more than 60 years. Their educational levels are lower than primary education. Most of them are wage-workers and farmers who earn average monthly income between 2001-2500 Baht, living in Phra Yuen district.

3rd Part is about people's satisfaction. The results were as the following;

1. The satisfaction towards Process/service step is in the high level ($\bar{x} = 4.13$).
2. The satisfaction towards Officials/personnel is in the high level ($\bar{x} = 4.16$).
3. The satisfaction towards Facility is in the high level ($\bar{x} = 3.98$).
4. The satisfaction towards Service quality is in the high level ($\bar{x} = 4.10$).
5. The satisfaction towards Reliability on service quality is in the high level ($\bar{x} = 4.10$).

4th Part is people's suggestion. Most people suggest that the officials should study more information and knowledge so that they are able to answer the questions correctly. Moreover, the organization should provide more educational funds and pay more attention to the importance of traditional fairs.

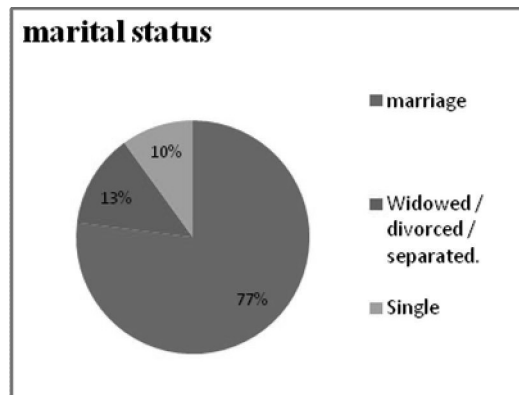


Table 3 marital status

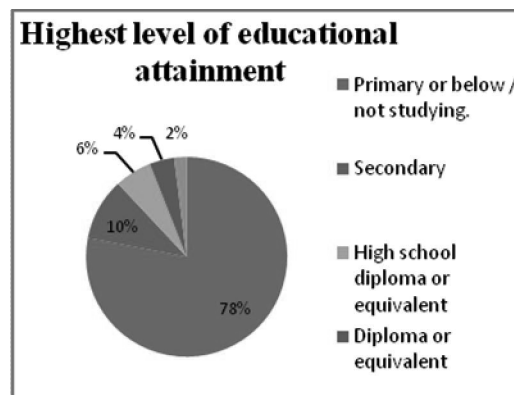


Table 4 Highest level of educational

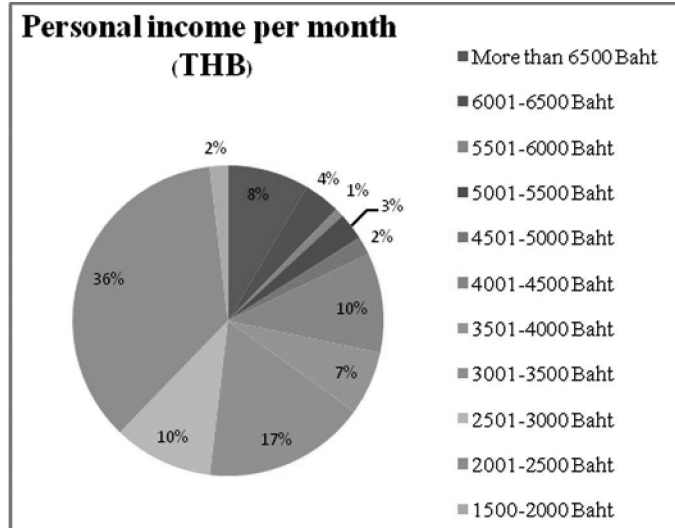


Table 5 Personal income per month

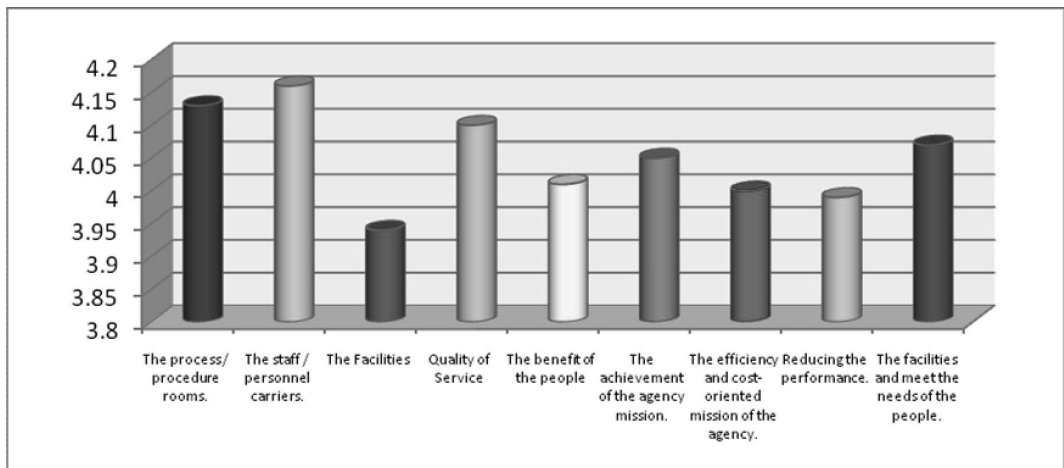


Table 6 User satisfaction with the activities of local government agencies

Conclusions

As the result of the study on people's satisfactions towards service of Phra Yuen Municipality, it was found that people's satisfactions towards service are in the high level for both overall image and by item, especially in case of officials/personnel. This is because the officials satisfy people by serving them quickly according to Pathan Suwanmongkol's concept (2000) who said about local administrative organization that it must play a role in management and administration to provide public service as assigned by the government. It should provide local people with public service and facilities which may be different depending on environment and people's needs. For example, urban area may need public utility management such as electricity and water supply, housing and transportation; while local area may needs the developments of

road, basic infrastructure, occupational support, education and public health, etc.

Therefore, the study of people's satisfaction towards service of Phra Yuen Subdistrict Municipality, Khon Kaen Province is then considered as a tool used to create learning process which will lead to the improvement of work and service for people based on their requirement and further highest benefit.

Suggestions

The strategic suggestions from the study of people's satisfaction towards service are as the followings; 1) Service use manual should be developed and distributed to people; 2) Location/ area should be improved with cleanliness and adequate facilities; 3) Personnel developing plan should be arranged by focusing on the weakness of service, which relates to personnel who should know more about the mission and rules; 4) Working steps should be reduced; 5) Standard of service should be developed clearly as the practical and standard guideline.

Suggestions for further study

1. The worthiness of project/activity should be studied continuously for the valuable results of local municipality strengthening and developing.
2. The study should focus on the establishment of cooperation network among KhonKaen local administrative organization, government, academic section, people, and private section towards the effective service management and it should be published through website.

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GUIDELINE FOR MATERIAL SUPPLY MANAGEMENT OF SUBDISTRICT OF MUNICIPALITIES IN PHRAYUEN DISTRICT, KHON KAEN PROVINCE

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ABSTRACT

The objectives of this study were as follows: 1) To study material supplies section management in Phra Yuen district, Khon Kaen province. 2) To study problems in material supplies section management in Phra Yuen district Khon kaen province and 3) To propose guidelines for development material supplies section in Phra Yuen district, Khon Kaen province. The tool used in data collection was questionnaire The 105 samples used in this study were administrators, government officers, and staffs working in material supplies section division, academicians, and related staffs in supplies section from Municipality Phra Yuen district, Khon Kaen province, and in-depth interview and analyzed using SPSS to find out frequency and percentage found that staffs were lack of efficiency in duty performance. Administrators were lack of checking and controlling capability in duty performance. As for problems, there were clear plan in arranging and disbursement. It was not applied strictly. Procedures in duty performance were confusing and specifying special character of supplies faced problems in arranging supplies according to the specified character. Methods and procedures to perform the complex operation. The form has many steps for signed procurement. Be conducted strictly under the rules. In case express ,multi-step processes take several weeks behind the work. In controlling supplies, remaining supplies did not meet the registration code and no place to store. In maintaining supplies official property, staffs lacked of attention causing damage and effect the budget. In distributing supplies, there was confusing procedure. Ways for development; administrators should develop themselves in order to have a better understanding about the regulations and need to focus on monitoring and controlling

Keywords: Development Guidelines, Material Supply Management

Introduction

The management material supplies is very important in the administration of the municipality as the many services of every parties .The administration is not transparent, corruption in the procurement of a spill. Used the taxpayer in wrong way. All of problems in administration of material supplies effected with all of the administration towards to people not trust in the administration of the executive at the finally people can not cooperate with local authorities.

The performance of its obligations to achieve the goal. As a work of the material supplies. A key success or failure caused by many factors such as inefficiency in the municipal administration. As well as managing the inventory management process. Not understand the legal rule of material supplies, insufficient information technology used for cooperate the material supplies appropriate for each context.

The researher interested in material supplies section . Finding the guildline to develop the material supplies section. To improve the development of modern management. To enhance the capabilities of our management and staff for the working professional. The initiative proactive operational keep up the decentralization completely.

Objectives

- 1) To study material supplies section management in Phra Yuen district, Khon kaen province.
- 2) To study problems in material supplies section management in Phra Yuen district, Khon kaen province.
- 3) To propose guidelines for development material supplies section in Phra Yuen district, Khon Kaen province.

Methodology

The tool used in data collection was questionnaire The 105 samples used in this study were administrators, government officers, and staffs working in material supplies section division, academician, and related staffs in supplies section from Municipality Phra Yuen district, Khon Kaen province. and In-depth interview and analyzed using SPSS (version 19) to find out frequency and percentage.

Results

1. General Data of Samples

From the Questionnaire example study 105 persons we can analyze that most respondents were women for 66.7%, men 33.3%, aged between 30-39 years, the most 49.5%, next is aged between 40-49 years for 28.6%, and Aged between 20-29 years 12.4%, aged between 50-59 years 9.5%, Education Most bachelor degree for 60%, next is High Vocational Certificate 23.8%, higher than bachelor degree 11.4%, most of Questionnaire example are married 79%, next is single 21%, for The period of performance or experience in working with the government

11-15 years is the most 64.7%, next is 5-10 years 26.7%, and working with the government for 16-20 years is the less 8.6%. see figure 1-5

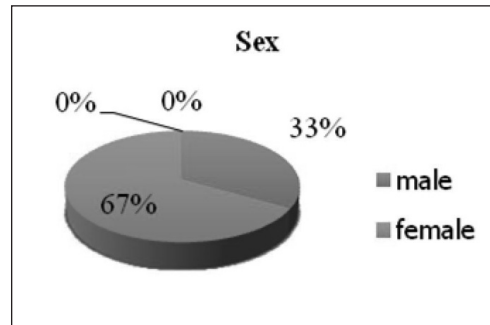


Figure 1 : Sex distribution population from Municipality Phra Yuen district Khon Kaen province.

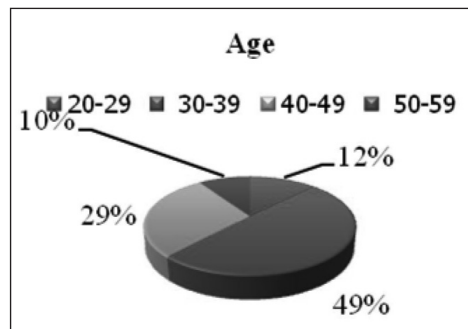


Figure 2 : Age distribution population from Municipality Phra Yuen district, Khon Kaen province.

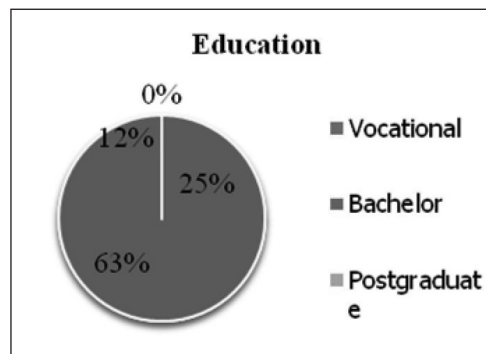


Figure 3 : Status of population from Municipality Phra Yuen district, Khon Kaen province.

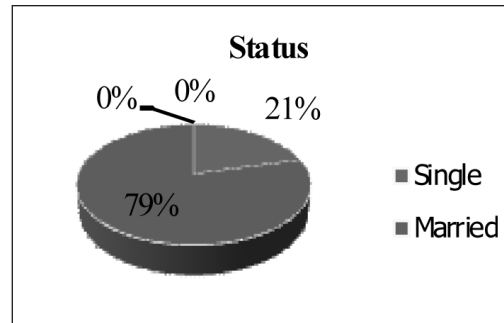


Figure 4 : Education of population from Municipality Phra Yuen district, Khon Kaen province.

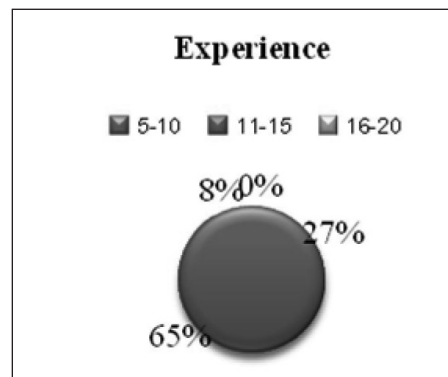


Figure 5 : Experience of staff working (year) in Municipality Phra Yuen district, Khon Kaen province.

2. The material supplies section management Phra Yuen district, Khon Kaen Province.

2.1 The administration management found that most of human resources consider that the administration of the deal municipality according to convention, that are the regulatory role and responsibility for 74.3%, next is analysis of task characteristic possible, problem' study and material store requirement to be an guideline or policy 68.7%, personnel clarify in work plan 63.8%, consultation and meeting between human resources and executive. Figure 6

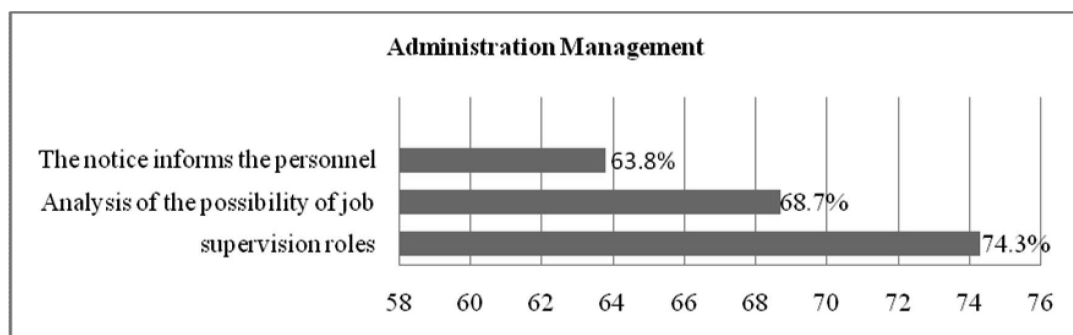


Figure 6 : Comments form Administration Management in material supplies section management

2.2 The management of material store providing found that most of human resources consider that the management of material store providing deal municipality according to convention by providing a guaranteed contract for procurement in the correct manner for 90.5%, next is the correct manner in material store providing 86.7%, According to the regulations of operation organization by prepared in the correct board 83.8% figure 7

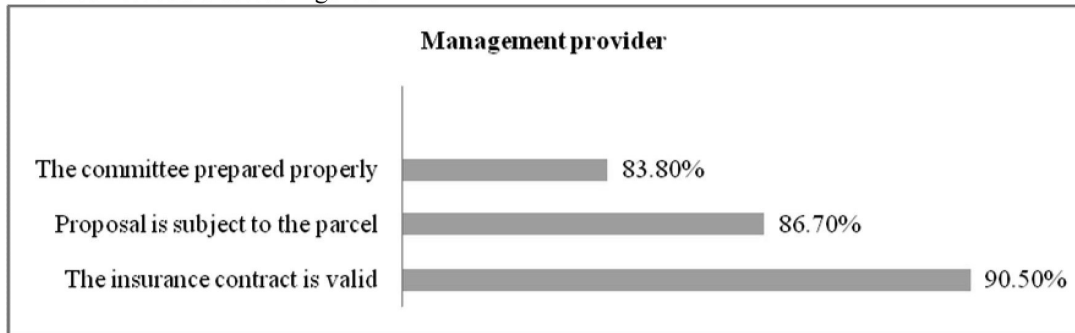


Figure 7 : Comments form Management provider in material supplies section management

2.3 The human resources management found that most of human resources consider the human resources management deal municipality has some problem that are there is no performance report about the controlling, and working evaluation of human resources for 82.9%, next is there is no suitable workplace, with a good atmosphere and environment as well as the tools and appliances to work adequately 80%, and do not listen to opinions or feedback from service users 70.5% figure 8

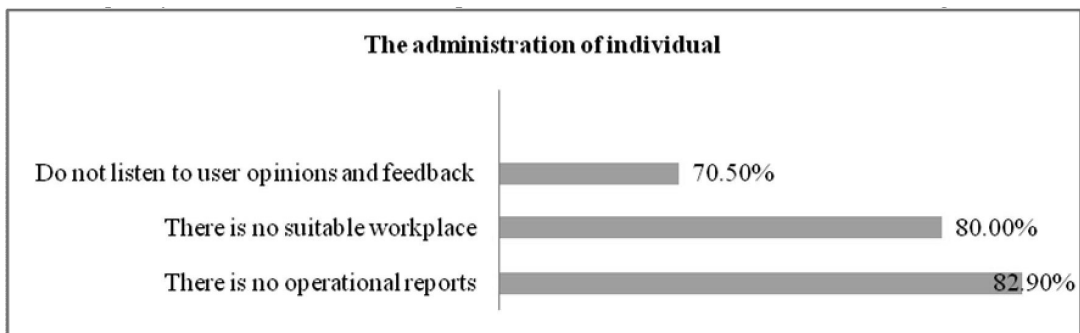


Figure 8 : Comments form the administration of individual in material supplies section management

3. The problems of The material supplies section division

3.1 The providing problem of material store management found that most of respondents consider that the providing plan and budget is clearly but not strictly taken so it be the most problem for 86.7%, next is the procurement There were regulations, methods and procedures to perform difficult or complex 84.8%, and the material quality and meet the requirement that are high price than the official standard specification 82.9%. figure 9

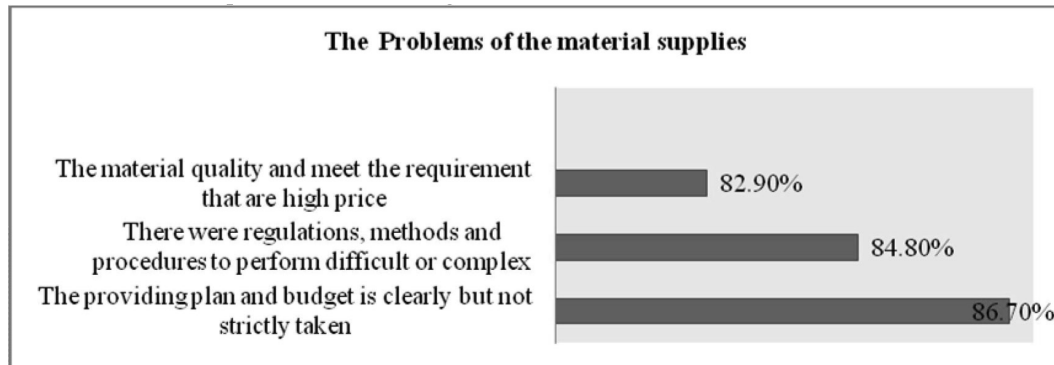


Figure 9 : The problems of the material supplies section management

3.2 The problem of controlling material found that most of human resources consider that the material providing is not according to the rule as follow; inventory accounting balance does not match the account or register control 92.4%, next is has no store room or the place for suitable material keeping 87.6%, and the documents storage dose not be a system so it difficult to find and check 82.9%. figure 10

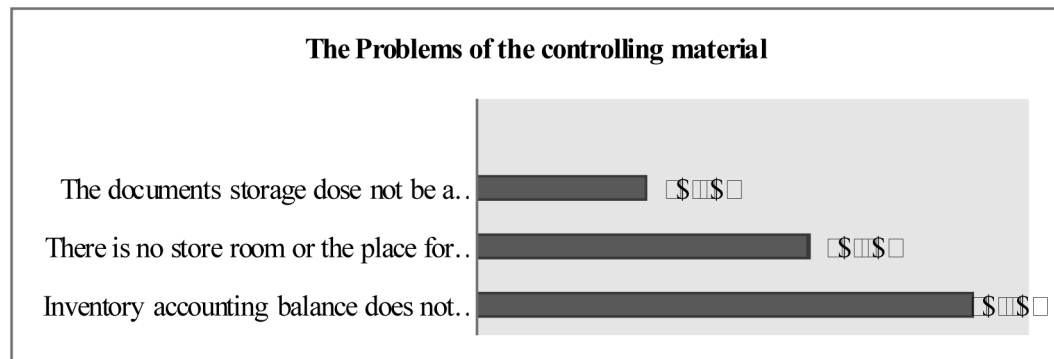


Figure 10 : The problems of the controlling material

3.3 The problem of material store management of Amphoe Phra Yuen municipal district, Khon Khen province in maintenance has shown that the user are not interested in maintaining for 86.7%, next is the material user does not know the actual cause of material 82.9%, and the material user has delayed defective report 64.8%. figure 11

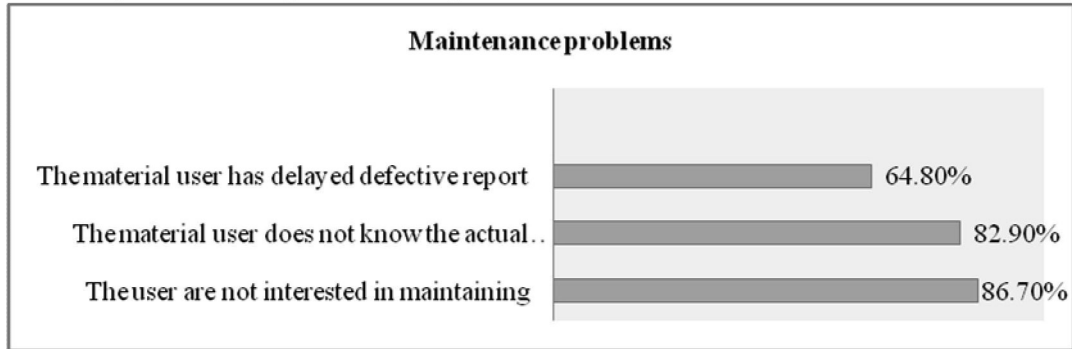


Figure 11 : The Maintenance problems of the material supplies section management

3.4 The material distribution problem of Amphoe Phra Yuen municipal district, Khon Khen province found that the material distribution does not follow the procedure as shown the complicated of material distribution so the distribution does not match the reality and outstanding for 84.8%, next is the official committee of material distribution does not exist their responsible 80%, the official committee who is the central pricing board and auction committee are lack of their responsible knowledge in the rule and procedure 77.1%. figure 12

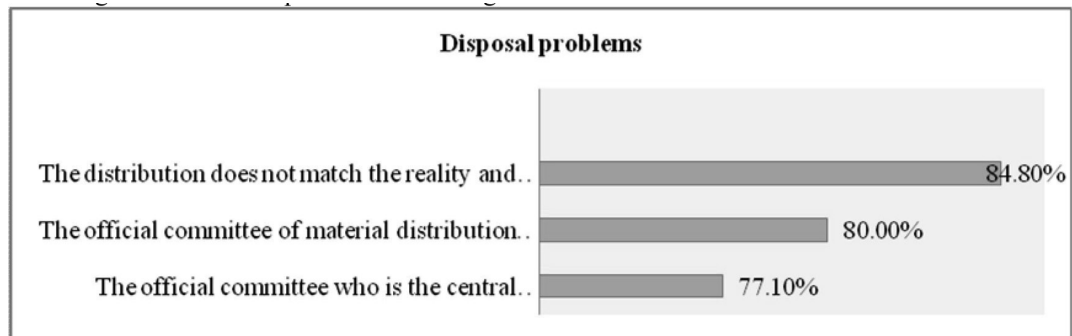


Figure 12 : The Disposal problems of the material supplies section management

4. Propose guidelines for development material supplies section

Most municipalities that do not comply with issues or problems in management. This is especially useful approach towards management development.

Conclusion

1. The material supplies section division from municipality Phra Yuen district, Khon Kaen Province.

Finding : The Principle to do in According to the Ministry of Interior on the parcel (1992). Not suited to the modern era.

2. The problems of The material supplies section division

2.1 The Procurement

The material supply quality and meet the needs of users typically are priced higher than the standard required by the government. The Principle to do in According to the Ministry of Interior on the parcel (1992) complicated processes and not modern for now.

2.2 Controlling

Storage facilities, inadequate supplies, difficult to find and control.

2.3 Maintenance

Providers lack of devote for equipment supplies. Some of equipments damage and premature damage to the government.

2.4 Distribution

The old equipments not found number and some lost. The provider not understand the principle to do in According to the Rules of the Ministry of Interior about Supply for Local Administrative Organization B.E. 2535 (1992) Revised Edition (No. 9) B.E. 2553 (2010) complicated processes to distribution damage equipments.

3. Propose guidelines for development material supplies section

3.1 Planning or project assignments is very important for The material supplies section division administration. The guideline for doing. Normally have 3 perids of plan but this case use only first plan for Procurement used to suit the needs of the agency.

3.2 The requirements is a plan for budgets procurement material and equipments. The requirements should be close to reality for benefit of government.

3.3 Procurement is procedure for finding material and equipments follow the requirements include exchange , transfer, lease, loans and donations.

3.4 Stock Control is a process to keep the material and equipments wait for provide in process. This part is very important for coping with demand and doing the stock card for each division. The stock control should do monthly include data for transportation and delivery to reciever completely.

3.5 Maintenance is the process for keep using the material and equipments always ready to use.

3.6 Distribution is the process for unlocked resposibility of material or equipments that's damage.

Suggestion

1. The policy recommendation

1.1 Have to provide the material management hand book that compose with the clearly procedure and the possible system that can be use in suitability and efficiently

1.2 The executive have to always evaluate and following the human resource's working every quarter, and monitoring and supervision closely to achieve the policy goal. When human resources are performing tasks that are successful, there should be an award given to people or organizations to be an example to the other.

1.3 Make some training/meeting/seminar for human resources to raise the level of knowledge, ability to work on a regular basis every quarter.

1.4 Opportunity for the public to participate in the monitoring the material store operation as follow the Constitution of the (year 2550 BE.) that show the principles of good governance The Act Government news information (year 2540 BE.) Including strategic plan development of Thai Government officials (in 2546-2550 BE.) Which requires that the public involvement by exploring and listening to public opinion and to the public, or to participate directly.

2. Recommendations for practice

2.1 Government and agency affiliation should be trained administrators with the knowledge the ability of management and the distribution of supplies to correct according to the regulations of the government.

2.2 Organized by the working conditions improvement 5 policies those are clearly, comfortable, hygienic and create a habit Such as cleaning campaign together on a monthly basis and determine the responsible officers and equipment or tools in modern workplace.

2.3 Should be a management control the whole property in place to store and transport. The equipment damaged inventory and distribution etc.

3. Recommendations for research

3.1 Should be study the pattern of material providing and distribution to consistent with local;

3.2 Should be study the system of material store in order to facilitate the local development;

3.3 Should be make community participation in procurement employment in order to create transparency.

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THE SERVICE QUALITY OF THE GOVERNMENT SAVINGS BANK KALASIN BRANCH, KALASIN PROVINCE

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Abstract

This study aimed 1) to study Environmental Management 2) to study customer's behavior 3) to study satisfaction and difference in the level of satisfaction of customers 4) to study factors affecting repeat business and 5) to offer Service Guidelines of "The Development of Saving Department", Government Savings Bank, Kalasin Branch, Kalasin Province. The samples used in this study were 400 customers who used the "Saving Department". The results showed that most of the customers were female, age range between 20-40 years, bachelor's degree education, and government officer or state enterprise employees. The customers decided to use the saving service by themselves. Bank employees were most individuals who influence to use of the saving service. The most common reason to use the saving service was to deposit money and withdraw money. The most uptime to use the service was at the first to tenth date of month (from 1.00 pm to 3.30 pm). The average frequency to use the service was 2-3 times per month. The most of service channels was counter services. Most of the customers decided to use the saving service was reliability of bank. The Satisfaction levels of customers using saving service of saving department overall was at high level.

Keywords : Government Saving Bank, Saving Department, Service Quality

Introduction

GSB is a juristic person and state enterprise, which operates as a financial institute guaranteed by the government under the supervision of the Ministry of Finance. Introduced savings services to Thailand in 1913. The main purpose was to educate Thai people on banking services and to promote savings habit among them. King Vajiravudh issued an act, effective from 1 April 1913, to formally set up the Savings Office, which began its operation under the Royal Treasury since then. In 1929, the Savings Office was transferred to be under the Post and Telegraph Department and then found the public favor. After the end of World War II, the government foresaw the benefits of savings as well as the important role that the Savings Office played in developing the country, therefore, the Savings Office was set up as a juristic person, to be operated independently under the supervision of the Board of Directors appointed by the Finance Minister under the Government Savings Bank Act B.E. 2489 (1946) and the Office was renamed the Government Savings Bank (GSB), effective from 1 April 1947. GSB is now running 1,121 branches all over the country and has just celebrated its 101st anniversary on the 1st April, 2014.

GSB Branch Kalasin is Customer Service into three areas: (1) service credit. It can be divided into Credit for Rural Development Credit for small businesses. Credit for policies. Credit for government organizations. Deposit and continuous service such as Savings, current accounts, Special Savings, Fixed, deposit relief for life and Special Premium Savings Certificate. (3) Financial services such as interbank and money transfer offices. Paying bills, etc.

Currently, banks are highly competitive field of customer service. Thus the Bank always has developed. And improve services all times. But customer service channels, each bank have continued to develop and expand to the service. In order customers convenience to conduct financial transactions. The deposit is all categories. Which bank customers can obtain services at branches throughout the country that they deposit types. The bank has also offered more service channels to meet the diverse needs of customers. And facilities for customers in the banking, financial transactions such as the opening of ATM cards and debit cards, so customers can deposit - withdraw cash easily. Channel development provider, so it is a bank, the bank should focus on improving and developing their service. Today Service Quality is important to be competitive in banking business. As well as ensuring and the impression to customers in return for service in next time to increasing a customer base.

Objective

1. To study the environmental management of saving department of Government Savings Bank, Kalasin Branch.
2. To study the behavior of customers in the service segment offer saving department of GSB, Kalasin Branch.
3. To study the differences in levels of satisfaction and customer satisfaction on service quality of saving department of the GSB, Kalasin Branch.
4. To study the factors that contribute to the return of service and loyalty to the service quality of saving department of the GSB, Kalasin Branch.

5. To develop saving department of GSB, Kalasin Branch

Methodology

1. Environmental analysis of Government Savings Bank Kalasin Branch is brainstorming by interviews Manager, Assistant Branch Manager, and Account. Using PESTE Analysis, Five Forces Model and SWOT

2. To study the behavior of customers in the service segment saving department of Government Savings Bank, Kalasin Branch.

- 2.1 Method is the application-oriented research Descriptive characteristics of social science. Analysis to interpret Processing the received data and presents a descriptive analysis of research. The descriptive statistics characterize is frequency and distribution data and average of the variable.

- 2.2 The population and the number of Deposits & Withdrawal in Government Savings Bank, Kalasin Branch. In January 2557 a sample of 400 respondents.

- 2.3 The questionnaire are: (1) general information of respondents (2) the behavior of the customer to use saving department of the GSB, Kalasin Branch

- 2.4 The collect data by Questionnaires customers used saving department of the Government Savings Bank, Kalasin Branch with Convenience sampling

- 2.5 Statistics used frequency and Percentage

3. A study of customer satisfaction and the different levels of customer satisfaction on service quality of GSB deposits. Kalasin Branch

- 3.1 The variables used in the study.

- (1) Variables are GSB customers by factors gender, age, education, and type of customer, business groups and income.

- (2) The dependent variables are GSB customer satisfaction. Kalasin Branch

- 3.2 Instruments used in the study. A questionnaire regarding the customer satisfaction on service quality of the GSB Kalasin Branch are classified in 8, the marketing mixes and set to measure used Likert's Scale has five answer choices contain the most satisfied to minimal satisfaction.

- 3.3 The statistics are mean and standard deviation.

4. The study of factors that contributing to return of service and loyalty to quality of Government Savings Bank, Kalasin Branch.

- 4.1 The population is study by the number of deposit & withdrawal in Government Savings Bank, Kalasin Branch in January 2557 a sample of 400 respondents.

- 4.2 The questionnaire used to study are factors that contribute to the return of service and loyalty to the service quality provided by GSB, Kalasin Branch to measure the variable Likert's Scale has the answers to the five contain most very, medium, low and minimum.

- 4.3 The collect data by Questionnaires customers used saving department of the Government Savings Bank, Kalasin Branch with Convenience sampling

- 4.4 Statistics used frequency and Percentage

5. Approach developed of Government Savings Bank, Kalasin Branch.

To brainstorming opinion Manager, Assistant Branch Manager, and Branch account using the TOWS Matrix to development of saving department of the government saving bank.

Results

1. The analysis of environmental management of Government Savings Bank. Kalasin Branch

1.1 External environment analyzing by PESTE Analysis found that the political and economic technology. Society and Culture have impact of the physical environment are positive.

1.2 External environment analysis by The Five Forces Model shows that the threat of new entrants is low. Competition among existing firms in the industry is high. Bargaining power of buyers is high. The threat of products and services are high level. And bargaining power of suppliers is low.

1.3 Internal environment consists of: (1) the bank marketing stability. A long famous is service standards and quality. With honesty and justice (2) has received financial support for the banking business (3) the employee has knowledge. People in area help to communicate to understand and serve the needs of our customers.

1.4 Government Savings Bank has strengths is many customer base. The service is a stable, reliable, friendly and fast. Types of deposits are various. The location offers easy accesses into contact. Weakness is available through electronic channels is not enough. Employees can redundant little processes. Opportunity is more elderly. Opportunity to expand the deposit increases and stimulates the economy through to strengthen of Thailand. Threat is increased competitiveness of financial institutions.

2. The customer behavior is study in deposit services of Government Savings Bank. Kalasin Branch

2.1 Population data found that most respondents were female. 20 years - not more than 40 years, most jurisdictions. The common respondents are retailer and the Most is career government officials. The average income was 9,000 baht - less than 15,000 baht per month.

2.2 The customer behavior is study in deposit services of Government Savings Bank. Kalasin Branch found that most customers is decided use self-service. Customer Service - withdrawn Due to the service Banks are reliable Bank employees are individuals who have influenced the choice of banking services. News is channel of the bank to service in the early hours from 13:00 to 15:30 hrs. From the Most service is average of 2-3 times per month and counter services.

3. A study of customer satisfaction and the different levels of customer satisfaction and quality of service Deposit Bank. Kalasin Branch

3.1 Customer satisfaction and quality of service Deposit Bank. Kalasin Branch found that the overall level (average 3.75) when considering the sort of satisfaction from high to low. The type of service (average 3.87) and service channels (average 3.82) and physical environment (average 3.81), personnel carriers (average 3.79), the service processes (average 3.69), the promotion market (average 3.64) and the price (average 3.63)

Type	Average
Overall level	3.75
Type of service	3.87
Service channels	3.82
Physical environment	3.81
Personnel carriers	3.79
Service processes	3.69
Promotion	3.64
Price	3.63

3.2 The study differences in the level of satisfaction of customers of Government Savings Bank deposit. Branch Kalasin has found that gender, age difference is the level of satisfaction of customers using GSB Deposit. Kalasin Branch No difference Significant at 0.05 in the client. Types of business groups have a high level of satisfaction of customers of Government Savings Bank deposit. Kalasin Branch Different Statistically significant at 0.05.

4. The study factors are contributing to the return of service and loyalty to the service quality saving department of Government Savings Bank. Kalasin Branch

Found that the return of customer service and quality saving department of Bank. Kalasin Branch. Percentage of respondents is the top 5 are

(1) The employee said “hello” and “thank you” every customer with smiling face 49.50 percent.

(2) Add a special service in which customers are many. For quick 45.00 percent

(3) Employee is willingly and pays attention to every customer 36.75 percent.

(4) Employees can accept a document request or respond the problem of service at now 36.25 percent.

(5) The employee’s modestly dressed employees. A clear represents Bank’s 35.50 percent.

5. To develop saving department of GSB Services. Kalasin Branch

(1) Project approval is purchased, the deposit - withdraw and transfer cash, Slips are intended to reduce time involved in the process provides a lower deposit. Make customer satisfaction in service processes. Approval of deposit - cash withdrawals and transfers can get without a slip in budget 300,000 baht to get the expected results. Reduce the length of queues. To respond promptly to customer needs. Level of satisfaction is the service process. Higher than 3.69

(2) Project approval is purchased, the code card purposes reduce the time step in the process of opening a new account. How to proceed Approval buy a custom ATM card budget of 30,000 baht is expected. Reduce the length of queues. To respond promptly to customer

needs. Level of satisfaction is the service process. Higher than 3.69

(3) Training programs to improve work of employee to increase understanding of the service and increase clearly of the work process. To reduce the steps are redundant work. Requested for training to enhance performance to the GSB's headquarters budget of 50,000 baht is expected. Make employees understand the service even more. And techniques in the management or operation steps clearly. Satisfaction is service personnel. Higher than 3.79 and the service processes. Higher than 3.69

(4) Expressway project to reduce waiting for time of customer does not give be too long. Provide the first motorway service channel for customers to use only one of the expected outcomes will be. Reduce the length of queues. To respond promptly to customer needs. Level of satisfaction is the service channel. Higher than 3.82 and the service processes. Higher than 3.69

(5) The project to provide knowledge on deposits to attract customers and publicity. Objectives are reaching more customers. Have the space to provide information and knowledge about the deposit. Souvenirs of 10,000 baht budget Bank are expected. New customers use GSB Deposit to increase the level of satisfaction is higher than 3.64

Conclusion

The study of Population Data and customer behavior found the most respondents were female, aged 20 - 40 years, most jurisdictions. The common respondents are retailer and the Most is career government officials. The average income was 9,000 baht - less than 15,000 baht per month. Most customers are decided use self-service. Customers Service - withdrawn because decide on service of Bank are reliable. Bank employees are persons who have influenced the choice of banking services. News is channel of the bank to service in the early hours from 13:00 to 15:30 hrs. From the Most service is average of 2-3 times per month and counter services. Customer satisfaction and quality of service Deposit Bank. The overall level (average 3.75) clients with different gender, age, level of satisfaction of our customers are a GSB deposit. Kalasin Branch No difference Significant at 0.05. Results of the study to prepare approach development of services are 5 projects. (1) The approval of purchase deposits - withdrawals. And cash transfers without Slip (2) the approval of purchasing the code ATM card (3) the training staff to improve the function (4), Service expressway, and (5) a program Knowledge of deposits for customer. Total budget of 390,000 baht.

Acknowledgement

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APPROACHE TO QUALITY IMPROVEMENT OF THE CONSTRUCTION MANAGEMENT FOR 11 K.E.R.D CO.,LTD.

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ABSTRACT

This independent study is a qualitative research of which purpose is to study the potential problems of construction management and is meant to find ways to improve the quality of management and administration of 11 K.E.R.D. Co., Ltd. Studies were conducted by having interviews and gathering information from the director of the company and the employees on a current building construction project that the company is currently overseeing. Research is also done via examining daily reports, monthly reports, construction meetings, researching into construction methods and theories in management quality. From analyzing the data, the following problems were found, in order of impact:

1) The problems in construction: The owner often changes the plans of the project. But the company's framework does not properly allow changes to easily happen, so the project is delayed even further.

2) The problems in construction workers: The workers are not well educated and trained in their expertise, resulting in loss in proficiency, motivation thus causing further delays in construction.

Results of the problems are that the construction of the building is immensely delayed. This has led to research into guidelines in improving the management of building construction management in order to qualify for the standards of ISO 9001:2008 and using the PDCA method in controlling the quality of management. The problem of workers can be solved by having training sessions and potential rewards in order to build motivation for the construction workers.

Keywords : Construction Management, Quality Management, Quality Management System

1. Introduction

There is very fierce competition in today's building construction business due to increased demands in property and land ownership. There are large amounts of commercial investments in constructing and selling houses, commercial buildings, apartments, and such. Contractors and construction management companies must improve their services to be able to compete with other companies in the market in both price, process, and quality. This is because the policy of most construction management companies is to reduce costs but to retain the same quality. This means the company must use its resources (employee, service, transportation) to its maximum potential in order to contend with today's increasing standards.

11 K.E.R.D Company is a company that does construction management and designs on construction drawings. The quality of construction management is yet to be satisfied in some projects. Some works have yet to be finished on time, for example, finishing only 40% instead of the planned 60-70% and having criticism on the work that feels rushed. So this study aims to find the real origin of the problem, and to help alleviate the problem by suggesting possible improvements to the company's manager.

2. Goal of study

2.1 To analyze the problem of the quality of construction management of 11 K.E.R.D Company.

2.2 To suggest ways of improving the quality of construction management to 11 K.E.R.D Company.

3. Methodology

1. Ideal scope of the problem and elements of problems in construction management. Of which questions are raised and answers collected from interviews to analyze the possible cause and the scope of the problem.

2. Ideal scope of using theories in controlling the overall management of projects. By studying past literature, articles, and related researches for concepts in improving the management in the construction management department.

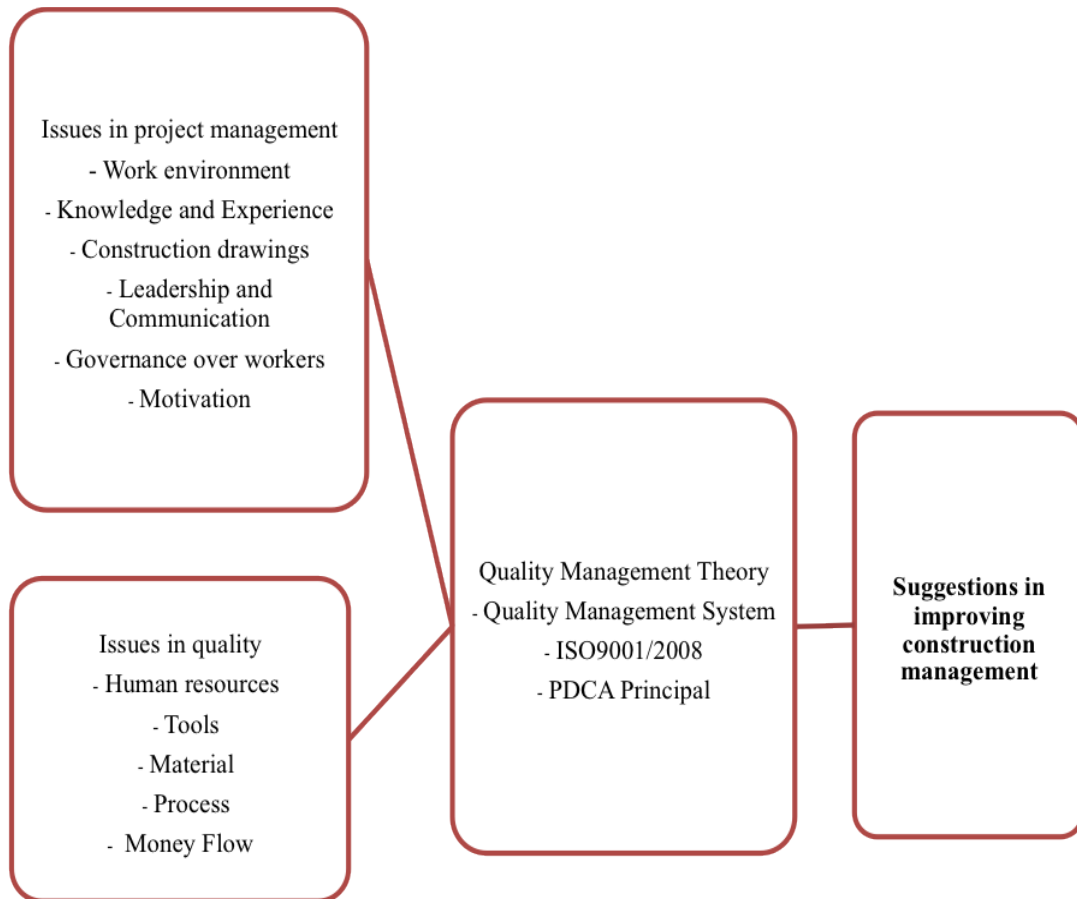


Image 1: Scope of study

4. Documents and related research

- **Construction management** : the management of construction projects that aim to achieve best results in the following criteria : Cost, Time, Quality. [2]

- **Quality Management Theory = QM** : means to find and manage important processes of activities within the company in order to improve the quality and service of the company. This consists of 3 important processes.

Quality Planning: to have a **Goal** and **Means** of achieving it.

Quality Control: to satisfy the customers and Monitoring the process and to follow up problems as soon as they happen.

Quality Improvement: Continuously Quality Improvement (CQI) [3]

- **Quality Management System** : quality of the work must be ISO 9001:2008 approved. The company must have a management system that allows organization to achieve results and to reach the quality standards. Management system means the structure and roles of each individual in the organization is clearly defined. This is required to achieve maximum efficiency and quality in the company [4]

- **Process Motivation Theory** : the theory explains the elements and factors of motivation; explaining what causes differences in human behavior and how employees within the company can be motivated to work and achieve results.[5]

5. Method of study

The study is conducted during January – March 2014 by using qualitative research and collecting primary data from 6 related 11 K.E.R.D company employees. Secondary data is observed from Document reports, information from the construction site, live meetings, related literature and research.

6. Discussion of results

Discussion of goal no.1) To analyze the problem of the quality of construction management of 11 K.E.R.D Company.

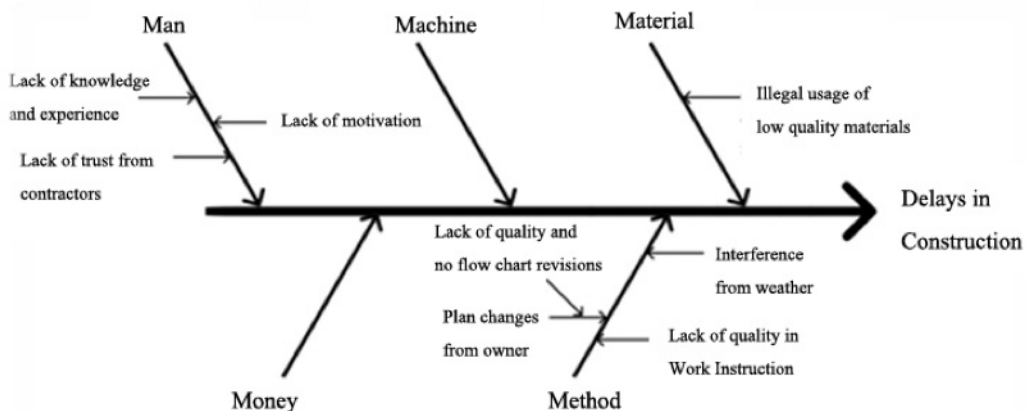


Image 2: Fishbone Diagram analyzing the problems in each aspect

From the fishbone diagram we can see that the main problems are caused by 2 important factors; Man factor, and Methods. The problem can be summarized by the scope of impact in the following order. 1) The problem in construction Method is caused by the owner changing the plans of the building, causing delays in construction and is usually frowned upon by construction managers. 2) Manpower is limited in people specialized on construction management.

Discussion of goal no.2) To suggest ways of improving the quality of construction management to 11 K.E.R.D Company.

Table 1: Details of Quality improvement project

Project	Goal	Budget	Expected results
Project 1: Improving the construction management program	(1.) To allow possible plan changes from the owner (2.) To allow flexibility during projects (3.) To set regulations and limitations on future projects	0 Baht* (*Issue Regulations that involved parties must respect and follow)	Allows more efficient workflow progress and reduces confusion and mistakes in work.
Project 2 : Quality Training	(1.) To have employees understand and employ PDCA in their workflow (2.) To have employees gain knowledge and expertise in their work.	3,000 Baht	Employees that are sent to train will understand procedures of management and methods.
Project 3 : Improving the management by using ISO 9001 :2008 standards	(1.) To improve the management of the company to international industrial standards. (2.) Credibility for the clients.	10,000 Baht	(1.) Company being certified ISO 9001:2008 (2.) More efficient workflow (3.) Trusted by clients
Project 4 : Special rewards for best employees	(1.) To motivate employees (2.) To improve the environment in workplace (3.) So the employees can see the importance of results from both the company, and the employees.	6,000 Baht	Employees are motivated to work more efficiently and to improve the work environment in the company.
Total estimated cost		19,000 Baht	

7. Suggestions

This independent study is a qualitative research of which purpose is to study the potential problems of construction management and is meant to find ways to improve the quality of management and administration of 11 K.E.R.D. Co., Ltd. The researcher would like to suggest the following to the manager of the company.

1) Studies should be done on the problems and limitations of construction management within the company to make improvements.

2) ISO 9001:2008 standards should be used for management purposes. By also using PDCA tools as means of control.



3) Studies should be done on using concepts of qualitative management to be used in project managing before the project starts. For example: in stages of project evaluation and contractor bids.

4) Studies should be done on other methods of management (ex: TQM, Six Sigma) to find the advantage and disadvantages of different management methods and possibly applying to the company's management.

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HEALTH CARE MANAGEMENT: HEALTH INSURANCE ON BUDDHIST MONKS' DEMAND

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Abstract

This research aims to study issues of health services and alternative policy in Buddhist monks' health insurance to meet their needs. The data are derived from in-depth interviews of Buddhist monks. Participant observation and Non-participant observation were also employed. The main informants were 20 abbots and the monks who were in charge of the temple. The findings showed that there were three main problems in accessing health services of the Buddhist monks. They were the monks themselves, community, and the firms giving insurance service. In addition, inequality in the acquisition of rights and an access to services are problems of the health care system in Thailand. The researcher has proposed options for the policy. Three schemes of Health Care for the monks included the monks' National Health Insurance, Alternative Health Insurance Fund for the monks and Mutual funds to pay for the monk's health insurance. Each scheme has both advantages and disadvantages.

Keywords: Health care management, Buddhist Monks

Introduction

From the eleventh National Economic and Social Development Plan (2012-2016), there are five strategies as follows: 1. The promotion of social equality, 2. Human development toward a life-long learning society, 3. Strengthening of the agricultural sector to foster food and energy security, 4. Restructuring of the economy toward quality and sustainable growth, and 5. Building interconnectivity across countries in the region toward socio-economic security. For strategy 1, it is to promote social equality and quality society that is able to adapt to changes and to manage them effectively. It also puts an emphasis on quality public services and various channels to access the services. Health services, one of social welfares, are particularly developed [1]. At present, Thailand has established a welfare state and entitled medical care in many forms, such as the health service right for government officials, the right to social security, and health coverage to keep the control system of private health insurance to cover care for the population more thoroughly with fairness and equality [2].

Buddhism is the national religion. Monks and novices are in charge of propagating the respectable teachings which have been rooted in Thai society for a long time. Social conditions in Thailand have changed and the limitations of the monk's discipline and some regulations may result in improper and unhealthy behavior. For example, they have to eat everything in the bowl and cannot choose only what they should eat. They must be well-behaved and calm, so they don't have sufficient exercises. Some monks have health risk behaviors such as smoking and drinking, so they had health problems. In particular, some monks have chronic diseases such as hypertension, diabetes, heart disease, disorders of the vascular system. The medical costs for these diseases are relatively high [3] and [4]. The present government also provides the monks with health insurance right. However, some regulations are not conducive to the admission for health service. For example, they can have the medical service from only the hospital they register. They can be admitted in other hospitals if they had accident or emergency [5]. According to the data of the National Health Security Office in 2009, it was found that 29 % of the monks spent medical expenses themselves, and 31 % didn't use their rights because they were not in the area that they registered their right. Although the Ministry of Health has had a policy to support over 34,000 temples to have health centers, there was shortage of medical personnel to take care of the monks. In fact, there is only one government hospital for monks. Few hospitals have separate department to take care of only monks. Moreover, some monks lack money, so it is difficult for them to travel to the hospital. Most hospital systems are not conducive to the monk's practice. For example, it will be too late for the monks to have lunch if the treatment takes too much time. In Buddha's teaching, it is not allowed for women to touch the monks, so this is another factor that makes the monk not be able to have an access to the service or do not want to be treated. Researchers in the past examined only monk's health care relating to types of health problems, risk behavior factors, or a way to promote the monks' health. There have been very few studies on the problems of the public health system which is a barrier for the monks to access health services. In order to solve the problems and reduce the monks' health problems which are likely to arise in the future and to reduce the loss of resources and "social

capital”, the researcher is interested in studying the problems of access to health services, using the theories of factors and indicators of health services [6], the basics of health insurance and management of health insurance [7] and [8] as a framework, so the synthesis of all concepts can lead to the policy options for the monks’ health insurance. The results of this study will be guidelines for creating or developing appropriate health insurance for the monks in the future.

Objectives

To study the monk’s access to health services and to propose alternative policy in health insurance to meet the needs of the monks..

Methodology

This study is a qualitative research and the unit of analysis is monks who are individuals with specific properties including being ordained for over one year and living or moving to Chonburi Province for at least one year.

For the scope of the research, the researcher uses Purposive Sampling to select temples of the districts in Chonburi Province, namely 2 temples of Bothong, Banglamung, Banbung, Panasnikhom, Panthong, Muang Chon Buri, Sriracha, Sattahip, and Nong Yai, and 1 temple of Koh Jun and Koh Srichang. The total is 20 temples. Major contributors (Key Informants) are abbots, assistant abbots, or monks taking care of the temples. The total number of the informants is 20 monks.

In this study, the researcher collected data using Interview Guideline for the in-depth interviews and both Participant Observation and Non-participant Observation. The researcher also studied secondary data from documents and academic articles. The research was conducted during April - June 2014.

Data processing and analysis started from verifying the accuracy of the information. The data were then revised from the interviews which were interpreted immediately and corrected if the contents did not match the actual interview. Triangulation was used for the verification of the data. There were also different ways for collecting data. Then the data were analyzed with content analysis techniques. In order to classify the data and find out the relationship of the content, the researcher used concepts and theories as guidelines to describe the phenomenon and concluded and presented data in the form of descriptive analysis.

Results and discussion

Researchers’ findings are divided into three parts: (1) characteristics of the interviewees (2) the type of right to health care services the monks need (3) the proposal of alternative policy for monk’s health insurance. The details are as follows:

1. Characteristics of informants

The interviewed monks were in the age range of 25-77 years, so the average age was 42 years. They were ordained from 1 to 40 years, so the average of their ordainment was 10.27 years. Nine monks had domicile in Chonburi. Eleven monks had domicile outside Chonburi. The

average time the monks lived in Chonburi was 8 years (1-25 years). To the health insurance type of the monks, 7 monks had universal health coverage insurance. 4 monks had health insurance with a private firm and 9 monks are not eligible for the treatment (pay themselves). The main reason was that monks had universal health coverage outside Chonburi Province. In addition, one monk had universal health coverage in Chonburi, but he didn't want to use his right, and 2 monks did not want to use their right because of long wait, inconvenience and minor illness.

For physical examination, the findings showed that ten monks never had check-ups for 10 years because they thought they were strong and had problems of medical expenses. Four monks had check-ups within one year and found they had no underlying diseases. Six monks had congenital diseases such as hypertension, high blood cholesterol and diabetes, so they needed constant treatment.

As a service site, most people (9 monks) would choose a state hospital first because they were eligible for treatment cost and they could partially paid themselves. The reason they chose a state hospital was because the cost was not high, and they could get better care. Secondly, six monks chose a clinic or a private hospital because it was convenient and they had life insurance or their family could afford the medical fee. Finally, five monks chose a hospital or health center in the sub-district because the trip was more convenient and the medical cost was not high.

Among the group of the monks that paid the treatment for themselves, the average cost of the treatment was 200 - 2,000 baht per a visit. They also spent at least 50 - 200 baht travelling to the hospital because they didn't have their own transportation. The minority (5 monks) went to the hospital in a temple's car or their relatives drove them to the hospital. This was shown in Table 1.

Table 1 shows the parameters that determine the use of health services and the findings from the research

the parameters that determine the use of health services	the findings from the research
1. Demographic characteristics	Monks' age, medical condition of the disease, congenital diseases of the monks, socio-economic status, such as having private health insurance or car
2. Social psychology	Awareness of the importance of medical check-ups and treatment
3. Characteristics of family resources	The inability to access entitlements, as the people of Thailand.
4. Characteristics of community resources	Getting access to hospitals or a number of hospitals in the area
5. Characteristics of the facility	Fast and convenient service and the confidence in the ability of personnel of the hospital
6. Pattern of health care.	The overall Public Health Policy and the economy of the country

From Table 1, it was found that the first problem concerning the use of health service was the monks themselves. They had illness condition and congenital diseases, and their unawareness of the importance of check-up and health care services. The second problem was service providers concerning location, the convenience and quality of services, all of which should be improved. Finally, it was the problem with the access to the right of health insurance which was a basic right of citizens. The state should provide fair and adequate health insurance for public service.

From the information of the practice guidance in applying the cost to health services of the 2013 fiscal year [5], the person who is eligible for health services is one who registers in the system and selects service unit under the national health insurance system. And one of the conditions of service is to have treatment at his regular service unit. He can use the service from other health service units in case he has an accident or emergency. It is found that these regulations are problems for the monks. From the initial research, the monks lack Universal Coverage Scheme or if they do have it, they cannot use their right because they don't live in the area they have registered. The findings and the principles of public service activities conflict [9]. Principles are about continuity, consistency, and flexibility of changes to suit the changing circumstances and needs of the people. The concept of fairness in health care [10] explained that everyone should have a fair opportunity to fully develop their health in the best and actual condition. However, in the real situation the monks do not have equality of access to quality health care.

2. The pattern or the right to health care services that meets the needs of the monks

The researcher asked the monks' opinions and needs concerning providing issues of health rights to determine how to solve the problems of the current health insurance system.

Table 2 shows the treatment that the monks need and the actual current health care right

treatment that the monks need	the actual current health care right	Differences
1. Universal coverage scheme	30 baht health scheme.	Available in all areas , unlimited
		Monk's ID can be used for registration
		The right can be applied to private enterprises
		The foreign monks can register and have the right
2. The monk's health insurance	The health insurance policy with a private company	Government, and involved agencies had principles on the definite cost
		Changing the attitude in regard to the purchase of private company's insurance
		Providing health fund to the monks

The results in Table 2 show that the pattern or the right that the monks need the most is universal coverage scheme which is similar to the present right, but there are some more suggestions. For example, the right should be updated to be available in all areas because some monks are required to relocate and cannot use their previous right. Another suggestion is that to sign up for the program the monk can use their monk's certificate instead of ID card number. Due to very old age, some monks no longer have their ID card number. And the second suggestion is that the private sector should be able to run the insurance program. However, regulatory agencies are still required to monitor and prevent the exploitations. There should also be the change in outsiders' attitudes that buying insurance is not the monk's affair. Moreover, a fund should be established for an agent to purchase insurance for the monks from the private sector. This solution is consistent with the concept of health care management [8]. The organizations involved in the management are divided into 3 groups. First, a private company runs health care insurance. Secondly, the government insures the health care by providing the form of preferential treatment policies or it is responsible for the medical costs incurred. Thirdly, semi-government organizations are in charge of the health insurance and they are funded by the government. For this health care scheme, nobody is forced. It depends on insurers' willingness.

3. The proposed policy choices for the monks' health insurance

The researcher synthesizes all information to create a policy choice based on 4 principles of health insurance [7] which are risk sharing between two parties, protecting the individual's risk, protection severe damage which hardly occurs, and income sharing between individuals. The synthesis includes a concept model of the management of health care [8], risk management through community-based [11] combined with the findings and conclusions of the Policy choices for the monks' healthcare; therefore, there are three proposed models as shown in Table 3.

Table 3 Comparison of alternative policy proposals on the monk's health insurance

Project / policy alternatives	Details	Operating Characteristics	Advantages	Disadvantages
1. National health insurance rights of the monks	- Capita government budget allocated to separate groups for priests of all religions. - Availability to all state services - the monk's certificate can be used to sign up	Government	- equality	- The service is offered by the state. State needs to support the ongoing costs.

Project / policy alternatives	Details	Operating Characteristics	Advantages	Disadvantages
2. alternative health insurance fund for the monks	- buying insurance policy if monks have someone to buy it for them - definite cost - having regulatory agencies	private company or local administration	-convenient and providing coverage like private sectors	- costs that may be a burden to the lay people - no equality among the monks
3. Mutual funds for health insurance for the monks	- The group of monks, lay people, and the government mutually pay for the fund management and the government is an insurer. - clear rules for the co-pay and benefits - expenses are appropriate with the temple's financial status	Government and private sector or and local administration	-Increase access with the condition that the monks have to co-pay -the cost is cheaper than that of private sectors -the budget per head is higher than type 1	- Determination of co-pay can be difficult because there should be the consideration of the government and the monk's budget

From the results in Table 3, the researcher has proposed a policy choice based on the model of managing health, risk sharing between two parties, the basics of health insurance, and interviewees' suggestions on the needs of the monks. The researcher presents 3 forms of the monks' the health insurance which include the national health insurance for the monks, alternative funds to pay for the monks' health insurance, and mutual funds to pay for health insurance for the monks. Each project has a different profile. The first project is the National Health Insurance of the monks. The policy proposal is to extend health coverage from the national government to allocate funding for health care per head. However, there are some additional rights such as the health care rights are granted to be treated in the same way in every hospital (hospital not restricted) and the right for the disabled and veterans is included. The second project is an alternative health insurance fund for the monks. This scheme is similar to buying insurance policy from a private insurance marketplace and the monks can use their rights with every hospital as well. In addition, there should be centralized agency that acts to coordinate with the private sector. The cost will come from the representative of the temple or any layperson that can support. The model is suitable for the temple with a lot of money or donations that can be used to support the monks. Finally, the third scheme is co-pay health insurance for which the government and the monk mutually pay. This third method is similar to the social security system that has the agency appointed to monitor the rate of pay, the co-pay, the period for payment and health care benefits. The benefits of treatment may be more than those of type 1 because of the mutual-pay from the monk or the temple. The monks can use the right in a private hospital or a clinic. This makes it easy for both the monks and the laypeople that take care of the monks. When the co-pay will come from donations or money from laypeople taking care of the monks,

It can reduce the cost of the government. For the second and the third models, the people in the surrounding communities can participate in or make the project successful.

Conclusion

The findings indicated that there are three main problems of access to health services and the problems come from the monks themselves, community, and hospitals. As mentioned earlier, the problems of the health care system of Thailand are a disparity in the acquisition of rights and access to the services. To solve the problems caused by the inability to access health care system of the monks, the needs of the monks are considered and the concept of health management is applied. Therefore, the researcher has proposed policy choices for the monks' healthcare. There are three proposed projects which are the National Health Insurance of the monk, alternative health insurance fund, and mutual funds for health insurance for monks. Each project has both advantages and disadvantages and the community can take part in the establishment or operation of the fund or make the mutual fund for health insurance successful and sustainable in the future.

Suggestions

From the results of this study, in order to solve the problem rapidly, it is suggested that the alternative health insurance scheme for the monks can be achieved by private sectors and it is easy to operate. The agency may be established by the local or regional level and it acts as a mediator in fundraising for costs and fees of running an errand between the monks and the Corporates. For the National Health Insurance Fund of the monk and co-pay for health insurance for the monk, they involve the government system. Any changes may be difficult and they require a large budget. In order to be clear and concrete, we need to examine the opportunity, possibility, and the impact resulting from the change, and broad stakeholders should accept the scheme.

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INCREMENT IN WORKING EFFECTIVENESS OF RELATIONSHIP AT PHETCHABUN BUSINESS CENTER, BY USING APPRECIATIVE INQUIRY, CASE STUDY OF BANGKOK BANK, PUBLIC CO., LTD., PHETCHABUN BUSINESS CENTER

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ABSTRACT

The purpose of this research is studying method to make strength and effectiveness in work of relationship officer in phetchabun business center by using appreciative inquiry. The experiments are interview 8 employees in phetchabun business center then analyze to find outstanding and social surrounding of work. Next Conclude and discuss to make principle of increasing efficiency of work

The results of interview 8 employees in phetchabun business center could make 5 Model are 1. One request Credit per week 2. Very Monday morning brief 3. Big cleaning 4. We are BBL family 5. BC to Branch. Finally, found mainly employees have great opinion, unity, kindness, and good mental health in office

Keywords: Relationship officer, Phetchabun business center, Bangkok Bank

Introduction

Currently, Commercial Banks are highly competitive. The main incomes of banks are loans. Relationship officers are a person who analyzes initial credit of customers. They must have ability, knowledge in business, finance, economic and love in service. By the way, loans don't make an income but also help stimulate the economy for the country.

Loan Outstanding of Bangkok Bank is the first of Thailand measured by the ratio of non-performing loans and total loans. Phetchabun business center is an organization that services small business loans and considers the initial loan. They have 8 employees. The goal is measuring the number is expense of loan outstanding. Found

1. The standard of credit application is approved. BBL requires four-credit application per person per month. But in 2556, average credit application per person per month is two. There is under standard of bank.

2. The working process is not systematic. Cause of lost focus on improving the quality of credit application.

This study is interested to increase efficiency of work in Relationship officer, extend loan outstanding at BBL Phetchabun business center to reducing errors in operation, to achieve happiness and proud of their job

Objectives

1. To study strength and find positive experiences of Relationship officer in Phetchabun business center
2. To find approaches to increase effectiveness in work of Relationship officer in Phetchabun business center

Methodology

The instrument, using Appreciative Inquiry theory for searching positive experienced such as good point, prominent point and center point throughout 4-D cycle and applied administration theory in each steps. The general outline of the 4D method is as follows.

1. Discovery: During this stage participants reflect on and discuss the best of *what is* concerning the object of inquiry. From impress 30 employees and 8 credit analysis staff to analyze using separate information are common point and prominent point by SOAR Analysis
2. Dream: During this stage participants are asked to imagine their group, organization or community at its best and an attempt is made to identify the common aspirations of system members and to symbolize this in some way.
3. Design: With a common dream in place, participants are asked to develop concrete proposals for the new organizational state.
4. Destiny: The process of implementation

Results

1. Discovery

1.1 Convergences

Common point of employees

1. Relation manager is a good model and have a capability in bussiness.
2. The perfomance is teamwork and unity.

Common point of customer

1. easy and quickly processing approval
2. low loan interest rates

1.2 Divergence

Prominent point of employees

1. A compassionate and helpful.
2. Do for the benefit of collective.
3. The opportunity to learn a new business.

Prominent point of customer

1. service of employee
2. giveadviseafterapproval

SOAR Analysis

Strengths

1. BBL is a large bank have reputable, reliability, and high stability.
2. BBL has large office in every district.
3. Staffs have experience to analyses credit application.

Opportunities

1. Trend of business grow from Dec. 56 – Apr. 57 have 3% Growth
2. In 2558, the ASEAN Economic Community(AEC) demand of customer will

increased

Aspirations

1. Employees have performance to achieve goal and compete against other
2. Employees have good relationships between colleagues and customers.

banks.

Results

1. The analysis of credit appication have more quality and non-performing loans (NPLs) decreased 1%

2. Loan outstanding balance to goal of bank is 1,700 Million baht (as 30 Apr. 2014 1,677 Million baht)

2. Dream

Increased loanoutstanding balance to goal of bank is 1,700 Million baht and targeted at least number ten of BBL

3. Design

The discovery of common point and prominent point can be design a project as follows.

3.1 one credit application per week per person Project

Discover: Relationship officers can respond to customer needs quickly than customer expected.

Detail : meet customers both existing and new customers. Ask to customers need. Go and get Credit application to fast approve.

Responsibilities : everyone

Expected results : The results are on target every product. According to the goal is come in every year.

3.2 Monday Morning briefProject

Discover : Relationship officers have teamwork. Manager is like a good model.

Detail : everyMonday Morning brief on 8.00 A.M.

Responsibilities : everyone

Expected results : everyone is understood loan. Have Opportunity to exchange ideas with each other and do work to achieve the goal.

3.3 Big cleaningProject

Discover : The discovery has the interests of organization teamwork and Unity.

Detail : Organize has a brainstorming every Thursday evening. Relationship officers can credit approval within time.

Responsibilities : Relationship manager

Expected results : Relationship officers have a good performance.

3.4 We are BBL familyProject

Discover : Relationship officers have relationships with our colleagues. Reviewers together can solve problems.

Detail : 1) sporting event 2) activities outside place the official

Responsibilities : senior Relationship officer

Expected results : The results are expected to receive feeling more friendly. Reduce conflicts, including harmonious.

3.5 BC to Branch Project

Discover : everyone feels comfortable and happy to be working.

Detail : 1) Party once a month 2) meet customer once a week

Responsibilities : everyone

Expected results : Reduce conflicts in Organization.

4. Destiny

After target Strategy, define step to support and service for management project to success in organization. And achieve the goal



Conclusion

The study used Appreciative Inquiry theory can make 5 Model are 1. One request Credit per week 2. Very Monday morning brief 3. Big cleaning 4. We are BBL family 5. BC to Branch.

Finally, found mainly employees have great opinion, unity, kindness, unselfish organization, learn the business, known new customers and proud of their job. Organization was improved productivity to reducing errors in operation, to achieve happiness

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AN APPROACH FOR PERFORMANCE COMPETENCY DEVELOPMENT OF SUPPORTING STAFF, SAKON NAKHON RAJABHAT UNIVERSITY

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ABSTRACT

The objectives of this research were to study: the level of performance competency of supporting staff of Sakon Nakhon Rajabhat University, which included 5 aspects of competency: 1) Good service 2) Expertise 3) Integrity 4) Teamwork 5) Achievement Motivation, and the level of work motivation in order to propose the approach for performance competency development for the supporting staff of Sakon Nakhon Rajabhat University. Data were collected from 210 persons of sampling group, using close-ended questionnaires as research tools. The assessment was performed by using Descriptive Statistics, which included Frequency, Percentage, Mean, Standard Deviation, and Inference Statistics, which included One Sample-Test and Independent Sample-Test. One way analysis of variance (ANOVA) was carried out by using the statistical significance level of 0.05. The results showed that: The level of competency of supporting staff of Sakon Nakhon Rajabhat University which should be developed was the Expertise. The level of work motivation for supporting staff of Sakon Nakhon Rajabhat University which should be improved were related to the items of "I'm satisfied with the progress of my assigned work" and "I'm pleased with the progress of my career path". The skills could be enhanced by trainings and development. The researcher had proposed 3 projects as an approach for performance competency development as well as enhancement of work motivation for supporting staff as follows: 1) Development of performance competency of supporting staff, 2) Exchange of knowledge and working experiences and 3) Staff meeting with Executives.

Keyword: Performance Competency Development of Supporting Staff.

Introduction

Nowadays changes in various aspects such as economic, political and social aspects resulted in changing and adapting of government to be able to complete the new society including knowledge, technology, and innovation. This resulted in the modification of the strategic plan for Thai public development (2013-2018) in accordance with Council of Ministers. The strategic plan for Thai public development (2013-2018) were approved in 23th April 2013, then grated to each government section and stated agencies as the guidelines on the next mission.

Sakon Nakhon Rajabhat University was originally founded on July 17, 1964 as Sakon Nakhon Teachers' Training School. Then, The school became Sakon Nakhon Teachers' College on January 16, 1970. In 9th June 2004, his Majesty King Bhumibol Adulayadej legislated in 2004 Royal Thai Government Gazette Volume 121, Special Issue 23A, dated June 14, 2004. Consequently, Sakon Nakhon Teachers' College was transformed into Rajabhat University since June, 15 2004. Sakon Nakhon Rajabhat University is an institution for local development aimed at academic excellence and basis merit to local development and society. There are 758 current staff (IT 2013) [1] serves as a source of knowledge, academic and research. The staff of Sakon Nakhon Rajabhat University are divided into 2 major groups including Group 1 ; academic staff (teachers) who teach, research and academic management , and Group 2; supporting staff and director of operations who responsible and coordinate of education service, research, conservation, supportive and inherit the cultural heritage in accordance with Sakon Nakhon Rajabhat University's strategy. Supporting staff are responsible with various tasks and very important to the organization. Thus, to determine the performance level of administrative support staffs and compare the performance goals that Sakon Nakhon Rajabhat University needs. The author, therefore, is interesting to study the performance of the supportive staff at Sakon Nakhon Rajabhat University focused to answer the question which is the current level of core competencies in the performance of the support staff and how is the performance in each area.

Objectives

1. To study the performance of the supportive staff at Sakon Nakhon Rajabhat University
2. To study the level of motivation of supportive staff at Sakon Nakhon Rajabhat University to work
3. To purpose guidelines on improving performance of supporting staff at Sakon Nakhon Rajabhat University

Methodoslogy

Population and case study

Research population was 405 supporting staff at Sakon Nakhon Rajabhat University. This research will determine the sample by the calculating formulae for estimating qualitative data when the proportion and size showed as follow [2];

The formulae is

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{405}{1 + 405(0.05)^2}$$

$$201.24 = \approx 210$$

When n = Sample size
 N = Population size
 e = Possible deviation which is 0.05
 n = The population of the study

The calculated sample result is 210 people, representing 52% of the total sample population in order to study their opinion knowledge and understanding the working of supporting staff's performance at Sakon Nakhon Rajabhat University.

Research Material

In order to study, research Material to collect data is the closed-ended questionnaires including

Part 1: General information of respondents including gender, ages, education, position, position's section, period of working

Part 2: General information about working performance of supporting staff at Sakon Nakhon Rajabhat University by evaluating 5 capabilities which divided into 5 Rated Scale including strongly agree, agree, not sure, disagree and strongly disagree. These 5 levels were divided into 5 weighing as followed

Level	Weighing
Strongly agree	Weighing : 5
Agree	Weighing : 4
Not sure	Weighing : 3
Disagree	Weighing : 2
Strongly disagree	Weighing : 1

Evaluate the criteria from the measured of interval scale data, the researchers used a formula calculating of class intervals [3]

$$\text{The width of interval scale} = \frac{(\text{maximum} - \text{minimum})}{\text{Number of level}}$$

$$\text{The width of interval scale} = \frac{(5 - 1)}{5}$$

$$\text{The width of interval scale} = 0.8$$

Criteria of the average level as the following.

Average 4.21 – 5.00	means	Strongly agree
Average 3.41 – 4.20	means	Agree
Average 2.61 – 3.40	means	Not sure
Average 1.81 – 2.60	means	Disagree
Average 1.00 – 1.80	means	Strongly disagree

Presentations were made to try-out with 30 staff of Sakon Nakhon Rajabhat University and then find the reliability by the theory of Cronbach's alpha. Reliability level is at 0.969, which is acceptable.

Data Collection

The author circulated questionnaires to sample in the public section at Sakon Nakhon Rajabhat University and collected herself during January to March 2014.

Data Analysis

1. The basic statistical analysis of the sample of descriptive statistics consisted of frequency, percentage, mean and standard deviation.
2. Inferential Statistics consists of ANOVA and Duncan's new Multiple Range Test for comparing the different between the level of different opinion about working performance and level of working motivation with different character divided in education, position, position's section and the period of working. If there are the significant differences statistically, then there are the evaluation of the difference in order to check three or more than three samples that think differently by identify the significant statistically at the level .05.

Results

1) General information of respondent

In the study of 210 people, the majority of respondents were female (56.67%) aged 26-30 years (36.19%) which graduated undergraduate (70%), most of the University staff (48.57%) operated in the Presidential Office (48.57%) with a period of performance longer than five years (41.90%).

2) Analysis of the core competencies that supportive staff should have

1. Good service; Strongly agreed in 6 topics and agreed in 7 topics. The lowest average topic which needs to be improved and developed was 'I was able to change the method or procedure for providing the service', averaging 4.05 (SD = 0.419).
2. The accumulated expertise in careers; Strongly agreed in 3 topics and agreed in 7 topics. The lowest average topic which needs to be improved and developed was 'my knowledge and expertise was in the nature of the interdisciplinary knowledge and could be deployed widely', averaging 3.95 (SD = 0.572).
3. The adherence to the morality and ethics; Strongly agreed in 8 topics and agreed only 1 topic. The lowest average topic which needs to be improved and developed was 'I could make decisions and work for the government with integrity and fairness even though it could

cause dissatisfaction to the disadvantage person', averaging 4.19 (SD = 0.539).

4. Team work; Strongly agreed in 14 topics and agreed 1 topics. The lowest average topic which needs to be improved and developed was 'I was able to solve problems or conflict in the team', averaging 4.12 (SD = 0.611)

5. Evaluation part; strongly agree in 10 topics and agree in 5 topics. The lowest average topic which needs to be improved and developed was 'I always set challenging and impossible goals to obviously get a better job, averaging 4.07 (SD = 0.630).

3) The analysis of the motivation in the performance of the supporting staff of the Sakon Nakhon Rajabhat University was as follows.

Strongly agreed in 3 topics and agreed in 3 topics. The lowest average topic which needs to be improved and developed was 'I was respected by colleges', averaging 4.12 (SD = 0.562).

4) The result of study in the comparative about the working's performance and motivation of supporting staff with different in the level of education, position, position's section and working duration

When considering each part, the difference result of average opinion could conclude as follows;

The core performance of strongly agree level on each section of supporting staff including;

- 1) Undergraduate education adhered on the morality and ethics. Topic included I worked integrity, discrimination, legitimate and discipline (averaging 4.56).

- 2) Staff in Group 2 (government employees, civil service institutions and employees); recognised the importance of teamwork. Topic included I tried to complete the work on time (averaging 4.65).

- 3) Staff in Group 1 (Monthly temporary employees); focused on good service. Topics including I could provide accurate and clear information for the customers and another topic was I was able to quickly engage, solve and find the problems for customers with no avoid, excuse or burden, (averaging 4.58).

- 4) Staff with the duration of working less or equal to 2 years focused on its achievement. Topic including I tried to work on the duty correctly (averaging 4.56) and focused on the performance of team work. In strongly agree level; topic 'I was glad to help and support the team', averaging 4.58.

The study about motivation of working are strongly agree as follow

- 1) Supporting staff with higher education than undergraduate focuses on the topic 'I like the interesting and challenging job' (averaging 4.22).

- 2) Staff in Group 2 (government employees, civil service institutions and employees) focuses on the topic 'I was respected from other college' (averaging 4.24).

- 3) Staff in Group 1 (Monthly temporary employees) focuses on the satisfaction's achievement of working (averaging 4.42).

- 4) Supporting staff who have the duration of working less than 2 years focuses on motivation of working. Topic, 'Strongly agree in the topic the interesting and challenging job', (averaging 4.58).

5) Suggestion approached to improve performance of supporting staff of Sakon Nakhon Rajabhat University

To develop supporting staff in Sakon Nakhon Rajabhat University, there are 2 suggested projects in order to develop and improve the performance of supporting staff and 1 motivation project to improve the supportive staff including Staff Developing performance project, Knowledge sharing project, Working Experience and Managers Meet Staff Day project.

Conclusions

The study found that in the five core competencies and general core competencies were strongly agree. In each part, it is accordance with role and responsible of supportive staff and basis performance of supporting staff which everyone should have. It is also accordance with the Office of the Civil Service Commission (OCSC) (2005) [4] and accordance with the performance staff manual of Sakon Nakhon Rajabhat University which lead to the debate in each section as follows;

Good service - Strongly agree (averaging 4.58) in 2 topics including 'I can provide accurate and clearly information for the customers' and another topic is 'I am able to quickly engage, solve and find the problems for customer with no avoid, excuse or burden' (averaging 4.56).

Adhere on the morality and ethics - Strongly agree (averaging 4.56) in 2 topics including 'I work integrity, discrimination, legitimate and discipline'

Team work - Strongly agree (averaging 4.65) in 1 topic including 'I try to complete the work on time'

Evaluation - Strongly agree (averaging 4.58) in the topic 'I am glad to help and support the team' and to study the supporting staff's motivation which are staff responsible for the duty and the task assigned to them in high level. It is positive to organization for making work in the aim progress. These factors can motivate them for example reasonable compensation, working's position progress, and respect from chief or colleagues.

Suggestions

In order to do the staff development plan to develop the highest potential workforce should study in academic staff and study in the area of motivation which reflect on working to set the guidelines and develop the appropriate staff plan.

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Table 1 The number of supporting staff's performance at Sakon Nakhon Rajabhat University

Organization	The civil service in higher education institution	gov-ern-ment officer	The uni-versity staff	Em-ploy-ees	casual worker	Total
Faculty of Education	-	-	9	1	3	13
Faculty of Humanities and social sciences	1	-	10	-	7	18
Faculty of management	-	-	9	-	3	12
Faculty of science and technology	1	3	14	2	14	34
Faculty of agriculture technology	1	-	6	1	6	14
Faculty of technology industry	-	-	7	-	3	10
Graduate school	-	-	7	-	14	21
Vitheethum School	-	-	1	-	-	-
The office of the president						
- General administration division	7	11	33	13	111	176
- Policy and plans division	1	1	7	1	1	11
- Student development division	-	1	7	-	6	14
Library and information technology center	-	3	12	1	19	35
The office of academic affairs and registration	1	2	12	1	6	22
Institute of art and culture	1	1	8	-	7	17
Institute of research and development	-	2	6	-	-	8
Total	13	24	148	20	200	405
Percent	3.21	5.93	36.54	4.94	49.38	100

Source:Sakon Nakhon Rajabhat University (2013)

Table 2 Proportion of the Sampling

Organization	The Number of group	Compare with 52%	The number of sampling
Faculty of Education	13	6.8	7
Faculty of Humanities and social sciences	18	9.4	9
Faculty of management	12	6.2	6
Faculty of science and technology	34	17.7	18
Faculty of agriculture technology	14	7.3	7
Faculty of technology industry	10	5.2	5
Graduate school	21	10.9	11
Vitheethum School	-	-	-
The office of the president			
- General administration division	176	91.5	92
- Policy and plans division	11	5.7	6
- Student development division	14	7.3	7
Library and information technology center	35	18.2	18
The office of academic affairs and registration	22	11.4	11
Institute of art and culture	17	8.8	9
Institute of research and development	8	4.2	4
Total	405	210.6	210

APPROACH TO INCREASE SALES THROUGH APPRECIATIVE INQUIRY: CASE STUDY OF SOMDET BIKE SHOP

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Abstract

This study is a qualitative research. The objective is to seek positive experience of customers for increase sales marketing approach of Somdet Bike Shop using appreciative inquiry. The convergences and divergences are collected from two purposive groups – retail customer groups and wholesales customer groups of Somdet Bike Shop, totaled of 60 customers. According to the group interview, the convergences and divergence were found. Also, external environment and internal environments of Somdet Bike Shop were studied. Then, the data was specified and planned in short-term and long-term periods. Thus, three strategies from the short-term strategic plans are (1) sales promotion strategies, (2) beyond expectation response strategies and (3) advertising media increase strategies. Somdet Bike Shop had tested sales promotion strategies from April to June. The number of sales in June was increased by 124,729 baht or 31.84 percent, compared with the number of sales in March. In case of beyond expectation response strategies and advertising media increase strategies, the shop has begun to practice the strategies since August. In case of long-term strategic plans, the research plans the practices for the future as well.

Keywords: appreciative inquiry, marketing plan, increase sales

Introduction

In 2011 – 2013, bike business has gained popularity again and it shows obvious growth trend. The trend includes fixed-gear cycling trend in adolescents, sport-bike cycling in health-conscious bikers, campaign cycling of public and private sectors towards environmental pollution reduction, energy-saving, traffic congestion solution or travelling recreation. According to the data of the Bank of Thailand (2011), it is found that monthly average bike and spare parts importation is approximately 10 million USD. The annually average bike and spare parts importation is approximately 120 USD or over 3 billion baht. In 2012, there were three new comers for second-hand bike business in Somdet sub-district. They were located in the proximate areas of Somdet Bike Shop. In the past, there were four bike retailing shops. At present, there are seven bike shops in total. Four of them are first-hand bike shops and the rest are second-hand bike shops. The incumbents use discount strategies on their 100 – 200 baht higher prices on each bike. So, the customers have more choices and more purchasing decisions. These lead to decrease sales of Somdet Bike Shop. The number of sales for Somdet Bike Shop in 2012 (4,284,573 baht) was decreased from the number of sales for Somdet Bike Shop in 2013 (3,911,603 baht). This shows that the number of sales in 2013 was decreased from the number of sales in 2012 by 8.70 percent. Hence, the researcher, who helps Somdet Bike Shop's management, is interested in studying and discovering marketing planning using appreciative inquiry in order to increase sales of Somdet Bike Shop and to improve and increase business opportunity for Somdet Bike Shop.

Objectives

1. To seek for customer's satisfaction or positive experience.
2. To apply the data on marketing planning in order to increase the number of sales for Somdet Bike Shop.

Procedures

Appreciative inquiry (Cooperrider D. L. and Whitney D., 2003) was used to find convergences and divergences through 4D-cycle appreciative inquiry process as follows;

1. Discovery – It was used for positive experience and impression from 60 customers (45 retailing customers and 15 wholesaling customers). The data was analyzed and categorized into two kinds (convergences and divergences).

Tools

- (1.1) General Environment Analysis
- (1.2) Five Forces Model
- (1.3) SOAR Analysis
2. Dream – It is the stage of drawing good things that should occur.
3. Design – It is the design and planning stage so the dream can come true. It focuses on the manipulation of designed strategies for benefits.
4. Destiny – It is the practice stage under control and evaluation.

Results

1. Discovery

1.1 Convergences

Convergences for retailing customers areas follows;

(1) giving advice, giving explanations, customer care and good service; (2) available products and product choices; (3) product prices and price negotiation and (4) new shop layout, more area and branch expansion.

Convergences for wholesaling customers areas follows;

(1) giving advice, giving explanations, customer care and good service; (2) available products and product choices; (3) product prices and various parts; (4) new shop layout, more area and branch expansion and (5) increase product number and new parts.

1.2 Divergences

Divergences for retailing customers areas follows;

(1) good-quality products; (2) beautiful products; (3) post-purchase service; (4) shop name board (5) premium; (6) product refund ability and (7) more salespersons.

Divergences for wholesaling customers areas follows;

(1) good-quality products; (2) opening hours; (3) speed product delivery; (4) credit offering; (5) shop name board and (6) drinking-water service.

1.3 General Environment Analysis

(1) Politics and Laws – According to the Ministerial Conference on November 21, 2013, the conference approved the acknowledgement of National Health Assembly for system and structural management to promote walking and biking in daily lives. The related institutes plan to complete the project by 2015. If the project is operated according to the policy, it will have positive impact on bicycle business. So, the number of people who are interesting in biking will be higher in the future. (2) Economy – Mr. Sakchai Pataapreechakul, the Bangkok Bike organizer, studies the overall bike market (2011 – 2013). It is found that the business has grown by approximately 15 – 20 percent each year. By 2013, the total value was approximately 5,000 million baht and there were 2.25 million bikers. Each family had 2-3 bikes. According to the report on fiscal economy of Kalasin in March 2014, it is found that the general inflation rate is at 2.1 percent (good range of economy driving). (3) Society – The bike business has high growth tendency due to cycling popularity. (4) Technology – The technological advance leads to many new products. So, the shop should be always up-to-date. (5) Physical Environment – Cycling can save fuel energy and it does not create pollution for the world. Both public and private sectors launch biking campaigns to reduce environmental pollution. So, the campaigns lead to positive impact on biking business.

1.4 Five Forces Model

The threats from future competitors can result in positive impacts for the shop. Also, competitive environments can result in positive impacts as well. Also, buyers' bargain power lead to positive impacts. Sellers' bargain power leads to negative impacts. The threats from substitute shops can lead to negative impacts.

1.5 SOAR Analysis

(1) Strength – It includes product detail presentations, good service, various product choices and post-purchase service. (2) Opportunity – The shop is located near community areas. Moreover, public and private sectors launch cycling campaigns. Also, high oil prices lead to higher bike purchasing. (3) Expectation – It is the first alternative for the customers. Also, it has the highest number of sales for Somdet sub-district, Kalasin. (4) Result – The number of sales was increased from 2013 by the minimum of 15 percent or 586,741 baht.

2. Dream

2.1 Customer – Good service is focused so the customers can receive highest satisfaction. It will be revealed from the increase number of customers, word-of-mouth, repetitive purchase and compliments.

2.2 Product – Increase sales should be present through marketing planning modification.

3. Design

According to convergences and divergences, the strategy design is shown as follows;

3.1 Short-term strategic plans

(1) Sales promotion strategy has one project as follows;

Buy and Get Project – The objective is to stimulate and persuade shop purchasing. The procedure is to set the number of products and the amount of purchasing money to receive instant rewards. The conditions are buy 1 bicycle, get 1 bike lock key and buy at least 3,000 baht, get 1 T-shirt. The responsible people are all service providers. The operation period started from April 1, 2014 onwards. The budget is 19,800 baht. The expected outcomes are customer satisfaction, new customer acquisition, shop advertising through reward products and purchasing incentives for the customers who wish to collect the reward products. As a result, the number of sales is aimed to increase at least 193,625 baht.

(2) Beyond expectation response strategy has two projects as follows;

Post-Purchase Service Project – The objective is to create customer satisfaction on different and better service. The procedure is to collect the buyers' information and telephone or call them for free checking after 6 months of purchase. The customers are responsible for the spare-parts costs only. The responsible people are repairing service providers. The operation period started from April 1, 2014 onwards. There is no operational budget. The expected outcomes are post-purchase impression, positive feedbacks from repairing and maintenance customers, word-of-mouth, repetitive purchase and new loyal customers. The number of sales is aimed to increase at least 193,625 baht.

Staff Employment Project – The objective is to provide quick and potential service. The procedure is to hire a skilled salesperson to be a repairman. After employment, the shop owner is to train about the information of in-store products, bike repairing method and welcoming/polite manner for the customers. The responsible person is Mr. Prasert Tiasooksawat. The job application announcement started from August 1, 2014. The monthly salary is 9,000 baht. The expected outcomes are quicker service and the product introduction ability of the staffs so the customers are satisfied with the service. The number of sales is aimed to increase

at least 99,746 baht.

- (3) Advertising media increase strategy has one project as follows;

Noticeable Board Project – The objective is to let the customers know about shop location, selling products and sales promotions. The procedure is to put an 8.10 x 2.40-meter board with the details of shop name and selling products. It is covered with two sets of 4 x 2.50-meter manual curtain with a color bike print. Also, 10 advertising boards with the size of 2x2-meter are shown along the main road in the municipal area of Somdet sub-district, Kalasin. Moreover, 10 tricycles will be tagged. The responsible person is Mr. Prasert Tiasooksawat. The operation period was between February 8-10, 2014. The shop name board was done on August 1, 2014 with the curtain and tagged tricycles. The operation budget is 43,500 baht in total. The expected outcomes are the customers' perception of shop location, in-store products and promotion. The number of sales is aimed to increase at least 99,746 baht.

3.2 Long-term strategic plans

Long-term strategic plans are to increase the shop potentiality. The objectives are to improve operational efficiency, provide maximum satisfaction and create comparative advantages.

Procedures

Due to the interviews from Somdet Bike Shop customers, there are many convergences and divergences. However, the shop cannot operate all of them within such a short period of time. So, the shop uses strengths and weaknesses to set the operational guidelines for future practices. The future practices are as follows;

- (1) Expand customer base so the customers within the municipal area of Somdet sub-district choose the shop as the first choice based on standard product quality and quick service.
- (2) Apply effective IT system on the management system on databases including accounting, selling and inventories to improve operational efficiency.
- (3) Increase product diversity and have all new product series to response different customers, both retailing and wholesaling ones, so they can buy all products from one shop at a time.
- (4) Create modern shop decoration to attract the customers and product presentation layout should be neatly done so the shop has more area capacity for product selection convenience.
- (5) Expand branches and the new shops are to be divided into three parts –mountain bike and bike accessory corner, general bike corner and motorcycle parts and motorcycle corner.

4. Destiny

After the strategic planning is done, the task was then in hand of the responsible people. They will begin their tasks and concluded the procedures. Then, they will correct the mistakes so the organization can move forward, meet success and achieve the expected goals.

Conclusion

The results lead to increase sales guidelines of Somdet Bike Shop and both short-term and long-term strategic planning. There are three short-term strategic plans – (1) sales promotion strategies, (2) beyond expectation response strategies and (3) advertising media increase strategies. The shop applied the sales promotion strategies from March to June 2014 and it was found that the number of sales in March was 265,341 baht. After applying the sales promotion strategies, it was found that the number of sales in April was 305,962 baht. The number of sales was increased by 40,621 baht or 15.49 percent. By the last month (June) of the sales promotion strategy practice, it was found that the number of sales in June was 306,000 baht. When the number of sales in June (post-strategy period) is compared with the number of sales in March (pre-strategy period), the number of sales was increased by 140,659 baht or 53.03 percent. In term of beyond expectation response strategies and advertising media increase strategies, the shop started the practice in August for long-term strategy plans. The research sets the guidelines for future practices. In order to let the long-term strategy plan achieve the goals, the plan must be practiced with continuous control and evaluation. Moreover, the strategies must be changed with respect to changes.

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GUIDELINES FOR INCREASING THE NUMBER OF GRADUATE STUDENTS, DEPARTMENT OF CHEMICAL ENGINEERING, FACULTY OF ENGINEERING, KHON KAEN UNIVERSITY

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Abstract

The objectives of the study were to find the approach in raising the number of graduate admission in the Chemical Engineering Department, Khon Kaen University, and to study the related factors and to determine ways to increase the number of graduate students. Data had been collected by questionnaires from 54 graduated students, 41 present postgraduate students and 168 graduated students of the department. Results showed that the current undergraduate students of 61.31% would like to continue the master program in chemical engineering at Khon Kaen University. Their reasons were based on the university reputation by 27.98%, higher degree requirement by 64.29 and the appreciation on instructors' qualifications by 55.36%. The current postgraduate students of 43.90% and the graduated students of 44.44% pointed that there were a few public relations on the programs. Finally, 5 approaches have been established in order to increase the postgraduate admission in chemical engineering department, Khon Kaen University. The first approach is information directly sent to you, the second one is chemical engineering open house project, the third is online media improvements, the fourth is providing scholarships, and the final is cooperation between Chemical Engineering Department and other agencies. Overall budget of 365,000 baht was expected to implement on these approaches in order to increase the registration on graduate program.

Keywords: Graduate Student Increment, Khon Kaen University, Chemical Engineering Department

Introduction

The Chemical Engineering Department, Faculty of Engineering, Khon Kaen University is an institute which produces qualified chemical engineering graduates to correspond to missions and the vision of the Faculty of Engineering so that graduates have competencies ready to work to serve the society and to cope with continuous improvement of modern technology. The Engineering Department has provided graduate programs in chemical engineering since 1998 according to the plan for graduate education of the department: 20 students per academic year in the master's degree program and 5 students per academic year in the doctoral degree program. From the past 13 years, there were only 172 students instead of 260 students in the master's degree program, not corresponding to the student admission plan. Similarly, in the master's degree program, there were 2 students in 2011 and 4 students in 2012 instead of 5 students. In 2013, there was expanding student numbers, that is, 5 students per semester, but there were totally 8 students [1], not meeting the goal. To meet the goal of student admission in the graduate programs and to pass the KPI (key performance indicators) evaluation process of the Chemical Engineering Department, the head of the Chemical Engineering Department assigned the researcher as a staff of the department to investigate guidelines to increase the number of graduate program students at Chemical Engineering Department, Faculty of Engineering, Khon Kaen University.

Objectives

1. To study factors affecting students' furthering their study in graduate programs in chemical engineering, Faculty of Engineering, Khon Kaen University
2. To develop guidelines to increase the number of students in chemical engineering graduate programs of the Faculty of Engineering, Khon Kaen University

Methodology

The following methodology according to the objectives was explained.

1. Studying factors affecting students' decision to continue their study in chemical engineering graduate programs of the Faculty of Engineering, Khon Kaen University

The study was based on questionnaires for data collection which were distributed to 248 fourth year undergraduate students from the Faculty of Engineering, the Faculty of Science, and the Faculty of Technology, 73 graduates with an advanced degree and 53 postgraduate students of the Chemical Engineering Department, the Faculty of Engineering, Khon Kaen University. Data collection was conducted during April 1st – May 31st, 2014, from the samples as respondents returning the questionnaires at the indicated time.

2. Determining guidelines to increase graduate program students of the Chemical Engineering Department, Faculty of Engineering, Khon Kaen University

To determine the guidelines to increase graduate program students of the Chemical Engineering Department, Faculty of Engineering, Khon Kaen University, findings from questionnaires were analyzed, accompanied with general environment analysis, business and competition

analysis using the Five Forces Model, and analysis of strengths, weaknesses, opportunities, and threats (SWOT Analysis). The analysis results in many aspects together with data obtained from the questionnaires were used for determining the guidelines to increase the number of students in chemical engineering graduate programs at the Faculty of Engineering, Khon Kaen University.

Results

1. Factors affecting students' decision to continue their study in chemical engineering graduate programs, Faculty of Engineering, Khon Kaen University

Most graduate program students were both male and female. With approximate numbers between male and female students, 47.02% belonged to male students, and 52.98% showed female students. 95.85% explained that their age range was 20-25 years. 54.17 % of graduate program students live in province. 66.67% showed that most students were unemployed. 23.81% referred to students with their family income more than 50,000 baht. 100% of students graduated from Khon Kaen University. 55.95% showed students graduated with degrees in chemical engineering. 40.48% belonged to the students with grade point averages of 2.00-2.49. In 2013, 82.74% of students graduated. 75.60% belonged to the students with requirement of graduate education. Some students, accounting for 60.12%, aimed to work before study. 61.31% of students were interested in graduate education in chemical engineering. 27.98% belonged to students who were interested in furthering their study at Khon Kaen University. Students, 47.02%, believed that Chulalongkorn University was a well-established institute. 64.29% of them needed to continue their study for a higher qualification education. 55.36% indicated that teachers affected students' decision of furthering their study. 64.29% of students supported their education by themselves. 61.90% of students believed that the education institution should be located near the city. 88.69% of students suggested that research rooms be required facilities. 81.55% of students knew about the Chemical Engineering Department from their friends. 71.43% was students who did not know about the Chemical Engineering Department. About 67.26% of students did not know about instruction plans of the master's degree program in chemical engineering. 87.50% of students thought that fees of chemical engineering programs were appropriate. 74.40% showed students' thought about a sufficient number of teachers. Concerning studying in the graduate programs, most respondents had not made a decision, accounting for 48.81%.

Most graduate program students were female, accounting for 73.17%. 53.66% of female students were 20-25 years. 53.66% live in Khon Kaen. 75.61% did not work. 31.71 of them had their family income more than 50,000 baht. 80.49% graduated from Khon Kaen University. 85.37% graduated with degrees in chemical engineering. 36.59% graduated with grade point averages of 2.50-2.99. 31.71% graduated in the academic year of 2011. About 43.90% decide to further their study because of teachers. 73% referred to students in graduate programs of Plan A Type A2. 56.10% believed that teachers had a high level of their competencies and working skills. 46.34% agreed that atmosphere and environment were considerably suitable for studying. 63.41% thought that there were an insufficient number of scholarships. 51.22% showed students' thought about insufficiency of teacher numbers. 82.93% meant students who were impressed by teachers. 90.24%

recommended improvements of laboratories. 43.90% of students thought that there was a little publicity. 87.80% thought about improvements of laboratories to increase graduate students.

Most graduates with an advanced degree were female, accounting for 53.70%. 38.89 of graduates were 36 years old up. They, 62.96%, currently live in other provinces. Most graduates, 51.85%, work in the private sector such as companies and shops. 72.22% graduated from Khon Kaen University. 74.07% graduated with a degree in chemical engineering. 22.22% referred to graduates with grade point averages of 2.00-2.49. 62.96% graduated before the academic year of 2008. 51.85% of graduates chose to further their study because of teachers. 74.07 studied in the program of Plan A Type A2. 64.81 % believed that teachers had a high level of their competencies and working skills. 53.70 % agreed that atmosphere and environment were considerably suitable for studying. 50.00% or 27 graduates thought about an insufficient number of scholarships and teachers. 72.22% meant students who were impressed by teachers. 77.78% recommended improvements of laboratories. 46.30% of students thought that there was a little publicity. 81.48% thought about improvements of scholarships. Most respondents, 68.52%, would like to recommend furthering study in the department to other people. 64.81% thought that instruction was appropriate. 90.74% agreed that study plans were acceptable. 88.89% showed that research papers caused current advances.

Based on general environment analysis using PESTE analysis, it demonstrated that politics and laws, economy, society and culture, technology and natural environment had positive impacts on learning and teaching of the Chemical Engineering Department.

Competitive environment analysis results showed that threats highly affecting businesses were competition between similar organizations and bargaining power of buyers. Threats moderately affecting businesses were new competitors and substitute products. The threat slightly affecting businesses was bargaining power of sellers.

2. Guidelines to increase graduate students of the Chemical Engineering Department, Faculty of Engineering, Khon Kaen University

The study results as mentioned above could be used to determine ways to increase the number of graduate students of the Chemical Engineering Department, Faculty of Engineering, Khon Kaen University, yielding the following four projects.

The 1st project: Information directly sent to you

Rationales: Based on study results, it showed that most postgraduate students, 43.90%, and graduates with an advanced degree, 44.44%, thought that there was a little publicity. Most students (81.55%) received the information of the Chemical Engineering, Faculty of Engineering, Khon Kaen University from their friends. There were fewer graduate students than the expected number even though there was student admission twice a year: student admission of each semester.

Purposes: To inform target students who graduated with a bachelor degree in chemical engineering about student admission in the graduate programs in chemical engineering, Faculty of Engineering, Khon Kaen University ; to increase the number of graduate students; and to send documents to other agencies related staffs so that they can know about information and are

interested in graduate education.

Project procedures: Distributing detailed brochures about the master's degree program in chemical engineering and application forms on student admission to students graduated with a bachelor's degree in chemical engineering and staffs whose jobs are related to chemical engineering.

Project managers: Staffs of Chemical Engineering Department

Duration: October-December, 2014

Budget: 5,000 baht

Expected results: More target groups are informed about student admission in the graduate programs and interested in furthering their study.

Evaluation: The evaluation is based on an increasing number of graduate students.

The 2nd project: Chemical engineering open house

Rationales: The study results on the SWOT analysis indicated weaknesses of the Chemical Engineering Department, Faculty of Engineering: 1) unobvious methods of public relations and 2) lack of a continuous planning on student admission. To handle completion in education markets and continuously have graduate students, engineering programs should be introduced to target students and students from other universities where there are chemical engineering programs or related study areas for undergraduate students but not for graduate students. Available programs for graduate students are chemical engineering, industrial engineering, environmental engineering, mechanical engineering, chemical science, materials science, pharmaceutical sciences, production technology, public health, food technology, chemical technique, industrial chemistry, fuel technology, biotechnology, equivalent to study areas of chemistry (Bachelor of Education), and equivalent to the study areas of chemistry (Bachelor of Education Program). Universities providing programs only to undergraduate students but not for graduate students are Rajamangala University of Technology Isan Khon Kaen Campus and Rajabhat universities.

Purposes: To publicize and inform graduate programs and admission of the Chemical Engineering Department, Faculty of Engineering, Khon Kaen University, to target groups directly

Project procedures: Preparing public relations media and assigning teachers and staffs at the Chemical Engineering Department to introduce study guidelines and programs to other education institutes and Graduate School Khon Kaen University

Project manager: The head of Chemical Engineering Department, Faculty of Engineering, Khon Kaen University

Duration: October-December, 2014

Budget: 100,000 baht

Expected results: More target groups are informed about student admission in graduate programs and are interested in furthering their study.

Evaluation: The evaluation is based on an increasing number of graduate students.

The 3rd project: Online media improvements

Rationales: The results on factors affecting students' furthering their study in graduate programs in chemical engineering, Faculty of Engineering, Khon Kaen University demonstrated that students who were interested in furthering their study were not informed about study areas that they could continue in graduate programs after studying chemical engineering; 71.43%. 67.26% did not know about study plans of the Chemical Engineering Department. 48.81% did not make a decision to study in graduate programs at Khon Kaen University. Current graduate students, 43.90%, and graduates with an advanced degree, 44.44%, thought that there was a little publicity. Most students or 81.55% received information from their friends about the Chemical Engineering Department. Nowadays, online media are widely used among users. Online media of the Chemical Engineering Department such as the website and its Facebook page still lack updated information, so information in online media should be regularly updated.

Purposes: To update information found in online media for modernizing information and continuously providing new information to the target groups so that they can be informed correctly and quickly.

Project procedures: Always updating information in online media for modernity

Project managers: Staffs at the Chemical Engineering Department

Duration: Starting from July to December, 2014

Budget: Not specified

Expected results: More target groups are informed about student admission in graduate programs and are interested in furthering their study.

Evaluation: The evaluation is based on an increasing number of graduate students.

The 4th project: Providing scholarships

Rationales: The results on requirements of students who were interested in graduate programs showed that most of students, 127 students (75.60%), thought that they needed to study in graduate programs. 79 students (47.02%) needed scholarships. 101 students (60.12%) needed to work to save money for furthering their study in case of not having scholarships. Therefore, to support and encourage interested students to further their study in graduate programs, there should be more scholarships provided.

Purposes: To support and encourage interested students to further their study in chemical engineering graduate programs

Project procedures: Providing scholarships for students who lack financial assistance to further their study in chemical engineering graduate programs

Project manager: The head of Chemical Engineering Department

Duration: Starting from July, 2014

Budget: 2 scholarships (total budget of 240,000 baht and 120,000 baht for each scholarship)

Expected results: The Chemical Engineering Department can provide scholarships to support furthering in graduate programs.

Evaluation: The evaluation is based on an increasing number of graduate students.

The 5th project: Cooperation between the Chemical Engineering Department and other agencies

Rationales: In the past academic years the number of graduate students did not meet the goal. Therefore, to increase the number of graduate students meeting the expected number, target groups in institutes, agencies, and firms should be invited directly, and there should be the project of cooperation between the Chemical Engineering Department and the government sector or the private sector to recruit students for group study and to introduce the open-ended recruitment system, especially for target groups.

Objective: The aim is to carry on the project of cooperation with agencies where there are many staffs whose jobs are related to chemistry and organizations with the aim that staffs enhance their knowledge. If the Chemical Engineering Department contacts and work together with those agencies, it will result in an increasing number of graduate students.

Project procedures: The Chemical Engineering Department contacted and invited target groups for cooperation, and staffs at the department were assigned to contact a pilot study in areas of Khon Kaen province in 2014.

Duration: Starting from October, 2014

Budget: 20,000 baht.

Expected results: Agencies respond to the information and inform their staffs about furthering their study in chemical engineering graduate programs at Faculty of Engineering, Khon Kaen province.

Evaluation: The evaluation is based on an increasing number of graduate students.

The study is consistent with Srihangao La-iat's study (2006) [2] on factors influencing students' choice of private vocational schools in Mueang District, Chiang Mai province. The study showed that considered most important by students, factors affecting students' decision to further their study at private vocational schools were related to processes. Factors in second place included products and staffs. In addition, the paper is also in line with Jarunate Patchara's study (2002) [3] on factors affecting students' furthering study and job search and attitudes towards continuing study and working. The study demonstrated that 73% of students needed to look for a job after graduating with a bachelor's degree first and then furthered their study in graduate programs. 27% of students would like to further their study immediately after graduating with a bachelor's degree. The factor affecting students' decision to work or further their study after graduating with a bachelor's degree was student status. It illustrated that 37.34% of students with their cumulative grade point average ranging from 3.01 to 3.50 would like to further their study. Most students with their cumulative grade point average ranging from 2.01-2.50 preferred to look for a job after graduation first. 56% of students thought that there was insufficiency of current graduate programs. 68% of students thought that where they would like to further their study in graduate programs were public education institutes.

Conclusions

Study results could be used to develop guidelines to increase the number of graduate students of the Chemical Engineering Department, Faculty of Engineering, Khon Kaen University, yielding totally 5 projects: 1) Information directly sent to you, 2) Chemical engineering open house, 3) Online media improvements, 4) Providing scholarships, and 5) Cooperation between the Chemical Engineering Department and agencies. The total budget for these projects was 365,000 baht (three hundred sixty-five thousand baht only).

It is expected that if the five projects are carried on according to the guidelines to increase the number of graduate students of the Chemical Engineering Department, Faculty of Engineering, Khon Kaen University, it will result in an increasing number of graduate students in 2015, meeting the goal of student admission.

Suggestion

Recommendations resulting from the study

1. After implementing the guidelines to increase the number of students in graduate programs at the Chemical Engineering Department, Faculty of Engineering, Khon Kaen University, evaluation results should be followed up for better development of student admission.

2. Public relations should be continuously planned so that more target student groups can be informed about application for graduate admission and decide to further their study.

There is a recommendation of a long-term admission plan for determining competitive strategies to meet students' need and increase a number of students.

Acknowledgement

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THE STUDY OF HAPPINESS EMPLOYEES ENGAGEMENT IN FORTHCOMING COFFEE SHOP BUSINESS USING APPRECIATIVE INQUIRY

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Abstract

The present study aimed to develop implications enhancing happiness for employees working in the forthcoming coffee shop business by applying Appreciation Inquiry that comprises of eight concepts of building happiness. These concepts were used as guidelines for constructing informal interview questions. In order to gain insights for creating enhancing happiness for employees working in the forthcoming coffee shop business, the informal interview sessions then were operated and positive experiences from employees working in coffee shop business were observed and gathered.

The implications to improve happiness of employees engagement in forthcoming coffee shop business created from the results yielded from the interview sessions are as follows: 1) Happy body: exercise area and equipment as well as information concerning health should be provided for employees. The work shifts should be divided into two shifts. 2) Happy heart: sharing and volunteering activities should be promoted. 3) Happy relax: parties should be thrown occasionally on special occasions and presents should be given on employees' birthdays. Employees should be allowed to create their own song playlists played in the shop. They should not also be disturbed during holidays. 4) Happy brain: employees should get opportunity to develop their professional skills by providing them with training courses as well as allow them to create new recipes. 5) Happy soul: promote employees to make merit on birthdays or religious-related holidays. Taking leaves for meditation should be considered as normal working days. 6) Happy money: encourage employees to save money by contributing some monthly profits to employees' saving accounts. Also encourage employees to record their monthly remuneration and expenses. 7) Happy family: Add one more day in each normal holiday. Create friendly and warm environment in the workplace to make employees feel like home. Support employees to invest in the business or appoint them managers for the forthcoming branches. 8) Happy society: Distribute free plants for employees to grow at homes. Set up activities concerning global warming and support community by allowing employees to help developing public facilities.

Keywords: Appreciative Inquiry, Happy 8, Employee Engagement, Coffee Shop Business

Introduction

Coffee shop businesses nowadays are considered more accessible and have high possibility to be successful. This makes it more interesting for investors, both professionals and newcomers, who want to own the business or want to start a business from a small scale. From a survey, it is found that business owners, who quite their routine jobs, mostly end up starting a coffee shop, which is one of the most attractive businesses. Therefore, it is not surprised that coffee shop business has been growing constantly and makes the business become very competitive. Consequently, to be able to attract its customers, each coffee shop needs to create its uniqueness. However, according to the survey, the survival rate of the business is only 20% and it is also found that the factor that affect the success of the business is employees [1] Coffee shop staffs not only know how to make good coffee, they also need to be friendly and polite. Moreover, they also need to have job satisfaction, which means they feel happy with their work conditions [2]

Employees' happiness is crucial since it relates to effective and productive work and hence affects an organization to become sustainably successful and be able to compete with other coffee shops. Nowadays organizations have concerned more on human resources. To be part of a business from the beginning makes employees perceive its growth and development, understand problems arising within the organization, imagine their roles with the organization clearly, and be a part of the business truly. Therefore, it is crucial for business owners, who are starting their business, to concern about everything, especially employees' happiness, which is very important for business' success. This leads to the topic of the study.

Objectives

To apply Appreciation Inquiry in developing happiness among coffee shop employees in forthcoming coffee shop by emphasizing on Happy 8 concept.

Methodology

This researcher has adopted Appreciative Inquiry (AI 4D Model) [3] as the method of the study. It includes 4 steps, which are:

Step 1. Discovery: Searching for the best experience or things that have been done that yield the best results. Searching for interesting techniques leading to self-discoveries by using positive inquires with employees in service business such as staffs in coffee shops, restaurants, bakery, ice cream and drinks.

Step 2. Dream: Applying those positive experiences from step 1 to set goals of an action plan aiming for what helps achieving better work performances.

Step 3. Design: Planning, ordering, and describing details of what has to be done in order to make both short and long term goal become successful.

Step 4. Destiny: Evaluating the results after the employees apply implications enhancing happiness by using positive procedure. It is also important to keep learning and improving in

order to achieve the action plan.

The framework of the study was adopted from the concept of Happy 8 developed by Thai Health Promotion Foundation [4], which comprises of Happy Body-physically and mentally healthy, Happy Heart-kindness and generosity, Happy Relax-stress-free conditions in work and daily life, Happy Brain-learning as a life long process, Happy Soul-having faith and religious belief, Happy Money-knowing how to spend and save money, Happy Family-having a warm family, and Happy Society- loving and consolidating among community and becoming part of reducing global warming. This Happy 8 concept was used as a framework for the questions used during the interview session. These open-ended questions concerned experiences that make employees happy. Interviewees need to describe or explain situations, which make them happy according to Happy 8 concept. The interviewees can describe more than one situation in each Happy 8 concept.

Initially before the interview session, descriptions about Appreciation Inquiry and Happy 8 concept are explained to interviewees before conducting the interview sessions. Also, it is vital that the interviewer make the interviewees feel more relaxed in order to get the valid data. The interviewer himself needs to be friendly, and relaxed and keeps smiling to make the interview stress-free. If it is an interview via telephone, tone and pace is also a key to success. The tone of the interviewer needs to be friendly; the interviewer may want to talk about something that makes the interview less formal and the pace should not be too rush.

The sample group was 15 male and 15 female employees working in coffee shops, bakeries, ice-cream cafes, and restaurants in Khon Kaen and Udon Thani province.

After the interview, the data were gathered and categorized into two groups, which are convergences (the most frequent answers) and divergences (the second most frequent answers) in each Happy 8 concept. Then the results were analyzed to create implications developing happiness for coffee shop employees in forthcoming coffee shops.

Results

The results gained from the informal interview sessions have been categorized into two groups under eight topics, suggested by Happy 8 concept as follows;

(1) Happy Body

Convergences: most frequent answers are any forms of exercise, for example walking, jogging in parks, exercise with equipment at parks or home, playing sports, going to gym, cleaning house, and lawn mowing, make healthy bodies. Most interviewees prefer more indoor activities and prefer doing these activities under mild sunlight during 05.30-09.00 and 17.30-21.00.

Divergence: Most interviewees responded that sleeping about 6-8 hours is refreshing and they feel that their bodies are ready to work and respond to tasks better.

(2) Happy Heart

Convergences: most frequent answers are any forms of charity, for examples giving clothes to people in need, giving books to local libraries, blood donation, and even giving seats to elderly people. The act of happy heart also includes donate food and money to people who experienced losses from disasters.

Divergence: Most interviewees responded that helping people who are in trouble makes them feel fulfilled. The activities include working more shifts when friends are taking sick leaves, helping disabilities to cross roads, giving directions to tourists, giving way to ambulances when driving, and helping family members to overcome obstacles.

(3) Happy Relax

Convergences: The most preferable activities are any activities that spent with family or loved ones such as watching movies, listening to songs, singing karaoke, playing games, shopping, enjoying massage, and travelling.

Divergences: Spending time alone and relaxing doing things alone sometimes can be very relaxing. Things that employees enjoy doing alone are resting in the bedroom, bathing, watering plants in the mornings or in the evenings, and meditation or praying in temples.

(4) Happy Brain

Convergences: The activities most employees found useful for developing their professional skills are learning to make in a variety of recipes for coffee, bakery, sweets, ice cream and cuisine, learning to use tools in the shops, and searching for tips, information, and new techniques from the Internet.

Divergence: Not only learning things, but transferring knowledge among employees is also important. Most employees agreed that teaching friends and family to know new things or techniques makes them become more professional.

(5) Happy Soul

Convergences: Most employees said that to respect and have faith in one's religion and lead one's life according to their religious beliefs is very important. Also, it was found that Buddhism practices such as making merit, offering food, offering incense sticks, candles and flowers and paying homage to Buddha image, and making donation for religious purposes were illustrated by the sample group.

Divergence: To keep peaceful mind and be mindful at work. The prominent aspect of this concept is to be ordained to study Buddha teachings, to chant the prayers over the night, and to meditate regularly.

(6) Happy Money

Convergences: Most interviewees agreed that saving money and stay out of debts are very important for them since they can use the money for their loved ones, for example buying presents in special occasions for family members and buy necessary things for their lives.

Divergence: Many ways of saving money have been illustrated from the sample groups such as having saving accounts, buying and trading gold, investing in bonds.

(7) Happy Family

Convergences: Having time to spend with their family is very relaxing for most employees. Activities given as illustrations are cooking and having dinner together, traveling to places together with parents and family, chatting with family and helping parents doing chores.

Divergence: It was also found that getting acceptance and respect from family members is crucial for employees.

(8) Happy Society

Convergences: Most employees described activities that help developing community such as planting trees at homes and public places, helping people who are experiencing hardships or natural disasters, concerning and helping community to maintain cleanliness, regulations, security, and global warming.

Divergence: Volunteering to help community improving environment and education such as organizing local forest conservation campaign, gathering funds to build school buildings and teach students to bake cakes and drinks.

Conclusion

(1) Happy Body: providing staffs with exercise corner within coffee shop in order to allow staffs to exercise more can be beneficial. Promoting efficient rest and enough sleep by managing two shifts of work, which are 07.00 am and 10.00 am. These should be arranged one month before it is effective and the shifts are interchangeable.

(2) Happy Heart can be promoted by voluntarily contributing funds from employees and the business owner to people in needs in remote areas. Also, volunteer work to help community or rural areas should be supported by the business owner.

(3) Happy relax can be done by giving presents such as movie tickets or gift vouchers on employees' birthday. Employees should also have time to relax and they should not be assigned to work during their holidays.

(4) Happy Brain: employees should be provided with training sessions regarding food and beverage constantly and also opportunity to create their own recipes. Senior staffs are also expected to transfer knowledge to amateurs by using local language in order to feel close, friendly and easy to understand.

(5) Happy Soul can be achieved through making merit by offering foods and drinks to monks on Buddhists holidays and on employees' birthday. Meditating regularly helps ease the mind and taking leaves for religious practices should be counted as normal working days.

(6) Happy Money leads to saving money and employers should contribute some profits into employees' account to encourage savings. From this method, employees do not have to take on loans when they want to buy presents or things they need.

(7) Happy Family: employees should get an extra day for any holidays so that they have more time spending with family. This leads to acceptance and pride from family members. Employees should also be supported to become managers or shareholders at the present branches and the forthcoming branches.

(8) Happy Society can be promoted by distributing free plants to employees to grow at homes and public area in order to reduce global warming and increase oxygen level and joining community to develop public places by supporting employees to help preparing cultural activities are crucial and help creating positive image for the organization.

From the study, each implication of enhancing happiness is practical; everybody can do it without any investments or use a huge budget and they are able to start doing it right away. Since

these implications can enhance happiness individually, a person who follows the implications can see the results himself. As mentioned before that these implications are inexpensive investment; it is suitable for a new coffee shop that needs a huge amount of budget for preparation in other aspects. Besides, bringing these implications into practice need fewer budgets but yield more positive results among employees who are more happy, productive and efficient at work. Moreover, the positive image of the organization is also presented, employees are loyal to their organization, and the organization becomes sustainable in happiness, leading to more profits from more satisfied customer. It is also found that in order to adopt implications enhancing happiness, an action plan or projects need to be developed accordingly to Happy 8, which covers ways to enhance happiness that can be applied on a daily basis. To make employees aware of the implications from the beginning of the jobs, it is crucial that they know about the action plan and projects involving their collaborations so that they are willing to learn and apply implications from the beginning of the job and therefore feel as a part of a team. This aligns with the Hamburger model [4] of Tal Ben Shahar in the concept of kinds of happy people or Hamburger ideology. Happiness at present and in the future is happiness from the beginning and the on the way to the future. Meanwhile, according to Lasagna rules that put importance on a person's happiness states that we have limitations in doing each activity. If we do routine jobs the same way every day, we tend to get bored and end up feel unhappy. Therefore, we need to develop and change the routine to make it more challenging or create activities that enhance happiness according to Appreciation Inquiry. This can also be changed or adapted appropriate for occasions to increase the quality and sustainability of the employees' lives.

Suggestions

Application of the implications needs to consider about organization's culture to prevent negative reaction from employees and to gain the most beneficial results. There needs to be a consistency of the application and evaluation, which needs collaboration from everyone in the organization, needs to be done from time to time. For the forthcoming business, it is very important to inform staff about the action plan and implications enhancing happiness before they start working so that they can prepare and adjust themselves.

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ANTI – CORRUPTION NEW MODEL 5 PRINCIPLES: OPPORTUNITIES AND CHALLENGES FOR THAILAND

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Abstract

The present article revealed the principles and process of anti-corruption in the world and in Thailand. This study had summarized, compared, and identified principles of each organization. Then a new model was adopted. This model was developed for anti-corruption in Thailand in every aspect. It is also consistent with context, community, traditions in Thailand. There are 5 important principles: 1) openness to public, 2) laws and regulations, 3) transparency and accountability, 4) government support, and 5) reform. These 5 principles were inter-connected as a chain. If one of the principles was change, the rest could have been affected. Since this new model was developed from integrations of principles of anti-corruption from several organizations, there was a relationship among the sub-principles. These 5 principles was inter-related significantly.

Keywords: Anti-Corruption, New model, Integration, International organizations, Sustainable development

Introduction

Currently, corruption is a big problem of countries around the world, in developed countries, developing countries, and others. This is a crucial problem of the globe. The violence and complication of this problem are increasing. It becomes difficult to investigate although some countries use new and modern technology to manage government offices. The campaigns were created by governments and other NGOs such as United Nations Organization, World Bank, etc. Many people participated in the anti-corruption activities. However, the corruption still exists.

In Thailand, corruption has occurred for long time and it tends to be increasing whether the government and organizations tried to protect and suppress it. There were campaigns for anti-corruptions; however, it still exists. The tendency of corruption according to the Corruption Perceptions Index (CPI) of Thailand in the previous 17 years was not in the good direction. A little increase in the index was found. Meanwhile, the development of the corruption is distinctively different from nearby countries. In 2007 – 2010, the CPI of Thailand was in the range of 3.3 -3.5 out of 10 [9]. The change was not much. It could be inferred that the corruption in Thailand has not been reduced in the significance level even though there were many campaigns and suppressions. In 2013, CPI of Thailand was 35 out of 100. The country was ranked in the 102th of the world [10]. This index showed that Thailand had corruption in the high level. It also revealed the failure of anti-corruption activities. Government, government offices, private organizations, and people in the country must participate in the anti-corruption activities in order to develop the country sustainably. [3]

Objectives and Significance of the Study

To study the concept and principles of anti-corruption from organizations around the world and the organization in Thailand. The principles would be integrated and used to create a new model for anti-corruption. This model must be simple and be able to use for administrating the anti-corruption activities in the organization or offices.

The benefit of this study was to create a new anti-corruption model which was developed from principles of anti-corruption of the organizations in the country and foreign countries. This model must be appropriate with context of Thailand.

Scope of the Study and Methods

Scope of the study: The present study was to examine principles of anti-corruptions presented by 6 organizations: 1) World Bank, 2) Asian Development Bank, 3) Organization for Economic Co-operation and Development, 4) Thai government, 5) Future Innovative Thailand Institute, and 6) Anti-Corruption Organization (Thailand).

Methods: The review of literature was conducted. Articles and manual scripts related to the topic were examined. Then the data was analyzed and synthesized to create a summary.

Results and Data Analysis

The study of anti-corruption principle of global organizations and the organizations in the country found that principles of all organizations were correlated and similar. Some principles had same core or theme. It was based on the good governance [6] and the reform of the organization for getting rid of the anti-corruption activities in the organizations [4]. The principles of anti-corruption of organizations in Thailand and around the world could be summarized as shown in Table 1 and Table 2. [1] [2] [4] [5] [7] [8] [11]

Table 1: Summary of Principles and Concept of Anti-Corruption of Global Organizations

World Bank		Asian Development Bank (ADB)		Organization for Economic Co-operation and Development (OECD)	
1.	Reveal the properties and income of political incumbent and government officers to public.	1.	Get rid of the weakness and enhance the strength and ethics of the government officers	1.	Never propose or pay a bribe to government officers
2.	Reveal donations for political parties to public.	2.	Legislate code of ethics	2.	Make sure that compensation of representatives or brokers is in the appropriate rate.
3.	Broadcast the vote for draft law and the discussion of the sectors to public.	3.	Decision making is done by the headquarter. Information technology was used.	3.	Companies should declare for bribe and extortion offense.
4.	Effectively legislate and enforce laws to protect conflict of interest in the practice.	4.	Corruption is suppressed seriously	4.	Encourage workforce to understand and follow the policy of offending bribe and extortion.
5.	Reveal black list of companies who had given a bribe.	5.	The witness must be protected.	5.	Control the administration not to get bribe or other misconduct.
6.	Legislate a code of law which protect the freedom to use information and news	6.	There must be a code of law about anti-corruption	6.	Never done the donation against the law by offering candidates some benefits.
7.	Freedom of mass media and online media.	7.	Cooperation of society, people, mass media, scholars, workforce union, and professional associations.		
8.	Accountability and transparency of finance and budget				

World Bank	Asian Development Bank (ADB)	Organization for Economic Co-operation and Development (OECD)
9. Reveal structure and proportion of stock share and financial status of commercial banks.		
10. The government auction must be transparent.		
11. A survey on attitudes people towards government expenditure		
12. Encourage transparent projects in all levels of administration system		

Table 2: Summary of Principles and Concept of Anti-Corruption of Organizations in Thailand

Thai government	Future Innovation Thailand Institute	Anti-Corruption Organization (Thailand)
1. To raise awareness and positive attitudes	1. Reform the politics. Strengthening mechanisms to monitor the balance of power to the parties	1. Enforce laws and adjust or legislate new laws according to principles of UNCAC 2003
2. Develop the organization to a white organization	2. Reform the investigation by people. Punishment must be clear. Corruption case must have no expire.	2. Corruption must be crucial criminal case
3. People should have participation. Transparency in process of the government.	3. Reform government system and spread the authority. The government system must be free from politics. Government officers are independent and honorable.	3. Thailand must be a member of OECD
4. Adjustment of law to be an effective protection and suppression of corruption.	4. Reform economic structure and social structure to reduce the gap of income and opportunities.	4. No justice personnel appointed in government enterprises.

Thai government	Future Innovation Thailand Institute	Anti-Corruption Organization (Thailand)
5. Investigation, proactive surveillance for government and private sections.	5. Reform education to give everyone equal educational opportunities.	5. Strengthen the organization against the corruption and support with budget and personnel. Support NGOs' competencies according to the constitution.
6. Having serious punishment to increase awareness of wrongful conduct.	6. Reform welfare system to life the quality of life with the consideration of human dignity and security.	6. Participation of people in large project procure.
	7. Transparent competition in economy as to protect the consumers.	7. Encourage the "transparency" which is consistent with standards of Global Anti-Corruption Program of UNODC
	8. Reform mass media to have freedom and to have no intervene from government authority or politics.	8. Ethics, morality, and anti-corruption must be included in the curriculum to teach children and youth.
	9. No double standards. Reform justice system.	9. Government must promote anti-corruption culture. Budget for anti-corruption campaigns must be provided for at least 5 years.

From Table 1 and Table 2, the principles of anti-corruption in Thailand and global organizations should be integrated. There would be a new model which could be divided into 5 major principles as follows:

1. Publicity principle: this is to be sincere and transparent. No hidden benefit. The administrators of the country must reveal their profile and income if they earn any income from projects of government or private organization. Details of all projects must be presented to public. The principles are presented in Table 3.

Table 3: Principles of Anti-Corruption (Publicity)

Categories	Principles	Organizations
1. Publicity	1. Reveal all black list of companies who had done a bribe	World Bank
	2. Accountability and transparency of finance and budget	World Bank
	3. Reveal structure and proportion of stock share and financial status of commercial banks.	World Bank
	4. Government auction must be transparent	World Bank
	5. A survey of attitudes of people towards government expenditures.	World Bank
	6. Cooperation from society, mass media, scholars, workforce union, and profession associations.	Asian Development Bank (ADB)
	7. The companies must declare to public that they offend bribe and extortion.	Organization for Economic Co-operation and Development (OECD)
	8. Participation of people to create transparency in the government operation.	Thai Government
	9. Participation of people in large project procurement.	Anti-Corruption Organization (Thailand)

2. Laws and regulations are to legislate, adjust, change and enforce codes of law to control the corruptions. The gap should be reduced or increase more punishment for corruptors. The laws and regulations are presented in the Table 4.

Table 4: Principles of Anti-Corruption (Laws and Regulations)

Categories	Principles	Organizations
2. Laws and regulations	1. Legislate and enforce codes of law to protect conflict of interest effectively.	World Bank
	2. Legislate and enforce codes of law to give freedom for information searching and sharing	World Bank
	3. Legislate codes of conduct	Asian Development Bank (ADB)
	4. Corruption must be suppressed seriously	Asian Development Bank (ADB)
	5. Witness of corruption case must be protected by laws	Asian Development Bank (ADB)
	6. Must provide laws that support suppression of corruption	Asian Development Bank (ADB)
	7. Never offer or pay any bribe to government officers, representatives, other stakeholders.	Organization for Economic Co-operation and Development (OECD)
	8. Never donate to candidate who misconduct in order to gain some benefits	Organization for Economic Co-operation and Development (OECD)
	9. Adjust the codes of law to be an effective protection and suppression of corruption	Thai Government
	10. Serious punishment must be appointed to increase awareness of all sectors.	Thai Government
	11. Reform the investigation from people. Punishment must be appointed. Corruption case must have no expire.	Future Innovation Thailand Institute
	12. Reform justice system. No double standards.	Future Innovation Thailand Institute
	13. Enforce the laws and adjust or legislate additional codes according to UNCAC 2003	Anti-Corruption Organization (Thailand)
	14. Corruption case must be serious criminal case	Anti-Corruption Organization (Thailand)
	15. No justice personnel can be committee of government enterprises.	Anti-Corruption Organization (Thailand)

3. **Transparency and Accountability** is to be transparent to public. The policy, projects, and operation must be under investigation. The principles are presented in Table 5.

Table 5: Principles of Anti-Corruption (Transparency and Accountability)

Categories	Principles	Organizations
3. Transparency and Accountability	1. Increase transparency projects in all levels of administration system	World Bank
	2. Check if compensation of representatives/brokers are appropriate	Organization for Economic Co-operation and Development (OECD)
	3. Control administration not to get bribe or other misconduct	Organization for Economic Co-operation and Development (OECD)
	4. Transparent competitions in economy to protect the consumers.	Future Innovation Thailand Institute
	5. Support “being transparent” which is consistent with standards of Global Anti-Corruption Program of UNODC	Anti-Corruption Organization (Thailand)

4. **Support of the government** is necessary to get support from the government to get rid of corruption effectively and successfully. The principles are laid out in Table 6.

Table 6: Principles of Anti-Corruption (Support of the Government)

Categories	Principles	Organizations
4. Support of the Government	1. Get rid of weakness of the system and enhance the strength and ethics of the government officers.	Asian Development Bank (ADB)
	2. Decision is made by central section. Information technology is used.	Asian Development Bank (ADB)
	3. Support the workforce to know and follow the policy of offending bribe and extortion.	Organization for Economic Co-operation and Development (OECD)
	4. Raise awareness and positive attitudes	Thai Government

Categories	Principles	Organizations
	5. Investigation and proactive surveillance conducted by government and private organizations.	Thai Government
	6. Strengthen the organizations to defense the corruption. Budget and personnel should be supported.	Anti-Corruption Organization (Thailand)
	7. Ethics, morality, and anti-corruption concept must be included in the curriculum of young learners.	Anti-Corruption Organization (Thailand)
	8. Government creates anti-corruption culture. Budget for providing strategic campaigns through public media should be given for at least 5 years.	Anti-Corruption Organization (Thailand)

5. **Reform** refers to a reform in many sections, all organization, systems, structures, etc. To create a management that defense and suppress the corruptions effectively, there must be a reform. This will lead the country to a non-corruption country and promote sustainable development. Principles for reform are presented in Table 7.

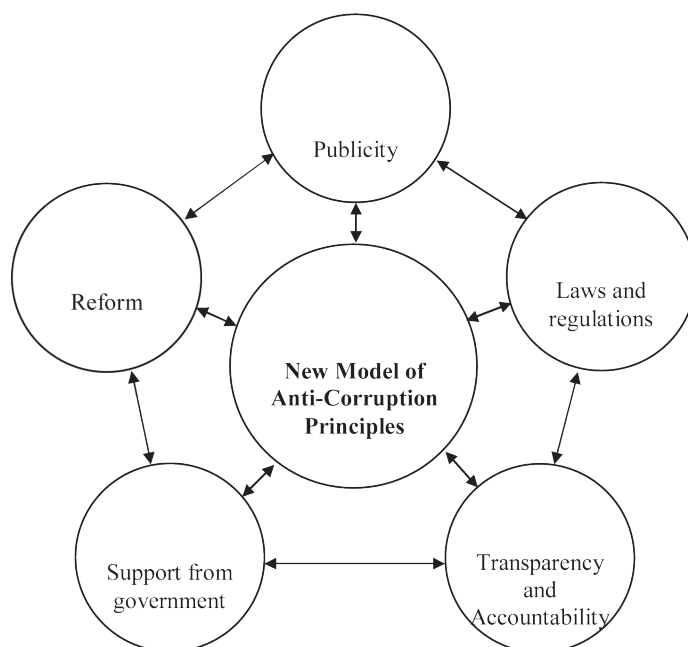
Table 7 : Principles of Anti-Corruption (Reform the Country)

Categories	Principles	Organizations
5. Reform	1. Develop the organization to be a white organization	Thai Government
	2. Reform politics. Create investigating system to balance all authority.	Future Innovation Thailand Institute
	3. Reform government system and spread the authority. The government must be independent from politics. Government officers are honorable and independent.	Future Innovation Thailand Institute
	4. Reform the economic and social structure to reduce the gap of income and opportunity.	Future Innovation Thailand Institute

Categories	Principles	Organizations
5.	Reform the education to give equal chance for quality education.	Future Innovation Thailand Institute
6.	Reform welfare system to lift the quality of life based on the consideration of human dignity and security.	Future Innovation Thailand Institute
7.	Mass media and online media must be independent.	World Bank
8.	Reform mass media to be independent. No intervene from government authority or politics.	Future Innovation Thailand Institute

Discussion

The findings showed that principles of anti-corruption in Thailand and global organizations could be coupled and integrated to a new model. This model could be used to get rid of the corruption effectively. In order to give a clear picture of this model, conceptual framework is presented in the following diagram.



Picture 2: Conceptual framework of new model of 5 anti-corruption principles

Picture 2 revealed a component a new model consisting 5 principles. Each principle is

inter-connected. It could be implied that if one principle is affected, there would be a change in all sections. Since this model is from collection of anti-corruption principles of many organizations, there are connections of principles at the significance level. Therefore, a good understanding is needed before the implication of this new model occurs. In other words, all sections must be changed or reformed at the same time. All operations then will be in the same direction, correlated, and consistent. If so, this new model would give the most effectiveness in suppression of corruption and lead to the development of the organization, society and country sustainably.

Suggestions for further study

This new model is adopted from the study of principles about anti-corruption of various organizations in the country and around the world. Therefore, the principles are complete at a certain level. They could be used as a good model for anti-corruption. However, there might be a missing perspective. The researchers suggested furthering the study of this model for the missing. This model is developed in the view points of the writers. It might not be crystalized. It is an alternative choice that could be used to compare with other models. It depends on the context of each organization or the countries. This model could be adopted and developed the best model.

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THE CHALLENGES OF GOOD GOVERNANCE WITH THE CORRUPTION IN THAILAND

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Abstract

The research entitled “*Challenges of Good Governance with the Corruption in Thailand*” presents the general public and individual sectors with the collected data. From the data of the ranks of the Council of Transparency International (Transparency International-TI) and Transparency Index (Corruption Perceptions Index-CPI), Thailand corruptions were more likely to happen in 2014. Thus, the researcher has been interested in finding the solutions focusing on the participation of the public and independent entities and the use of electronics system to control corruptions and promote good corporate governance, so Thailand can comply with the rules of the United Nations for the future competition.

Keywords: Good Governance, Transparency Index, Corporate Governance, Dasarajadhamma Principle, Transparency rating of Thailand

Introduction

If they don't know any people in the government or politicians, it would be difficult for them to smoothly run their business. The key issue that makes the researcher do the research is the fact that there has been an increase of corruption. The evidence is shown in the ranking index of Transparency of the year 2013. Thailand had scored only 35 marks and was ranked 102nd in the world. The transparency scores were lower than those of the year 2012. Thailand had 37 marks at that time, and it was the 88th of the rankings. This is because Thailand has been facing social, economic and political consequences. The countries with less corruption and were number one in transparency with equal 90 points were Denmark, Finland and New Zealand [1]. The cause of the corruption was excessive monopoly power, personal discretion, the complicated system leading to someone's own benefits, the agency's condition that is easy for corruption and the agency whose officials lack accountability. When talking about good governance. Consequently, it is necessary to investigate and suppress corruption seriously. The Global governance should be promoted and the regulations should be issued for mutual use for inspection. Although there will be conflicts concerning economics, society, politics among states or countries in the future, it is necessary for Thailand to develop its transparency by focusing on Global Governance Indicator and Dasarajadhamma Principle [2,3,4]. It is concluded that in corruption menu and the exploitation, there are 35 issues concerning the corruption such as rice pledging scheme, Energy Power Project without environmental impact assessment (EIA), corruptions from the project of flood remedies, and other projects which are being inspected. Generally, there are 4 causes of corruption. First, it is government officials' economic status and their living, so the service users offer bribes to get convenience and fast service. Secondly, it is the management style. For example, supervisors aren't strict with the regulations. Next, it is society, culture, and ethics. State officials lack moral and high-level government officials are not caught in wrongdoing, so their subordinates imitate them. Finally, it is legal and disciplinary procedures which are complex, so it is difficult to find and prove fraud evidence [6]. Actually, there are various factors causing corruption. When there is a lot of corruption, transparency and inefficiency in the performance is reduced. Corruption is likely to happen in the agency which has much monopoly of authority-M and much decision-D, but little accountability -A and transparency -T. The factor that causes the corruption most is culture, attitude, and values which promotes wrongdoing. The corruption is also related to economic status, fostering social and political characteristics and inequality. Corruption is also related to personal relationships, economic and political characteristics which have monopoly in the market and in the political power [11].

The challenge of the country is to find the person to be the next generation's leader who has fairly good corporate governance and has the vision to compete with foreign countries.

There are six principles of good corporate governance. First, it is the rule of law which is to enact legislation that is accurate, fair and strict. Secondly, it is moral principles which are a commitment to accuracy, integrity, sincerity, patience and methodical research. Next, transparency is to build trust in the nation and transparency mechanism should be improved for all organizations. Fourth is participation which is the opportunity for the public to participate in giving comments to

the important issues of the country. There should also be a public inquiry and the public hearing. Fifth is the principle of accountability which is the awareness of rights and social responsibility and people should pay attention to the public problems and actively resolve them. Lastly, principle of worthiness involves management that people must recognize that resources are limited, so the resources must be used for utmost public benefits. Therefore, indicators of good governance should be determined. For example, for transparency indicator, there should be the system of a strong internal audit unit. The agency should have a transparent system. The entire system is obvious. The system must be verified by the bureaucracy. There should be the transparent government agency responsible for the missions that have an effect on the public. The officials in the agency must listen to the public's opinions or make important announcements to the public [4]. The concept of corporate governance is used to study international relations, and it is found that Thailand is one of the 192 member states of the UN. It is necessary for Thailand to improve social, political, economic regulations to conform to the world stage. Good governance is the relationship (Interactive Relation) between the state, private sector and the agencies of private sector development. It is two-way administration between the democratic government and private organizations, or the agencies of private sector development by focusing on participation and self-management for sustainable and fair development [3]. From the UN conference in 2003, there was a discussion on corruption which could be concluded that the nations joining the United Nations Conference had to fight against corruption and ratified to join the fight against corruption. There would be a campaign to use the basic rules for anti-corruption at the national level, the agency level, the official level, and the private sector level. Public participation would be promoted to monitor corruption including money transfer system, money laundering, property seizure, the state detention, and the extradition under the regulations prescribed by the principles of relationship. The efficiency of monitoring and auditing should be enhanced. Information via e-mails should be retrieved so that the culprit can be traced all the way across the state [12]. From the conference, Thailand needs to improve its processes. It is very challenging for the current situation. The approach to prevent corruption is that the government should not enact unnecessary regulations to control businesses. Checklist should be used to control legislation. Laws interfering private sectors should be cancelled because they would lead to fraud. The laws that regulate business would be repealed. Complex System and monopoly should be cancelled to minimize the chances of corruption by reducing personal contacts. A procedure would be clear and effective, and E-Government system should be introduced and could be checked. It has been suggested that people and various sectors contribute to the public and promote the establishment of a network or clubs to check the operation of the processes that may have caused the corruption. In addition, efficient work environment should be created in the government sectors without conditions that lead to corruption [11].

Objective

1. To collect basic data relating to corruption.
2. To study the corruption situations in Thailand and the corruption trend.

3. To study the approach to solve the problems of corruption in order to enter global good governance and United Nations strongly.
4. To bring the results of the study to be used as the guidelines to fight corruption in Thailand.

Methodology

The ranking and the scores of corruption and the information of corruption in Thailand are collected and analyzed. There was a literature review of secondary data and the data were presented according to the research objectives.

The results

The findings revealed that Thailand's rank of Transparency International-TI (as shown in figure 1 and figure 2). From the study, there were top three types of corruptions in Thailand. The first was that politicians used their political power for their partisan's advantage. The second type was gift giving or bribery. The third type was incumbent politicians' corruption policy. The top three types of business which were likely to cause corruption through legal loopholes were telecommunications, agriculture, and energy and utilities. For Thailand, this is a very big challenge for anti-corruption working group or National Council for Peace and Order (NCPO) to make Thailand get better scores so it is necessary to study continuously and the index measuring the success of anti-corruption in Thailand should be set based on corporate governance and Dasarajadhamma Principle. In addition, all sectors should be encouraged to adhere to the discipline, honesty, transparency and good corporate governance and to the United Nations for the competition. From the study of rice pledging scheme, the corruption was from the farmers, the purchasers (the rice mill owners), and the government officials. Up until now, how much rice is still left is not yet concluded. In addition, there has been the complaint of industrial wastewater [8], and it is found that there is corruption at the local level with the use of public space or area. The local administration provided concession area for the landfill and this disturbed the surrounding communities. It is possible to fix the problems of corruption in the private sectors and to reform the public sectors by allowing private sectors to participate in the eradication of the problems. Meanwhile, the state power should be reduced because most of the corruptions are in the public sectors. There are three types of private sectors. The first type consists of those who do not depend on power such as the bank. They aren't related with any kinds of corruption. The second type of business consists of the businesses that have to pay or they are threatened by the authority. The last group is the type of the businesses that pay for certain benefits or for competitive advantage, such as exploration, concessions, or specification bias [13].

Asian Rank	Country	Global rank in 2013 (177 countries)	Total of 100 marks	Global rank in 2012 (177 countries)	Total of 100 marks	Global rank in 2011 (177 countries)	Total of 10 marks
1	Singapore	5	86	5	87	5	9.2
2	Hong Kong	8	75	14	77	12	8.4
3	Japan	9	74	17	74	14	8.0
4	Bhutan	31	63	33	63	38	5.7
5	Taiwan	36	61	37	61	32	6.1
6	Brunei	38	60	46	55	44	5.2
7	South Korea	46	55	45	56	43	5.4
8	Malaysia	53	50	54	49	60	4.3
9	China	80	40	80	39	75	3.6
10	Sri Lanka	91	37	79	40	86	3.3
11	India	94	36	94	36	95	3.1
12	The Philippines	94	36	105	34	123	2.6
13	Thailand	102	35	88	37	80	3.4
14	Indonesia	114	32	118	32	100	3.0
15	Vietnam	116	31	123	31	112	2.9
16	Nepal	116	31	139	27	154	2.2
17	Pakistan	127	28	139	27	134	2.5
18	Bangladesh	136	27	144	26	120	2.7
19	Laos	140	26	158	21	154	2.2
20	Myanmar	157	21	172	15	180	1.5
21	Cambodia	160	20	157	22	164	2.2
22	North Korea	175	8	174	8	182	1.0

Source : <http://cpi.transparency.org/cpi2013/results/>

Figure 1: Comparison of indicators for the image of corruption of Thailand and other countries in Asian region from 2011 to 2013

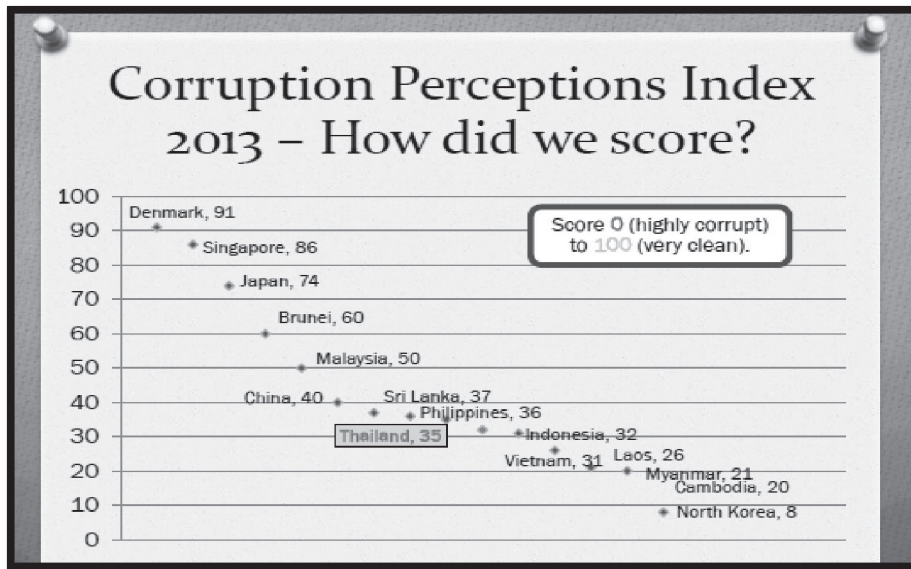


Figure 2 shows the 2013 ranking of Transparency International Organization

Conclusions

The country is facing serious corruption which is referred to the ranking of the Council of Transparency International in 2013, and the rank is going down horribly. In fact, Thailand will have to compete with neighboring countries. In 2014, there are still no strict policies to combat corruption. Therefore, Thailand ranked lower in 2014. The challenge is that the new government has to bring the policy fighting corruption as a national priority, and the administration should be based on the principles of good governance and Dasarajadhamma Principle. The government should consider different regulations of the United Nations, which affect Thailand's society, politics, economy, public and private sectors. The government should encourage the people of Thailand to hold the principles of honesty, transparency, accountability and encourage the inspection on public or private agencies which take part in corruption. Moreover, the government should encourage the establishment of an independent organization to monitor the performance of all sectors. At present, it is necessary to support the stable development of E-Government seriously.

Suggestions:

The researcher suggests the more obvious Key Performance Indicator which should be added to the previous regulations. For example, if there is a complaint that the official takes the bribe, his points will be deducted and this rating can affect the performance assessment like the determination of Balance score card. This should be actual assessment, not just a tool to threaten the officials. This practice should be used to assess the cost reduction and should make the customers (people) satisfied. There should be the operational plan and announcement to the public and a fee should be identified for the same service to all government agencies. Those practices will encourage officials to function effectively. If their performance is good, they will get



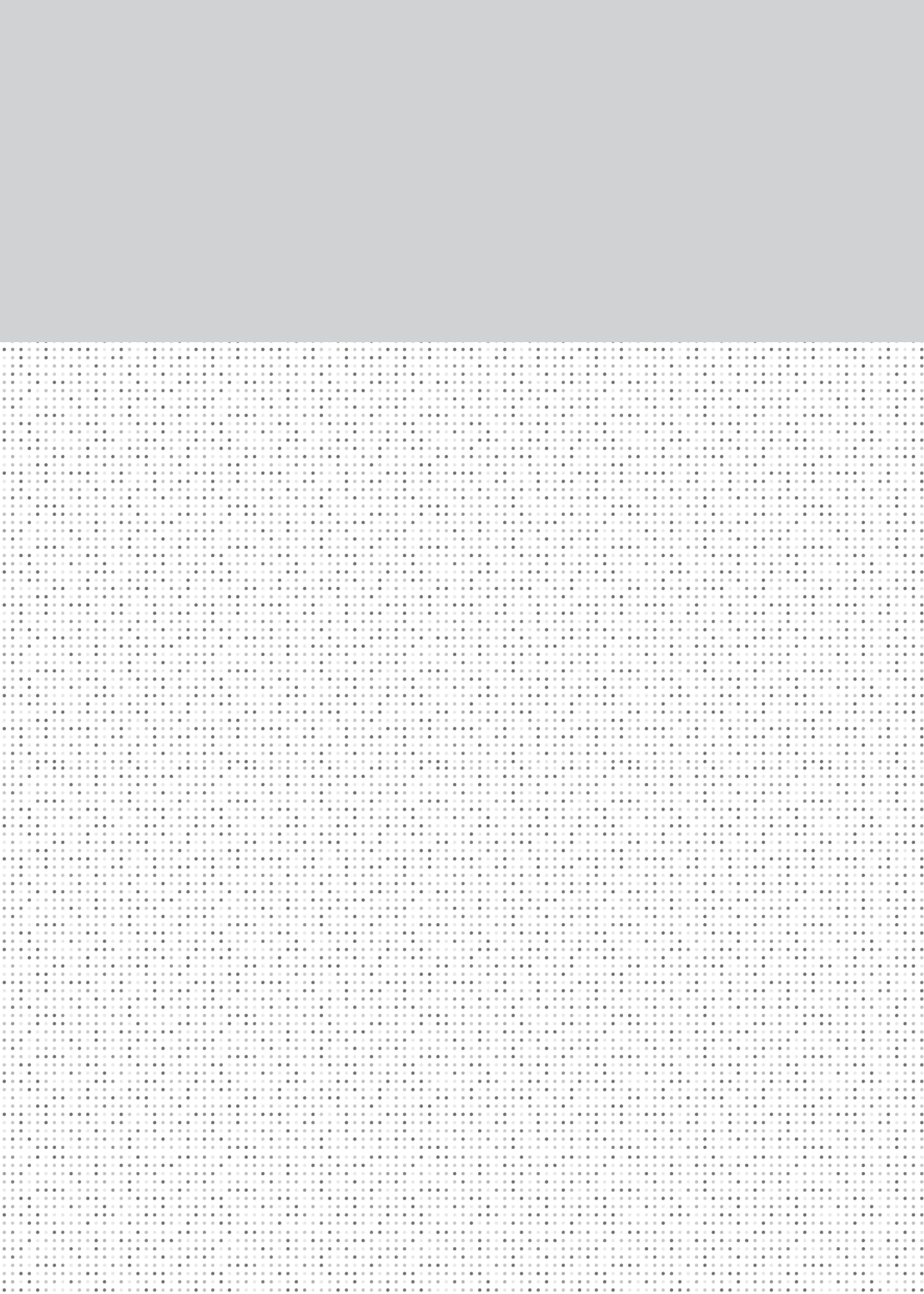
more wages and welfare. The people should be allowed to participate in the assessment too.

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A decorative graphic element consisting of a diagonal line that splits a rectangular area into two triangles, one white and one black.

Management of Production, Transportation and Supply Chain



VALUE ADDED FORMULATION FOR DURIAN, MANGOSTEEN, AND RAMBUTAN IN THE EAST OF THAILAND : CASUAL CONCEPT

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Abstract

The article was to study (1) how to add value for durians, mangosteens and rambutans which were important fruits in the eastern part of Thailand, (2) how to preserve and process fruits in order to extend the period of distribution, and (3) how to maintain the freshness of the fruit for export. The study was both qualitative research and documentary research. The collected data were from interviewing gardeners and studying secondary data from textbooks, academic papers and articles. The data of agricultural policy of the government and the information presented on the Internet were included and analyzed for the results.

From the interview, it was found that three kinds of fruits in the orchards were durians, mangosteens and rambutans. They simultaneously yield fruits from April to July each year. This led to the oversupply which had an effect on low prices. Therefore, it did not seem worth growing these three kinds of fruit. Currently, these fruits were only sold for export and domestic consumption. However, no one could solve the oversupply of these fruits.

From the study of how to add the value to these three kinds of fruits, there were three ways which were (1) to preserve or process the fruits to be various kinds of food, (2) to use the fruits to make medicines, supplements or beauty products and (3) to add its value by exporting and using technology for screening only quality fruit for the export.

The findings showed that the fruits in the eastern part of Thailand had better quality than those of other countries. Other than being eaten fresh, these fruits could be processed into many different food types. Moreover, the findings from the studies of various institutions showed that some fruits could be used for making medicines or beauty products. For example, durians could cure mumps, help heal ulcers, be astringent and could be used as insect repellent. Durians helped relieve diarrhea and fever as well. Mangosteens had anti-bacterial benefits and were against fungi which caused the skin disease. They also cured ringworm and had some substances that depressed the central nervous system in mice, so the mice were peaceful and slowed down. In mangosteens, there was substance which had synergistic effect on sleeping pills; therefore it helped people to sleep longer. Some substances in mangosgteens helped stimulate myocardial, increase blood pressure, reduce inflammation and heat of the skin muscles. It was used on skin wounds, burns, ulcers and diabetic ulcers and chronic bacterial infection as well. Mangosteens were antioxidant and could fight diseases and eliminate free radicals in the body.

For export, wireless sorting machine to sort out the green and ripe fruits could be used in order to help gardeners to generate their income. Although gardeners had additional cost, they could get the money back in a short time. When gardeners could cut the middlemen out, they could sell their products to exporters directly. This was the way to add the value to the products, and this was another way to stimulate the economy of Thailand in the future.

Keywords: Value added Formulation, preservation, and export

Introduction

Thinking of Thai eastern fruits, a lot of people do not deny that durians, mangosteens and rambutans are popular both in Thailand and abroad. They are tasty and have various benefits. For example, durians can cure skin diseases and diarrhea. While durians are the King of fruits, mangosteens were the queen of fruits. They are useful in many ways. They are used for beauty products and many kinds of medicine. Rambutans can also be used to kill bacteria or cure diarrhea. The harvesting time of these fruits ranges from April to January.

Although durians, mangosteens and rambutans are quality fruits and they are consumed both in the country and in abroad, the problem is that the harvesting time of these three kinds of fruit is in the same period. Therefore, there is oversupply of these three kinds of fruits, and this makes them have low prices. The agriculturists are in trouble from getting income that is not sufficient for their cost, so they protest against the government for not helping them in various media. The fruit is discarded in the street to call on the government to resolve the situation. This is the thing that we see every year.

In order to solve the problem, the researcher studied how to extend their storage life of these three kinds of fruits by processing and using the technology for the selection of the fruits before reaching the consumers to maximize the value of the products. This could help gardeners have increasing revenues and also reduce the oversupply sustainably.

The benefits of durians, mangosteens and rambutans

Durian, the King of Fruits, typically weighs one to three kilograms (2 to 7 lb). Its shape ranges from oblong to round, the colour of its husk green to brown, and its flesh pale yellow to red, depending on the species. Durians have herbal benefits: (1) the flesh makes boils dry and gets rids of the parasite, (2) Durian's husk can heal mumps, Tan Sang (malnutrition), and ulcers and it helps solve the lymph nodes and the abscess. In addition, it has astringent substance which helps contract the body tissues, and it can be used as insect repellent, (3) leaves resolve jaundice, get rid of parasite, dry pus and ulcers, and the juice from the leaves, placed on the patient's head, helps reduce fever, and (4) root helps to relieve diarrhea and fever.

Mangosteens, the Queen of Fruits, are popularly grown in the eastern part of Thailand. Mangosteens have so many benefits on which the scholars are interested in doing researches. In addition to be eaten fresh, mangosteens' bark, roots, leaves, seeds are all useful. The benefits are summarized as follows: (1) Mangosteen's seeds have linoleic acid that the body needs and this acid cannot be generated in the body, so people have to consume it from external food. If people eat mangosteens, they should swallow the seeds of the fruit. Chewing the seeds, people will get the benefit from this acid, (2) Mangosteen's flesh consumption provides fiber which helps excretory system and it also provides nutrients, vitamins and minerals, such as sugar, organic acids, calcium, phosphorus and iron. (3) For mangosteen's peel, analyzing the peel, the scientists found three important compounds: 1) tannin which has unpalatable taste can help heal the wounds and stomach's ulcers, 2) Anthocyanin or pigment of red, purple or brown outer peel surface has anti-oxidant properties, and 3) xanthone, the last major group, which has up to 43 kinds is

actually in the seeds, stems and leaves, but the peel has the most amount of xanthone.

In fact, mangosteens have a lot of properties which have been used since ancient times. It is used as astringent drug and it can cure diarrhea, dysentery, and wound. Thailand is not the only country that uses mangosteens as herbal medicines. Indonesian people also use mangosteens' peel to cure dysentery. The dried leaves are boiled and people drink the tea to reduce fever and stomachache. Chinese people mix mangosteens' peel with wax and use the mixture as a medicine to cure skin rash. Mangosteens are also used to cure diarrhea and gonorrhea. In the Philippines, people use mangosteen to cure diarrhea and get rid of parasite. Malaysian people use the barks of the roots to treat menstrual irregularities. The benefits of mangosteen for pharmacology can be divided into 6 issues as follows: (1) it has anti-bacterial property. The extracts of mangosteen can act against *S.aureus* bacteria causing wound and abscesses of the human body. It can act against both the normal strains and the strains resistant to penicillin. It can fight against bacteria causing diarrhea, *E.coli*, *Shigella* Spp., and *H.pyroli*. It can fight bacteria that cause acne. (2) It acted against fungi causing the skin diseases like ringworms. (3) Mangosteens have substance that depresses the central nervous system in mice, so it can be used as drugs to calm down or slow down people, and it also has substance that helps people to sleep longer. Mangosteens can stimulate myocardial and increase blood pressure. (4) Mangosteen substance and its derivatives can reduce inflammation and the heat of the skin, muscles, skin wounds, burns, and it can cure ulcers, diabetic ulcers, chronic bacterial infection, and it is as efficient as aloe-vera. (5) Mangosteens have the anti-oxidation (antioxidant) to combat and eliminate free radicals in the body caused by the external environment that causes abnormal skin cells to various tissues of the body, and the antioxidant can prevent LDL and reduce the risk of blood clots. Testing their ability to absorb among carrots, raspberry, strawberry, and mangosteen, scientists found that xanthenes from the mangosteen have the most powerful antioxidant properties. (6) For allergy relief, mangosteen can fight against histamine and CiceroTay Ninh causing allergies, runny nose, sneezing – coughing, red cheeks, skin rash, and itching. From the irritation test in the laboratory from China, USA, Japan, India and Europe, it is also found that mangosteen can inhibit the enzyme of HIV and substance that is toxic to the human genome. Mangosteen has substance that stimulates phagocytosis process which is the removal of foreign microorganisms in the body and protects the skin from the sun's UV with the SPF of 10.4 [1], [2].

Rambutan is a tropical fruit which is native to Indonesia and Malaysia, and in the recent past, this tropical fruit has spread to Thailand. Rambutans are grown in the South and East of Thailand. The most popular cultivars include Ronrien, Golden, and Chompu. Rambutans have many benefits. For example, it has substances to brighten skin, and it is used to treat inflammation of the mouth and to relieve diarrhea effectively. It can treat dysentery, diarrhea, and it is used as antibiotics that kill bacteria. In addition, rambutans contain tannin substance which has been used in tanning, dyeing industry, sewage treatment, and in making fertilizers and glue. Tannin also prevents insects and inhibits microbial growth. It is also used as medicine. [1]

Value Added Formulation for Durian, Mangosteen and Rambutan

Due to the fact that durians, mangosteens and rambutans yield fruits at the same time, it causes oversupply of the fruits. As a result, agriculturists suffer from the low prices for their produces. Processing is considered a good solution to the problem. There are several ways for food preservation which include canned fruit juice, canned fruit, dried fruit, frozen fruit, fruit puree. Fruit can be preserved without using cans such as pickling preserved in syrup and jam making.

Food preservation and processed food

Preservation means keeping food or processing food to survive longer without spoilage. And the food preservation helps extend the life of food. However, there must be some alteration in terms of color, flavor, texture and nutritional value of food remains. There are many ways for food preservation such as pickling, drying, and preserving fruit in syrup.

Food preservation is important for many reasons as follows: (1) helps relieve the food shortage in wartime, natural disasters, and unusual droughts, (2) contributes to the food distribution to some countries that cannot produce enough food to meet the needs of their population, so these countries require food from other sources, (3) helps store food and enable people to eat fruits out of season, (4) helps to preserve seasonable fruits which are surplus and fruits' remains from processing fruits, (5) contributes to the ease of transportation because nonperishable food can be carried farther, (6) helps extend the life of food because processed foods can be kept longer than fresh food, (7) helps add the value of the agricultural produces and reduce the oversupply of the fruits.

Food preservation has the purpose to preserve food as long as possible from spoilage. The cause of spoilage is microorganisms. Therefore, there are various principles of food preservation which are as follows: (1) preventing or delaying the decomposition caused by microorganisms by food sterilizing, eliminating microorganisms from the food by cleaning, filtering, or reducing the growth and activity of microorganisms by the use of low temperature, drying, or storing food in anaerobic conditions or using heat or radiation to destroy microorganisms, (2) preventing or delaying the spontaneous decay of food by destroying or inhibiting the enzymes in food and adding chemical additives to prevent oxidation in food, and (3) protecting food from damage caused by insects.

Export

From the use of wireless sensor, an electronic system, to control the quality of agricultural fruits, it was found that although the gardeners had additional cost, they could earn more profits from selling durians. This meant that they could get return faster. In the future, when this machine is used widely, it will help raise the better quality of the fruit to meet the set standards. It can also reduce the labor cost. When the quality of the fruits in the garden is better, the gardeners will have enough capacity to sell durian to exporters, and this help reduce the middlemen who directly buy the fruits from the gardeners at very cheap prices. It is a chance for a better future

of gardeners to add value to their produces which gives satisfactory compensation and the most important thing is that it stimulates Thai economy.

The objectives

1. To study the gardeners' current problems.
2. To study the benefits of durians, mangosteens and rambutans.
3. To study the value added formation for durians, mangosteens and rambutans.

Methodology

The study was a qualitative research and documentary research. The data were collected from interviewing gardeners and searching information from the secondary data such as textbooks, academic papers and articles. The data of agricultural policy of the government and the information presented on the Internet were included and analyzed for the results.

Results of the study

From interviewing the gardeners, the findings showed that durians, mangosteens and rambutans were three kinds of fruits in Rayong Province. These three kinds of trees simultaneously yield the fruits from April to June every year. This caused the oversupply of the fruits, so they were sold at very low prices. As a result, gardeners thought that these fruits were not worth growing. These fruits are currently grown for export and domestic consumption. However, nobody can solve the problems of fruit oversupply.

From the study of durians, mangosteens and rambutans, these fruits were better quality fruits compared with those of other countries. Other than being eaten fresh, these fruits could be processed or preserved for various kinds of food. Moreover, many institutes found that these fruits could be used to produce medicines and beauty products.

From the study of the benefits of the three strains of fruits, durian is useful in the treatment of mumps, and it relieves diarrhea, fever, and ulcers, and it is used as astringent and insect repellent. Mangosteens have anti-bacterial and anti-fungal benefits. The fungi cause the skin disease like ringworm. Mangosteens have a substance that depresses the function of the central nervous system in mice, so this substance could be used to make drugs that help calm down people and make people sleep longer. It also stimulates myocardial and increases blood pressure. Moreover, it reduces inflammation and heat of the skin muscles, skin wounds, burns, ulcers and diabetic ulcers, and chronic bacterial infection as well. Its anti-oxidation (antioxidant) can combat and eliminate free radicals in the body.

For export, it was found that the introduction of wireless sensor to separate or screen green or ripe fruits could generate income for the gardeners. Although gardeners had additional cost, they finally got their return quickly. When their products met the standards, they could sell their fruits to the exporters. This could cut the cycle of middlemen, add the value to the fruits, and stimulate Thai economy.

Conclusion

The fact that durians, mangosteens and rambutans simultaneously yield their fruits from April to July each year led to the oversupply of the fruits which had an effect on low prices and made gardeners in trouble.

From the study, it was found that in order to add value to the fruits, the fruits should be processed to be medicines or beauty products. The technology for screening whether the fruits are green or ripe could help the gardeners to increase their income and reduce the problems of oversupply of fruits. Although the gardeners had additional cost, they could get the worthwhile return. It was expected that all of these could stimulate Thai economy in the future.

Suggestions

Provincial Administration and government agencies should help increase the value to the fruits by processing them into medicines, supplements or beauty products. They should focus on research and development to help farmers.

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THE CHALLENGE OF DESIGNING BACHELOR OF SCIENCE PROGRAM IN NAUTICAL SCIENCE: A CASE STUDY OF FACULTY OF LOGISTICS, BURAPHA UNIVERSITY

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Abstract

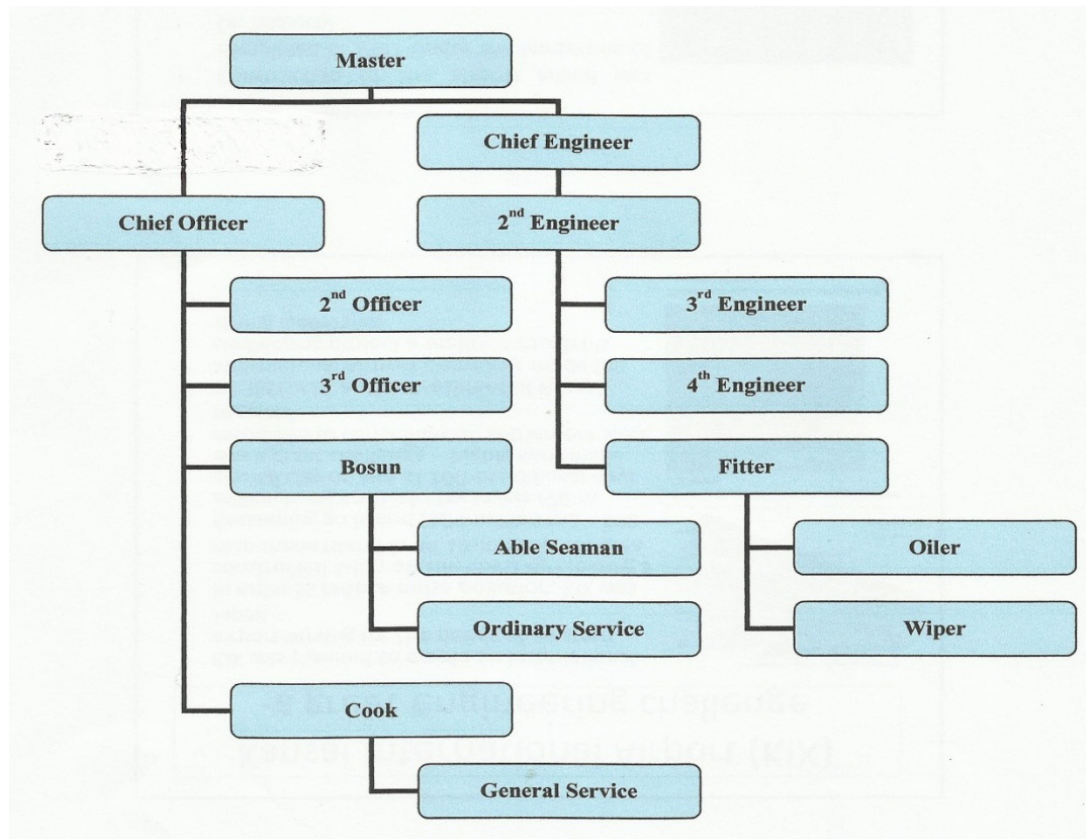
Since the draft curriculum until the revised Bachelor of Science, Nautical Science. The Board's Faculty of Logistics, Burapha University faced with the challenge of designing the course very much. Whether it is a matter of rules and regulations, many of which have a corresponding. And contradictory on several points must also take into account the needs of employers in the country and abroad as well. This article It is proposed that the Board's Faculty of Logistics, Burapha University used to design a science curriculum for the Bachelor of Nautical Science seafarers quality according to international standards and meet the needs of the labor market.

Keywords: Seafarer, Curriculum of Bachelor of Science, Nautical Science

Introduction

In successful international trade transactions, international shipping from the manufacturer to the country of purchase is vital. Shipping is considered to play a significant role. Established by United Nations since 1948, International Maritime Organization (IMO) is a United Nations' specialized agency with responsibility for the safety, security of shipping, and monitoring maritime transportation system by the regulatory framework to ensure that all international shipping is in line with the global standards.

Seafarers are crucial for maritime transport activity, both for controlling ship voyage to go as planned and managing cargo ships. This can be summarized as follows:



Based on the importance of crews as shown above, IMO issued the International Convention on Standards of Training, Certification and Watchkeeping for Seafarers (STCW) in 1978 to monitor basic requirements on training, certification and watchkeeping for seafarers on an international level. According to IMO, for maritime training institutes worldwide, IMO has also developed a series of model courses that provide suggested syllabi, course timetables and learning objectives to assist instructors develop training programmes to meet the STCW Convention standards for seafarers. In Thailand, Marine Department, Ministry of transport, as the major government agency whose job is to control and maintain Thai seafarers international standards,

introduced Marine Department's Rules and Regulations on Testing the Knowledge of Seafarers in Thailand 2014. The courses offered in Thailand then follow the department's regulations.

In Thailand, in granting all the rights, privileges and honours to graduates, the involved parties who have the active role in designing the curriculum should take into account "the announcement by the Ministry of Education on the standard criteria of the higher education curricula B.E. 2548 as well as regulations concerning undergraduate education in an educational institution where a curriculum is developed. Other concerns include issues in curriculum structure, converting learning topics according to the professional standards into the taught courses to be offered, sequences of instructions and internships, overall teaching periods, suitability of teachers/instructors, supervisors of curriculum and instruction. All of these factors inspire *the study of the challenge of designing Bachelor of Science Program in Nautical Science: a case study of Faculty of Logistics, Burapha University*.

Objectives

The paper focuses on the approach to designing a Bachelor of Science Program in Nautical Science, the application of relevant rules and regulations on curriculum, central issues and formidable obstacles posed, problem tackling. It also concentrates on an approach to develop the curriculum in order for the graduates to be awarded the Degree Bachelor of Science in Nautical Science, and to be qualified to get a certificate *Officer in charge of a navigational watch on a seagoing ship of 500 gross tonnage or more* and *Master on ships of 3,000 gross tonnages or more* (given approved sea service on ships, according to the official regulations) from the Marine Department, Ministry of Transport subsequently.

Methodology

- Document Review
- Focus Group Discussion
- In Depth Interview

Results

Current situation in Thailand

In developing the curriculum in order for the graduates to be qualified to sit the examination for the certificate *Officer in charge of a navigational watch on a seagoing ship of 500 gross tonnage or more* and *Master on ships of 3,000 gross tonnages or more*, from the Marine Department, Ministry of Transport, all educational institutions are obliged to comply with the relevant rules and regulations regarding the curriculum design as follows:

1. International Convention on Standards of Training, Certification and Watchkeeping for Seafarers 1978, Amended 2010. (STCW 2010)
2. Adoption of the final act and any instruments, Resolutions and recommendations resulting from the work of the conference. (3 August 2010)

3. IMO Model Course 7.03 : Officer in charge of a Navigation Watch. (1999 Edition, Amended 25 January 2013)
4. IMO Model Course 7.01 : Master and Chief Mate. (1999 Edition, Amended 25 January 2013)
5. Marine Department's Rules and Regulations on Testing the Knowledge of Seafarer in Thailand 2014.

As for tertiary education, in order for the graduates to be awarded the Degree Bachelor of Science in Nautical Science, there are further related rules and regulations concerning curriculum design that one's need to take into account. They are illustrated as follows:

1. Ministry of Education's announcement about the standard criteria of the higher education curricula B.E. 2548.

2. Universities' rules and regulations for Bachelor's Degree studies.

Based on these educational criteria, teaching management system can be divided into:

1. Non-degree
2. Bachelor's Degree

Non-degree studies

They are short courses of studies that last approximately six months up to one year. Those who finish the course will not receive a degree, but a certificate certifying that they successfully completed the prescribed necessary requirements of the course. Upon completion, they are eligible to sit the examination for certification from the Marine Department, Ministry of Transport. The main curriculums are *Officer in charge of a Navigation Watch* and *Master and Chief Mate* which can be elaborated as follows:

The curriculum *Officer in charge of a Navigation Watch* follows the curriculum design, according to the IMO Model Course 7.03: *Officer in charge of a Navigation Watch*. The educational institutions that offers such a course are Inter Maritime School, Chemstar Bangkok Nautical School, Mariner Education School, Barter Maritime School, Asian Maritime Technological College, and Merchant Maritime Training Centre.

The curriculum *Master and Chief Mate* follows the curriculum design, according to the IMO Model Course 7.01: *Master and Chief Mate*. The educational institutions that offer such a course include Inter Maritime School, Chemstar Bangkok Nautical School, Mariner Education School, Barter Maritime School, and Asian Maritime Technological College.

Bachelor's Degree studies

They are long courses that last around 4-5 years. The graduates will be awarded the Degree Bachelor of Science in Nautical Science, and are qualified to sit the examination for the certificate *Officer in charge of a navigational watch on ships of 500 gross tonnages or more*. Upon completion, they are eligible to sit another examination for the certificate *Officer in charge of a navigational watch on a seagoing ship of 500 gross tonnage or more* and *Master on ships of 3,000 gross tonnages or more* (given approved sea service on ships, according to the official regulations) from the Marine Department, Ministry of Transport subsequently. In designing the

Bachelor course, IMO Model Course 7.03 : Officer in charge of a Navigation Watch and IMO Model Course 7.01 : Master and Chief Mate need to be combined. Educational institutions that offer such a course are as follows:

1. International Maritime College, Kasetsart University, Si Racha Campus. (4-year degree programme, excluding internship)
2. Merchant Maritime Training Centre (5-year degree programme, internship included). It is affiliated with the Department of Marine, Ministry of Transport, and is an associated institute of Faculty of Logistics, Burapha University (subject to the requirements of the curriculum approval by Faculty of Logistics, Burapha University whereby the graduates are awarded the Degree Bachelor of Science in Nautical Science).
3. Faculty of Logistics, Burapha University (5-year degree programme, internship included).

Faculty of Logistics, Burapha University's guidelines for the course design.

Relevant rules and regulations

Rules and regulations requirements for the course design are as follows:

1. International Convention on Standards of Training, Certification and Watchkeeping for Seafarers 1978, Amended 2010. (STCW 2010)
2. Adoption of the final act and any instruments, Resolutions and recommendations resulting from the work of the conference. (3 August 2010)
3. IMO Model Course 7.03 : Officer in charge of a Navigation Watch. (1999 Edition, Amended 25 January 2013)
4. IMO Model Course 3.17: Maritime English. (2009 Edition)
5. IMO Model Course 7.01 : Master and Chief Mate. (1999 Edition, Amended 25 January 2013)
6. Marine Department's Rules and Regulations on Testing the Knowledge of Seafarers in Thailand 2014.
7. Ministry of Education's announcement about the standard criteria of the higher education curricula B.E. 2548.
8. Burapha University's rules and regulations for Bachelor's Degree studies.

Curriculum structure

According to the Ministry of Education's standard criteria of the higher education curricula B.E. 2548, item 8, the curriculum structure is comprised of General Education (GE), professional/ specialized education, and free electives.

8.1 General Education refers to a subject that allows students to develop competency in academic skills that are essential to all academic majors, to understand the nature, themselves, and the society. It also offers students broad knowledge and exposure to the rich diversity of the human experience, logical thinking, as well as competency in the effective use of language. General Education should foster habits of mind that lead to the moral awareness, to realise the value of

Thai art and culture and of the international community, and to be able to apply knowledge to use in daily life and maintain themselves to live their productive lives in the society.

8.2 Professional/ Specialised education refers to core courses, specialised core courses, professional foundation courses, and professional training courses. These courses enable students to gain knowledge and understanding and that can be applied to their professions.

8.3 Free electives refer to subjects that allow students to develop competency and understanding according to their preferences. Free electives enable students to enrol any courses offered in the Bachelor's Degree programme.

The Faculty of Logistics, Burapha University has designed the curriculum that can be illustrated as follows:

General Education Courses	30 credits
Language subjects	12 credits
Computer science subject	3 credits
Subject in Humanities	3 credits
Subject in Social Sciences	3 credits
Science	3 credits
Mathematics	3 credits
Health Sciences Electives	5 credits
Professional/ Specialised Education not less than	182 credits
Specialised core courses	36 credits
Required core courses	146 credits
Free elective courses not less than	6 credits
Total credits throughout the course must not be less than	218 credits
General Education	

All students are required to take the same General Education courses as regulated by the university.

Professional/ Specialised Education

The Faculty of Logistics, Burapha University divides the courses into two groups, comprising:

1. Specialised courses are composed of courses that are not obliged under any regulations, but guided by IMO Model Course 7.03 : Officer in charge of a Navigation Watch(1999 Edition). Given in the appendix, these courses are essential and beneficial to students, as they provide students with firm ground on their future professions.

2. Required core courses are composed of requisite IMO Model Course 7.03: Officer in charge of a Navigation Watch(25 January 2013), IMO Model Course 3.17: Maritime English(2009 Edition) and IMO Model Course 7.01: Master and Chief Mate (25 January 2013). The course must also cover the requirements of the Department of Marine's rules and regulationson Testing the Knowledge of Seafarers in Thailand 2014, item 77 (3). (3.1) Practice in a navigational watch on a seagoing ship of 500 gross tonnage or more at least 12 months. Such practice is part of the curriculum, the course of Cargo Ship Practice, therefore, is obligatory in the required core courses.

Free elective courses

Students are permitted to take any courses in which they are interested.

Problems, issues, and problem solving

Conflicts between regulations

The course contents according to the Adoption of the Final Act and any Instruments, Resolutions and Recommendations Resulting from the Work of the Conference do not conform with the IMO Model Course, thereby causing confusion over the curriculum design.

The Faculty of Logistics, Burapha University opts to design the curriculum based primarily on the IMO Model Course.

Regulations' conflicts and obscurity

1. Despite the same learning topics, the study hours stated in the course outline, guidance notes, and detailed teaching syllabus according to IMO Model Course are different. The Faculty of Logistics, Burapha University selects the maximum study hours in such a regulation as the criteria in the course design.

2. The detailed teaching syllabus according to IMO Model Course indicates the textbooks codes which are expected to be used as the main course materials. Nonetheless, such textbooks codes do not exist in the essential textbook list. They in fact are just recommended as lesson supplementary, thus they are not required.

3. Based on IMO Model Course 7.03 : Officer in charge of a Navigation Watch (1999 Edition, Amended 25 January 2013, the learning topic 3.7 Application of leadership and team working skills is stated in the course syllabus as follows: *See draft IMO Model Course and STCW 2010 Regulation I/ and Section A-VI/1 paragraph*. Due to the status as a draft, neither the study hours for the theoretical sections nor the study terms are explicitly stated, thereby causing deep trouble designing the curriculum.

The Faculty of Logistics, Burapha University needs to arrange the study hours as appropriate.

Limitations on assigning credit in each subject

According to Ministry of Education's announcement about the standard criteria of the higher education curricula B.E. 2548, item 6: credit assignment

6.1 Theoretical based subjects that spend the semester on lectures and seminars (not less than), making up 15 hours per semester, are worth one credit, semester basis based.

6.2 Practice-based subjects that spend the semester on practice or experiment seminars (not less than), making up 30 hours per normal semester, are worth one credit, semester basis based. In the Burapha University's rules and regulations for Bachelor's Degree studies, item 10: Credit Assignment, each subject has the credit values as follows: 10.1 the theoretical based subjects that spend the semester on lectures and seminars (not less than), making up 15 hours per semester, are worth one credit. 10.2 The practice-based subjects that spend the semester on practice or experiment seminars (not less than), making up 30 hours per normal semester, are worth one credit.

IMO Model Course 7.03 : Officer in charge of a Navigation Watch requires 855 hours of theoretical based lectures, IMO Model Course 3.17: Maritime English requires 373 hours of hours of theoretical based lectures and 96 hours of practice, IMO Model Course 7.01 : Master and Chief Mate requires 843 hours of theoretical based lectures. A total hours spent are 2,062 hours and 96 hours on the theoretical based lectures and practice respectively. In addition, Appendix of IMO Model Course 7.03: Officer in charge of a Navigation Watch recommends to take mathematics courses, a total hour of 44 and 88 hours on theoretical based lectures and practice respectively. Physical Science courses are also recommended with a total hour of 134 and 130 hours on theoretical based lectures and practice respectively. The total hours for the theoretical based lectures come to 178 hours and 218 hours of practice.

The Faculty of Logistics, Burapha University has designed the curriculum that requires (not less than) 16 hours of theoretical based lectures and seminar per semester, and thus are worth one credit. Practice-based subjects that spend the semester on practice or experiment seminars (not less than) 32 hours per normal semester are worth one credit. Such credit assignment decreases the credits. The topics of study are also divided and integrated, according to IMO Model Course, as appropriate.

Limitations on enrollment in each semester

According to Burapha University's rules and regulations for Bachelor's Degree studies B.E. 2555, item 11 Enrolment in each Semester, 11.5.1 the first and second semesters require the full time students to register for the course (not less than) nine credits but must not exceed 22 credits. In the summer semester, both full-time and part-time students are required to take (not more than) nine credits.

Since the total credits of the entire course exceed 218 credits, the curriculum design in terms of study plan becomes problematic.

1. Design the curriculum that requires students to register for the course in the summer semester.
2. Allow the students to exceed the total allowed credits.

Conclusion

A process for submitting the curriculum for approval

1. Propose the curriculum for the specialists and experts' critique.
 - a. Submit the curriculum draft to the specialists and experts.
 - b. Arrange meetings on curriculum critique.
 - c. Revise the curriculum draft based on their critiques.
2. Propose the curriculum final draft for the Member of Academic Council's approval.
3. Propose the curriculum for the Member of University Council's approval.
4. Propose the curriculum for the Office of the Higher Education Commission (OHEC) committee's approval.
5. Propose the curriculum for the Curricular Standards Committee's approval.

Curriculum improvements

1. Schedule a validation meeting on teaching and learning based on the approved curriculum per annum by inviting the management of the Logistics Faculty, Burapha University, specialists and experts as company representatives from shipowners, lecturers, representatives of alumni, student leaders, representatives of current students to attend a brainstorming session.
2. Gather opinions and ideas from agencies, organisations, or individuals who are involved in the maritime transportation activities.
3. Regularly update new relevant rules and regulations.
4. Design and revise the curriculum, as appropriate, within five years.

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INNOVATIVE TECHNOLOGY MANAGEMENT FOR SUSTAINABLE ENERGY

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Abstract

This study aimed to find out the possibility of shale gas to be the future alternative energy of Thailand, and study the available innovative technology of shale gas production in order to developing the sustainable energy of Thailand. Data were collected by using the secondary data which collected from textbooks, papers, journals, and the energy data available in the Internet. This study is conducted by documentary research method whilst the data were analyzed with content analysis to make a conclusion of the study.

The results showed that Thailand has the possible area for the source of shale gas nationwide. Shale gas can be one of the alternative potential energies for the future of Thailand. The results can be seen from the survey of U.S. Energy Information Administration that were in accordance with the results from the study of rocks in Thailand conducted by Thailand Department of Mineral Resources. The later study found that Thailand has the sufficient shale which is able to release the natural gas. In other word, Thailand has the possibility to produce the natural gas from shale that is able to produce in commercial scale in the future.

Regarding to studies about available innovative technology of shale gas production by several private companies, it was found that every company employed the hydraulic fracturing technique in order to break the surfaces of shale as well as the use of hydraulic fracturing to make a fracture to release natural gas from shale surfaces. In addition, the seismic method is also utilized to explore the shale surfaces containing a lot of natural gas before the actual production process. This was to avoid unsuccessful shale gas production.

Keywords: Innovative technology, Technology Management, Sustainable Energy

Introduction

The problem that Thailand has faced currently was the high demand of petroleum for the generation of electricity, the production in manufacturers, the transportation including household consumption. However, the domestic production of petroleum did not meet the demand to use it. The import of petroleum from other countries was used to fulfill the requirement in the country. In the future, when the population's social status become better, the demand for petroleum will grow higher. This leads to the risk for the lack of energy in the future. According to the report of BP Statistical Review of World Energy June 2014, it was expected that the quantity of fuel will be available for 53.3 years when calculating the ratio of overall spare amount of energy worldwide with the amount of production worldwide. In fact, when considering only Thailand, it was estimated that there would be fuel available for only 2.5 years. Additionally, the natural gas was estimated to be available for 55.1 years worldwide whilst it could be used for only 6.8 years in Thailand [1]. As a result, it is really necessary for Thailand to seek for alternative energies to replace petroleum that is going to extinct in the near future. This is for national sustainability in terms of energy. Hence, it was focused to conduct research and development, manage various technology in order to find the true alternative energies to be used in commerce.

Sustainable Energy was defined by several authors. One of the meaning was the balance between proportion for the equal use of energy and the proportion to preserve for the next generation [2]. Another meaning was the energy resource that will not extinct from the continuous use as well as this energy will not impact to the environment or will not harm human being or change ecosystem and climate significantly and it will not make the inequality in the society [3].

Innovative Technology Management was the guideline for the management of alternative energies including modern operation technique in order to reduce the process, time and capital in the study, research and development and to make the maximum benefit. There were several definitions such as Innovative Technology Management means the thought or invention from basic knowledge of science and technology to be use in practice and meet the requirements [4] and, Innovative Technology Management cannot be defined as easy inventions but it was the processes starting from decision making, research methodology in order to identify opportunity and guideline to respond the society and to be use in commercial practice [5].

Therefore, the establishment of energy sustainability of the country require appropriate alternative energies that were proper in usage but did not harm the environment and people, did not change the ecosystem and climate and, could be used sustainably. The use of Innovative Technology Management in decision making, research conducting to identify opportunity and guideline to respond the society and to be use in commercial practice needed the basic knowledge of science and technology.

Initiation of Petroleum

Petroleum was developed from fossils laid down at the bottom of the sea together with sediments as well as mud and sand for millions years. The accumulation of each layer was topped up more and more until it reach the width of hundred feet. The more the layers grew,

the more the weight to press until there is the pressure within the layers. Those sand and mud layers became mudstone and shale (or Source rock). In addition, the condensing process of these organics occurred and they became crude oil and natural gas. After that, crude oil and natural gas would flow to store in perforated rock layers (or Reservoir rock) such as sandstone, limestone, dolostone. Then they were locked in the tighten rock layers (or Cap rock) [6].

Innovative Technology to Survey and Produce Petroleum

There were 5 popular techniques of survey and production for petroleum [7] as follows:

(1) Offshore Drilling and Remotely Operated Vehicles, ROVs - The drilling engineer well understood that rigging in the coast can produce a large amount of petroleum. Later, the idea to drill for petroleum under the sea ground was initiated. It was develop to be Remotely Operated Vehicles, ROVs by controlling the driller under the sea at the sea surface. The drill bit was under the sea more than 10,000 feet. It was developed from the business of American navy to salvage lost equipment and engine under the sea. The salvage with deep-water diving is the high-risked operation.

(2) Hydraulic Fracturing - This technique has been developed since 1940 and became popular later. It was employed in petroleum production at the rock layer containing oil. The porosity in these rock layers was low, it did not allow oil to flow through. The normal drilling can retrieve small amount of oil. Therefore, drilling engineers decided to utilized hydraulic fracturing with high water pressure together with water and chemicals in the rig. With enough pressure, there was the fracture in the layers. The fracture can expand to the length of hundred feet. The sand mixing in the water would push through the fracture. The oil then can flow from the rock layer easily.

(3) Seismic Imaging - It was the survey using seismic wave. This technique could be used by the seismic wave from one point was made and the reflective wave and refract to different spots on earth surface. When it moved to hit the fracture, it could calculate the depth of any fractures. In fact, the shape and structure of rock layers under earth were recognized. This technique could reduce the number of drilled holes and can estimated the production. Also, it can reduce more time to explore and produce petroleum.

(4) Measurement-while-drilling systems - MWD - with the limitation that drilling engineer could not know what to be found and what would happen at the drilling time. Measurement-while-drilling Systems was developed to acknowledge the engineer the updated information including drilling status at that time, drilling capacity, drilling direction, temperature, pressure, density and magnetic wave of the rock layer. As a results, the drilling gained more proficient and could protect oil throwing away from the drilling rig and can prevent the drilling rig from any damages.

(5) Horizontal Drilling - The advantage of Measurement-while-drilling systems can acknowledge the engineer for the drilling direction in order to drill to other directions as the oil pit might spread horizontally. Vertical drilling could not find the old efficiently. This method started from drilling vertically and change the direction (kick-off point) to drill horizontally in order to reach the oil (entry point).

Shale Gas

Shale gas has similar attributes to general gas drilling from our Thai Gulf. Shale gas was pressed tightly with low porosity from the accumulate tightly of shale gas. Shale gas can be account for source rock abound with petroleum of natural oil and gas.

Many years ago, shale gas became popular among world energy industries as it was an alternative energy that can replace other energies. In addition, energy resources at present were scarce and the price of fuel was fluctuated. Therefore, shale gas became the world spare energy [8]

The data from The Department of Mineral Fuels mentioned that Total Organic Content (TOC) in layer of rock or sedimentary rock must be over than 5% [6]. Moreover, U.S. Department of Energy reported that shale abundant with organic content of 0.5% - 25%. It was clear that shale can be source rock [9].

Objectives

1. To study shale gas as the possible alternative energy for Thailand in the future.
2. To study innovative technology management for natural gas drilling at present to develop sustainable energy of Thailand.

Methodology

This study was documentary research study. The secondary data were retrieved from textbooks, academic document, articles including data of energy from state enterprises and private sectors through the Internet. In addition, the data were analyzed with content analysis in order to summarize that shale gas can be the possible alternative energy of Thailand in the future and to study technology for drilling natural gas energy from shale gas at present.

Results

The opportunity to find shale which was source rock in Thailand can be shown as follows:

Figure 1 - The map displaying rock type in Thailand from The Department of Mineral Fuels. It can be seen that shale can be found nationwide spreading in every area of the country (yellow, green and purple areas).

Figure 2 - The results from the survey report of fuel and natural gas sources from shale of U.S. Energy Information Administration in every region showed that it was expected that there were areas in Thailand with shale that had possible potential to produce natural gas all over the nation.

Innovation technology for petroleum drilling from six survey study of petroleum survey and production companies in other countries such as Chevron, Shell, Total and BP including U.S. Energy Information Administration and American Petroleum Institute as can be seen in Table 1. The table showed the results from the study of comparisons of innovation technology to drill shale gas. It was also found that these six organizations reported the similar information, that

there was the estimation of shale condition that can become gas from Seismic Imaging, Horizontal Drilling and, Hydraulic Fracturing.

Conclusion

It was found from the study that Thailand had the possible areas for shale gas nationwide. It can say that shale gas can become one of the potential alternative energies of Thailand. It leads Thailand to have the petroleum energy to be used for the next few decades. Also, it strengthens the security in energy of the country. It can be noticed from the data from U.S. Energy Information Administration that Thailand has the shale gas nationwide. This information was in accordance with the results from the survey of The Department of Mineral Fuels showing the types of the rocks nationwide. This means that Thailand had the potential shale gas that can develop to be used in the future. The sand mixing in the water would push through the fracture. The oil then can flow from the shale easily.

The study of innovation technology for drilling natural gas from several private companies operating business in petroleum survey and production indicated that every company (see Table 1) employed horizontal drilling technique to access shale area together with the use of Hydraulic Fracturing that press the high pressure into the oil pit to fracture shale layer (with low porosity, difficult for gas to pass through). The sand mixing in the water would push through the fracture. The oil then can flow from the rock layer easily. In addition, the use of seismic method to investigate the rock layer in order to find the possible rock layer that can produce gas before factual drilling can help reduce time and expenses from unsuccessful drilling.

Suggestions

It was suggested that Thai government should seriously prepare to study shale gas in Thailand in order to develop it for potential alternative energy in the future.

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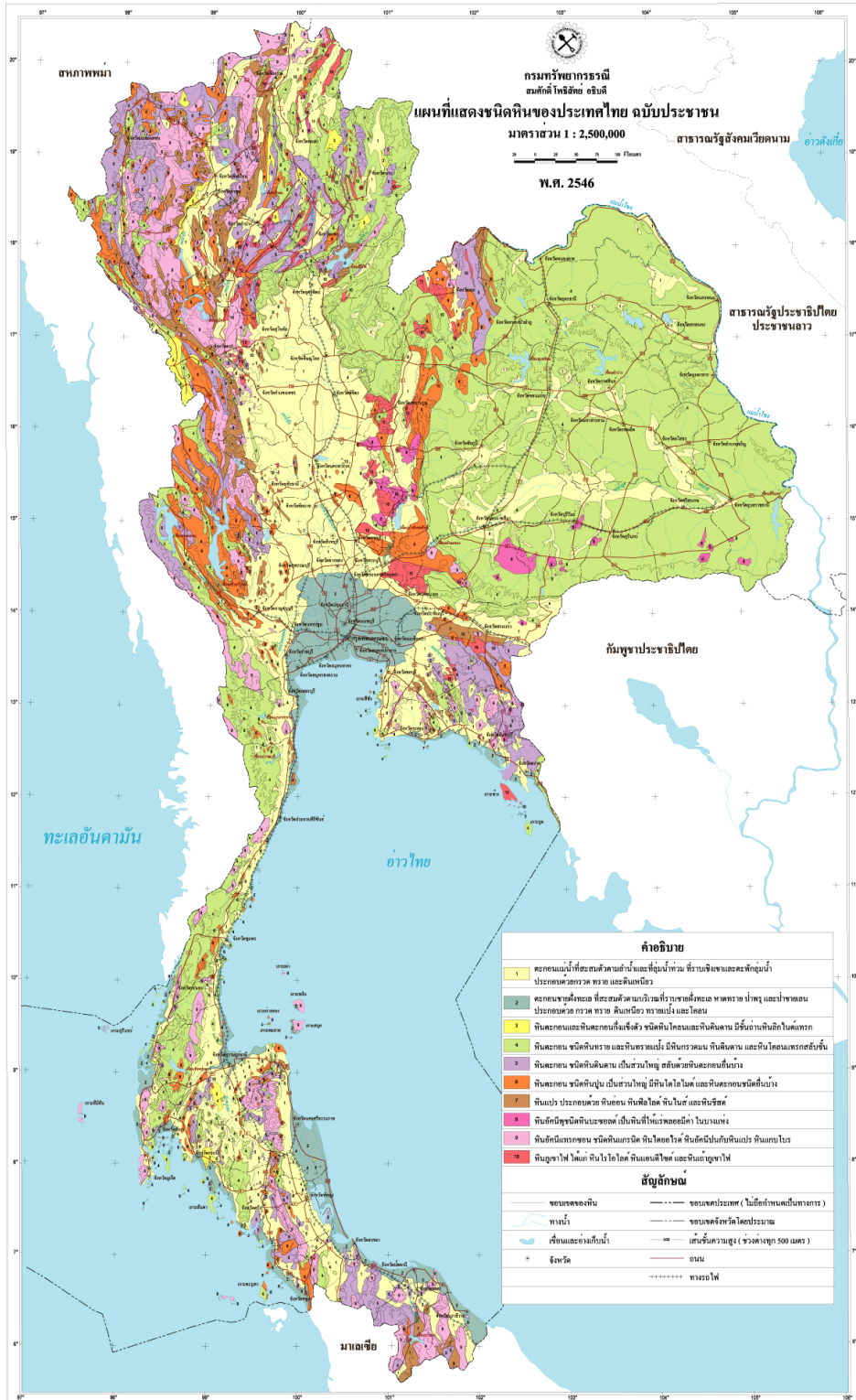


Figure 1 The map displaying the types of rocks in Thailand [10]

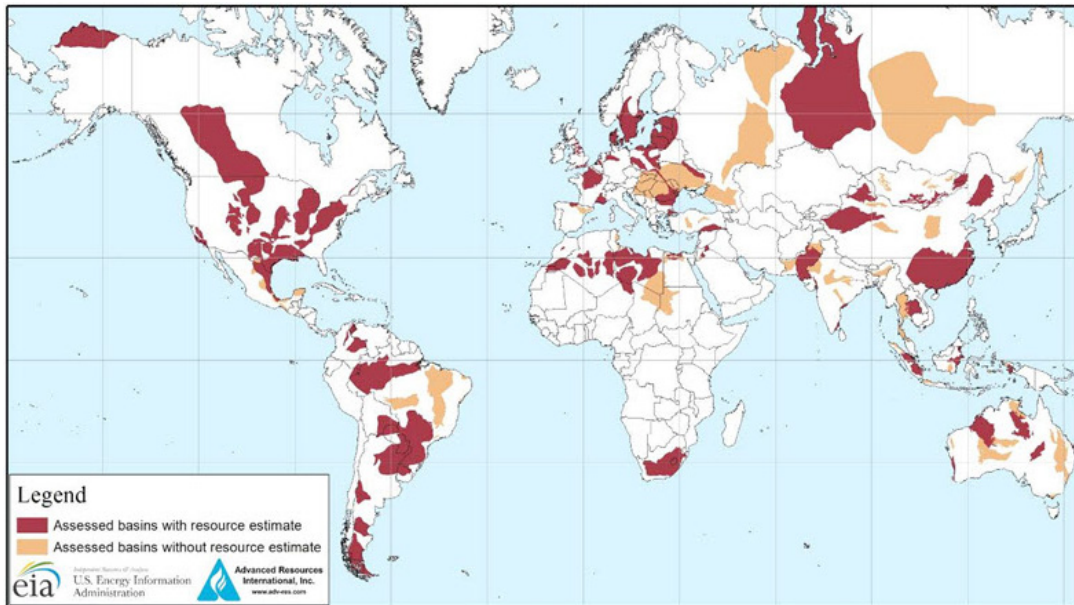


Figure 2 The map displaying resources of shale gas [11]

Table 1 the results from the study of comparisons of innovation technology to drill shale gas

sources	Petroleum drilling technology				
	ROVs	Hydraulic Fracturing	Seismic Imaging	MWD	Horizontal Drilling
British Petroleum [12] [13]		✓	✓		✓
Total [14]		✓	✓		✓
Shell [15]		✓	✓		✓
Chevron [16]		✓	✓		✓
U.S.EIA [17]		✓	✓		✓
American Petroleum Institute [18]		✓	✓		✓

PATTERNS TO USE ALTERNATIVE ENERGY BETWEEN THAILAND AND THE LAO PEOPLE'S DEMOCRATIC REPUBLIC (LAO PDR)

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Abstract

Energy is surrounded human being. It can be used as the basic factors in industrial sector, transportation sector, and other sectors. When entering industrial society that focuses on goods production to meet the continually increasing demand, it affected the higher requirement to use the energy, especially the energy from oil, natural gas and coal . Considering in Macro Econometric Models, energy is the important basic factor for ASEAN region both in terms of economy and society. It can say that obvious factors that influenced the quantity of the use of energy were increasing number of population, increasing rate of population and, level of development. The energy from fuel, natural gas and coal were non-renewable energy and had the impact to environment. At present, there was a creation of natural capital such as the study of renewable energy such as solar energy, wind energy, water energy and biomass energy, etc. This is to increase the proficiency in the use of energy and to reduce the environmental impact. As one of ASEAN countries, Thailand emphasized on the energy security in the past few years. Thailand regulated the energy policy like other countries. The price of petroleum products had been changed in accordance with the oil price in the world market. In addition, Thailand encouraged energy preservation technology and the use of new alternative energy instead of the use of energy from petroleum products. This was to decrease the dependency on the use of import petroleum product that led to the loss of a large amount of money to other countries. When the price of petroleum products in the world market grows up, it might make the severe impact to the national economy.

Introduction

Nowadays, human society cannot avoid the use of energy. Energy is surrounded human being. It can be used as the basic factors in industrial sector, transportation sector, and other sectors. When entering industrial society that focuses on goods production to meet the continually increasing demand, it affected the higher requirement to use the energy, especially the energy from oil, natural gas and coal[1] . Considering in Macro Econometric Models, energy is the important basic factor for ASEAN region both in terms of economy and society. It can say that obvious factors that influenced the quantity of the use of energy were increasing number of population, increasing rate of population and, level of development. When Asean Economic Community would be integrated in 2015, market and production base will be the same, the movement of products, service, investment and, skilled labors can be done freely. The consumption of energy, consequently, increased two times [2]. As the countries in ASEAN were different in the aspects of economy, political concepts, fertility in natural resources including energy policy, the energy management between member countries, there should be the primary awareness in security of energy in the region. As the results, it is necessary to learn weakness and strengths in energy among member countries in order to fine the guideline for energy management to meet the target [3]. The energy from fuel, natural gas and coal were non-renewable energy and had the impact to environment. At present, there was a creation of natural capital such as the study of renewable energy such as solar energy, wind energy, water energy and biomass energy, etc. This is to increase the proficiency in the use of energy and to reduce the environmental impact[4]. As one of ASEAN countries, Thailand emphasized on the energy security in the past few years. Thailand regulated the energy policy like other countries. The price of petroleum products had been changed in accordance with the oil price in the world market. In addition, Thailand encouraged energy preservation technology and the use of new alternative energy instead of the use of energy from petroleum products. This was to decrease the dependency on the use of import petroleum product that led to the loss of a large amount of money to other countries. When the price of petroleum products in the world market grows up, it might make the severe impact to the national economy[5]. Therefore, the development of alternative energy cannot concern only the development in Thailand but other countries as well. The researcher was interested to investigate the use of alternative energy between Thailand and The Lao People's Democratic Republic (Lao PDR).

Objectives

To study patterns to use alternative energy between Thailand and The Lao People's Democratic Republic (Lao PDR).

Methodology

Literature Review

Alternative energy means the energy that is used to replace petroleum product that can be divided into two types, that is, non-renewable energy or depletable energy such as coal, natural gas, nuclear, oil shale, tar sands, etc. and, another type of energy that is renewable called renewable energy such as solar, wind, biomass, water and hydrogen, etc. It is the clean energy and does not harm the environment[6]. The alternative energies found in Thailand were as follows:

1. Wind energy - Wind from other areas on earth. It can absorb the heat from the sun unequally. In the area with higher temperature, the air will expand, the density is lower and the air floats up. Then, the air in cooler area with more density and more weight will replace and make a wind. Human can develop technology to earn benefit from the wind. Currently, Thailand generate electricity from wind energy and distribute to distribution system in very small amount when comparing with other energy resources. The installation of wind turbine with the capacity of electricity of 150 watts was made in electricity generation station from alternative energy of Electricity Generating Authority of Thailand at Leampromthep, Phuket Province since 1996. This is to demonstrate the generation of electricity from wind turbine and 10-kilowatt solar cells.

2. Biomass energy - Organics can be natural source of energy and can be used to generate energy. These organics were from plants and animals such as wood residues, garbage, agricultural waste. Biomass can become energy by the combustion and the heat can be used in the process of electricity generation from alternative energy. Fossil (like oil) is limited and can be extinct. However, this biomass comes from different sources such as agricultural crops, agricultural residues, wood and wood residues or scraps from industries and communities such as chaff, bagasse, wood residues from processed rubber or Eucalyptus, palm garbage, cassava garbage, corncobs, coconut shell, brew's yeast, etc. The processes to preserve biomass in several patterns of energy can be explained as follows:

- 2.1 Combustion - When biomass was heated, the heat value will vary by types of biomass. The heat from combustion can be used to produce steam with high temperature and high pressure. These steams will push out steam turbine in order to generate the electricity. The examples of biomass were agricultural residues.

- 2.2 Gasification - It is a process to change the solid fuels or biomass to be gas fuel or biogas. Biogas consists of methane, hydrogen and carbon monoxide. It can be used with gas turbine.

- 2.3 Fermentation - Biomass was fermented in Anaerobic Condition in this process. Biomass was digested and dissolve until it was biogas with the component of methane and carbon dioxide. Methane can be used as the fuel in the engine to generate electricity.

- 2.4 Liquidification The processes in this method were as follows:

- 2.4.1 Biological process - In this process, flour, sugar and cellulose from agricultural plants such as sugarcane, cassava are digested. It becomes ethanol to be use as liquid fuel in benzene engine.

- 2.4.2 Physical and chemical process - The process is done by extracting oil

from vegetable. Then the oil is passed through transesterification process to produce biodiesel.

2.4.3 High temperature process - such as Pyrolysis process - When agricultural material is heat in Anaerobic Condition, it will dissolve to be liquid and gas fuels.

3. Solar energy - Energy from the sun has been used since the old day such as shining out or baking agricultural product, adding temperature to the water, etc. There has been the development to generate electricity by solar cells. Electricity Generating Authority of Thailand (EGAT) has installed solar cells since 1978 in order to use the electricity in business of the organization. At present, the solar cell has been installed for about 70 kilowatts. EGAT demonstrated the generation of electricity as well as other alternative energy such as water energy, wind energy and sent the produced energy to distribution system of EGAT.

4. Water Energy - Water energy originated from the flowing of water from the high place to the lower place. Potential energy of water will be changed to kinetic energy. The equipment using to change the energy is called turbine. Water with high speed running through the pipe makes kinetic energy and turbine will drive the generator. At present, water energy is from common sources such as waterfall, tidal current and wave.

4.1 Energy from waterfall - Electricity is generated from this water resources by using the waterfall energy. Waterfall can be natural water resources or manmade waterfall from adjusting the natural environment such as the waterfall from dam, waterfall from high mountain and waterfall from cliff, etc. Making a dam and letting the water flowing down the turbine attaching with electric generator can make different rate of power depending on the height of water and flowing rate of water. Hence, generation of electricity from this source require an appropriate area. Establishment of the dam can cost a lot of capital. However, according to the survey, it was found that the power from water energy is more than other alternative energies.

4.2 Energy from tidal current - It is based on potential energy and kinetic energy of the system of sun, earth and moon. Changing the energy from tidal current to be electricity starts by choosing river or gulf with large area to reserve the water and with wide range of tidal current. Then the dam is established at the mouth of the river or the mouth of gulf. Then, it becomes the water reservoir. Water will flow into the reservoir first and flow out through the turbine connecting with generator. The turbine works and electricity is generated in the same principle of generation of electricity from waterfall energy. However, the energy from tidal current is not constant and changeable. The adjustment of proper tidal current can generate electricity with higher potential.

4.3 Energy from wave - It is produced under the principle that the wind transfers its energy to the water surface in the ocean. As a result, it makes wave running to coasts and islands. The generator from wave energy, which is designed to be floated on the water surface in front of the gulf, faces to the wave. Effective electricity generation from wave required to be in the 8-metre crest zone with the high wind. However, the highest height of the crest in Thailand is found in Ranong Province with the average crest of only 4 meters. Therefore, current electric generation technology from wave energy still needs further development.

5. Hydrogen energy - This energy from combustion has the high efficient, clean and environment friendly. It is expected that it will be the important source of mineral fuels in the

future. In addition, it does not influence on the environment. The by-product from the combustion with oxygen is steam whilst the by-product from other fuels is carbon dioxide. This green-house-effect gas directly causes global warming. There are three methods to produce hydrogen, that is, steam formation, gasification and partial oxidation. These three methods require natural gas, coal and, biomass as materials. Moreover, Electrolysis Process is another method to generate electricity. It can say that it is one of attractive alternative energies.

Potential of alternative energy in Thailand, Conceptual framework and target to develop alternative energy in Thailand in the next 15 years[7].

 Department of Alternative Energy Development and Efficiency MINISTRY OF ENERGY			Potential and Target					
Types of energy	Potential	Existing	2008-2011		2012-2016		2017-2022	
electricity	megawatts	megawatts	megawatts	ktoe	megawatts	ktoe	megawatts	ktoe
Solar energy	50,000	32	55	6	95	11	500	56
Wind energy	1,600	1	115	13	375	42	800	89
Water energy	700	56	165	43	281	73	324	85
Biomass	4,400	1,610	2,800	1,463	3,220	1,682	3,700	1,933
Biogas	190	46	60	27	90	40	120	54
Energy from waste	400	5	78	35	130	58	160	72
Hydrogen			0	0	0	0	3.5	1
Total		1,750	3,273	1,587	4,191	1,907	5,608	2,290
Heat energy	ktoe	ktoe	M.litres/ day	Ktoe	M.litres/ day	Ktoe	M.litres/ day	Ktoe
Solar energy	154	1		5		17.5		38
Biomass	7,400	2,781		3,660		5,000		6,760
Biogas	600	224		470		540		600
Energy from waste		1		15		24		35
Total		3,007		4,150		5,582		7,433
Bio fuels	M.litres/ day	M.litres/ day	M.litres/ day	Ktoe	M.litres/ day	Ktoe	M.litres/ day	Ktoe
Ethanol	3.00	1.24	3.00	805	6.20	1,686	9.00	2,447
Bio diesel	4.20	1.56	3.00	950	3.64	1,145	4.50	1,415
Hydrogen			0	0	0	0	0.1 M. kg.	124
Total			6.00	1,755	9.84	2,831	13.50	3,986
Total energy requirement		66,248		70,300		81,500		97,300
Requirement to use renewable energy		4,237		7,492		10,319		13,709
Ratio of the use of renewable energy		6.4%		10.6%		12.7%		14.1%
NGV (mmscf)		108.1	393.0	3,469	596	5,260	690	6,090
(ktoe)				10,961		15,579		19,799
Ratio of the use of alternative energy				15.6%		19.1%		20.3%

[8] Wiboonsawat et al. (2009) studied the use of energy in Thailand and found that natural gas and coal were the main sources of energy in Thailand with the ratio of 70% and 20%, respectively. The rest were the use of water energy and bio energy. The use of fossil can impacts several aspects such as the security of energy sources, environment, especially green house gas

that had much higher index of gas release in the country. At present natural gas is allocated to use in transportation at the higher rate. The use of coal and Lignite releases carbon dioxide that is the principle green house gas. Government has tried to develop renewable resources in the countries to be use more in the plan to develop electricity energy, revision edition. It was stipulated that renewable resources will be used to generate electricity not less than 13,000 megawatts by 2021. The first nuclear plant of Thailand was expected to be ready after 2021.

[9] Thanin Buabutr (2007) studied the prototype of water turbine to drive pump in order to increase the proficiency of water turbine at different speed of water flow and compared the expense in the use of energy from water turbine with from the pump. It was found from the study that the efficiency of water turbine from the speed of water flow at 0.4, 0.42, 0.44 and 0.46 m/sec. was at 49%. It can be summed up that different speed of water flow had no influence on the efficiency. In addition, the study on expenses from water turbine and from the pump revealed that at the speed of water flow of 0.78 m./sec., 30 cubic meter per day. The comparison of investment of ten-year project showed that the expense from water pumping using the energy from water turbine spent 12,857.49 baht lower than the expense from electric water pump. In fact, the expense from water turbine was 36,395.87 baht / 10-year project lower than electric pump. Therefore, the water turbine can benefit to agriculture in terms of energy cost cutting and energy and environment preservation. Consequently, this technique can develop for other proper usage.

[10] Pakorn Winayanuwatkoon (2011) studied the technology of Catalytic reaction that is environmental friendly in order to produce biodiesel. It is possible and challenging technique. Biodiesel is one of attractive alternative energy. Raw material to produce biodiesel is vegetable oil, animal fat, oil from small-size seaweed and products from the waste. Generally, producing biodiesel in industrial sector preferred to use alkaline salt as the catalyst. However, it was found that catalytic reaction with biological process was really popular. Therefore, it is effective process with lower energy using low quality raw material. The output products gain high purity and can help reduce the expense from after-production process as it can sort the product out easily. In fact, there is no expense in waste treatment. Nevertheless, the price of enzyme can be the obstacle to use in the scale of industry. Understanding in the work of enzyme is necessary to the sustainable production process of biodiesel both in factors of economy and environment including other factors such as raw material, amount of water, temperature of reaction and working pattern. These factors were important to the further implementation of biological technology in commercial biodiesel production.

[11] Parit Promrak et al. (2007) studied the improvement and development of wind turbine system to generate electricity. The findings revealed that the electricity generation by wind energy was not worth for the investment in the past eight years. However, at present, the world big company in energy is interested in investing in generation of electricity from wind energy. The capacity to generate electricity in Thailand is approximately 18,000 MW. 2 out of 3 were from the natural gas. The rest were from water energy and other energies such as biomass energy and solar energy. Thailand needs to import fossil fuels both in the forms of crude oil, natural gas and coal. However, there were no serious studies in how to use wind energy at its maximum benefit in Thailand whilst the research and development in the use of wind turbine to generate electricity

was conducted in countries in Europe, USA and even China and India. As a result, the system was easy and not implicated. Although solar energy is comparatively expensive, wind energy can be a source of natural alternative energy that never extinct. It can become real in terms of business and can help us to depend on ourselves.

[12] Wattana Buaphum, Sirichai Theppa and Kaokanya Sudpraset (2007) studied the production process of biodiesel from solar energy by using palm oil as the raw material and solar energy as the source of energy instead of liquefied petroleum gas (LPG) and Refuse Derived Fuel (RDF). The process was conducted using solar collector to heat the water, then the heat was transferred to palm oil via heat exchanger to increase the temperature from 30° C to 60° C. This research study investigated the quantity of sun ray affecting the increase of temperature of water which is the medium to exchange the heat and the oil temperature when releasing from heat exchanger. The findings revealed that the water temperature and temperature of oil at the exit of heat exchanger were at 60° C and 56° C, respectively when the quantity of sun ray was 900 W/m². Hence, solar energy was able to be applied to help producing biodiesel.

[13] Thammanoon Sritawong et al (2007) studied the technique to produce hydrogen with sun ray using the same principle of solar cell. There were a possibility to produce hydrogen energy with photo catalyst which is another technique to produce hydrogen power. Hydrogen energy can be fuel. Researchers from many countries, especially Japan were developing fuel cell technology which is necessary to use hydrogen in chemical reaction in order to change to electric current. However, the direction of hydrogen fuel technology in Thailand was not clear. The researchers in Thailand attempted to develop the potential of technology of hydrogen production.

[14] Denis and Parker (2009) studied the community plan of energy in Canada for a case study of the role of renewable energy. Canada focused in energy planning in region and local levels as it needed to reduce green house gas and to depend on itself. The energy management in local levels has three targets; that is; the proficient use of energy, energy preservation and the use of renewable energy. The analysis the of first energy plan of 10 communities which population were from 500 to 1,000,000 persons. in the study revealed that the communities were interested in renewable energy by focusing on technology that local operators can implement. They were interested in the use of the biological energy in transportation It was also found that wind energy and solar energy were not frequently used. The results of the study can conclude that small and far-away communities attracted to use renewable energies than other communities.

The data of renewable energy of The Lao People's Democratic Republic (Lao PDR) showed that primary energy sources of the country were water energy and biomass energy as Lao PDR was surrounded with many rivers. The water was abundant in the country. Currently, Lao PDR attempted to be 'Battery of South East Asia' and this awoke the hydropower industry in its country. Thailand was the main party to buy electricity energy from Lao PDR[15].

[16] Asia News Monitor (2013) informed that Lao PDR planned to develop renewable energy focusing on alternative energies such as wind energy, solar energy, biomass energy, biogas, ethanol and biodiesel. For ethanol, there was a development project with Mittr Phol Sugar Group who are the biggest sugar manufacturer in Thailand. Its manufacturer is located in Lao PDR. In the initiate phase, it emphasized to use biological fuel to reduce the import of petroleum

product. Their target to develop alternative energy to be use in the ratio of 20% of the whole use of energy. Moreover, there is a project to establish factory of one MV solar energy. This project is sponsored from World Bank.

[17] Bureau of Solar Energy Development, Department of Alternative Energy Development and Efficiency (DEDE) (2007) studied the development and demonstration of prototype for solar dryer for Lao PDR. Lao PDR is agricultural country and its economy depends on agricultural products including rice, farming plants, coffee, spice and herbs. These products needs to be dried or dry-baked before consumption or distribution in domestic and international markets. Generally, farmers or entrepreneurs in Lao PRD still use natural drying. Consequently, the products usually are contaminated with dust and insects. Moreover, the products can be damaged from rain and the interruption of bird, rat and other pets. The cooperation with the officials of Lao PDR found that Lao PDR would like Thailand to assist in the solar drying technology in order to solve the problem in drying agricultural products. Therefore, Lao PDR is located in equator zone, it can gain high solar energy all year round. In addition, Department of Alternative Energy Development and Efficiency experienced in solar drying technology. It can be used well. Hence, there should be a project for research and development of solar drying technology to match the circumstance and agricultural products of Lao PDR in order to support the goodwill relation between two nations.

Table : Summary of alternative energy of Thailand and Lao PDR

Thailand alternative energies	Lao PDR alternative energies
1. wind energy 2. biomass energy 3. solar energy 4. water energy 5. hydrogen energy	1. water energy 2. biomass energy 3. solar energy

Results and Conclusion

Even Lao PDR had diversified natural resources and abundant with water resources and forest that can lead to the main income for selling electricity to neighbor countries and can make nation strategic plan to be battery of this region or the batter of Asia, Lao PDR needs to be aware of other alternative energy such as solar energy and to support to grow plants for alternative energy. In fact, there should provide the concession to grow plants for alternative energy in four big subdivisions, that is, Vientiane, Bolikhamsai, Xieng Khouang and Champasak. Alternative energy cannot only help establish the security in energy, but also an alternative to make benefit to the nation by reducing the import of expensive petroleum products which were fuels, natural gas and coal. Moreover, alternative energy can help increase the value of agricultural products and develop community. It is a clean energy that can help reduce pollution and environmental friendly.

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STRATEGIC LOGISTIC MANAGEMENT : THE CASE OF LAND TRANSPORTATION WITH TRUCK

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Abstract

This study attempted to study logistics management in Thailand from logistics entrepreneurs in Thailand and to study pattern of efficient logistics management. This qualitative research study surveyed the present information of logistics operation from personal interview of logistics entrepreneurs, experts and, logistics academics as well as the study of effective strategic logistics management from secondary day including textbooks, academic document, articles available on line. Then the data were analyzed and concluded to find proper guideline to increase efficiency and competitive potential of logistics entrepreneurs.

The results from the interviews of logistics entrepreneurs, experts and, logistics academics showed that (1) Entrepreneurs were lack of collaboration in logistics operation. In other words, they work individually and this affected them to lose customers to other competitors, (2) The calculation of operation cost did not cover such as the cost concerned only product weight, cost of fuel and distance, (3) The employees in organization still lack of knowledge in effective driving process, (4) Lack of effective quality management and, (5) the implementation of technology on media and information technology in the operation was quite lesser. It was found from the study of strategic logistics management that the guidelines to increase the competency in logistics management were as follows: (1) value added in products and service, (2) LEAN Management Across Supply Chain and (3) Logistics Positioning by developing the practical criteria for benchmarking, activity-based costing and, quality management control .

Keywords: The integrated supply chain process, Strategic Logistics Management, Logistical Competency and Logistic Management System Design

Introduction

In 2015, 'Logistics' will be one of the key service works of Thailand. Hence, it is needed to prepare for entering in ASEAN Economic Community (AEC). The closer the AEC is coming, the more Thailand aware of how to make the country an ASEAN hub of transportation and product distribution and, how to be able to deal with the changes. It can say that Thailand is located to the most suitable location in ASEAN region. This increases the efficiency for Thailand to be the center of transportation to link its neighbor countries. Thai logistics needs strategic integration including positioning, integration theory, planning and designing, planning and designing techniques as well as awareness of advantages and disadvantages of cross-border transportation. These can help accelerate transportation. Information technology is introducing by Department of Customs as the core mechanism as well as basic structure of motorway, harbour, airport and domestic and international laws, etc.

In the initial stage of logistic integration, transferring activity with trailer of truck is only thing that everybody pay their attention to without concerning that transportation system can link every process, that is, improvement of logistic system, improvement in operation method, environmental evaluation, timing, expert in transportation, design for the lowest cost including, the management of sensitivity analysis, improvement the service base with warehouse, cost control of inventory. The aforementioned methods were the processes to design logistic management system.

To make Thai logistic become macroeconomic in world class competition, Thailand has to concern of crucial problem that is logistic capital, especially on the high ratio transportation. Cost was the number one problem to concern with at present. The urgent issue to answer Thai farmers was the cost to transfer Thai fruit to other countries and the freshness and quality of the fruits were still maintained. When agricultural products were exceeded in the market, their prices decreased. No organization was in charge to assist the problems, no quality check before exporting lead to the reducing of sales. Hence, Thailand could not compete with its neighbor countries. Strategic logistic management might play the role to supervise and assist together with government sectors that were in charge to facilitate agricultural entrepreneurs and transportation entrepreneurs. The study on the route was one of the factors that make transportation effective as well as reduce the cost. The distribution from the Bangkok center to Mekong River Region can use the following routes:

1. Route R1 - Srakeow Province to Thai-Cambodia- Ho Chi Minh borders
2. Route R2 - Lao-Vietnam starting from Mawlamyine, Mynmar through Mae Sod, Tak Province through Mukdaharn Province to Savannakhet, Lao PDR to Da Nang, Vietnam.
3. Route R3 can be divided in to two sub-routes, that is;
 - 3.1 Route R3A - Chiang Khong District, Chiang Rai Province cross Khong Riview of Lao PDR to Kunming, People's Republic of China
 - 3.2 Route R3B - Mae Sai District, Chiang Rai Province entering Mae Sai-Tha Khi Lek Immigration to Keng tung, Mynmar and to Da Lua, People's Republic of China
4. Route R10 - Trad province to Kaoh Kōng, Cambodia to Ca Mau, Vietnam

Therefore, the researcher would like to find the guideline to make Thailand to get advantage in the competitions, to maintain the freshness of Thai fruit and to lower the logistic cost. Strategic logistic management implementing to reach to the target attracts the researcher to enhance cross-border transportation and to make Thailand to be the center to distribute the Asean products from two strategies, namely, to establish of regular product distribution centers in each region and to develop container system in land transportation. However, the related persons did not concern of logistic competency.

The Integrated Supply Chain Process

The crucial factors of supply chain consist of data base, location, production, inventory and transportation whilst the main activities to manage supply chain including planning, data retrieving, production process, transportation and returns. [1]

Supply chain management is the integration process of coordination and control of inventory movements such as raw materials, finished products and technology information related to the seller's process via company to consumers to meet consumers' requirement. [2]

Strategic Logistic Planning

Strategic logistic planning paid attention to technology information system. Hence, the information is spread and accessible. There is data exchange between organization with EDI (Electronic Data Interchange). The information then flows faster and more accurate. There is only one copy of information to remove duplicate. The cash flow is better with EFT (Electronic Fund Transfer). Currently, the internet network had the high speed with low cost but its capacity reach world class. Then, the needs of down-stream are known then the up-stream production management plan can be set up in Supply Chain) [2].

Logistical Competency

The indicators of Logistical Competency comprised of logistic costs that can be divided as follows: (1) Transportation and Service Costs that are direct costs, (2) Warehousing Cost that is the rent of warehouse, salary of manager and inventory control officer, (3) Inventory Carrying Costs which are sunk costs and opportunity cost as the goods cannot distribute as planned and (4) Administration Costs [3].

Increase of value and service can be developed and added value to the products and services as following list: (1) Outsource transportation, (2) Warehousing, (3) Logistic planning, (4) Shipment consolidation, (5) Inventory management, (6) Customers clearance/ VAT and duty processing, (7) Pick and pack, (8) Electronic Data Interchange (EDI), (9) Import / Export, (10) Labeling, (11) Packaging, (12) Returns/ reverse logistic, (13) Order processing, (14) Selection of carriers, forwarders & customs brokers, (15) Invoicing, (16) Track and trace, (17) Fleet management, (18) Inspection / quality control, (19) Information system management, (20) Management reports, (21) Payment processing, (22) Supply chain design, (23) Customer service / call center operations, (24)

Consulting, (25) Cross-docking, (26) Promotional support, (27) Freight bill payment / Freight rate negotiations. [4]

There were seven issue that should be focused on in order to add the value of service, that is; (1) customer service is the arrangement process to add the value in supply chain system in terms of effectiveness of cost, (2) preparation process is the first customer service stage related to after delivery process, (3) making service policy to inform customers about organizational structure, purchasing process, full-formed and complex inventory system collection, accessibility to buyers, clear ordering amount and adjustment system to meet the current incidents, (4) product conditions included the readiness of inventory, ordering arrangement, duration of the service and ordering, delivery options, delivery time, convince in delivery, accurate delivery according to ordering, notification of ordering status, (5) invoicing process in the accuracy of invoice, product descriptions, after sales and service guarantee, refund policy, time controlling, and accept for customers' complaint, (6) timing of receiving product, warranty, clear delivery timing without damage, easy communication in ordering and fast correspondence, adjustment to meet customers' requirement and, (7) service quality measuring from number of customer contacts and the service level to meet customer's expectation and experience. Hence, service quality means the perception of turnover multiply by expectation [5].

Logistic Management System Design

Logistic management system design is the process of paradigm concepts related to supply chain management of product and design in order to control logistic costs and the level of competency to service customer service and cost reduction, packaging and delivery standardization as well as work process reduction. Hence Logistic management system design is an innovation including paradigm and management of information technology combining to drive logistic activities effectively, reduce cost and, deliver the response to the variety of needs. The popular technique at the present is the integration of collaboration in supply chain to reduce cost and increase the effectiveness with (LEAN Management Across Supply Chain) [6].

Effective logistic management system design should be operated in the following processes: Logistics Positioning by setting up the logistic options to use main capacity effectively. It can start from developing practical principle, benchmarking, activity-based costing and setting guideline of quality control [7].

Objectives

1. To study logistic management in Thailand from logistic entrepreneurs in Thailand.
2. To study the effective logistic management pattern.

Methodology

This qualitative research study surveyed the present information of logistics operation from personal interview of logistics entrepreneurs, experts and, logistics academics as well as

the study of effective strategic logistics management from secondary day including textbooks, academic document, articles available on line. Then the data were analyzed and concluded to find proper guideline to increase efficiency and competitive potential of logistics entrepreneurs.

Results

The results from the interviews of logistics entrepreneurs, experts and, logistics academics showed that (1) Entrepreneurs were lack of collaboration in logistics operation. In other words, they work individually and this affected them to lose customers to other competitors, (2) The calculation of operation cost did not cover such as the cost concerned only product weight, cost of fuel and distance, (3) The employees in organization still lack of knowledge in effective driving process, (4) Lack of effective quality management and, (5) the implementation of technology on media and information technology in the operation was quite lesser.

It was found from the study of strategic logistics management that the guidelines to increase the competency in logistics management were as follows: (1) value added in products and service, (2) LEAN Management Across Supply Chain and (3) Logistics Positioning by developing the practical criteria for benchmarking, activity-based costing and, quality management control .

Conclusion

Regarding to the logistics management from personal interview of logistics entrepreneurs, experts and, logistics academics, it was found that present entrepreneurs were still lack of skills to control cost management in operation, lack of information technology implementation in the competent operation as well as lack of the emphasis on quality management. The aforementioned problems can be solved by the application of strategic logistics management in effective logistic management system design such as the employment of LEAN Management Across Supply Chain, the development of practical principle, benchmarking, activity-based costing and, setting guideline of quality control.

The mentioned guideline could assist logistics entrepreneurs to increase their competitive competency, reduce operation cost and, respond to the diversified needs of customers effectively.

Suggestions

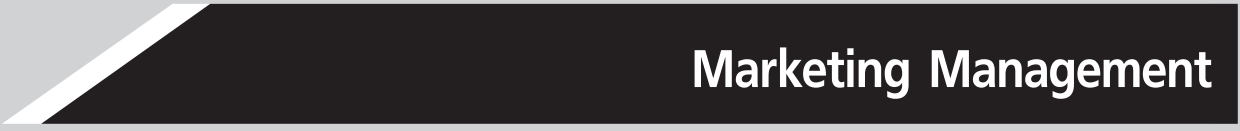
Logistic entrepreneurs should apply this practical guideline in their operation in order to enhance the competitive competency whereas government and state sectors should support, push and encourage strategic logistics management by arranging seminar, training logistic entrepreneurs. The higher the profit the entrepreneurs earn, the higher the income the government can use it to develop the country.

Acknowledgement

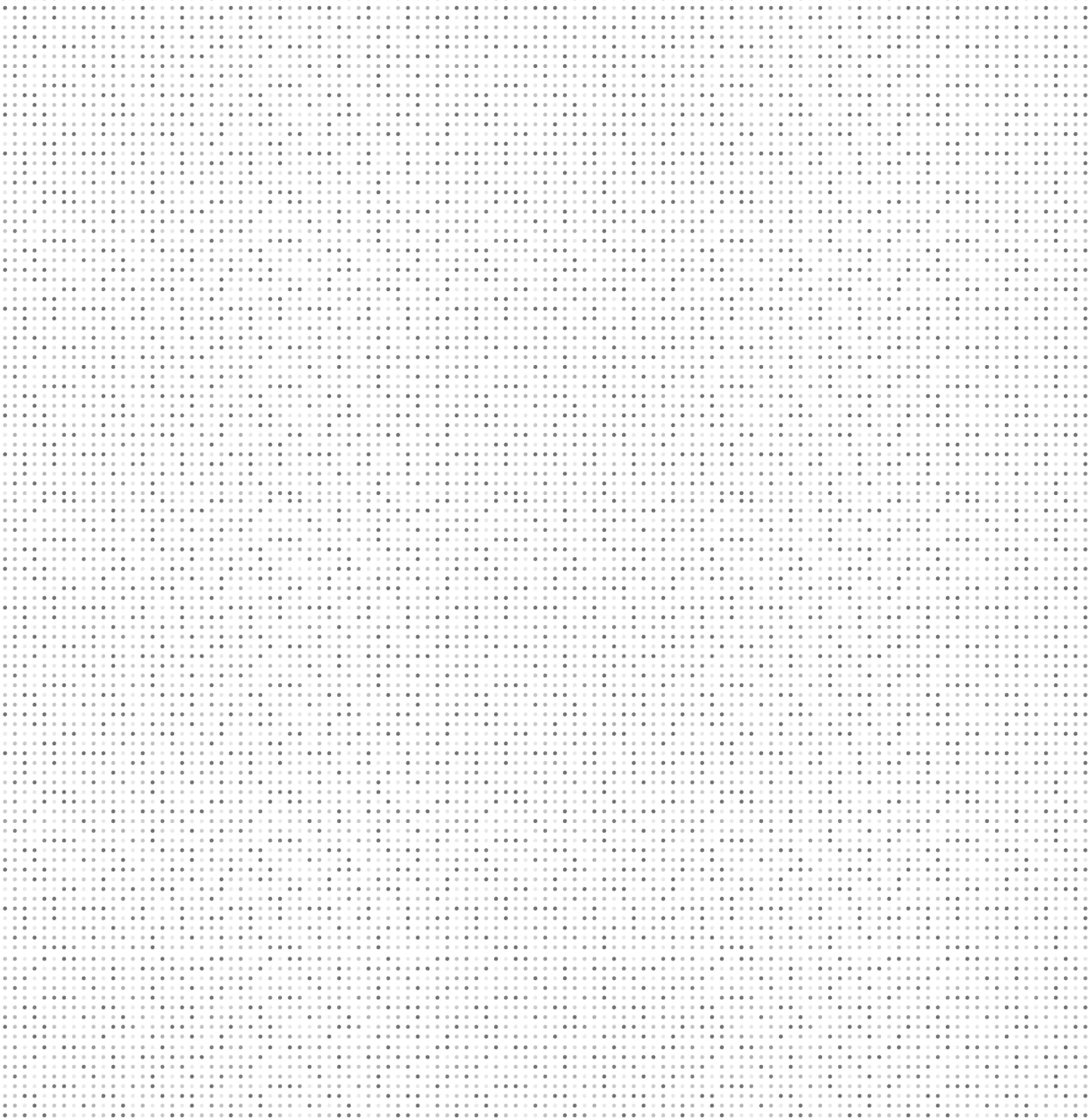
The researcher would like to express grateful thank to Assoc. Prof. Dr. Isara Suwanbon for his useful suggestions, comments, principle and method to write this research paper successfully.

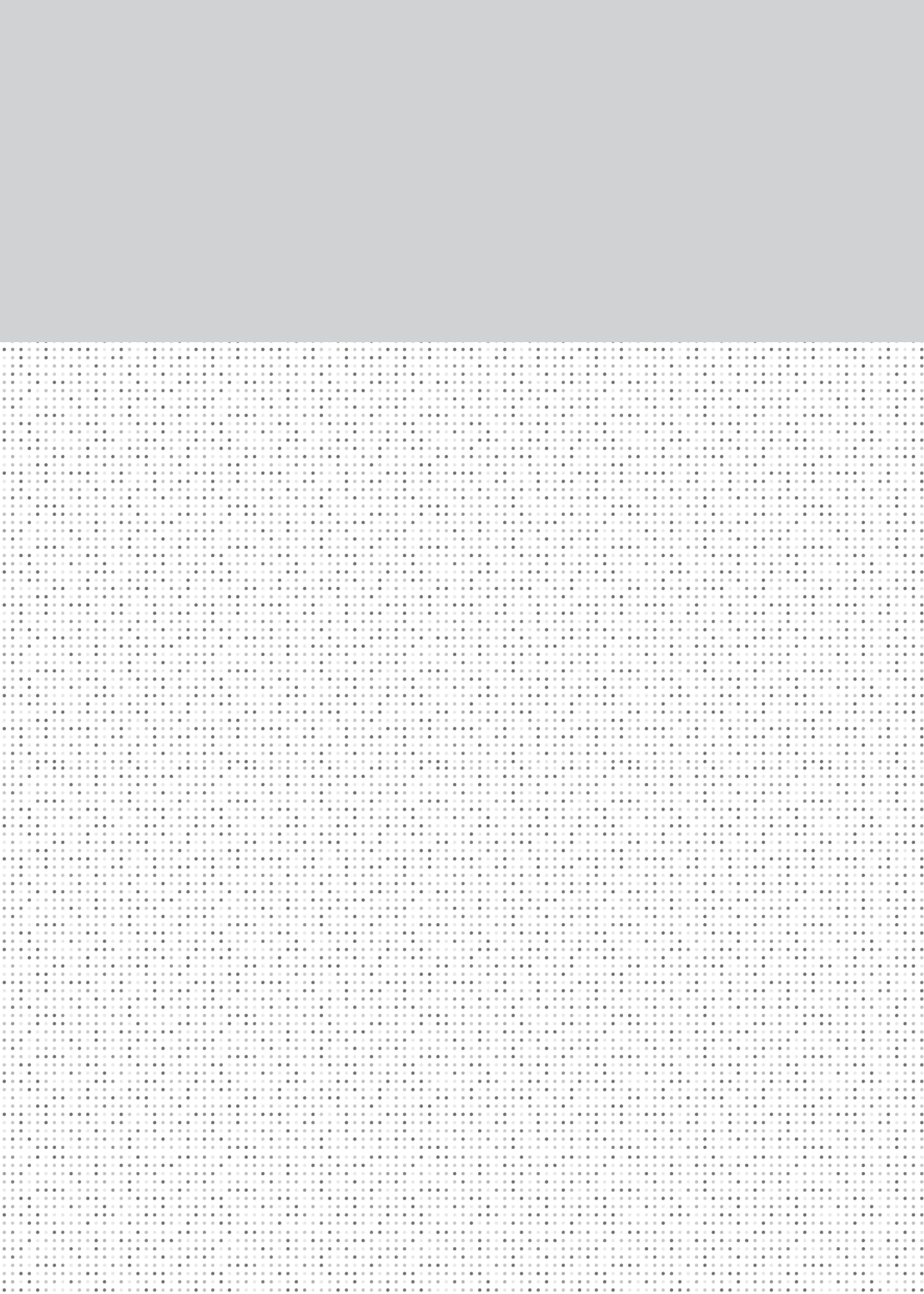
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Marketing Management





STRATEGY TO INCREASE SALES OF MAHACHAI MATERIAL CO., LTD. THROUGH APPRECIATIVE INQUIRY

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Abstract

A study of strategies to increase sales of Mahachai Material Co., Ltd through appreciative inquiry had objectives to study positive experience of customer that were building contractors, masons, project customers and regular customers who bought building material from Mahachai Material Co., Ltd and to set strategies to increase sales of the company in order to serve requirement of customers. Then the author would analyze co-factors and prominent factors to link with marketing factors covering sales strategies for the company. The author had set 5 strategies to increase sales of the company that are 1) the right service 2) the great price 3) long credit term 4) returning benefit and 5) give and take. Sales of Mahachai Material Co., Ltd was expected to increase after applied these 5 strategies.

Keywords: Strategies to increase sales, Appreciative inquiry strategy increase sale 4D model

Introduction

Mahachai Materials Co., Ltd. launched to market in the year 2553, Disposal of Building Materials, present highly competitive were new susceptible retailer of building materials business is to focus on international development assistance. To able to assure customers save. Provide great services to meet the needs and satisfaction of customers, low competitors, sell cheaper, and strategic on sale. A study of strategies to increase sales of Mahachai Material Co., Ltd through appreciative inquiry had objectives to study positive experience of customer that were building contractors, masons, project customers and regular customers who bought building material from Mahachai Material Co., Ltd and to set strategies to increase sales of the company in order to serve requirement of customers. Result, sales of Mahachai Materials Co., Ltd. are decreased so expect the study can increase 10% of grow sale. Strategy is increase sales of Mahachai material Co., Ltd. by the Appreciative Inquiry: AI leading to increased sales and services to meet the needs of our customers and customer satisfaction.

Objectives

1. To inquire the positive experience in view of customers, including builders, contractors, customers, projects and purchase of Mahachai Building Materials Co., Ltd.
2. To recommend strategies to increase sale of Mahachai Materials Co., Ltd.

Methodology

The objectives of the study are as follows.

1. Positive educational experience in the customer perspective. Guided by the principles of Appreciative Inquiry: AI [1] is a major in the study by positive for customers to purchase products from Mahachai Materials Co., Ltd. to find a positive experience in the service and the results were analyzed of the General Environment Analysis [2] to analyze the state of Competitive Environment [3] theory of the mix, and Marketing Mix [4] to build relationships with customer (Customer Relationship Management: CRM) [5] to analyze the organization using SOAR Analysis [6] and the assessment of the Kirkpatrick's Four Level Evaluation Model [7] or a random interview clients include contractors, builders, clients, projects and customers. Customers' purchases from Mahachai Materials Co., Ltd. during 1 April - 31 May 2557 amounted 40 people by observing. To get information from people who actually use the service. No specific gender or age in a different time in order able to the sample.

2. Strategies to increase sales of Mahachai Materials Co., Ltd.

Strategies to increase sales of Mahachai Materials Co., Ltd. is a positive educational experience and a common and analysis were featured along with relevant theory and the results derived STUDENTS. Define a strategy to increase sales further.

Results

1. Positive results of view customers experience.

The study by interviewing customers are contractors, builders, project customers and customers amounted to 40 can find a Convergences are 1) speaking staff do attentive customers service and willingness 2) good quality 3) more affordable than the real value 4) fast Delivery 5) Delivery on time 6) Integrated 7) The quality of delivery the product is not damaged 8) quickly service 9), Promotion 10) drinks are served customers in shop 11) Find products easily and 12) the shop convenient location and discover factors. And the Divergences is 1) the promotion of sales points accumulated 2) There is a variety to choose from according to 3) for the standard. The USD depending on market conditions, 4) have been credited 5) are available to order everything 6) requires that employees of the lifting of the car a lot of customers 7) to discount 8) shipment. Item 9) Free gifts to customers in New Year 10), reducing transportation costs and 11) good trade to me.

The discovery of the 7 marketing factors accordance with the findings in the advantages and participation which is the requirement of customers are as follows: 1) the product. Consistent with the common factor is the product of good quality standard and a full range of construction materials. Corresponds factor is dominated choose products based on usage and Order Building Materials 2) the price corresponds with the factors that are common are affordable than the real price is in line with the factors that are highlighted. Standard Price the USD depending on market conditions and the credit, 3) distribution channels. Consistent with the common factor is the staff courteous. Do attentive customers service and willingness to comply to the next convenient store locations to focus on the factors which made service every product and service. Delivery fast 4) the promotion. Consistent with the common factor is the promotion of it to get in line with the focus on the factors that need special bonus points accumulated. New Year's gift 5) the employee in accordance with the common factor is the staff courteous. Customer focus attention Service and willingness to Consistent with the focus on the need to employ more of a lift up more customers 6) the service processes. Factor is consistent with the focus on the delivery of quality goods are not damaged. Fast delivery, on-time delivery, and 7) the physical environment. Consistent with the common factor is the location of the shop convenient transportation facilities within the store. There are sufficient parking facilities and the seats are held pending delivery and drinks available.

Analysis using SOAR Analysis for Mahachai Materials Co., Ltd. are as follows: 1) the best thing is the staff are courteous. Customer focus attention Service and willingness to Product quality standards are reasonable and affordable price to deliver a quality product is not damaged. Fast delivery 2) is currently the most popular business opportunities, build a house or buy a house to live more 3) What materials Mahachai limited future needs. A company with excellent service is a company that sells building materials in the hearts of customers. Available is good quality standards. Sales increased 4) the need to Mahachai Materials Co., Ltd. is a distributor of construction materials and more.

Environment analysis showed that the political and legal environment, economic, social and cultural. And Technology Have a positive impact on the business of Mahachai material and dispose of the natural environment impacts, both positive and negative impacts the Mahachai Materials Co., Ltd.

Analysis of the competitive threats that affect business in a high threat from buyers. The threats that affect the business in the medium are a threat from a rival business and threats of the threat of new competitors and the threat of substitute products. Affect the business level.

2. Results were positive experience in strategic planning to increase sales of Mahachai Materials Co., Ltd.

Results were positive experience used to plan strategies to increase sales of Mahachai Materials Co., Ltd. is a leading factor is the common factor and that is the hallmark of the findings in the interviews were extended to be determined. The strategy is boost sales Demonstrate aesthetic approach using a 4-D as follows.

Launch services strategy

Marketing mix strategies are the People and the Process.

Discovery: The customer care service. Service and willingness to the customer experience Feel that they are important. Return repeated purchases the buzz as a new customer to buy more.

Dream: employees' knowledge and understanding of the service provider and can provide services to. Customers quickly introduce new products to meet customer needs. The service is friendly, smiling knowingly.

Design: cultivating habits all employees to pay attention and learn the details of the product. Devices distribute for additional details about the Product Description To introduce and provide details on active customers correctly. Cultivate employees' attention and give priority to customers. Willing to serve

Destiny: What is the next strategy. Provide better services to the customers so employees understand the care. Customer Service To is able to serve customers in the same direction and serve effectively.

Author: staff

Period: from April 2557

Evaluation: can meet the needs of more customers.

Customer requirements I was Strategic options dominate Marketing mix strategies are the service Process and Physical Evidence.

Discovery: customers waiting for service in the beverage needs for services such as wait staff. Move-up sometimes there is a large number. Require a long time to wait.

Dream: Employment drinking beverages such as coffee, are available to customers using the service design Design: The angle drinks are available. For customers use service.

Destiny: What is the next: Strategy drinks dominate. Strategy is caused by Interview, the customer needs to know is order to meet the needs of customers and win over customers. The company has been supplying the wait between services with a wide range of drinks to serve

customers using the service.

Author: Admin

Period: from April 2557

Evaluation: Clients come in and sit down a drink.

Satisfaction Loyal to the cause. Company is coming back to it repeatedly of credit strategy. Strategies to meet the marketing mix in terms of price (Price) and promotion (Promotion).

Discovery: Customers who want to use credit to pay for goods increases.

Dream: The Company expanded the credit to pay for goods from 30 days to 45 days, the design

Design: Notice of extension of credit to customers in mind.

Destiny: What has made to her long credit strategies. The strategy was based on the interview process. The needs of customers is order to meet the needs of customers and partners to trade with each other. The company is considering extending the credit period is 45 days.

Author: Admin

Period: from April 2557

Evaluation: Vouchers are good for each other. And instead of ordering Mahachai materials Co., Ltd

Redemption strategy

Redemption strategy is a strategy to meet the marketing mix of marketing promotions. (Promotion)

Discovery: Customers who want to use a discount or a premium.

Dream: The company promotional activities by offering a discount or a premium design

Design: a special promotion customer group are customers ordering large construction projects 100,000-300,000. Baht will get 2% discount on product orders. Items from 300,001 to 500,000 baht will get a 5% discount on all products and orders up to 500,001 baht will get 8% discount on your order. Wholesale customer orders, whether are given product. If you order each item every 50 units will be of the same order of 1 unit and if it is paid in cash to get 2% cash discount. Retail customers when customers purchase products from 100 stores. Baht to get cards with purchase of every 50 baht will be awarded 1 point cards 1 to accumulate 10 points on 10 stamps marking the value of 25 baht can be used for discounts. On purchases in the future.

Destiny: What is the next: Redemption strategy. The strategy was based on the interview, the customer needs to know. Customers want a discount or premium. It was a strategy to restore profitability.

Author: Manager

Period: June - October 2557.

Evaluation: to order from Mahachai Materials Co., Ltd. Only. Restore earnings in the form of prizes for customers. Only for sale Retail and wholesale customers on every purchase of 100. Baht will get a coupon to win one. The leaves will start operating strategy in December 2557

to win on December 30, 2557, with prizes awarded 1 gold weighing 1 baht number 1 prize is 2 gold heavy 2 dimes amounting to 2 awards. 3rd gold weighing 1 cent to 4 of 4 prizes microwave total of 5 awards and won 5 awards totaling 10 fan. The budget is supported by the factory, production of building materials.

I never mind strategically

I never mind strategically a strategy to meet the marketing mix of marketing promotions. (Promotion)

Discovery: Customers who want their gifts of service.

Dream: Company activities relationships (CRM) to wholesale customers and customer projects and to thank customers for the year.

Design: Happy New Year to supply gift baskets to wholesale customers and customer projects.

6

Destiny: What will be: fruit baskets to the New Year for wholesale customers and project customers.

Author: Manager

Period: December 2557 and January 2558.

Conclusion

The results can be conclusion in positive experience used to plan strategies to increase sales of Mahachai Materials Co., Ltd. has five strategies: 1) service strategy snatched 2) strategies drinks dominate 3) strategies Points length 4). Redemption strategy 5) Exchange's strategy. The budget is amounting to 42,500 baht.

Expected the implementation of the strategy by the acquisition of the 5 strategies to increase sales of Mahachai Materials Co., Ltd. was true. And sale grows more than 2556 no less than 10 percent.

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Table 1 Marketing Mix: 7P's

Marketing Mix: 7P's	Discovery
1. Product	1. Product has quality standards. 2 Materials in stock fully integrated. 3 Select the product according to its use. 4. Order Building Materials.
2. Price	1. Price and quality of goods. 2. Has been credited 3. Prices depending on market conditions.
3. Place	1. Speaking staff Customer focus attention Service and willingness to 2. Culinary The store image Customers to make repeat purchases 3.Location out convenience store. 4. All order products 5 fast delivery
4. Promotion	1 giveaway 2 discount 3 gifts for the New Year 4 bonus points & purchase amounts 5.Delivery
5. People	1. speaking staff Customer focus attention Service and willingness to 2. are staffed adequately.
6. Process	1. Service beyond expectations. 2. Serves clients equally. Customers are important for all children. 3. To ship a quality product is damaged. Fast delivery, on-time delivery.
7. Physical Evidence	1. Store location and convenient transportation. 2. Inside facilities. 3. Has adequate parking facilities. 4. Is a cross between a seat and wait for your order. 5. Drinks Service

Table 2 SOAR Analysis

Strategic Inquiry	Strengths • Staff courteous Customer focus attention Service and willingness to • Product quality standards. • Affordable prices. • Delivery of product is not damaged. Fast Delivery	Opportunities • The current residents are building a house or buying a house to live more. • We have promotions like discounts and attractive gifts. • With fast shipping
Appreciative Intent	Aspirations • A company with excellent service. • A company that sells building materials in the hearts of customers. • Product quality standards are increasingly available.	Results • The disposal of materials and equipment even more.

THE SERVICE QUALITY STRATEGIES OF CENTRAL LABORATORY (THAILAND) COMPANY LIMITED, KHON KAEN BRANCH

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Abstract

This was a study of the service quality strategies of Central Laboratory (Thailand) Company Limited, Khon Kaen Branch. The findings indicated that the overall customer satisfaction towards the service quality of Central Laboratory (Thailand) Company Limited, Khon Kaen Branch was at the high level. In descending were the satisfaction levels of service quality in terms of confidence, attention, responsiveness, reliability, and tangibility. The satisfaction levels in all 5 aspects were at the high level in terms of confidence mean = 4.20, attention mean = 4.13, responsiveness mean = 4.11, reliability mean = 4.08 and tangibility mean = 4.00. Customer satisfaction was in a high level in all aspects. The study results were applied to strategic planning for service quality development of Central Laboratory (Thailand) Company Limited, Khon Kaen Branch, consisting of 4 strategies with 4 projects: 1) Research Data Support and business alliances, 2) Extension of ISO/IEC 17025 accreditation for specific groups of customers, 3) On-time result submission and additional fast one stop service and 4) Building renovation. The total budget for the operation was 254,600 Baht. After these projects were completed, it was expected that the levels of customer opinion towards service quality of Central Laboratory (Thailand) Company Limited, Khon Kaen Branch, would be increased.

Keywords: Central Laboratory, Service quality, Strategy

Introduction

In 2002, the European Union declared zero tolerance towards Nitrofurantoin and Chloramphenicol. It was announced that shrimp, chicken and meat must not contain these residue [1]. The exporters, as a result, were affected severely. At that time, there was no central laboratory which to provide accreditation for agricultural products. For this reason, the Ministry of Agriculture and Cooperatives realized that Thailand needed a central laboratory to operate the examination and provide accreditation for agricultural products and food. The project was proposed to the cabinet to establish the Central Laboratory (Thailand) Company Limited (CLT). Nowadays, there is an intense competition of laboratory business in the northeastern region and there are also changes in the behaviors of customers for example, they like convenience and discount. Therefore, Central Laboratory (Thailand) Company Limited, Khon Kaen Branch, should have service quality development strategies to coincide with customer behaviors today.

On this account, the researcher who is a quality manager conducted a study on the managerial environment, opinions of executives and staff towards service quality development, behaviors and level of satisfaction of customers towards the service quality of Central Laboratory (Thailand) Company Limited, Khon Kaen Branch, Muang District, Khon Kaen. The findings were used to design service quality development strategies for Central Laboratory (Thailand) Company Limited, Khon Kaen Branch, in order to match customers' behaviors, satisfaction and needs and to benefit the business in the future.

Objectives

1. To study the environment of service quality management at Central Laboratory (Thailand) Company Limited, Khon Kaen Branch
2. To learn the opinions of executives and staff on marketing factors of Central Laboratory (Thailand) Company Limited, Khon Kaen Branch
3. To obtain demographic data and behaviors of customers at Central Laboratory (Thailand) Company Limited, Khon Kaen Branch
4. To find out the levels of customer satisfaction towards the service quality of Central Laboratory (Thailand) Company Limited, Khon Kaen Branch
5. To explore the factors promoting customer return to Central Laboratory (Thailand) Company Limited, Khon Kaen Branch, Muang District, Khon Kaen Province
6. To formulate service quality development strategies for Central Laboratory (Thailand) Company Limited, Khon Kaen Branch

Methodology

1. To explore the environment of management at Central Laboratory (Thailand) Company Limited, Khon Kaen Branch, there was a general environment analysis brainstorming session among the executives and staff concerning the external environment [2]. The researcher used the Five Force Model [3] to analyze the competitors and the internal environment especially

with regard to marketing, financing, purchasing and people management.

2. To study the opinions of executives and staff on marketing factors of Central Laboratory (Thailand) Company Limited, Khon Kaen Branch, the brainstorming session among the executives and staff was conducted. The marketing factors included product, price, place, promotion, process, service quality, people and physical evidence. These factors showed weaknesses and strengths of the business.

3. To collect demographic data and behaviors of customers at Central Laboratory (Thailand) Company Limited, Khon Kaen Branch, the questionnaires were distributed to 332 customers. The first part of the questionnaire asked general information of respondents and the second part concerned customer behaviors.

4. To seek the levels of customer satisfaction towards the service quality of Central Laboratory (Thailand) Company Limited, Khon Kaen Branch, the questionnaires were given to 332 customers. The third part of the questionnaire was about customer satisfaction towards the service of Central Laboratory (Thailand) Company Limited, Khon Kaen Branch. The researcher adopted SERVQUAL model [4] concerning 5 qualities, including tangible quality, reliability quality, responsiveness quality, assurance quality and empathy quality. The satisfaction was rated on a 5-point Likert scale where 5 refers to completely acceptable, very acceptable, moderately acceptable, slightly acceptable and 1 is considered not at all acceptable. The statistics used in this step were frequency, percentage, average and standard deviation.

5. To learn the factors promoting customer return to Central Laboratory (Thailand) Company Limited, Khon Kaen Branch, the fourth part of the questionnaire asked customers' opinions about customer relation service at Central Laboratory (Thailand) Company Limited, Khon Kaen Branch. The questionnaires were answered by 332 customers and the statistics used in this section were frequency and percentage.

6. To create service quality development strategies for Central Laboratory (Thailand) Company Limited, Khon Kaen Branch, the researcher used TOWS Matrix and it was expected that the levels of customer opinion towards service quality of the company would be increased.

Results

1. Environment of service quality management at Central Laboratory (Thailand) Company Limited, Khon Kaen Branch

In terms of the environment of management at Central Laboratory (Thailand) Company Limited, Khon Kaen Branch, the competitiveness analysis revealed that the threat of new entrants was rare; however the competition between competitors in the same industry was fierce. The bargaining power of suppliers or factors of production and the bargaining power of purchasers or customers were both high, while the threat of substitute products was low. The general environmental analysis indicated that negative effects came from politics; however, law, economy, society, culture and technology brought about positive effects. The internal environmental analysis showed that the market covered 20 provinces in the northeastern region. The analysis charges from customers were collected in cash and money transfer. The company used a purchasing

order management system and employed the regulations issued by the head office. Regarding the personnel management, the highest position was director and the second highest position was division manager. The management was operated according to the organizational structure.

2. Opinions of executives and staff on marketing mix factors of Central Laboratory (Thailand) Company Limited, Khon Kaen Branch

As for the opinions of executives and staff on marketing mix factors of Central Laboratory (Thailand) Company Limited, Khon Kaen Branch, it was found that there were a large number of products for analysis and the service price rates were similar to other competitors' in the same industry, while there were also various convenient sample transferring channels. The promotion activities were continuously conducted and fast one stop service was available. In terms of service quality, it was expected that customer satisfaction would be at the high level, while staff had comprehensive knowledge and skills. For physical evidence, signs directing to the transferring point made it convenient for customers to ask for information and use services. All 6 branches had the same building design which promoted the company's uniqueness.

3. Demographic data and behaviors of customers at Central Laboratory (Thailand) Company Limited, Khon Kaen Branch

The demographic data and behaviors of customers at Central Laboratory (Thailand) Company Limited, Khon Kaen Branch revealed that most of the respondents were female at the age of 20-40 with bachelor degree, working as corporate employees in the chief position at local companies with at least 199 workers and having the budget of no more than 100,000 baht per year. As for the behaviors of customers at Central Laboratory (Thailand) Company Limited, Khon Kaen Branch, they were the ones who decided to send the sample for analysis and the samples were mostly for water and wastewater analyses. Most of them have been using the service for over 3 years. There was no specific time when they use the service; however, their convenient period was in the morning (08.31 a.m. - noon). The frequency of service use each month was uncertain. The service was used for internal quality control and the reasons for continuous service use were mainly the appropriate service price rates. Customers knew the company's services from friends and colleagues and they also used similar services at other places.

4. Levels of customer satisfaction towards the service quality of Central Laboratory (Thailand) Company Limited, Khon Kaen Branch

The overall level of customer satisfaction towards the service quality of Central Laboratory (Thailand) Company Limited, Khon Kaen Branch, was at the high level (mean = 4.10). A descending order in satisfaction levels of service quality in each aspect was confidence, attention, responsiveness, reliability, and tangibility. The satisfaction levels in all aspects were at the high level in terms of confidence mean = 4.20, attention mean = 4.13, responsiveness mean = 4.11, reliability mean = 4.08 and tangibility mean = 4.00.

5. Factors promoting customer return to Central Laboratory (Thailand) Company Limited, Khon Kaen Branch

The factors promoting customer return to Central Laboratory (Thailand) Company Limited, Khon Kaen Branch, were attention to details about customers and research data support service.

6. Service quality development strategies for Central Laboratory (Thailand) Company Limited, Khon Kaen Branch

From the SWOT analysis of Central Laboratory (Thailand) Company Limited, Khon Kaen Branch, the researcher has created a TOWS Matrix table to specify strategies (Table 1) including 4 strategies with 4 projects; Project 1 Research Data Support and business alliances, Project 2 Extension of ISO/IEC 17025 accreditation for specific groups of customers, Project 3 On-time result submission and additional fast one stop service and Project 4 Building renovation. The total budget was set at 254,600 baht.

Conclusion

There were 4 service quality development strategies of Central Laboratory (Thailand) Company Limited, Khon Kaen Branch, which consisted of 4 projects as follows; 1) Research Data Support and business alliances, 2) Extension of ISO/IEC 17025 accreditation for specific groups of customers, 3) On-time result submission and additional fast one stop service and 4) Building renovation. The total budget was 254,600 baht and it was expected that Central Laboratory (Thailand) Company Limited, Khon Kaen Branch, would be able to increase customer satisfaction toward the service quality.

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Table 1 The Identification of Strategic Options by TOWS Matrix

Internal Factors External Factors	Strengths 1. Appropriate service charge 2. ISO/IEC 17025 certified analysis results 3. A variety of analysis methods 4. Great easy-to-find location on Mittraparp Road 5. Academically accurate analysis results 6. Strong network with 6 branches across the country, including Bangkok branch, Khon Kaen branch, Chiang Mai branch, Chachoengsao branch and Songkhla branch	Weaknesses 1. Inadequate parking space 2. Late analysis result obtaining 3. Inability of one marketing staff and serve all customers' needs 4. Customer relation activities 5. Loan interest and capital repay burdens from loan capital
Opportunities 1. Increase in the number of customers 2. Situated near Khon Kaen University where a number research were stored 3. Various convenient sample transferring channels 4. Reanalysis setting service according to customer needs 5. Suggestions and consultation about transferring	Aggressive Strategies: SO Extension of ISO/IEC 17025 accreditation for specific groups of customers, such as hospitals and industrial factories	Turnaround Strategies: WO On-time result submission and additional fast one stop service
Threats 1. Increasing number of direct and indirect competitors 2. Prices of culture media increased by distributors 3. Outdated slow accounting system	Defensive Strategies: ST Research data support service and service alliances	Diversification Strategies: WT Building renovation

MARKETING STRATEGIES FOR VIP CAR CARE IN MUANG DISTRICT, SAKON NAKHON PROVINCE

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Abstract

This study investigated the marketing strategies of VIP Car Care in Muang District, Sakon Nakhon Province. This research aimed to examine 1) the managerial environment, 2) demographic data and customer behaviors, 3) levels of customers' opinions on marketing mix factors, 4) the marketing strategies of VIP Car Care in Muang District, Sakon Nakhon Province. The researcher finally drew up marketing strategies consisting of 4 projects; Project 1 "Your Car is Like My Car," Project 2 "We are VIP," Project 3 "Delivery" and Project 4 "Your Heart is My Heart." At the completion of all projects, it was expected VIP Car Care would be able to better serve more customers.

Keywords: marketing strategies, car care shop

Introduction

Cars are currently playing an important role in human life. Although it is not included in the 4 requisites, including food, shelter, clothing and medicine, people feel the great need to have them. This is because they made transportation more convenient and faster and cars also indicate the driver's social and financial status. For these reasons, there has been an increase in the number of cars. As of December 31, 2013, 3,633,822 new cars have been registered as regulated by the Law on Land Transport and the total number of registered cars in Thailand was 34,624,406 (Department of Land Transportation, 2013). In this amount, 51,988 cars have been registered in Sakon Nakhon Province. Although the prices of petrol in Thailand have been very expensive, the number of cars tends to continue to increase each year and there is still an opportunity for economic expansion which also means the opportunity for related business to be created and developed, especially car care business. The growth of car care business tends to increase according to the increasing number of cars. Consequently, the competition in the car care business is likely to be more intense and the survival of this business mainly depends on customer needs which can be varied. Therefore, it is important to pay attention to the factors of customers' interests, so that the business owners are able to respond to the needs and gain customer satisfaction which leads to customer return.

VIP Car Care is situated at No. 19/16, Muang District, Sakon Nakhon Province. The shop is opened daily from 8.00 a.m. – 6.00 p.m. and there are 4 employees. The business is about car care and cleaning services. As there is an increase in the number of car care shops, the owner has to develop marketing strategies to build up the strengths to attract new customers and to satisfy current customers in order to create brand loyalty which will be beneficial to the planning of marketing strategy now and in the future.

For these reasons, the researcher has conducted a study on internal and external managerial environment of VIP Car Care. The study also included customer behaviors and their opinions towards the marketing mix factors of VIP Car Care in Muang District, Sakon Nakhon Province. The findings were used to plan marketing strategies for VIP Car Care to offer services according to behaviors and opinions of the customers which will later benefit the business in a long run.

Objectives

1. To learn the managerial environment of VIP Car Care in Muang District, Sakon Nakhon Province
2. To obtain general information and behaviors of customers at VIP Car Care in Muang District, Sakon Nakhon Province
3. To study customers' opinions on marketing mix factors of VIP Car Care in Muang District, Sakon Nakhon Province
4. To draw up marketing strategies for VIP Car Care in Muang District, Sakon Nakhon Province

Methodology

A study of managerial environment of VIP Car Care in Muang District, Sakon Nakhon Province

The researcher used an interview to analyze internal and external environment of VIP Car Care in Muang District, Sakon Nakhon Province. The internal environment included the store's management structure, marketing, selling, financing and personnel management, while the external environment concerned PESTE Analysis and competitiveness analysis using Five Forces Model [2].

A study of customer behaviors at VIP Car Care in Muang District, Sakon Nakhon Province

The population of this study was customers who took car to wash and were listed in a notebook of VIP Car Care in Muang District, Sakon Nakhon Province, and customers of other car care shops in Muang District, Sakon Nakhon Province. The total number of customer who took to wash was 7,300 per year.

The researcher used a questionnaire to collect general information from the respondents, regarding 5 aspects, including genders, age groups, educational backgrounds, occupations and income rates. The questionnaire also surveyed the behaviors of customers at VIP Car Care in Muang District, Sakon Nakhon Province. The questionnaire contained 12 open ended questions and multiple choice questions [3].

The questionnaire was validated to ensure content validity by 3 experts, including 2 car care business experts, Mr. Niran Komolsutti, Miss Manaya Jamnoiprom, and one marketing and management expert, Assistant Professor Ruchirat Patanathabutr, Ph.D. The validation was performed and the questionnaire was revised in December 2013 until the questionnaire's Index of Consistency (IOC) was 1.0 and then it was used as a tool in this study [4].

The data was collected only in Muang District, Sakon Nakhon Province, during February – May 2014. The researcher interviewed participants, recorded the interviews and asked people to complete the questionnaire using convenience sample.

The statistics used with the general information and behaviors of customers at VIP Car Care in Muang District, Sakon Nakhon Province, were frequency and percentage.

A study of customers' opinions on marketing mix factors of VIP Car Care in Muang District, Sakon Nakhon Province

The population was a total number of customers who came to VIP Car Care in Muang District, Sakon Nakhon Province was 7,300 per year. The data was collected from every customer in January 2014 and the total number of the sample participants for this research was 400.

The marketing factors of VIP Car Care in Muang District, Sakon Nakhon Province, included in the questionnaire were product, price, place, promotion, people, process and physical evidence. For the answers, the questionnaire adopted the use of Likert Scale, in which there were 5 choices, including strongly agree, agree, neutral, disagree and strongly disagree. The results were analyzed, evaluated and presented.

The questionnaires were given to 30 respondents who possessed qualifications similar to the population. Cronbach alpha Coefficient was used to determine internal consistency. The

questionnaire's correlation coefficient was at 0.83 and the correlation coefficient of each item was at 0.7-0.9, representing a high positive correlation which meant this questionnaire could be used in this study [5].

The data was collected only in Muang District, Sakon Nakhon Province, during February – May 2014. The researcher interviewed participants, recorded the interviews and asked people to complete the questionnaire using convenience sampling.

To explore the levels of customers' opinions on marketing factors, the statistics used in this phase were mean and standard deviation. Customers' opinions classified by gender, the researcher used standard deviation and T-Test in the hypothesis testing. However, in analyzing the customers' opinions by gender, age group, occupations and monthly income rates, the researcher used mean and standard deviation, while ANOVA and Tukey Method were used to test the hypothesis.

The hypothesis was stated that customers of different genders, age groups, occupations and average monthly incomes had the same level of customers' opinions on marketing factors of VIP Car Care in Muang District, Sakon Nakhon Province.

Planning of marketing strategies for VIP Car Care in Muang District, Sakon Nakhon Province

The aforementioned information obtained from these 3 studies revealed the business's strengths, weaknesses, opportunities and threats which were later used in the TOWS Matrix to plan marketing strategies for VIP Car Care in Muang District, Sakon Nakhon Province.

Results

Managerial environment of VIP Car Care in Muang District, Sakon Nakhon Province

VIP Car Care is situated at No. 19/16, Ratbumrung Road, Thatcheungchum Sub-district, Muang District, Sakon Nakhon Province. The service offers included car washing, coating, scrubbing, asphalt removing, seat cleaning, engine oil refilling and seat covering. The shop was opened daily from 8.00 a.m. – 6.00 p.m. The owner of VIP Car Care has studied and planned the car care business investment very well, in terms of location, a variety of services, equipment and tools as well as high quality products at low price. In the operation, the staff effectively worked together with full attention to the cars and the owners.

The general environmental analysis showed that politics provided positive effects. The owners had to strictly follow the government's labor policy and the car care shop owners were affected as the labor cost was raised. According to Monthly Economic Report (January 2014), there was economic expansion in Sakon Nakhon Province. Society and culture brought about positive effects because people in the area are mainly farmers; therefore, agriculture was rich and varied. As the pace of lives continued to accelerate and cities were expanding, the living space was smaller and it was less convenient to take care of the cars. VIP Car Care, situated in Muang District, made it easier for car owners to use car care services. Technology also produced positive effects since technology played an important role in daily routine and business operation. VIP Car Care used modern equipment and tools, such as pressure washer machines, wet and dry

vacuum cleaners, foam lances, air compressor and wireless Internet (Wifi) to attract customers as they conformed to the customer behaviors.

From the competitiveness analysis, the researcher found that the competition in the same industry was fierce and threat of substitute products and service, bargaining power of customers and bargaining power of suppliers were at the high level, while the threat of new entrants was rated at the moderate level.

Customer behaviors at VIP Car Care in Muang District, Sakon Nakhon Province

The demographic data revealed that most customers were male at the age of 20 – 40 with bachelor degree, working as government officers and traders/business owners and earning over 25,000 baht per month.

Concerning the customer behaviors, the researcher found that customers made their own decision to use the service, namely car wash and vacuum service. They have used the services at VIP Car Care more than once. There was no specific day to use to service; however, most of them came in for the service in the afternoon (1.00 p.m. – 4.30 p.m.). As for the frequency, the customers came in twice a month and spent 150-200 baht for the service. They chose VIP Car Care because of the service quality and lower prices compared to other shops. In addition, the location is convenient and the shop offer point redemption specials. The customers felt that they were treated with full attention and they enjoyed the reading corner and fast service. People learned about VIP Car Care by word of mouth; however, the customers also used similar services at other shops. The customers went to Smile Car Care to use car wash and vacuum service because its location was close to their educational institutes/workplaces and the service was good. The customers also used car wash and vacuum service at Pro Clean Car Care because of a variety of service choices and good service. In addition, the customers also went to TT Car Care for car wash and vacuum service due to its good location and lower prices compared to other shops and the customers the same service at Rut Car Care because of a variety of services and good service.

Customers' opinions on marketing mix factors of VIP Car Care in Muang District, Sakon Nakhon Province

The levels of customers' opinions towards the marketing factors of VIP Car Care were ranged from high to low as follows; place, process, physical evidence, promotion, people, product and price.

According to the demographic data of customers at VIP Car Care in Muang District, Sakon Nakhon Province, customers of similar gender, education backgrounds and monthly income rates have different opinions towards the marketing factors of VIP Car Care, while customers of different age groups and occupations had different levels of opinions towards the marketing mix factors of VIP Car Care, with a significantly statistical difference of 0.05.

Marketing strategies for VIP Car Care in Muang District, Sakon Nakhon Province

According to the SWOT analysis, there were several strengths of VIP Car Care. As VIP Car Care was a single-owner business, the operation was fast and flexible. Also, as one person spent the investment capital, the business did not experience a liquidity problem. The appropriate location made it convenient for customers to come for the service. However, the weaknesses were

an unclear business image of a new business without reputation and inadequate advertisement(VIP Car Care is a new car care shop so, shop want advertisement for customer know VIP Car Care). The increasing number of cars was considered business opportunity, while the threat was mainly a large number of competitors in the same market.

Finally, four projects were planned according to the SWOT analysis, including Project 1 “Delivery,” Project 2 “We are VIP,” Project 3 “Your Car is Like My Car” and Project “Your Heart is My Heart” with the budget of 4,200 baht. After the completion of all projects, it was expected VIP Car Care would be able to better serve more customers.

Conclusion

In this study, the researcher aimed to learn the managerial environment of VIP Car Care in Muang District, Sakon Nakhon Province, to study customer behaviors at VIP Car Care and to find out customers’ opinions on marketing factors of VIP Car Care in Muang District, Sakon Nakhon Province. The researcher finally created marketing strategies for VIP Car Care responding to customer behaviors and opinions which would benefit the business in the future.

Suggestions

After each project is completed, a project evaluation should be conducted every year in order to improve the business operation to meet customer needs.

In the future, there should be a study of customer satisfaction towards the marketing factors of VIP Car Care.

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THE SERVICE GUIDELINES OF LOANS SECTION OF SIAM COMMERCIAL BANK, NON SA-AT BRANCH, UDON THANI PROVINCE

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Abstract

The objectives of this research were to analyze environment for business management, study general information, customers' behavior and satisfaction, factors affecting the customers' returning to use the services, and service guidelines for Loans Division of Siam Commercial Bank, Pcl., None Sa-ad Branch, Udon Thani Province. The study showed that: the organization could adjust well to external environment; most customers were female, age 31-40 years, bachelor degree, own small business with average monthly income of 9,000 to 15,000 baht. For the customers' behavior, it indicated that they chose the services themselves, and used the service with the bank tellers. The overall satisfaction was at high level. From the study results, the following projects were plan as the strategies: Weaknesses and Opportunities Strategy (WO), i.e. reducing working process; Strengths and Opportunities Strategy (SO), i.e. increasing number of new customers. After implementation of these projects, it could be expected that Siam Commercial Bank, Pcl., None Sa-ad Branch, Udon Thani Province would provide services, in accordance with customers' behavior and satisfaction as well as with the potentiality of the bank, for the benefit of bank operations.

Keywords : Service guidelines, loan section

Introduction

Siam Commercial Bank was established on 30 January 1906 as the private bank that focuses on good quality service and being satisfied by the customers. Service is the important basis of the bank. The customers must get satisfaction from all kinds of services. This can be seen from the bank policy which emphasizes on convenience and quick service. Continual service quality development through business operation has resulted in the stable growth. Siam Commercial Bank, Non sa-at branch, Udon Thani province, is located in Non sa-at district area where there are totally 47,255 people and 6 sub-districts (District Information Center, 2008). Siam Commercial Bank provides the entire financial services for all kinds of customers—large corporations, medium and small enterprises and individual customers. These services consist of deposit, transfer, bill payment, loan service, international transfer, money exchange, financial planning consultation, Currently, the competition in bank business is high, including the rapidly changing behavior of users and the technologies that create convenience and quick service to meet customer requirement. Bank is, moreover, the institution which contributes to the stimulation of the economy in any kind of investment. The cost of products and services is higher based on the current economic situation and higher cost of living. The change of living cost then results in unbalanced income and expense. This problem has forced more people to take on both formal and informal loan. Therefore, many financial institutions have provided several kinds of loan service, studied the factors that influence the customers to apply such loan service and developed the quality of service to meet customer requirement.

Thus, the study of service guideline for loan sector at Siam Commercial Bank, Non sa-at branch, Udon Thani province, is important for developing better service quality and preparing for the current competition as well as meeting the customer's requirement.

Objectives

1. To study the managerial environment of Siam Commercial Bank, Non sa-at branch, Udon Thani province.
2. To study the general information of customers who use the service from loan sector at Siam Commercial Bank, Non sa-at branch, Udon Thani province.
3. To study the behavior of customers who receive the service from loan sector at Siam Commercial Bank, Non sa-at branch, Udon Thani province.
4. To study the factors that influence the repeated use of service from loan sector at Siam Commercial Bank, Non sa-at branch, Udon Thani province.
5. To obtain the opinion of customers on the service from loan sector at Siam Commercial Bank, Non sa-at branch, Udon Thani province.
6. To study the guideline of service development for loan sector at Siam Commercial Bank, Non sa-at branch, Udon Thani province.

Methodology

1. Study Method

This study is the applied research design using descriptive social science research methodology. In this work, the researcher had interpreted, analyzed and evaluated the data received and presented the result of this work by using the descriptive-analytical method, including the use of the descriptive statistics to explain the characteristic of dispersion, frequency, variable means and variance from other variables and the inferential statistics to explain the connection of data and hypotheses, and the inference for the sample number of the population studied. The study methods based on the objectives are as following;

2. Population and sample group

The population in this research is the customers who use the service from loan sector at Siam Commercial Bank, Non sa-at branch, Udon Thani province, divided into 2 sample groups; the customers who used to be served by loan sector (old customers) and the target customers in Non sa-at, Udon Thani province.

Convenience sampling, which is the nonprobability sampling technique, was used to collect the sample and calculated by using the formula (Watcharaporn Suriyapiwat, 2008). The first group of 145 customers was sampled from the old customers of Non sa-at branch who had applied loan service at the bank since January-December 2013, separated by loan program as following;

- 1) Home loan, $n = 36$
- 2) Small business loan, $n = 20$
- 3) Car loan, $n = 43$
- 4) Personal loan, $n = 38$

The second group is the target customer. N was sampled from the population of Non sa-at, UdonThani province for totally 49,457(District Information Center, 2008) which $n = 396.79$ can be calculated as following

It was found that the quantity of the questionnaires from the second group which was taken to evaluate was in the acceptable range based on statistical significance at 0.05. It should be equal to or more than the number of sample group calculated for 398 samples up, then it could be used to evaluate as the sample number of population. The researcher then defined the size of sample group at 398 sets of questionnaire for the old customers and the target customers in Non sa-at, Udon Thani province.

3. Data collection

The data was collected from the sample group who are the customers of Siam Commercial Bank, Non sa-at branch, UdonThani province by convenience sampling method which is the sampling technique using simplicity as the criteria of sample selection from a set of population. The number of sample shall be defined by the researcher (Amornitip Taethientam, 2004). The required sets of questionnaire were completely distributed to the sample group.

Study result

1. General information of old customers who used to be served by loan sector

The result revealed that most of old customers are females between the ages of 31-40 years for 33.58%. The educational level of the respondents is mostly bachelor degree for 51 persons or 38.06%. 30 of them are self-employed, which are 22.39%. Most of them earn monthly income from 9,000-15,000 Baht for 46 persons or 34.33%.

In term of customer satisfaction, the overall satisfaction of each item is at high-satisfied level for home loan. For the loan program, there are many programs for selection. The overall satisfaction of each item for car loan is at satisfied level and the highest satisfied condition is that 15-year car can be taken for loan. As for small business loan, the overall satisfaction of each item is at high-satisfied level and the most satisfied condition is that the financial amount can be asked in case of using home as collateral for overdraft loan. For personal loan, the overall satisfaction of each item is at high-satisfied level and the most satisfied condition is that the loan can be allowed without collateral. The customers who are working-age persons can take on loan even they do not have collateral and the procedure of taking loan is also not complicate. The customer satisfaction level on service quality is not different and statistically significant at 0.05 for the all customers with different genders, ages, educational levels, careers and salaries.

2. General information of target customers who will use the service from loan sector

Most of the respondents are females for 314 persons and mostly between the ages of 31-40 years for 150 persons or 37.50%. The educational level of the respondents is mostly senior high school degree for 178 persons or 44.50%. These respondents are mostly self-employed for 91 persons or 22.75%. Most of them earn monthly incomes from 9,000-15,000 Baht for 176 persons or 44.00%.

Customer satisfaction level on quality service of these target customers who will use the service from loan sector at Siam Commercial Bank are resulted as following. For home loan, the overall satisfaction of each item is at high-satisfied level because there are many payment channels such as ATM and bank counter. For car loan, the overall satisfaction of each item is at high-satisfied level. It showed that the staff has provided quick service and work accurately with few mistakes. As for small business loan, it is found that the overall satisfaction of each item is at high-satisfied level. The customers can call for ordering cheque book which will be delivered within 4 working days or can be picked up at the bank account branch. For personal loan, the overall satisfaction of each item is at high-satisfied level. The procedure of taking loan is not complicate and the result is quickly informed via SMS. Also, the bank is clean and has a large parking area. The customer satisfaction level on service quality is not different and statistically significant at 0.05 for the all customers with different genders, ages, educational levels, careers and salaries.

Conclusion and discussion

1. Conclusion

1.1 The customers who used to be served by loan sector (old customers)

The customers who used to be served by loan sector at Siam Commercial Bank, Non sa-at branch, Udon Thani province are mostly females between the ages of 31-40 years for

33.58%. The educational level of the respondents is mostly bachelor degree for 51 persons or 38.06%. 30 of them are self-employed, which are 22.39%. Most of them earn monthly income from 9,000-15,000 Baht for 46 persons or 34.33%. Next are 44 persons or 32.84% who earn monthly income more than 30,000 Baht and 15,000-30,000 Baht for 42 persons or 31.84%.

1.2 The target customers of loan sector

The target customers of Siam Commercial Bank, Non sa-at branch, Udon Thani province who responded to the questionnaire are mostly females for 314 persons and between the ages of 31-40 years for 150 persons or 37.50%. The educational level of the respondents is mostly senior high school degree for 178 persons or 44.50%. These respondents are mostly self-employed for 91 persons or 22.75%. Most of them earn monthly incomes from 9,000-15,000 Baht for 176 persons or 44.00%.

Recommendation

1. Recommendation for Siam Commercial Bank

1.1 The bank should continually arrange the evaluation and the quality assessment of officers in regards to customer service.

1.2 The bank should inform the concerned department of Siam Commercial Bank regarding to quality control and service standard to improve and adjust working system corresponding to the current situation for the project that the bank is not able to conduct.

Acknowledgement

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AN APPROACH TO DEVELOP THE SERVICE QUALITY OF KHON KAEN CHANACHAI TRANSPORT CO., LTD., (ROUTE 534 ROI-ED – MAHA SARAKHAM – KHON KAEN – UDON THANI), KHON KAEN PROVINCE

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Abstract

The objectives of this research were to: 1) study the expectation and perceptions of service quality of the customers of Khon Kaen Chanachai Transport Co., Ltd. 2) the good performances to be conducted by the employees on the bus line 543 of Khon Kaen Chanachai Transport Co., Ltd., and 3) suggest an approach to develop the service quality of Khon Kaen Chanachai Transport Co., Ltd. To assess the expectations and perceptions of service quality, 22 items questionnaire measured by SERVQUAL with 5 level of Likert scale were used with 380 samples. Questionnaire was also used to assess the good performances to be conducted by the employees on the bus with 88 employees. The mean different between the expectations and perceptions of service quality was tested using paired samples t-test. The results showed that for the expectations in service quality customers rated 'strongly Agree' for all 22 items and for the perceptions customers rated 'Agree' for 4 items and 'uncertain' for 18 items. The mean of expectations was higher than the mean of expectations in service quality for all 22 items which mean the customers were not satisfied with the 22 items of services provided by the company. There were 8 out of 9 items of good performances to be conducted were performed regularly by the employees on the bus. Thus following these research finding an approach to develop the service quality of Khon Kaen Chanachai Transport Co., Ltd. was suggested by propose 4 short-term projects: 'Nice Services', 'Set Zero', 'Alliance', and 'Training' and 2 long-term projects: GPS installation and increasing the number of buses.

Keywords: service quality, good performances, Khon Kaen Chanachai Transport

Introduction

Khon Kaen Chanachai Transport Co., Ltd. Start doing business since August, 1995. It's doing business in service routes in the 2nd Aircondition Lines 534 between Roi-ed – Maha Sarakham – Khon Kaen – Udon Thani. This bus is past landmark of every province, such as Government place, schools, universities, private companies. For this reason, it's make a lot of passenger. The company has provided comment box and fan page. It was name "Pinkbus" for customer inquiries, suggestions and complaints of the service, this data the company will have to develop and improve services in the future. From the box and fan page will find that customers are 534 bus lines including travel information. Staff from routine and complaints about the service, such as speeding driver overtaking another vehicle drove through a red light, talking on the phone while driving employees providing poor service. Not polite, including the parking longtime for waiting the passenger, waiting time, not on time, etc. from this comment and complaints of customers who use these services shows that customers were made aware of the poor quality of service, and lack of confidence in the security services company. Affect the image and quality of service to the company. If the company not development and improve the quality of bus service improvements would result in customer dissatisfaction in services, and look for services from other competitors and will be affects to revenue of the company. Reduced and can not survive in the bus business, the company is aware of the problem of bus service routes in the 2nd Aircondition Lines 534 between Roi-ed – Maha Sarakham – Khon Kaen – Udon Thani. Thus there is a need to study the expectations and perceptions of quality of service to our clients to bring the Guidelines to improve quality of services for Khon Kaen Chanachai Transport Co., Ltd. To ensure customer satisfaction and company loyalty including the customers coming back for repeated continuously.

Objectives

1. For study the expectation and perceptions of service quality of the customers of Khon Kaen Chanachai Transport Co., Ltd.
2. For study about the good performances to be conducted by the employees on the bus line 543 of Khon Kaen Chanachai Transport Co., Ltd.
3. For suggest an approach to develop the service quality of Khon Kaen Chanachai Transport Co., Ltd.

Methodology

1. Study the expectation and perceptions of service quality of the customers of Khon Kaen Chanachai Transport Co., Ltd. By using Questionnaire to ask Customer who used the service of Khon Kaen Chanachai Transport Co., Ltd. The number of sample is 380 samples, calculated by using the formula of Yamane [2]. The questionnaire in this study had 3 parts.

Part 1: Data of overview of respondents have 5 items, including gender, age, education, occupation and income per month.

Part 2: Data of the expectations of the customers on the service of Khon Kaen Chanachai Transport Co., Ltd.

Part 3: Data of the perceptions of service quality of the customers who use the service of Khon Kaen Chanachai Transport Co., Ltd.

In the questionnaire, part 2 and part 3 used SERVQUAL to measure service quality, which 5 part and 22 items, such as 5 in the Tangibles 4 item, Reliability 5 items, Responsiveness 4 items, Assurance 4 items, and Empathy 5 items to measure by using likert scale 5 levels, as follows:

Level 5 means strongly agree.

Level 4 refers to Agree

Level 3 is not

Level 2 means disagree.

Level 1 means strongly disagree.

Evaluation criteria to determine the points earned from the measured data of class interval (Interval Scale), the researchers used a formula calculating the width of the layer [3].

The width of the class interval = $(\text{maximum value} - \text{minimum value})$.

Number of level

The width of the class interval = $(5 + 1)$.

5

The width of the class interval = 0.8.

And criteria of interpretation to the average level into the following.

Average of 4.21 to 5.00 represents strongly agree.

Average 3.41 to 4.20 refers to disagree.

Average from 2.61 to 3.40, meaning uncertain.

Average of 1.81 to 2.60 represents disagree.

Average of 1.00 to 1.80 means not agree more.

Data were analyzed using the software package SPSS for Window (Version 19.0) to analyze the frequency, percentage, mean and standard deviation.

2. To examine the conduct of the employees of Khon Kaen Chanachai Transport Co., Ltd. who is regularly on the bus line 534, using questionnaires for asked the staff number 88 people, including staff of 44 employees and bus driver 44 people. About the practice for good employee 9 items by idea of good service on Bus. [4].

3. To guidelines for improve quality of service of Khon Kaen Chanachai Transport Co., Ltd. by the results of the study, the difference between expectations and perceptions of service quality average expectations over the perceived significance level of 0.05 and good practice. Staff conduct regular employee on bus line 534 of Khon Kaen Chanachai Transport Co., Ltd.

For summarized and guidelines to improve the quality of its services. Khon Kaen Chanachai Transport Co., Ltd. have objective for the purpose of satisfying the quality of service and meet customer expectations.

Results

1. The result of the study of expectations and perceived quality of service of its customers in Khon Kaen Chanachai Transport Co., Ltd.

The result of research study data on customers found that most were female (59.21%) aged 20-30 years (46.05%) education Bachelor's degree (36.58%) occupation is a student (49.21%) income per month less than 5,000 baht (33.95%) expectations and perceived quality of service of its customers are the result of the service of Khon Kaen Chanachai Transport Co., Ltd. using SERVQUAL based on the quality. services into 5 contains. The materiality of the service, the Trust of service, the response to the client providing, confidence to customers, and knowing and understanding the customer. 22 items found that customer expectations on quality of service about the tangibles, reliability, responsiveness, assurance, and empathy, which were strongly, agree. About quality of customer service that customers have opinions on the agreed level 4 item and disagree in 18 items. The difference between, expectations and customer perceptions of service quality in Khon Kaen Chanachai Transport Co., Ltd. found the quality of service 22 items in 5 content meet tangibles, reliability, responsiveness, assurance, and empathy. Since there were a difference between expectations and perceived significance level of 0.05, the 22 items (Table 1).

2. For study about the good performances to be conducted by the employees on the bus line 543 of Khon Kaen Chanachai Transport Co., Ltd.,

The result of study for the staff on duty on bus line 534 for in Khon Kaen Chanachai Transport Co., Ltd. Show the staff on duty doing good performance like work routines include a warning to the passengers, prepare period to arrival, assisting passengers when passengers order, buses parked ever time when get sign from passenger, serving and talking to passengers with polite language, fare collection, use polite language to passengers, buses parked at the passenger meets operating location, drivers are to respect and obey the traffic rules, buses that operate out exactly as scheduled (from start to end), and the employees are working as staff are often the ticket fares quickly.

3. For suggest an approach to develop the service quality of Khon Kaen Chanachai Transport Co., Ltd.

The result proposes guidelines for improving the quality of the services in Khon Kaen Chanachai Transport Co., Ltd. A short-term project, have 4 projects like "Nice Services" project, "Set Zero" project, "Alliance" project, and staff training project. And for long-term projects, have 2 projects such as the installation of GPS devices and the increasing number of buses.

Conclusions

The study found that the quality of service have 5 content, the customer expectations on quality service of the tangibles, reliability, responsiveness, assurance, and empathy. The result meet all of 5 content customer are strong agree but about perceived quality of customer service that customers have opinions on the agreed only 4 item but disagree 18 item. The difference between. expectations and customer perceptions of service quality of Khon Kaen Chanachai Transport Co., found that the quality of all 22 items in the 5 content have difference between

expectations and perceived significance level. 0.05 shows the 22 items. It's mean the company can not meet the expectations of our customers. If compare the quality of Nakonchai Limited, that have quality service and the best in business of bus services which are quality service, and security. Thus following these research finding an approach to develop the service quality of Khon Kaen Chanachai Transport Co., Ltd. was suggested by propose 4 short-term projects: 'Nice Services', 'Set Zero', 'Alliance', and 'Training' and 2 long-term projects: GPS installation and increasing the number of buses.

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Table 1 The different of expectation and perceptions of service quality of the customers of Khon Kaen Chanachai Transport Co., Ltd.

The quality of service	E	P	different	t-test	sig 1-tailed	note
Tangibles						
Khon Kaen Chanachai Transport Co., Ltd. have the modern equipment and modern accessory in office	4.48	3.18	1.300	21.556	.000*	Unsatisfied
Khon Kaen Chanachai Transport Co., Ltd. have the facilities to provide services that attract the eye	4.46	3.24	1.221	23.303	.000*	Unsatisfied
The Staff of Khon Kaen Chanachai Transport Co., Ltd. have good personality.	4.46	3.32	1.137	20.980	.000*	Unsatisfied
Khon Kaen Chanachai Transport Co., Ltd. have the facilities in accordance with the service and can be easily to noticed	4.40	3.21	1.189	16.889	.000*	Unsatisfied
Reliability						
Khon Kaen Chanachai Transport Co., Ltd. can provide some services according to the valid date when promised	4.45	3.29	1.153	20.874	.000*	Unsatisfied
Khon Kaen Chanachai Transport Co., Ltd. can solving the problem by sincerity	4.46	3.19	1.268	24.355	.000*	Unsatisfied
Khon Kaen Chanachai Transport Co., Ltd. have the right service since the first time.	4.58	3.36	1.218	25.894	.000*	Unsatisfied
Khon Kaen Chanachai Transport Co., Ltd. doing the service on time	4.69	3.23	1.463	29.576	.000*	Unsatisfied
Khon Kaen Chanachai Transport Co., Ltd. have storage for keep customer information properly	4.62	3.49	1.134	26.285	.000*	Unsatisfied
Responsiveness						
Khon Kaen Chanachai Transport Co., Ltd. can sent and provide to the customer any time	4.65	3.40	1.250	29.018	.000*	Unsatisfied
Khon Kaen Chanachai Transport Co., Ltd. have the service very fast for customer	4.73	3.35	1.379	27.227	.000*	Unsatisfied
The staff of Khon Kaen Chanachai Transport Co., Ltd. have service mind to service customer	4.64	3.24	1.395	27.268	.000*	Unsatisfied
The staff of Khon Kaen Chanachai Transport Co., Ltd. ready to responsibility for customer	4.60	3.57	1.032	22.617	.000*	Unsatisfied
Assurance						
The customer of Khon Kaen Chanachai Transport Co., Ltd. can trust in employees	4.62	3.49	1.134	27.775	.000*	Unsatisfied

Table 1 The different of expectation and perceptions of service quality of the customers of Khon Kaen Chanachai Transport Co., Ltd. (Cont.)

The quality of service	E	P	different	t-test	sig 1-tailed	note
The customer of Khon Kaen Chanachai Transport Co., Ltd. are safety when used the service	4.62	3.26	1.358	27.811	.000*	Unsatisfied
The staff of Khon Kaen Chanachai Transport Co., Ltd. will do politely with customer	4.59	2.91	1.682	28.815	.000*	Unsatisfied
The staff of Khon Kaen Chanachai Transport Co., Ltd. have support from company for work well	4.43	3.21	1.213	25.202	.000*	Unsatisfied
Empathy						
Khon Kaen Chanachai Transport Co., Ltd. can take care every customer who used service	4.47	3.26	1.205	26.953	.000*	Unsatisfied
The staff of Khon Kaen Chanachai Transport Co., Ltd. give service on time when customer need	4.42	3.31	1.103	24.200	.000*	Unsatisfied
The staff of Khon Kaen Chanachai Transport Co., Ltd. can understand some specific thing that customer need	4.38	3.31	1.071	24.597	.000*	Unsatisfied
Khon Kaen Chanachai Transport Co., Ltd. give feels that the interests of customers is a top priority	4.48	3.47	1.016	22.186	.000*	Unsatisfied
Khon Kaen Chanachai Transport Co., Ltd. can understand every customer	4.34	3.23	1.113	21.610	.000*	Unsatisfied

* Note significance level. 0.05

E = Expectation

P = Perception

THE CREDIT SERVICE GUIDELINES OF THE POLICE REGION 4 COOPERATIVE LIMITED

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ABSTRACT

This applied research was conducted by using social descriptive research method. The study aimed to analyze members' general information, opinions on credit service and exploring the opinions on each aspect of marketing mix of the Police Region 4 Cooperative Limited. According to the survey 70.43 percent is male member and 29.57 percent is female ones having age range from 40 to 50 and graduating Undergraduate degree. They work as on-commissioned officer. Salary rates appear to be from 15,000 baht to 30,000 baht. Connecting to members' opinion data, It is likely well - adaptive to either internal and external circumstances. For the 8 P's of marketing mix, it shows agreement level referring to strength point. This can definitely lead to the effective-service-development project such as physical service evidence in building decoration, business opportunity involving with location, financial amount in changing loan interest rate supporting business market in contracting to loyalty business credit customers. Improvement of service quality in facilitator's service mistake. Service officer's facing-problem remedy, serving process in waiting-period issue and load issue in development of credit. Researching reaches to aims analysis creation and discovery of methods for the Police Region 4 Cooperative Limited of credit development and moreover increasing service effectiveness to The Police Region 4 Cooperative Limited.

Keywords: Police Region 4 Cooperative Limited, Shot Loan, Long Loan, Financial Amount, Member

INTRODUCTION

Cooperative management in the form of savings cooperatives have contributed greatly in solving economic problems. “The Police Region 4 Cooperative Limited” was established with the aim of joining together to do business among members to help other in solving economic problems. The cooperative will receive funding from the shareholders of the members, deposits from shareholders and loans to borrowing members that is helping together and make benefit to members. Besides, the Police Cooperative of Khon Kean provided others Welfare funds such as providing scholarships to children of members with good grades, helping Children Welfare.

OBJECTIVE

To study environmental management of The Police Region 4 Cooperative Limited.

To study general data and behavior of members who use services credit of The Police Region 4 Cooperative Limited.

To study the satisfaction of members for providing credit service of The Police Region 4 Cooperative Limited.

To study method for the Police Region 4 Cooperative Limited of credit development.

METHODOLOGY

1. Analysis environmental management of The Police Region 4 Cooperative Limited by analyzing internal , external environment and SWOT Analysis. And analysis of the competitive environment using Five Force Model to analyze the internal environment is divided into three areas: marketing, finance, HR and SWOT Analysis.

2. To study general data and behavior of members who use services credit of The Police Region 4 Cooperative Limited. Specify sample population by using formula (Mario F.Triola, 1995) and research 214 people by using 2 part of questionnaire. For part 1, demography such as sex, age, education, position and average income per month. For part 2, the behavior of the characteristics of the questionnaires used by the 6W 1H for analyzing quality by IOC (Index of item objective congruence). The expert review and revise until the IOC was equal 1. It is a tool in education and using statistics to study the frequency and percentage.

3. To study the satisfaction of members for providing service credit of The Police Region 4 Cooperative Limited. Specify independent variable, dependent variable and sample population of 214 people same as process 2. This tool is part 3 of questionnaire. The satisfaction of members in quality of questionnaire used 8P that is scale to measure the variable by using Lilert's Scale. The statistics were geometric average and standard deviation.

4. To study method for the Police Region 4 Cooperative Limited of credit development. Bringing opportunities and barriers related to the organization significantly. Then, writing in External Factor Analysis Summary: EFAS by the weighted average of the important factors that affect the organization. It will be weighted score of adapting external environment. Determine the strengths and weaknesses of the organization that analyze and write in Internal Factor Analysis Summary: IFAS

by the weighted average of the important factors that affect the organization. It will be weighted score of Environmental Management within the organization. Brainstorming of the management of IFAS and EFAS table service and select from factors that affect the organization to the table such as Strategic Factor Analysis Summary: SFAS.

RESULTS

1. Analyzing of external environmental, politics have positive and negative. Economic have positive. Technology have both positive and negative. Social and culture have positive. Finally, physical environment also have positive. These results used by Five Force Model. Threaten of New Entrants to the competition between existing industries, bargaining power of buyers and bargaining power of suppliers are low priority. On the other hand, Threaten of substituted products or services is the moderate level. Analyzing of internal environmental, Marketing is a leader in the market share. Moreover, capital is liquidity. Then, personal, the results showed by SWOT Analysis. Knowledge and capability of officers are strength but decoration of cooperative are not appropriated that also weakness. Occasion is policies that increase to the manpower of government but snag is that commercial banks are indirect competitors.

2. General data and behavior of members who use services credit of The Police Region 4 Cooperative Limited. From 214 samples population found that most respondents are female which 61.21% age of 30-40 years. 61.68% are bachelor's degree, 85.51% are a noncommissioned officer and 45.54% income average. In addition, 214 samples population found that most respondents decide to select credit service by own 72.9% and person who influences to select is own 63.08%. Moreover, Most respondents get information about cooperative from office worker 54.21% and the reason to select credit services is lounge which is 67.29%. Further more, 57.59% common loan is type of credit that most people select to use the service. People who use the service between 11th -20th is 45.33% and 27.57% who use the service between 1st -10th. People who come to use the service during 8.00-10.00 is 39.72% and 23.36% who come to use the service during 10.00-12.00. Moreover, people who come to use the service are 1-3 times per month, which is 73.83%. 84.58% who selects to use the service is own and 74.77% that selects to use the credit service only. People select to use the service in Krung Thai Bank, which 57.41% and 42.59% is Government Savings Bank. Financial amount of emergent loan is 30,001-40,000 baths that is 64.20% and loan for expense in family is 85.19% and the frequency of uncertain loan is 82.72%. Financial amount of common loan is 1,000,001- 1,200,000 baths that 62.10% and loan for expense in family is 75.02% and the frequency of uncertain loan is 81.45%. Financial amount of the special loan is 60,001-70,000 baths, which 44.64% and 25% is 30,001-40,000 baths. 72.21% is loan for expense in family and the frequency of uncertain loan is 92.86%. Furthermore, long-term loans from Government Savings Bank is 78.26% and 47.83% is loan for expense in family and 26.09% pay a debt in others financial institution. People loan from Government Savings Bank because reliability that is 82.17% and the frequency of uncertain loan is 91.30%. Long-term loans from Krung Thai Bank are 77.42% and 58.06% is loan for expense in family. People loan from Government Savings Bank because reliability that is 74.19% and the frequency of uncertain loan

is 77.42%.

3. The satisfaction of members for providing service credit from 214 samples population found that overall satisfaction to common loan; emergency loan and special loan are moderate satisfaction. When separate type of credit from 81-sample population that use emergency loan, found that type of credit, financial amount, path to distributing, promote to marketing, process of service, quality of service are most satisfaction. Moreover, provider and physical evidence of the service are moderate satisfaction. In addition, 124 sample population that use common loan found that type of credit, financial amount, path to distributing, process of service, quality of service and provider are most satisfaction, but promote to marketing and physical evidence of the service are moderate satisfaction. Furthermore, 56 sample population that use special loan found that path to distributing is most satisfaction and type of credit, financial amount, promote to marketing, process of service, provider and physical evidence of the service are moderate satisfaction. From 214 sample population found that the satisfaction of education results and provider that separate by sex, age, education, position and income are not differently.

4. The way of development for the Police Region 4 Cooperative Limited of credit. Brainstorming of service by SWOT Matrix that occurs 4 strategies; approach strategies, adjust strategies, defensive strategies, and change strategies. This project use 3 strategies consist of adjust strategies, defensive strategies and change strategies.

4.1 adapt to change project: adjust strategies

Objective of this project is met the satisfaction of member by staff check error in each day, take note of error and present to committee in order to specify the way to improve. Finally, it reduces error of service, make confident and satisfaction to service of cooperative more and more.

4.2 a friend in thought: defensive strategies

Objective of this project is creating good relationship between cooperative, member and family of member by committee and staffs visit member and family with giving manual about the service of cooperative. Finally, cooperative and member with family have good relationship, know the problem and know living of member in order to specify the way to develop cooperative in the future.

4.3 procure for computer: change strategies

Objective of this project is adding the channel for service of member more quickly by order the computer with cooperative program. Finally, member can search information by own, speed in work and staffs can do other things quickly.

CONCLUSION

This study found that most member have behavior to use service by own. Family is part of making decision. From the study the level of opinion to marketing in decision found that the level of opinion are moderate satisfaction. Order from most to least, type of credit, path to distributing, financial amount, promote to marketing, quality of service, process of service, provider and physical evidence of the service. The difference of the satisfaction separated by sex, age,

education, position and income are not differently consistent with Kulavadee Tedsawong(2553). The results of study make 3 project such as adapt to change, a friend in thought and procure for computer.

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GUIDELINES TO INCREASE SALES VOLUME OF FERTILIZER AND FEED, SRINAKORNKARNKASET SHOP, HUAYMEK DISTRICT, KALASIN PROVINCE

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Abstract

This study was carried out to find out about “guidelines to increase sales volume of fertilizer and feed, Srinakornkarnkaset shop, Huaymek District, Kalasin province”, as the sales volume of its was below the sales target. The 400 completed questionnaires were received from both groups of people who already bought and who have never bought the fertilizer and feed from Srinakornkarnkaset shop. Fish bone analysis, general environment analysis, competitive analysis, and SWOT analysis were also analyzed. The result showed that the customers who purchased the fertilizer and feed with Srinakornkarnkaset shop had been pleased because Srinakornkarnkaset shop near their home and bill payment by agricultural credit card. In case of customers who have never purchased because they have the regular shop. The results of the study were used afterwards to set up the target marketing strategies and prepare the following 6 projects that would help to increase the sales volume: project 1: public relation of Srinakornkarnkaset shop, project 2: suggest friend to buy fertilizer and feed, project 3: training the employee, project 4: Lottery for prize and souvenirs, project 5: discount rate, and project 6: customer visit. Total costs of 6 projects are 427,000 baht and after the projects would be proceeded, the sales volume of Srinakornkarnkaset shop should be increased by 30% comparing to the sales volume in 2013.

Keywords: Fertilizer, Feed, Sales Values

Introduction

Agriculture is greatly important to Thailand. Thus, the government operated by the Ministry of Finance, assigned a policy to the Bank for Agriculture and Agricultural Co-Operatives to comply with the four policies; 1) the household's moratorium project for minor farmers, 2) the rice subsidy scheme, 3) the credit card project for farmers, and 4) the village fund. The result of the agricultural credit card project, the smart card issued to the farmers who borrowed money from the Bank for Agriculture and Agricultural Co-Operatives was conducted to purchase the production factor through the system of agricultural marketing co-operatives, the agricultural co-operative, and shops in a whole country which registered to the Bank for Agriculture and Agricultural Co-Operatives. At present (statistic dated 16 July 2013), the Bank for Agriculture and Agricultural Co-Operatives already sent the agricultural credit card of 2.57 million baht to farmers with the approved budget of 5.76 thousand million Baht, the credit card spending of 1.05 thousand million bath. There were 5,572 shops to participate in this project and 253 shops has been certified Q Shop. The loan was not more than 70% of the remained output value for sales of each farmer. The MRR interest (the current rate is 7%) determined the payment period for not over 12 months and 18 months for the special case. It depended on a source of farmers' income. The special benefit of a card holder was gaining a free entry and annual fees as well as 30 days of a grace period [2].

The household's moratorium project was provided for minor farmers and a person who had income less than 500,000 baht for at least three years (it has started from 1st October 2011 to 30th September 2014). The moratorium was provided for the six financial institutes of the government; the Bank for Agriculture and Agricultural Co-Operatives, the Government Saving Bank, the Government Housing Bank, Small and Medium Enterprise Development Bank of Thailand, Islamic Bank of Thailand, and the Secondary Mortgage Corporation. The objective of the project was lending to customers of the Bank for Agriculture and Agricultural Co-Operatives who had to pay their debt to recover themselves and improve production efficiency of their households during the moratorium. Moreover, they had an opportunity to approach knowledge for logically developing their occupation and living. They would enable to increase their income, reduce expenses and lead to development of quality of life and well-being.

Srinakornkarnkaset shop has been located at Huaymek District, Kalasin province. In 1977, the business of a shop were sells agriculture raw material and equipment such as chemical fertilizer, feed insecticide, electric equipment, water supply, sprayer, lawnmower, etc. The operation of the last 3 years ago was not reached the target. Although the shop's turnover from selling fertilizer and feed has tended to increase every year, it still could not reach the target. In 2013, the sales volume of the shop was 36,000,000 baht. However, the shop required continuous growth of sales volume. In 2014, the shop has set the target to increase sales volume for 30%. Comparing with 2014, sales volume increased 10,800,000 baht.

As a result, a researcher who is the heir of this business is interested in studying the current businesses of selling fertilizer and feed, behaviors and marketing mixed factors impacting customers' decision to purchase fertilizer and feed in order to arrange the strategic plan for increasing sales volume of fertilizer and feed of Srinakornkarnkaset shop to reach the target.

Objectives

1. To study behaviors and marketing mixed factors impacting customers' decision to purchase fertilizer and feed.
2. To study the current operation of Srinakornkarnkaset shop and analyze the general environment, competitiveness, and SWOT.
3. To guidelines the plan for increasing sales volume of fertilizer and feed of Srinakornkarnkaset shop.

Methodologies

1. A tool for this study was a questionnaire for data collection. It was divided into 2 sets; the customers who have purchased goods with Srinakornkarnkaset shop, Huaymek District, Kalasin province and the new customers have never purchased goods with Srinakornkarnkaset shop. The first part was general information and the second part was behaviors of purchasing fertilizer and feed, and the third part was the factors impacting customers' decision to purchase fertilizer and feed.
2. Population and sample groups were people who lived in Huaymek District, Kalasin province. This covered 200 customers each who have purchased goods and never purchased goods with Srinakornkarnkaset shop so total customers were 400.
3. The scope of contents was to study behaviors and marketing mixed factors impacting customers' decision to purchase fertilizer and feed in various dimensions such as product, price, location, promotion, general environment analysis, competitive analysis, Fish bone, and SWOT analysis to arrange the marketing plan for increasing sales volume of fertilizer and feed of Srinakornkarnkaset shop.
4. The scope of study area was to study and collect questionnaires in Huaymek District, Kalasin province.
5. The scope of data collection period was started from October 2013 to February 2014.

Results

Studying guidelines for increasing sales volume of fertilizer and feed of Srinakornkarnkaset shop, Huaymek District, Kalasin province to reach sales volume for 30% of 2012 showed the results as follows:

1. Behaviors and marketing mixed factors impacting customers' decision to purchase fertilizer and feed.

Studying behaviors of respondents to purchase fertilizer and feed, it was found that the customers who have purchased goods with Srinakornkarnkaset shop mainly used 16-8-8 fertilizer (95.50%), 16-16-8 (95.50%), and feed (95.50%). They purchased goods with Srinakornkarnkaset shop because it was near their home (81.50%) and bill payment by the agricultural credit card (78.00%). The expense of purchasing fertilizer and feed per time was 4,001–5,000 baht (43.50%). The factors impacting customers' decision to purchase fertilizer and feed such as various types of goods and

price levels (an average was 3.60), bill payment by the agricultural credit card (an average was 3.94), it was near the Bank for Agriculture and Agricultural Co-Operatives (an average was 3.98), the discount of selling large amount (an average was 3.42), a staff had knowledge on goods and could explain details (an average was 3.69), providing advices about products and correct application (an average was 3.22). The customers who have never purchased goods with Srinakornkarnkaset shop but they have known this shop (64.50%), they have known the shop because they drove through and known by themselves (36.00%). The reason they have not purchased fertilizer and feed with Srinakornkarnkaset shop because they have had the regular (64.34%), the shop was far away from their home (35.66%). The factors impacting customers' decision to purchase fertilizer and feed at Srinakornkarnkaset shop was bill payment by the agricultural credit card (87.50%), provided clear information of goods (78.00%) and providing the discount (61.50%).

2. The current operation of Srinakornkarnkaset shop and analyze the general environment, competitiveness, and SWOT

2.1 The result of competitiveness environment, it was found that the obstacle from enter into the industry of new competitors and pressure from competitors for this industry were high. Bargaining power of sellers of production factors was moderate. And the bargaining power of purchasers or customers and pressure from substitute goods were high.

2.2 The result of external environment, it was found that the political and law environment from the agricultural credit card project and the government's moratorium project were positive impact. However, economic and social environment were negative impact. Technology environment which could further meet farmers' requirement was positive impact but variance of seasons, drought, and flood was negative impact.

2.3 The result of SWOT, it was found that the strength of Srinakornkarnkaset shop was its location is near the Bank for Agriculture and Agricultural Co-Operatives, bill payment by the agricultural credit card, the sole proprietorship results in fast decision, the owner belongs to all investment without the interest, and it has been certified 'Q Shop' from the government sector. The weaknesses were insufficient parking area and staffs had no enthusiasm and attention to customers. The opportunity was the moratorium project provided a further opportunity for farmers to purchase fertilizer and feed but the obstacle was the change of climate.

2.4 The result of TOWS Matrix analysis resulted in SO Strategy to make public relations of bill payment with the agricultural credit card. Q Shop arranged the document to provide advices regarding fertilizer and feed. WO Strategy provided the parking area for customers. ST Strategy provided training for staffs to develop their potential and build good relationship with distributors. WT Strategy adjusted an image of staffs to have further enthusiasm and attention to customers.

2.5 The result of Fish bone analysis, it was found that goods could be sold in some seasons, cheap goods were brought into a market, increasing the price of goods was difficult, competitors cut prices, the channels of distribution and advertisement via media were little, slow service, staffs were not enthusiastic and had no knowledge of goods, and change of environment impacted agricultural outputs.

3. Guidelines the plan for increasing sales volume of fertilizer and feed of Srinakornkarnkaset shop

From the study, a researcher set the strategic plan for increasing sales volume of fertilizer and feed for at Srinakornkarnkaset shop. The six projects were conducted. The first project was public relation of Srinakornkarnkaset shop so that the customers knew that Srinakornkarnkaset shop served bill payment with the agricultural credit card and provided diverse goods. The shop has been certified the Q Shop by arranging the advertisement via a radio and signs in public with the budget of 96,000 baht. The second project was suggesting friends to purchase fertilizer and feed so that they suggested, advised, or persuaded their friends or acquaintances to purchase fertilizer and feed at Srinakornkarnkaset shop by arranging 1,000 gift vouchers with 200 baht each and the budget of 200,000 baht. The third project was training the employee so that they would have enthusiastic and knowledge about fertilizer and feed by arranging the training with the budget of 20,000 baht. The forth project was Lottery for prizes and souvenirs to build customers' satisfaction and motivate sales volume of fertilizer and feed. Every 500 baht when they purchased goods, they would be received a lottery to push forward for souvenirs and favors. The total budget was 39,000 baht. Casting would be done on 15th of every month. The fifth project was discounting for purchasing large amount of goods to build customers' satisfaction and motivate sales volume of fertilizer and feed. Every 5,000 baht when they purchased goods, they would be received a discount of 100 baht. The budget was 60,000 baht. The sixth project was visiting customers at their home to build customers' satisfaction. The budget of this project was annually 12,000 baht.

Conclusion

Concluding guidelines derived from the relevant research, it was found that the guidelines for increasing sales volume of fertilizer and feed of Srinakornkarnkaset shop, Huaymek District, Kalasin province conformed to the research as follows:

1. Behaviors and factors impacting customers' decision to purchase fertilizer and feed Srinakornkarnkaset shop, Huaymek District, Kalasin province conformed to the study of factors impacting decision to purchase chemical fertilizer of members of the Agricultural Marketing Co-Operatives and the Bank for Agriculture and Agricultural Co-Operatives [1]. It was found that price, promotion, and public relations impacted to decision.

2. Important factors impacting achievement and obstacles of Srinakornkarnkaset shop, Huaymek District, Kalasin province conformed to planning the marketing strategy for increasing sales volume of chemical fertilizer of Kasetprasong Part, Ltd. [5] and the study of strategy for increasing sales volume of 'Car Grills' fertilizer of Number One Part, Ltd.[4]. From the study, the strategies could be applied to the business in order to reach achievement. With regard to the product, good and reliable fertilizer as well as increasing diversity of goods is required. With regard to marketing and sales promotion, the areas to deliver goods need to be extended. With regard to service, it should focus on staffs' potential and good relationship with customers. As above strategies, they would increase sustainable accomplishment to the business. However, factors impacting achievement and obstacles of Srinakornkarnkaset shop, Huaymek District, Kalasin province had the strengths; 1) the location is near the Bank for Agriculture and Agricultural Co-Operatives, 2) bill payment by the agricultural credit card, 3) the sole proprietorship results

in fast decision, 4) the owner belongs to all investment without the interest, and 5) it has been certified 'Q Shop' from the government sector. Nevertheless, the weaknesses were 1) insufficient parking area, 2) staffs had no enthusiasm and attention to customers. The opportunity was the moratorium project provided a further opportunity for farmers to purchase fertilizer and feed but the obstacle was the change of climate.

3. Developing service of Srinakornkarnkaset shop and arranging guidelines for increasing sales volume of fertilizer and feed of Srinakornkarnkaset shop, Huaymek District, Kalasin province conformed to the study of behaviors and requirement to purchase chemical fertilizer in Mueng District, Loei Province. In addition, it was proceeded to determine the guideline to maintain existing customers and increase new customers of S. Kasetphan, Mueng District, Loei Province [3]. The business required the guideline so the projects of product, promotion, public relations, and relationship with customers were operated. It impacted purchasing decision and using business service including it could increase sales volume as well. The guidelines for increasing sales volume of fertilizer and feed of Srinakornkarnkaset shop, Huaymek District, Kalasin province has been started since June 2014 onwards with the total budget of 427,000 baht.

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MARKETING GUIDELINES OF THE “BAKE A COLD” MADE TO ORDER BAKERY AND ICE CREAM HOMEMADE, KHON KAEN PROVINCE

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ABSTRACT

This study aimed to study environmental management, general information, behavior, and consumer's opinion on Marketing Mix for getting marketing Strategies of the “Bake a Cold” Bakery and Ice Cream Homemade, Khon Kaen Province. The result showed the internal environment of business is run by two people and they have their own recipes. The general environment showed economy, society, and technology are positive factors for managing bakery and ice cream homemade business. Base on data collected from 31 questionnaires of target shop, general information and customers' behavior shown mostly customers area is in town. The shop is small size and decorated in modern and classic modern style, the age was 1-3 years. The order was more than 4,000 baht per month. Most of customers chose supplier by themselves. The average order was 1-3 days per order. The average cost was 2,000 – 3,000 baht. Most customer ages were between 18-35 years whose always using the services on Monday to Sunday between 1pm – 5pm. Bake a Cold target knew an information from their friends/acquaintance. The main reason on choosing supplier is good taste and conveniently order on mobile. Customer's opinion on 4Ps Marketing Mix was at the high level of agreement. Those were product design, product variety, product taste and product quality. The aspects of price were at the high level.

Keyword: Marketing guidelines, made to order, bakery and ice cream

Introduction

“Bake a Cold” homemade bakery and ice cream is a brand name product which produced and sold by the researcher as a partner. The products are delivered to restaurant, coffee shop, café and pub which are very popular now. In 2011, the business was started by producing premium grade homemade ice cream in Lamoon brand name. Ice creams were produced as ordered, or those ice creams can be delivered to a restaurant. However, the owner had no store but only webpage on facebook. Consequently, Lamoon’s administrator realized that just having ice creams store could not gain adequate profit. In fact, the payback period was very long, so we decided to sell bakery with ice creams, and the name was changed to “Bake a Cold” to match name of products, and to make it sounds more globalizing. However, original products were being sold. In this case, researcher aimed to study strategy marketing to develop business of “Bake a Cold” bakery and homemade ice cream in Nai-muang sub district, Muang district, Khon Kaen province.

Objectives

- 1) To investigate environmental management of Bake a Cold bakery and homemade ice cream which located in Nai-muang sub district, Muang district, Khon Kaen province.
- 2) To investigate environmental management of Bake a Cold bakery and homemade ice cream which located in Muang sub district, Muang district and Khon Kaen province
- 3) To study demography and customers’ behavior among customers and target customers of Bake a Cold bakery in Nai-muang sub district, Muang district and Khon Kaen province
- 4) To investigate customers and target customers’ opinion on marketing mix “Bake a Cold” bakery and homemade ice cream in Nai-muang sub district, Muang district and Khon Kaen province
- 5) To identify marketing strategy of “Bake a Cold” bakery and homemade ice creams in Nai-muang sub district, Muang district, Khon Kaen province

Methodology

- 1) Investigating “Bake a Cold” homemade bakery and homemade ice creams’ environmental management of in Nai-muang sub district, Muang district, Khon Kaen province

Questionnaires to identify environmental management of Bake a Cold bakery and homemade ice cream in Nai-muang sub district, Muang district, Khon Kaen province were used as following.

1.1 External Environment Analyzing

Analyze external environment of “Bake a Cold” bakery and homemade ice cream which were general environment [6] and competition by Five Forces Model [2]

1.2 Internal Environment Analyzing

Analyze internal environment of Bake a Cold” bakery and homemade ice cream by observing management, production, marketing and finance [4]

1.3 Analyzing SWOT strengths, weaknesses, opportunities and threats

Analyze “Bake a Cold” bakery and homemade ice cream strengths, weaknesses, opportunities and threats [1]

2) Investigating demography and customers and target customers’ behaviors of “Bake a Cold” bakery and homemade ice cream in Nai-muang sub district, Muang district, Khon Kaen province

There were two variables when investigating demography and behaviors [5] which were Independent Variable and Dependent Variable:

Independent Variables were customers and target customers’ characteristics.

Characteristic factors of customers and target customers:

- 1) Area of Nai-muang sub district
- 2) Types of stores
- 3) Side of stores (S M L)
- 4) Age of stores
- 5) Average amount of order per week

Dependent Variables are opinion on marketing mix of “Bake a Cold” bakery and homemade ice cream business.

3) To investigate customers and target customers’ opinion on marketing mix [3] of “Bake a Cold” bakery and homemade ice cream homemade in Nai-muang sub district, Muang district, Khon Kaen province

3.1) Population and sample group

Population and sample group were on “Bake a Cold” bakery and homemade ice cream customers and target customers in Nai-muang sub district, Muang district, Khon Kaen province about 31 shops.

4) To identify marketing strategy of “Bake a Cold” bakery and homemade ice cream in Nai-muang sub district, Muang district, Khon Kaen province

After having studied 4 objectives, strengths, weaknesses, opportunities and threats [1] were disclosed. After that, TOWS matrix was used to identify marketing strategy “Bake a Cold” bakery and homemade ice cream.

Results

After investigating Bake a Cold’s environment of management in Khon Kaen, it was found that Bake a Cold’s internal environment [4] has two partners, so they managed very quick. They had their own recipes. In general environments [6], there were economic, social and technological factors which affected positively on bakery and ice cream business. However, political and environmental factors affected the business negatively. The study revealed that there was internal industrial competition in the condition of competitive industry [2]. In fact, there were threats from new competitors, bait and switch, and power of materials seller in bargaining. Those have high effects. Customers’ bargaining power has medium effect.

Bake a cold's partners had some opinions toward Bake a Cold's marketing mix in many dimensions. In dimension of products, homemade ice cream and bakery was selected raw material in premium grade. That matched urban people's life style who cared for consuming the product. In dimension of price, it sounded reasonable for its quality. The price was equal to quality, and the products were very various for customers' order. Moreover, there were quotation forms and 15 days payment credit for customer's convenience. Products could be sold in different ways such as face book, online society and various kinds of I-phone applications. In dimension of marketing support, the price could be reduced in special events or festivals for good relationship.

The data of Bake a Cold's demography and customers' behaviors [5] revealed that almost of the target groups were stores located in Muang district, Khon Kaen province. Those stores were decorated in modern style and classic modern style. The number of stores was totally 29, and they were small ones. They had been opening for 1 -3 three years. Their average amount of orders was more than 4000 baht. Customers and target customers' behaviors [5] showed that most of stores made their own decision on choosing their trading partners. The cooperators of the stores had no power on that decision. In fact, the only person who decided to choose trading partners was the owner. The frequency of buying was one time in few days. The average amount in each time was 2000 – 3000 baht. The age of customers who visited those trading partner stores was between 18 – 35 years old. The times that they visited were on Monday to Sunday between 1 p.m. to 5 p.m. Bake a Cold's target customers kept suggesting each others. The trading partner enjoyed such taste as the reason they selected, so they purchased by phone. Those target customers bought some other brand name such as Nestle ice cream etc.

The opinion levels of target customers toward ice cream marketing mix [3] which were in high level were product decoration, product variety, product classification for convenience in order, product taste and freshness of product, product quality, delivering accuracy, new inventions that match customer need, delivering punctuality. The opinion toward dimension of price in high level were having clear quotation form, reasonable price, reducing price when ordering high amount, stable price. In the dimension of selling process toward marketing mix which were high were the opinions on clear order time and dates, near location, many ways to contact store, daily order capable and comfortable payment. In the dimension of marketing support, opinion toward marketing mix which was high was appropriate media advertisement.

There were three main types of suggestions from target customers on Bake a Cold's marketing mix in Muang district, Khon Kaen province which were ice cream, refrigerator and bakery.

The tastes of ice creams were classified into types such as milk, sorbet and green tea. And, bakery was classified into two tastes which were milk and brownie.

Suggestion from Bake a Cold's target customers

The taste of Bake a Cold products was totally dissatisfied for one group of customer but very good for 50% of those who answered the questionnaires. The smell was nice, and the color was well decorated. The bread was soft, but customers still needed the taste and delivering to be improved, and the refrigerator was interesting.

Price dimension

The price seemed to be reasonable and each package in refrigerators has reasonable

price too.

Selling process dimension

The orders, time and date were clear and easy for customer to contact.

Marketing support dimension

The promotions of hundred baht discount when buying 4 trays, remuneration for customers' birthday, and collecting points when buying was interesting.

Conclusions

Bake a Cold's marketing strategies in Muang district, Khon Kaen province

Bake a Cold's Marketing strategies were composed of 4 projects. (Table 1) The first project was "Immediate Response ". The second project was "Bake a Cold Made to Order". The third project was "Never Stop Loving You". And, the fourth project was "Bake a Cold Secret". The budget of the 4 projects was 80,000 baht. After finishing those projects, bake a Cold was expected to satisfy customer well.

Table 1 Bake a Cold's projects and strategies

Development	Period	Budget (baht)
SO strategy: Increasing customer		
Project 1 "Immediate Response"	6 months	25,000
Proposed	1. For circulation increasing 2. For customer increasing	
Methodology	To produce limited edition goods	
WO strategy: Support marketing		
Project 2 "Bake a Cold Made to Order"	1-2 years	30,000
Proposed	1. For making the customers satisfaction	
Methodology	Asking customers to know their concept and make it to order	
ST strategy: Maintaining customers		
Project 3 "Never Stop Loving You"	1 year	20,000
Proposed	1. For keeping the old customers	
Methodology	- To tell customers special right about price and goods quality by offer new product in good price for them	
WT strategy: Improving test		
Project 4 "Bake a Cold Secret"	6 months	5,000
Proposed	1. For improve products	
Methodology	To Produce unique product that's not easy to copy	
Total amount of money		80,000

Suggestions

Suggestions for manager

1. After the project, it should be evaluation after the project every year to improve what customers' need.

2. The model should be clearer.

3. There should be investigation on increasing capital for owning store

4. The brand name should be licensed.

Suggestion for the next study

Customers' satisfaction toward Bake a Cold's marketing mix should be investigated.

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MARKETING PLAN TO INCREASING SALES VOLUME OF K.C METALSHEET CO., LTD., MUANG DISTRICT, KHON KAEN PROVINCE

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Abstract

The objectives of this study on marketing plan to increase sale volume of K.C. Metal sheet Co.,Ltd. Khon Kean Branch, Muang district, Khon Kean province' were to 1) investigate current situation and Causes of problems 2) investigate behaviors and factors that influence customers to purchase the metal sheet, and 3) develop marketing plans to increase sales volume of K.C. Metal sheet Co., Ltd., Khon Kean branch. The study was performed to find out the problem by using fish-bone diagram, the customer behavior and factors that influenced the customer decision making to purchase the metal sheet by using the questionnaires, combined with the general environment, the competition conditions, and SWOT analyses. The results of study showed that the problems were limitations of color variety of the metal sheet machines breakdown, late delivery, and no consistent of sale promotion. From the questionnaires the factors control on customers, behaviors on decision making for metal sheet. the sale location that nearby their houses offices, or construction site. Moreover, products should be certified on quality standard were purchasing. In addition, the 4Ps marketing mixes make high level which product, price, place, and promotion. Which were analyzed and formulated six sale promotion projects. They were neighboring, promises in rainy season like & share, satisfaction & achievement: knowing more loving more and moving forward together. The total budget is 471,400 baht. After this marketing plan is implemented, the sale volume is expected to increase up to 81.3 million baht.

Keywords: marketing plan, metal sheet roof

Introduction

KC. Metal Sheet Company Located at 204 Moo 2 Tambon Nai-Muang, Muang, Khon Khon Founded in 2548, the company engaged in the manufacture, distribution and installation of steel rolling wave. The registered trademark brand under the name."Roof tank seal" the company's products. Consists of a steel roof, Sheet metal bending flap cover plate finishes. Translucent roof was new model. Company passed the certification of a quality management certificate ISO 9001: 2008 and ISO quality certificates. Additionally Award was the social responsibility. For the purpose was industrial development. And enhance the management of the principles of good governance (CSR) from the Office of Strategy Management. DIW Leaf and honors the focus on the customer (Customer Focus) from Sasin University. The roof operates in Khon Kaen province in the past, and then there is less competition due to the small number of competitors. The public has an interest in the thatched roof but the tiles or zinc. Therefore, the use of roof building steel roofing and more. Because steel was strong, durable roof, the colors was be beautiful and cheap. Making steel roofing market grew rapidly. Later, the other operators began to see opportunities and to compete in this business increased. When competition increases. Allow employers to adopt marketing strategies used in business to make customers buy from roofing companies. In particular, price competition strategy to undercut competitors. By reducing the quality of the steel roof in the lower price and sell price. Increasing the number of competitors in the market, allowing customers the roof up. The purchasing behavior is customers who switch to it. As a result, the company's sales dropped and did not meet the goals set in the year 2556 the turnover of the company fell 9.28 percent of sales in 2555 and did not go. The company's goal is to set the year 2556, with sales of 85 million baht. the company to adjust the plan to reflect the current competitive scenario and purchasing behavior of customers has changed. In order to meet the sales target of the company that has increased sales by 10 percent, or 81.3 million baht in sales, the sales target set by the company.

Objective

1. To study situation and causes of selling under target in KC Metal Sheet Company.
2. To study the behavior and the influence consumer buying metal roofs.
3. To establish marketing plan to increase sales metal roofs of KC Metal Sheet Company.

Methodology

1. Situation and causes of selling under target in KC Metal Sheet Company. The study carried out by brainstorming with Sales Manager and Production Division for 18 employees. Analyze by use Environment Analysis, Competition Analysis, strengths, weaknesses, opportunities and threats to obtain information current situation of the business operations of the Company and map fishbone with the problem of the cause of problems at the KC. Metal Sheet Company, sales did not meet that Target. After determining the cause of the problem. The factors determining the marketing mix. Determining the root cause and secondary causes of the causes of the problem.

2. Behavior and the consumer buying a steel roof. By collecting 400 sets of questionnaires, including 100 sets of customers shop builder projects. In the district of Khon Kaen, 150 sets and modern building materials retailers such as Home Get Home Global Calhoun Times Building, 150 series, etc., to study the behavior and the marketing mix factors that influence the purchasing decisions of customers, the steel roof. The questionnaire is divided into three parts.

Part 1 contains demographic information, gender, age, education, occupation, and monthly income.

Part 2: Information on customer buying behavior iron roof consisting purpose of buying a steel roof. Types of purchase the decision to buy a steel roof Individuals who influence purchase decisions roof. The cost is a steel roof. Companies that buy steel roof Reasons to Buy Metal Roofing and resources to buy the steel roof.

Part 3: Information concerning the marketing mix to influence your customer's roof. The applications in question 4Ps are product, price, and distribution. And promoting market by the looks was created as a closed-ended questionnaire, whereas the 5-level scoring factors affect your metal roof five-priority levels.

Standrad	Average	Result
5	4.21 - 5.00	Most
4	3.41- 4.20	Much
3	2.61 - 3.40	Quietly
2	1.81 - 2.60	Little
1	1.00 - 1.80	Less

3. Marketing plan is increase sales KC. Metal Sheet Company Muang Khon Kaen. The results are SWOT. Result of planning to marketing to increase sales KC. Metal Sheet Company, Muang Khon Kaen. The goal is increased sales in 10 percent compared with sales of the year 2556.

Results

1. Study the current situation and the cause of sold. KC Sheet Metal Ltd does not meet the targets set.

The analysis showed that the economic environment, the physical environment, culture, technology and environment analysis results showed that the physical environment, economy and technology, culture and society. Contributing to the roofing business. The political and legal impact, both positive and negative aspects of the business. Competition analysis showed that the barriers to new competitors in the market could come in easily. Bargaining power of suppliers was raw material inputs, Bargaining power of buyers. Threat of substitute products had resulted in a high level. Risk in competitors. Moderate due to rounded roof of KC. Metal Sheet

Company was obtaining quality standards. TIS and ISO 9000 recognized by its customers. And the first in the roof of the province's strengths include the company's reputation in the roofing business. The quality is no guarantee the product after sale. Advertising, the Company's going activities within and outside the organization. Taking into account the social impact (Corporate Social Responsibility: CSR) weaknesses was there to choose a roofing company continued lack of market promotion. Sometimes the product was shipped to the customer performed slowly. Frequently used Sales amounted to less Decision-making power to the executive. Care staff of the executive branch can not decide if the client was a bargain for the public to use more steel roof. Office of the Board of Investment (BOI) promoted entrepreneurial SME's. Province's economy is expanding. Government grants to the participating farmers for rice farmers was buying up the substance of the threats, including the growing number of competitors in the business investing in low cost. Into the business can easily cause the sold of KC. Sheet Metal Co. Reality did not meet the goals set includes a black roof to a select few. Frequently used When the price and the staff could not be determined immediately. Sometimes the product is shipped to customers soon and a lack of promotion, continuing (Figure 1).

2. The study of behavior and the factors that influence consumer buying a steel roof.

Behavior and the factors that influence your roof, found that the majority were male (79.75%), aged 36-45 years (37.75%), the Diploma. / Diploma. (35.75%), professional technicians / contractors (38.75%) Incomes 15,001 - 30,000 baht per month (58.50%) by most customers knew (72.25%) and have purchased a steel roof (63.25%) by buying roof seal tank. with KPMG. C. Metal Sheet Co., Ltd. (38.25%) with reasons to buy as it is close to home / work / near construction areas (48.75%) and product quality certification standard (41.75%) in order. Buy Sheet metal Sheet used in a construction project (24.50%) has decided to buy my own (26.75%) and technicians and contractors are influencing decision-making purchase. (25.25%), the cost of purchasing roofing 50,001 - 100,000 baht (41.75%) and the cost of installing steel roofing 50,001 - 100,000 baht (33.75%), mainly known for its KC. METAL LIMITED PARTNERSHIP. sign cutouts / facial (34.25%) and Tools / contractor (24.00%), and recommendations to improve the delivery is fast (14.25%), the factors influencing the decision to buy the roof. steel product prices in the distribution channel. Marketing and Promotion Important in decision is purchase a high level (Table 1).

3. Marketing plan to increase sales KC. Metal Sheet Company, Muang, Khon Kaen.

Marketing plan to increase sales KC. Metal Sheet Company, Muang, Khon has six projects, first is like home. Second is rainy season. Third loves the mechanic. Forth is The Cruise. Fifth is met and LOVE. Sixth hold your hand. The budget is 471,400 baht to active the project according to schedule. The KC. Metal Sheet Company has increased 10% of Sales from the year 2556. In 2557 Sales were 81.3 million baht.

Conclusion

From the implementation of the marketing plan to increase sales metal roofs KC. Metal Sheet Company, Khon Kaen Province on 6project, first is like home. Second is rainy season. Third loves the mechanic. Forth is The Cruise. Fifth is met and LOVE. Sixth hold your hand. The budget

is 471,400 baht to active the project according to schedule. The KC. Metal Sheet Company has increased 10% of Sales from the year 2556. In 2557 Sales were 81.3 million baht.

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Table 1 The relative importance of influencing the decision to buy metal roofs.

Marketing plan	average	Result
Product		
Quality of Product has been certified.	4.25	most
The company's reputation	4.16	much
Warranty	3.99	much
an installing service metal roofs	3.74	much
Special ordered from customer.	3.35	ปานกลาง
Price		
qualityofprice	3.98	much
Clear notice of price	3.94	much
Credit for payment.	3.81	much
Place		
Near home / work / construction area.	4.59	most
Delivery are quick and on time.	4.47	most
Salesman orders to customer	4.15	much
Multiple channels to order products	3.96	much
Accommodations are waiting for service.	3.71	much
Promotion		
Advertisement on Internet, Cable TV, and Radio	4.44	most
Salesman has knowledge and ability to describe in detail.	4.23	most
inFrontofStores	4.21	most
Catalogs and product are same	4.03	much
Souvenir and reward	3.94	much

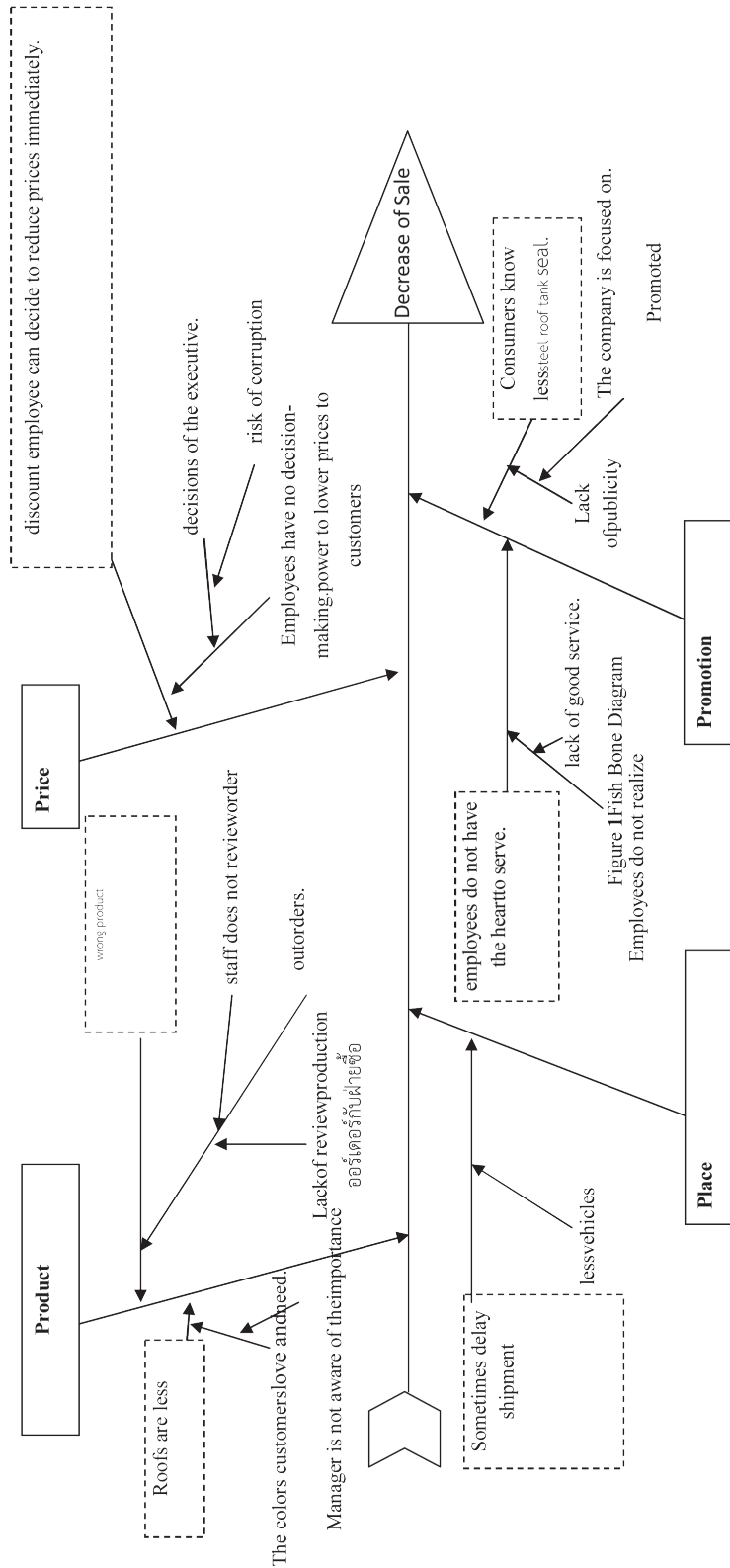


Figure 1 Fish Bone Diagram

THE SERVICE QUALITY DEVELOPMENT GUIDELINES OF THE CUSTOMER SERVICE DEPARTMENT OF KRUNG THAI BANK, TESCO LOTUS CHUMPHAE BRANCH, KHON KAEN PROVINCE

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Abstract

The objective of the study was to examine the managerial environment, demographic information, customer behavior, satisfaction levels, the factors affecting repeat service and service quality development guidelines at the customer service department, Krung Thai Bank, Tesco Lotus Chumphae Branch, Khon Kaen Province. The tools used for the study were a questionnaire, PESTE analysis, the competition analysis, SWOT and TOWS matrix. The results showed that most customers used deposit/withdrawal because of a convenient location of the bank. According to customer satisfaction of the service quality, the results showed a high level of customer satisfaction in 5 terms in order of importance: reliability, tangibility, assurance, empathy, and customer responsiveness. There were no differences in customers' gender, ages, education levels, occupations, and salaries and customer satisfaction levels. The study also suggested factors affecting customers' repeat service: required employees' always saying "Hello" and "Thank you" to customers with their smiling faces and expanding special service channels when there are many customers for quick service. The study results were used as service quality development guidelines for Krung Thai Bank, Tesco Lotus Chumphae Branch, Khon Kaen Province, consisting of 4 projects: Expanding Service Channels, Morning Talk, Receptionists, and Available Automatic Service Machines.

Keywords: service quality, customer service department, Tesco Lotus Chumphae Branch

Introduction

Nowadays, there is a highly competitive situation related to service quality development of commercial banks. The reason is that it is a key factor for commercial banks and financial institutions to become leaders of commercial banks among intense competition [1], as can be seen from marketing communication of other banks presenting their valuable banking brands in one direction: “Towards Service Excellence” of Kasikornbank Bank, “Your Financial Partner and Trusted Friend” of Bangkok Bank, “Caring for you” of Siam City Bank, “Initiate Plus Always” of Thanachart Bank, and “Securities in Public Services” of Government Savings Bank. The objectives of banking brands were to cause customer satisfaction, to respond to customers’ need sustainably, and to achieve the goals of bank operation as expectations. Therefore, all commercial banks are concerned about quality service and continuous service quality development.

Krung Thai Bank Public Company Limited, Tesco Lotus Chumphae Branch, has been operated since February 25, 2011. It is located at TESCO Lotus department store, Chumphae district, Khon Kaen province. The bank offers loan services and financial transactions and other various services, including products of bank holding companies such as life insurance and consumer products for hire purchase. From the beginning of the bank having provided services so far, there are more and more customers from the public sector and the private sector, so it is necessary to accelerate service quality development in order to respond to customers’ need. The assessment of customers’ satisfaction of customer call center in 2013 demonstrated the score of 4.15 for customer satisfaction of service quality at the customer service of the bank [2], the score decrease from the year of 2012. In addition, there were always customer requests at the customer call center (Call Center 1551). Therefore, service quality development for the bank is required for customer responsiveness and optimal customer satisfaction, corresponding to the objectives of Krung Thai Bank’s operation. Therefore, the researcher conducted the study on managerial environment of Krung Thai Bank, Tesco Lotus Chumphae Branch, opinions of the manager the deputy manager, employees, customers’ behavior and customer satisfaction of service quality at Krung Thai Bank, Lotus Chumphae Branch, Khon Kaen province in order to develop service quality development guidelines for the bank for more efficiency.

Objectives

1. To examine managerial environment of Krung Thai Bank, Tesco Lotus Chumphae Branch, Khon Kaen Province
2. To investigate demographic information and customers’ behavior at the bank
3. To study customer satisfaction of service quality of the bank
4. To study factors affecting customers’ repeat service at the bank
5. To develop service quality guidelines of the bank

Methodology

1. Managerial environment of Krung Thai Bank, Tesco Lotus Chumphae Branch was examined by brainstorming with senior service directors and employees. The research tool was a questionnaire to study the external environment based on PEST analysis (a general environment analysis), competitive environment analysis, and the SWOT analysis and the internal environment in the subject of organizational administration such as personnel, finance, products and services, locations, business image, including weaknesses and strengths of the bank.

2. Demographic information and customers' behavior at the bank were studied by employing the first part of each questionnaire on general information of respondents and the second part on customers' behavior (6W1H) at the bank. The data were collected from 383 customers. The duration of data collection was from the beginning of March to April, 2014. The samples were calculated by Yamane's formula [3]. The statistics used in the study were frequencies and percentages.

3. Customer satisfaction levels of quality service at the bank were examined from the third part of the questionnaires on customer satisfaction of service quality in 5 aspects according to the conceptual framework of Parasuraman et al. [4]: tangibility, reliability, customer responsiveness, assurance, and empathy. Each questionnaire consists of 22 questions each of which characterized by a five point rating scale in customer satisfaction: most, much, moderately, a little, and least. The statistics used in the study were averages and standard deviations with the following criteria of interpreting customer satisfaction levels of service quality.

Scale	Average	Meaning
5	4.50 - 5.00	Most satisfied
4	3.50 - 4.49	Very satisfied
3	2.50 - 3.49	Moderately satisfied
2	1.50 - 2.49	A little satisfied
1	1.00 - 1.49	Least satisfied

Then, there was hypothesis testing (H_0): customers' different demographic characteristics and similar satisfaction of service quality at the customer service department of Krung Thai Bank, Tesco Chumphae, Khon Kaen. There was hypothesis testing in 2 sample groups by a means of the t-test and in 3 groups by the one-way analysis of Variance (ANOVA).

4. Studying factors affecting customers' repeat service at the bank relied on the fourth part of the questionnaires on required customer relationship activities for the bank. Data were collected from 383 customers at the customer service department. The statistics used in the study were frequencies and percentages.

5. Service quality development guidelines for the bank were based on the results of the SWOT analysis, customers' behavior and satisfaction, and factors affecting repeat service. These results were obtained from the study objectives in the questions 1-4. In addition, there was target

marketing and strategic factor analysis. The study results on the manager, senior directors, and bank employees were used to develop service quality development guidelines at the bank.

Results

1. Managerial environment of Krung Thai Bank, Tesco Chumphae Branch, Khon Kaen province

The study on managerial environment of the bank showed that there were totally 12 employees who worked to provide customer services under the policy framework of “KTB Growing Together”. In addition, the study suggested that service quality assurance be emphasized for customers’ responsiveness and optimal satisfaction so that customers at the bank would feel comfortable and receive quick service. Concerning the external environment affecting operation, the study showed positive effects of society, culture, technology, and physics on customer service operation and negative effects of politics, laws, and economy on the bank. The bank should follow situations and determine guidelines to deal with emerging situations. The examined effects of competition analysis revealed the difficulty of the entry of new competitors in finance and banking because of old competitors’ strengths, intense competition of similar businesses and industries, a high level of bargaining power of buyers, bargaining power of suppliers, and a moderate level of threats from substitute products. The SWOT analysis indicated the following strengths and weaknesses of the bank. Strengths of Krung Thai bank were its reputation and stability, a policy of customer service quality, its suitable location for customers’ convenience, employees’ service mind, a variety of products and services, modern facilities, and efficient service. The weaknesses were insufficient numbers of counter services, automatic deposit machines, and automatic teller machines for an increasing number of customers, opportunities, and populations, resulting in more customer services at the bank. Technological advances brought about faster and more convenient customer services. Customers would like to receive good quality from the bank. However, there were threats: relatively intense competition of banks related to customer service, political instability, and economic recession.

2. Demographic information and customers’ behavior of Krung Thai Bank, Tesco Lotus Chumphae Branch, Khon Kaen Province

According to the study on demographic information, customers’ behavior, satisfaction, and demand at the customer service department of the bank, it demonstrated that most customers were male aged 20-40 years. Some graduated from high schools, while some held a bachelor’s degree. They are employees at private companies. Some are students. Their salary ranges were less than 9,000 baht and from 15,000 to 20,000 baht. Concerning customers’ behavior, it showed that most customers made a decision by themselves. The most frequently-used services were deposit/withdrawal: more than once of these services from customers. Frequency and months of using these services was uncertain. The time of using these services was from 8.30 to 10.30 am. and 12.00 pm to 1.00 pm. The access to the information about Krung Thai Bank, Tesco Lotus Chumphae Branch was from bank employees and televisions. Most customers contacted the information at service counters. Reasons of using services were a suitable location of the bank near

their houses, a variety of products and services, and smiling employees willing to provide services. Customers also used services from other banks such as Kasikorn Bank because of similar reasons.

3. Customer satisfaction levels of quality service at Krung Thai Bank, Tesco Lotus Chumphae Branch, Khon Kaen

The study showed that overall, there was a high level of customer satisfaction of service quality at the bank ($\bar{X}=3.95$). Concerning satisfaction levels of service quality factors, it illustrated a high satisfaction level in 5 aspects: reliability ($\bar{X}=3.99$), tangibility of service ($\bar{X}=3.95$), assurance ($\bar{X}=3.95$), empathy ($\bar{X}=3.95$), and customer responsiveness ($\bar{X}=3.90$). To compare customer satisfaction levels of service quality at the bank, the demographic information was categorized. According to the demographic information, it showed customers' similar gender, ages, education levels, occupations, and salaries. In addition, the study showed similar satisfaction levels of service quality. In aspect of service quality, there were customers' suggestions. Most of them recommended **automatic queue calling machines, signs for customers to know about standard services, service counters for information contact, employees informing appropriately about new products, and customer notifications such as invoices and premium notices.**

4. Factors affecting customers' repeat service at the bank

Factors affecting customers' repeat service at the bank indicated that customers needed that employees said "Hello" and "Thank you" every time to them with their smiling faces and willingness to provide services. Other factors were convenient and quick services and customer services by a means of queue calling.

5. Service quality development guidelines of the bank

The study results on managerial environment, demographic information and customers' behavior and satisfaction levels, and factors affecting repeat service were used for developing service quality guidelines for Krung Thai Bank, Tesco Lotus Chumphae, Chumphae district, KhonKaen. The methodology was based on the strategic factor analysis and the TOWS matrix (as shown in Table 1), yielding 4 projects: Expanding Service Channels, Morning Talk, Receptionists, and Available Automatic Service Machines.

Conclusions

Service quality development strategies at the customer service department of Krung Thai Bank, Tesco Lotus Chumphae Branch, Khon Kaen province were summarized as follows.

Project title	Duration	Budget (Thai baht)
Service Quality Assurance Strategy (SO Strategy) The 1st project: Morning Talk	Starting from June	No
High Counter Strategy (WO Strategy) The 2nd project: Expanding service channels	Starting from June	No

Project title	Duration	Budget (Thai baht)
Customer Relationship Strategy (ST Strategy) The 3rd project: Receptionists	Starting from August	No
Available Automatic Service Machine Strategy (WT Strategy) The 4 th project: Available Automatic Service Machines	Starting from June	No

After launching the projects, customers were more satisfied with service quality, and more scores of the assessment of service quality, resulting in a continuous repeat service.

Acknowledgement

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Table 1 Results of the strategic factor analysis (TOWS Matrix)

	Strengths: S 1.The bank's reputation and stability among customers 2.The bank's policy of a good service quality 3.Suitable location 4.Employees as good service providers 5.A variety of products and services 6. Modern facilities and efficient service of the bank	Weaknesses: W 1.Insufficient numbers of counter services in case of many customers 2.Errors of automatic deposit machines and automatic teller machines: customers cannot use the machines
Opportunities: O 1. Increasing populations 2. Technological advances, causing quick service 3. Customers' need for good services 4. Overall satisfaction of service quality and a high satisfaction level of each aspect	SO Strategy Service Quality Assurance Strategy The 1 st project: Morning Talk	WO Strategy High Counter Strategy The 2 nd project: Expanding service channels
Threats: T 1.The bank's intense customer service competition with other banks 2.Political instability and economic regression 3. Customers' recommendations: automatic queue calling machines, signs for customers to know about standard services, service counters for information contact, employees informing appropriately about new products, and customer notifications such as invoices and premium notices. 4. Customers' need that employees said "Hello" and "Thank you" every time to them with their smiling faces and willingness to provide services. Other factors were convenient and quick services and customer services by a means of queue calling.	ST Strategy Customer Relationship Strategy The 3 rd project: Receptionists	WT Strategy Available Automatic Machine Strategy The 4 th project: Available Automatic Service Machines

MARKETING APPROACH TO THE ENGLISH COURSE PROJECT MANAGEMENT UNDER REGULATION OF THE MINISTRY OF EDUCATION, KHON KAEN WITTAYAYON SCHOOL, KHON KAEN PROVINCE

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Abstract

The objective of this research was to study the internal environment, the demographic data and behaviors of parents' opinions and the decision to enroll their children in the English Program, levels of opinions of students and their decision to attend the English Program, and marketing approach for English Program implementing the curriculum of the Ministry of Education at Khon Kaen Wittayayon School, Muang District, Khon Kaen Province. The results revealed that the parents wanted their children to study in the program using the curriculum certified by the Ministry of Education and the students were interested in participating in the English program as well. All marketing mix factors were found at the high level in all aspects, including people, product (effectiveness and quality), place, promotion, process, physical evidence and price, respectively. The findings, therefore, were used to prepare a marketing approach for the English program based on the curriculum of the Ministry of Education for Khon Kaen Wittayayon School, Muang District, Khon Kaen Province. The approach was divided into 4 projects, Open Your Heart to EP, EP Open House, Smart EP and Superb EP.

Keywords: English Program, Khon Kaen Wittayayon School, parent, student, opinion

Introduction

Thailand is a developing country; therefore, the children must be well-prepared to adjust and improve themselves to be able to catch up with the world. Construction of knowledge and utilizing knowledge is essential for propelling and creating economic and social growth, especially human knowledge, technology knowledge and other types of knowledge which help strengthen economic competitiveness of the country at microeconomic level. This is considered a leading factor which can increase the competitiveness of the country and an essential element of knowledge development is education [1]. In addition, as the government wants Thailand to become an education hub, the Ministry of Education has appointed the Office of the Basic Education Commission to design a curriculum for English Program or Mini English Program in accordance with the Basic Education Curriculum B.E. 2551 (2008) in which the English language is used as a medium of instruction to strengthen learners' knowledge development and English language skills. This project is a special class which accepts students with outstanding English language skills separately from the regular program [2].

The English Program at Khon Kaen Wittayayon School, Muang District, Khon Kaen Province was approved by the Ministry of Education to conduct an English Program in which the English language is used as a medium of instruction in various subjects in order to improve and prepare the students' academic and language skills all at once. This will enable the students to possess the characteristics of international learners who can improve themselves and compete on the international stage in the future. In the English Program, there are currently 2 classes at each lower secondary level and 2 classes at each higher secondary level; therefore, in these 12 classes, there are 411 students and 52 staff, including 29 Thai staff and 23 foreign staff. Since Khon Kaen is also considered an education hub of the northeastern region of Thailand from kindergarten to higher education and parents realize the importance of the English language, many schools are currently offering the English Program and the curriculum with an emphasis on the use of English. This situation has led to fierce competition in which each school tries to attract new students and meet the needs of parents. Therefore, the researcher is interested in obtaining the data and seeking marketing projects for the English Program at Khon Kaen Wittayayon School, Muang District, Khon Kaen Province, with the analysis of the environment of management, behaviors and levels of customer opinion towards marketing mix.

Objectives

1. To study the environment of English Program management at Khon Kaen Wittayayon School, Muang District, Khon Kaen Province
2. To find out the demographic data and behaviors of parents in the decision making to enroll their children in the English Program
3. To seek the levels of parent's opinions towards marketing factors in the decision making to enroll their children in the English Program
4. To learn the demographic data of the students and levels of their opinions towards marketing mix factors in the decision making to attend the English Program

5. To develop a marketing approach for the English Program at Khon Kaen Wittayayon School, Muang District, Khon Kaen Province

Methodology

1. To study the environment of English Program management at Khon Kaen Wittayayon School, Muang District, Khon Kaen Province, the research conducted interviews on (1) the external environmental analysis and (2) the internal environmental analysis.

2. To obtain the demographic data and behaviors of parents in the decision making to enroll their children in the English Program, the researcher determined the population and sample group as well as the research tools as follows;

2.1 The population of this study is composed of parents of 1,439 students at Pathom 6 and Mathayom 3 levels in the English Program in Muang District, Khon Kaen Province and the sample group was defined by using Yamane's formula [4]. As a result, the sample group includes 207.69 or 208 people.

2.2 The research used a questionnaire containing 2 parts, general information about the respondents and parental behaviors in choosing the school for their children.

2.3 The statistics used in this step were frequency and percentage.

3. To find out the demographic data and behaviors of parents in the decision making to enroll their children in the English Program, the sample group as well as the research tools were identified as follows;

3.1 The sample group of this study is 208 students at Pathom 6 and Mathayom 3 levels in the English Program in Muang District, Khon Kaen Province.

3.2 The research used the third part of the questionnaire to examine the levels of parental opinion towards marketing mix factors in the decision making to enroll their children in the English Program.

3.3 The statistics used in this phase included mean and standard deviation.

3.4 To compare the levels of satisfaction, the demographic data was classified.

4. To possess the demographic data of the students and levels of their opinions towards marketing mix factors in the decision making to attend the English Program, the researcher defined the sample group as well as the research tools as follows;

4.1 The sample group of this study is 208 students at Pathom 6 and Mathayom 3 levels in the English Program in Muang District, Khon Kaen Province.

4.2 The research used the first part of the questionnaire to obtain general information about the respondents and the second part to gather the information about students' behaviors in the decision making to choose their own school.

4.3 The statistics used in this stage were frequency, percentage, mean and standard deviation.

4.4 To compare the levels of satisfaction, the demographic data was classified.

5. To develop a marketing approach for the English Program at Khon Kaen Wittayayon School, Muang District, Khon Kaen Province, the researcher used TOWS Matrix as a tool to analyze

the data and later brainstormed with the principle, project leader and members.

Results

1. Environment of management of the English Program at Khon Kaen Wittayayon School, Muang District, Khon Kaen Province

1.1 Internal environmental management

The researcher found that, in terms of people, there were 52 staff, including 29 Thai staff and 23 foreign staff. As for the budget, the program collected tuition fee and charges from the students. Regarding the product and services, the school offered the English Program in both lower secondary level and higher secondary level, while the school is situated at the heart of the city which makes it easy for transportation. In addition, the school was highly recognized by the public.

1.2 External environmental management

1.2.1 General environment consisted of politics, economics, society and culture, technology and physical evidence that had positive effects for the English Program.

1.2.2 SWOT analysis includes (1) low level threat of new entrants, (2) high intensity of rivalry among existing competitors, (3) low bargain power of suppliers, (4) high bargain power of parents and (5) low level threat of substitute products.

1.3 In terms of strengths, weaknesses, opportunities and threats, the research found that (1) the strengths were that 100% of students in the program were accepted into the university and the program was certified by the Ministry of Education with high reputation and convenient location, while the teaching materials were up-to-date and foreign instructors were able to closely look after the students, (2) the weakness of the program is its high tuition fee compared to the fee of the regular program, (3) the opportunities were in line with the increasing number of population in Khon Kaen Province which was considered an education hub in the northeastern region where new technology was used to teach the students and at the same time contact their parents and (4) the threats were caused by the misunderstanding of the program or inadequate information provision.

2. Demographic data and behaviors of parents in the decision making to enroll their children in the English Program

2.1 General information showed that most parents whose children are study at Prathom 6 level were female at the age of 40-50 years with bachelor degree living in the municipal area and owning business with an average income of 25,000-35,000 baht per month and they were the father or mother of the children.

2.2 In terms of parental behaviors in the decision making to choose school for their children, the research found that the family/relatives and cousins/loved ones were the decision makers who wanted their children to study in the program certified by the Ministry of Education and the famous and reliable institution. Most of them are interested in sending their children to Khon Kaen Wittayayon School. They mostly received the information about the admission from their children, the website and leaflets, respectively, and they compared the information from different schools before making the decision.

3. Levels of parent's opinions towards marketing mix factors in the decision making to enroll their children in the English Program

3.1 Regarding the factors that have great influence on the decision making to send their children to the English Program, the overall picture showed an average level of agreement at 3.97.

3.2 For parents from different residence locations, genders, age groups, education backgrounds, professions and levels of income and have their children in different education programs, there was significantly statistical difference at 0.05 regarding the opinion towards the factors affecting their decision making to enroll their children in the English Program. However, parents of children in different education levels shared the same opinion towards the factors affecting their decision making.

4. Demographic data of the students and levels of their opinions towards marketing mix factors in the decision making to attend the English Program

4.1 General information revealed that most students who were studying in the primary level at Anuban Khon Kaen School were female who were attending the English Program.

4.2 Students who have made their own decision to attend the English Program under the influence of the families/parents received the information about the program from their parents and guidance teachers. They were interested in studying in the English Program at Khon Kaen Wittayayon School because of the school's high reputation and reliability.

4.3 As for the factors that have great influence on the decision making to attend the English Program, the overall picture showed an average level of agreement at 4.39.

4.4 Among students from different schools, different education levels, different genders and different education programs, there was no significantly statistical difference at 0.05 in terms of their levels of opinion.

5. A marketing approach for the course management of English program based on the curriculum of the Ministry of Education for Khon Kaen Wittayayon School, Muang District, Khon Kaen Province was divided into 4 projects as follows;

5.1 Open Your Heart Project aims to (1) spread the information about the English Program at Khon Kaen Wittayayon School to students in other schools, (2) to publicize the efficiency and quality of the English Program. The procedures include (1) distributing leaflets/ brochures and advertising on the school's website, (2) exhibiting the English Program to the target audience and (3) putting up the banner advertising the English Program admission. The budget is 37,500 baht and it is expected that 80% of the target audience receive the information about the English Program at Khon Kaen Wittayayon School.

5.2 EP Open House aims to pass on the information about the English Program at Khon Kaen Wittayayon School to parents of students in other schools. Seminars are to be conducted to provide information and understanding regarding the English Program to the parents with a budget of 5,000 baht. It is expected that more parents will be informed of important information about the English Program at Khon Kaen Wittayayon School and more students will be interested in enrolling in the English Program than in the academic year 2014 (148 students in Mathayom 1 and 82 students in Mathayom 4).

5.3 Smart EP Project aims to offer poverty-stricken students with outstanding academic performance the opportunity to attend the English Program. Each academic year, there is one scholarship per level. As for the procedure, in case that a current student leaves the English Program for the regular program and a new student with a high entry score is facing a financial problem, the student's academic fee can be waived and the registration fee can be paid by monthly installments. The budget for each level is 70,000 baht and it is expected that one impoverished student with high academic performance will be able to study in the English Program each year.

5.4 Superb EP Project aims to improve the landscape of the school to impress parents and students which will help encourage students to love their school and want to go to school. The procedures include (1) examining and repairing learning materials and (2) rearranging facilities, such as parking space and shoe racks. The budget of this project is allocated at 4,000 baht and it is expected that the average level of opinion towards physical evidence will be greater than 4.32.

Conclusion

According to the findings, most of the parents who chose the English Program enrolled their children in primary level and most of them were female with bachelor degree, working as business owners/sellers and earning 25,000–35,000 baht per month. Their children were studying in Thai program and they were the father or mother of the children. In addition, for the parents, all marketing mix factors were found at the high level in all aspects, including people, product (effectiveness and quality), place, physical evidence process, price and promotion, respectively, which was in line with Sineenart Nacharoen's study (2011) [5]. The findings were used to prepare a marketing approach for the course management of English program based on the curriculum of the Ministry of Education for Khon Kaen Wittayayon School, Muang District, Khon Kaen Province. The approach was divided into 4 projects, including Open Your Heart to EP, EP Open House, Smart EP and Superb EP.

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SERVICE QUALITY DEVELOPMENT GUIDELINES FOR BANGKOK BANK, KALASIN BRANCH, KALASIN PROVINCE

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Abstract

The objective of this study was to examine the environment of management, demographic data, customer behaviors, their levels of satisfaction, factors promoting customer return and service quality development guidelines for Bangkok Bank, Kalasin Branch, Kalasin Province. The researcher used a questionnaire, a general environmental analysis, a competitiveness analysis and SWOT analysis. The results showed that most customers used the bank's counter services because the bank was in a convenient location/near their houses. The overall levels of customer satisfaction were rated at the high level in all 5 aspects, including customer confidence building, reliability, responses to customers, attention to customers and concrete forms of service. There was no difference in the level of satisfaction of customers of different genders, age groups, education backgrounds, occupations and monthly incomes. The factors that helped promote customer return were friendly staff, willingness to provide fast and convenient services, and a queue-based service system. The service quality development guidelines for Bangkok Bank, Kalasin Branch, Kalasin Province, consisted of 4 projects, including the Bring a Smile Home project, the new service channel project, the receptionist training project and the automatic queue system project.

Keywords: service quality, Bangkok Bank, Kalasin Branch

Introduction

Considering the total asset value, Bangkok Bank is the biggest commercial bank in Thailand which is closely connected to all entities in the economic system. Changes in society, economy, technology, fierce competition and customer behaviors have led to the development of Bangkok Bank in various aspects in order to provide the customers with better services; for example, effective operation development model, convenient customer service system and fast service request approval. The goal is to increase operational efficiency to be able to compete in a long run. For these reasons, the bank realized the importance of excellent service, quality and friendliness offered to the customers. The bank has, therefore, created service quality evaluation criteria, called SPLs [1] and the customer satisfaction is to be rated via telephone by customers who use the bank's service at each branch every 2 months. It is expected that every customer would be satisfied.

Bangkok Bank, Kalasin Branch, was opened on July 29, 1974, and located at 70 Pirom Road, Kalasin Sub-district, Kalasin District, Kalasin Province. It is open from Monday to Friday from 8.30 a.m. to 3.30 p.m. It offers complete financial service. The competitiveness of commercial banks in Kalasin Province is high as there are 21 branches of commercial banks in the area. As a result, each bank has to anticipate customers from others, especially premium customers. Each branch uses its strategies to provide customers with fast and convenient service with accuracy. At the same time, they have a variety of products and services for the customers to achieve the highest level of satisfaction. This also includes maintaining customer share and market share and encouraging customers to continuously use the services. To keep the customers, the service operation of the bank must satisfy them. According to the satisfaction evaluation via telephone during November – December 2013, 3 out of 15 customers (20%) were not satisfied with the service at Kalasin Branch. There were also customers who filed complaints via the call center about the slow service, queue cutting and no greeting from the staff (responses to customers). The performance of Kalasin Branch could not meet the KPI since the level of customer satisfaction did not reach the 80% goal identified by the head office [2]. The Bangkok Bank's criteria include greeting and thanking all customer, paying attention to customers without making jokes, asking customers who are standing in line about the service they are expecting and offering new products to the customers [1]. When the satisfaction level is not up to the expectation of the service quality assurance team, Bangkok Bank, Kalasin Branch, then has to develop its service quality with the operation guidelines which will improve the service to meet customer satisfaction. As a result, the bank's performance will achieve the goals in all aspects.

Objectives

1. To study the environment of service management at Bangkok Bank, Kalasin Branch, Kalasin Province
2. To obtain demographic data and behaviors of customers at Bangkok Bank, Kalasin Branch, Kalasin Province
3. To find out the levels of customer satisfaction towards the service quality of Bangkok

Bank, Kalasin Branch, Kalasin Province

4. To explore the factors promoting customer return to Bangkok Bank, Kalasin Branch, Kalasin Province
5. To set up service quality development guidelines for Bangkok Bank, Kalasin Branch, Kalasin Province

Methodology

1. To learn the environment of management at Bangkok Bank, Kalasin Branch, Kalasin Province, there was a brainstorming session among the branch manager, senior customer service officers and staff. The researcher interviewed the participants about the internal and external environment of management and later conducted general environment analysis, competitiveness analysis, internal corporate management in terms of personnel, finance, products and services, location and business image, as well as SWOT analysis.

2. To collect demographic data and behaviors of customers at Bangkok Bank, Kalasin Branch, Kalasin Province, the researcher used the first part of the questionnaire to collect general information about the respondents and the second part to survey customer behaviors at Bangkok Bank, Kalasin Branch, Kalasin Province. The questionnaires were given to 359 customers who came to the customer service department and had their Bangkok Bank account opened at Kalasin Branch during March – April 2014. The sample group were calculated with Yamane's formulate [3] and the statistics used in this step were frequency and percentage.

3. To explore the levels of customer satisfaction towards the service quality of Bangkok Bank, Kalasin Branch, Kalasin Province, the third part of the questionnaire was used to survey the level of satisfaction in 5 aspects, including concrete forms of service, reliability, responses to customers, customer confidence building and attention to customers, following the SERVQUAL concept stated in Parasuraman et al. [4]. The questionnaire contained 22 questions and the answers were to be given on the 5 scale, completely acceptable, very acceptable, moderately acceptable, slightly acceptable and not at all acceptable. The questionnaires were distributed to 359 customers who came to the customer service department and the statistics used in this phase were mean and standard deviation.

4. To find out the factors promoting customer return to Bangkok Bank, Kalasin Branch, Kalasin Province, the forth part of the questionnaire was used to seek the customer opinion about customer relation activities of Bangkok Bank, Kalasin Branch, Kalasin Province. There were 359 respondents who came to the customer service department and the statistics used in this section were frequency and percentage.

5. To create service quality development guidelines for Bangkok Bank, Kalasin Branch, Kalasin Province, the information obtained from the questionnaire revealed the strengths, weaknesses, opportunities, threats, behaviors, level of satisfaction and factors promoting customer return. Therefore, the researcher was able to identify the marketing goals and analyze strategic factors. Another brainstorming session was held among the branch manager, senior customer service officers and staff to draw up the quality development guidelines for Bangkok Bank, Kalasin

Branch, Kalasin Province.

Results

1. Environment of service management at Bangkok Bank, Kalasin Branch, Kalasin Province

Concerning the internal managerial environment, the research found that Bangkok Bank was the biggest commercial bank in Thailand and was famous and well-accepted by customers. There are 13 financial service experts at Bangkok Bank, Kalasin Branch, Kalasin Province, with complete financial products and services for general customers and commercial customers. Regarding the internal managerial environment, there were positive effects from society and culture, technology and physical sides, while negative effects came from politics, law and economy. However, the bank closely followed up the situation in order to create guidelines to be well-prepared for something that might happen. The competitiveness analysis showed that it was difficult for new competitors to enter the financing and banking business because the existing competitors were extremely strong. The level of competition within the same business and the bargaining power of customers were at the high level, while the bargaining power of suppliers and the threat of substitute products were at the moderate level.

2. Demographic data and behaviors of customers at Bangkok Bank, Kalasin Branch, Kalasin Province

The demographic data, customer satisfaction and customer needs at Bangkok Bank, Kalasin Branch, Kalasin Province, revealed that most customers were male (55.15%) at the age of 20 – 40 (60.72%) with high school diploma (28.97%) and bachelor degree (36.49%), working as corporate employees (34.82%) and students/university students (17.55%) and earning less than 9,000 baht per month (41.23%) and between 15,000 baht – 20,000 baht per month (18.94%). As for the customer behaviors, most of them made their own decision (66.30%) to mostly deposit/withdraw money (94.71%) more than once (90.25%). The frequency was uncertain (72.70%) with no specific month (67.97%) and no specific day (85.52%). They mostly used the service during 8.30 a.m. – 10.30 a.m. (39.55%) and noon – 1.00 p.m. (29.81%). They were informed of the information about Bangkok Bank, Kalasin Branch, Kalasin Province, from the staff (41.50%) and television (20.33%). Most customers used counter services (55.99%) because the bank was in a convenient location/near their houses (52.09%). Besides Bangkok Bank, Kalasin Branch, Kalasin Province, most customers also deposit/withdraw money at Krung Thai Bank (37.05%) for a variety of products/services and its convenient location/near their houses and at Kasikorn Bank (18.94%) because of the friendly staff and their willingness to serve customers.

3. Levels of customer satisfaction towards the service quality of Bangkok Bank, Kalasin Branch, Kalasin Province

The evaluation results showed that the overall level of customer satisfaction at Bangkok Bank, Kalasin Branch, Kalasin Province, was at the high level ($\bar{X}=3.88$). The levels of satisfaction concerning various aspects of the service were ranged from high to low as follows; customer confidence building ($\bar{X}=4.07$), reliability ($\bar{X}=3.99$), responses to customers ($\bar{X}=3.94$),

attention to customers ($\bar{X}=3.80$) and concrete forms of service ($\bar{X}=3.60$). The overall levels of customer satisfaction towards the service quality of Bangkok Bank, Kalasin Branch, Kalasin Province, were rated at the high level in all 5 aspects. According to the demographic data, customers of different genders, age groups, education backgrounds, occupations and monthly incomes had the same level of satisfaction towards the service quality with a significantly statistical difference at 0.05 and the suggestions from the customers included the use of automatic queue system (49.30%), the presence of signs promoting the quality service standards (22.01%), the availability of contact channels (18.38%), the staff with comprehensive knowledge of new products (23.96%) and the alert service for customers, such as bill payment reminder service and insurance premium payment reminder service (25.91%).

4. Factors promoting customer return to Bangkok Bank, Kalasin Branch, Kalasin Province

According the study of factors that helped promote customers return to Bangkok Bank, Kalasin Branch, Kalasin Province, the researcher learned that 61% of the customers wanted to see the friendly staff with the willingness to provide fast and convenient services, while 47.08% of them wanted the bank to use a queue-based service system and 38.44% were looking for fast and convenient services.

5. Service quality development guidelines for Bangkok Bank, Kalasin Branch, Kalasin Province

From the SWOT analysis and the collected information about customer behaviors, customer satisfaction and the factors promoting customer return, the research developed a TOWS Matrix table to specify strategies (Table 1) to improve the service quality of Bangkok Bank, Kalasin Branch, Kalasin Province. There are 4 projects, including the automatic queue system project, the new service channel project, the receptionist training project and the Bring a Smile Home project.

Conclusion

The service quality development guidelines for Bangkok Bank, Kalasin Branch, Kalasin Province, were able to satisfy the customer needs in all 5 aspects, including the concrete forms of service, reliability, responses of customers, customer confidence building and attention to the customers. The details were illustrated as follows;

Development Guidelines for Service Quality	Duration	Budget (Baht)
Concrete Forms of Service and Reliability		
Project 1 Automatic Queue System	June – December 2014	1,000
Reliability		
Project 2 New Service Channels	June – December 2014	1,000
Responses to Customers and Customer Confidence Building		
Project 3 Receptionist Training	June – December 2014	-
Attention to Customers		
Project 4 Bring a Smile Home	June – December 2014	-
Total		1,000

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Table 1 The Identification of Strategic Options by TOWS Matrix

Internal Factors External Factors	Strengths: S 1. The bank was famous and well-accepted by customers. 2. Staff had service mind. 3. The bank offered a variety of products and services. 4. The bank had modern tools and could effectively provide quality service.	Weaknesses: W 1. There were not enough service counters when the bank was crowded. 2. The lack of queue card system kept the customers waiting for a long period of time.
Opportunities: O 1. The number of population has increased. 2. Technological development brought about faster service. 3. Customers wanted to receive good service. 4. Customer satisfaction was rated at the high level.	SO Strategy Attention to Customers Project 1 Bring a Smile Home	WO Strategy Reliability Project 2 New Service Channels
Threats: T 1. The number of competitors in the market 2. Political stability was missing with economic contraction 3. Customers had brand loyalty. 4. Customers' suggestions included the use of automatic queue system, the presence of signs promoting the quality service standards, the availability of contact channels, the staff with comprehensive knowledge of new products and the alert service for customers. 5. Factors promoting customer return to Bangkok Bank, Kalasin Branch, Kalasin Province, were the friendly staff, the willingness to provide fast and convenient services and the queue-based service system.	ST Strategy Responses to Customers and Customer Confidence Building Project 3 Receptionist Training	WT Strategy Concrete Forms of Service and Reliability Project 4 Automatic Queue System

APPROACH FOR INCREASING SALES VOLUME USING APPRECIATIVE INQUIRY AND SWOT ANALYSIS ADAPTATION: A CASE STUDY OF CHOKEWATTANA GOLD SHOP NONGSONGHONG DISTRICT, KHON KAEN PROVINCE

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ABSTRACT

The purpose of this study was to increase the sales volume of Chokewattana Gold Shop using the concept of Appreciative Inquiry and adapted SWOT analysis in this study. Currently, there were 4 gold shops in Nong Song Hong District with another one gold shop which will be opened soon. It causes severe competition conditions. This study tried to find approaches to make gold Chokewattana Gold Shop have more profits and to survive in this severe competition. The study Appreciative Inquiry includes discovery, dream, design and implementation. In an interview with the customers in order to find good experiences that customers obtained together with an analysis of the external environment and internal organization to determine appropriate activities with the organization to be consistent with the conditions of competition. The activities were described as follows: 1. activities to improve inside the shop, 2. activities to advertise the shop, 3. promotion activities to reduce the goldsmith's charge to 50 %, 4. promotion activities plus season, 5. activities to improve services. The owners will implement these activities between August and December 2557.

Keywords: Appreciative Inquiry: AI, 8 P's Strategy, Discovery, Dream, Design and Destiny.

Introduction

Gold or various gold ornaments are the most popular decorations for many people because of attractiveness and conveniently merchandise moreover, gold is valuable in itself whether durability, non- disintegrate, luxury and indicate the wealthy of gold owners. Nevertheless, gold is also use as investment property whether gold deposit or the purpose of collecting.

Chokewattana Gold Shop, the small gold business firm which located on Chenchobthit Road in Nong Song Hong District, Khon Kaen Province. This business was run by family members who had long-time experience in gold merchandising which provided many services like; gold ornaments selling, gold exchange and gold depositing, opened in August, 2013. Previously, Nong Song Hong District already had 3 gold business firms and then included Chokewattana Gold Shop which become to the 4th gold business firm in the district so, the shop would like to create trustworthiness for their customers and take market shares from their competitors according to increase their sales volume. The new competitor firm is under construction which located close to Choekwattana Gold Shop thus, the owner have to prepare for the fierce competition between gold business firms in Nong Song Hong District otherwise, the business could not be run in this condition. This shop had set the sales volume at 5,000,000 per month so the researcher had studied about the behavior of Chokewattana Gold Shop's customers. The shop will focus on increase sales volume, gold engagement and the point to make customer visit such as; willing service, honesty, carefulness and friendliness which can be the customers' attractiveness.

Objectives

This study aims to observe the customers' attitude for develop the term of service and define the increasing sales volume and gold engagement creasing guidelines for Chokewattana Gold Shop.

Methodology

This research was quantitative research which applied the pattern of Appreciative Inquiry in 4 months period of data collection from January to April, 2014. The representative samples were 32 people and separated them into; 15 customers, 15 persons from researcher's friends and relatives and 2 persons from gold business firms 'owners. The findings were summarized as concurrent and prominent factor which applied 4D circuit by the concept of appreciative inquiry and analyzed external environment by PEST Analysis and 7Ps marketing mix which analyzed with SWOT Analysis.

1) Discovery: this step was about information and related research whether books, documents, internet sources and samples interview study. Later then, analyzed the findings and linked them with marketing mix for make development guideline for the shop by 3 sets of questionnaires as follows;

First set: Chokwattana Gold Shop's customers interviewing

- The reasons for choose Chokwattana Gold Shop, which was the customers favor?

- Which was the most favorite impression?
 - The reasons for chose the other shop, which were the customers favors?
- Second set: relatives and friends interviewing, the questions were as follows;

- What was the last gold shop which you had attended?
- The reason for chose that gold shop, what was your favorite?
- What were the factors which caused your decision to choose the gold shop?

Third set: Gold shop's owners interviewing, the questions were as follows;

- Which was the most impression situation between the owners and customers?
- What did the owners had done in that situation, why the customers got im-

pressed?

The interview might be modified some speeches or sentences to suit the situations.

2.) Dream: this step was about the selection of impression experiences to consider the characteristic of the service quality development needs to be.

3.) Design: this step was about design, strategy and framework planning.

4.) Destiny: this step was about process of executing the strategy or the project planning to continue the development for Chokwattana Gold Shop according to a Dream.

Results

1. Discovery

1.1 A positive interview process in term of Appreciative Inquiry (AI).

This step was about the process of searching for the best experience. The researcher chose a positive interview in term of Appreciative Inquiry by interviewed 32 samples and summarized discovered issues as follows;

- 1.) The services: there were 20 customers who mentioned that, the service staffs had smiled with willingness during the service.
- 2.) The cheap price: there were 12 customers who mentioned about it.
- 3.) Various kinds of gold: there were 10 customers who mentioned about it.
- 4.) Reliability: there were 9 customers who mentioned about it.
- 5.) Have enough parking lots and getting comfortable: there were 8 customers who mentioned about it.
- 6.) Atmosphere, beautiful and clean look attractive decoration: there were 4 customers who mentioned it.

1.2 Environment analysis.

This step had begun from the analysis of external environment that directly and indirectly affected to the business which was a matter of chance and the actual threat condition.

1.2.1 external analysis by using PEST Analysis with SWOT Analysis in order to know about opportunity and threat by using PEST Analysis to understand what was happening and what was the impact on the business to know about the opportunities and threats that arose from the shop to guide the editing and to prevent the threat.

- 1.) Policy factor: A threat which affected the villagers by the government's

rice pledge policy that not paid by the date caused villagers lose their money.

2.) Economic factor: An opportunity because there were only a few gold price fluctuations in the country and Thailand economy still sluggish and distress caused customers took more gold pawning and this was a threat due to Thailand economy has been affected by the tense political tensions. As a result, sluggish economic rebound was not yet.

3.) Social factor: It was an opportunity because of Thai social attitude which realized in gold value as well as indicating the status and used for various ceremonial gifts.

4.) Technology factor: It was an opportunity because of nowadays the internet has been possible information quickly and to make finding information about gold price was easy to update moreover, there were many applications about gold for the smart phone enabling customers to make the decision to purchase gold much easier.

1.2.2 Internal Factor Analysis Summary (IFAS) by using 8Ps strategy.

1.) Product and service: Strength; the owners controlled their own shop and welcomed the customers by themselves which can be made the customers' trustworthiness and a bargain and decision was faster. Weakness: the pattern of 96.5% gold ornaments were similar to the common other gold shops.

2.) Price: Strength; can lowered the price for some customers in some cases; want to make them as the regular customers. Weakness: some customers who never had attended would prefer to hold prices by mentioned that, this shop sold more expensive than the other shops and some customers did not know about goldsmith's charge.

3.) Place: Strength; Chokewattana Gold Shop was formerly old popular grocery store for Nong Song Hong and nearby district. The store's location was located next to the main road and near the community with more convenient parking area than the competitors.

4.) Promotion: Strength; the shop had just opened thus; they provided umbrellas, variety of bag sizes and styles according to the amount of the purchase as the promotion gifts and allowed to purchase with credit card from every banks.

5.) Process: Strength; provided the customer information management system for clients who come to pawning the gold kept checking and search was simple, customers do not wait for a long time. Weakness: product management system was not good enough due to the out of stock items and the readiness service was not good enough too.

6.) People: Strength; prior to open the gold shop had been pawned goods including gold with 30 years experience and the owners were well known in Nong Song Hong and nearby district. Weakness: it is a small gold shop so, does not hired any sales employees made some time could not to be able to thoroughly take care all of customers.

7.) Physical evident: Weakness; the products presentation does not stand out than the other shops.

2. Dream

Vision: Chokwattana Gold Shop will be the number one gold store in Nong Song Hong District.

Mission: Chokwattana Gold Shop committed the business with value added continuously for the long-term stability and will develop service skill with positive attitude to develop the

strategy which can be met the customers' needs to highest customers' satisfaction.

3. Design

The researcher had interviewed the relatives, friends and entrepreneurs and summarized the Chokwattana Gold Shop service satisfaction by categorized as convergences and divergences factor as follows:

3.1 Convergences: was an important factor because it was a basic requirement for the customers of Chokwattana Gold Shop also known as key success factor of the business which divided the discovered convergence factor as follows;

3.1.1 Product and service.

- 1.) A variety of gold patterns with gold standard weight.
- 2.) There were a lot of gold in the storefront which customers can choose from.

3.1.2 Price.

- 1.) Flexible pricing which can be reduced when customers come to purchase and can be increased when customers come to sell.

- 2.) Bargaining can be easy according to the customers' demand.

3.1.3 Place.

Convenient parking area which located near community and the store can be easily seen.

3.1.4 Productivity and people.

The owners can recommend the appropriate gold pattern for the customers.

3.2 Divergences

3.2.1 Product and service.

There were variety kinds of gold whether 96.5 % or 99.99% gold ornaments.

3.2.2 Price.

Sales price were lower than the other competitors.

3.2.3 Place.

The sign can be easily seen.

3.2.4 Process.

The owners provided fast service on the pledge, redemption and interest.

3.2.5 Productivity.

Time to cut down the gold price can be flexible according to the suitability.

3.2.6 People.

The owners had sold by themselves so, they are reliability and professionalism.

4. Destiny

From the study of convergences and divergences factor, the researcher can lead to improve and create the 5 guideline activities as follows;

4.1 store improvement: need to be careful when bring a lot of gold to show at storefront so, have to install the stainless fence and, provide ring pillow for convenient to buy, add more lights in order to make a better show for gold color and install moving sign which

display the gold price. The period of stainless fence installment would be 2-3 days and the other installment can be operated by themselves the estimated price around 39,000 baht. The expected results were; can be met the customers demand and attracted the customer and can also increased the turnover as expected.

4.2 advertising and public relation: in order to become the well known gold store in area of Nong Song Hong and nearby district, the owners had advertised by using the radio media in recognition of their services to customers via the notification of store promotions. The operation period was 5 months then reduce the period by choosing to advertise by popular radio media only. The budget included 27,500 baht and the expected results were; to get the new customers to try out the service, stimulate the old customers to remember and also make the customers aware about the promotions.

4.3 Mother's day promotion: reduce 50 % of goldsmith's charge, after interviewed the customers found that they prefer to get the promotion. This promotion also led to get the new customers and it was considered as a good promotion. This promotion was advertised on radio media in the area Nong Song Hong and nearby district. The condition was; purchase up to 7.5 gram of gold with 9,500 baht in one day (Mother's only) so, the expected results were; can bring the customers from the other shops, attract the new customers to try the service and in order to increase the turnover.

4.4 Seasonal promotions: after interviewed the customers found that they prefer to get the promotion gifts which different from the competitors by providing seasonal promotion gifts which can be used in daily life. This promotion was advertised on radio media in the area Nong Song Hong and nearby district by mentioned about the selection between umbrella and blanket after purchased 15,000 baht with 4 months promotion period from September to December. The expected results were; attract the customers to try the service with the daily life usable seasonal promotion gifts.

4.5 "The Real Gold": after interviewed the customers found that the customers do not know about the good quality gold because most of the customers often aware about the image of gold store which not mentioned about the real gold characteristic thus, the owners communicated to understand about how to investigate gold to give customers the impression that the shop had provided the good standard gold. The invitation speeches were used in this process such as, "Yaowarat gold were provided in this shop, we will advice about how to investigate the gold" then bring the brand of gold which already certified by Office of The Customer Protection Board to compare.

Conclusion

From 5 strategies planning the expected results were; can attract the new customers by radio media advertising, special promotion, improve the store by install more lights and add more interior decorations, make good impression to the old customers, develop the term of service, satisfy the customers and the last one; increase the expected turnover.

Suggestions

- 1.) AI should be used daily to observe customers' demand and to clearly help organize the work pattern.
- 2.) Should focus on the little details according to find the good attitudes from customers.
- 3.) Business owners who provided services need to be good personality and beaming with sincerity and honesty.
- 4.) Fortify the positive behavior within the organization.

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Table 1: The period of 5 activities.

Activities	Period					Budget (baht)
	Aug	Sep	Oct	Nov	Dec	
1. Interior decoration	←→					39,000
2. Public relation	←→				→	27,500
3. Mother's day promotion; reduce 50 % goldsmith's charge	←→					9,500
4. Seasonal promotion		←→			→	15,000
5. Service development	←→				→	0
Total						91,000

BRAND BUILDING GUIDELINE OF JAEW BONG MAE NOEI IN KHON KAEN MUNICIPALITY, KHON KAEN PROVINCE

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Abstract

The objectives of this research were to study the consumers behavior and the factors influencing the purchasing decision of the consumers to buy Jaew Bong (spicy minced pickled-salty fish), and the guideline for branding of Jaew Bong Mae Noei in Khon Kaen Municipality, Khon Kaen Province. The 400 completed questionnaires were received from the target group who already bought Jaew Bong. In the addition, the general environment analysis, five forces model and SWOT analysis were analyzed. The results showed that: most consumers of the target group bought the product because of the taste and its certification from FDA (Food and Drug Administration). Most consumers liked the package of plastic box. The brand essence included the taste and color of the product, no preservatives, good smell and expiry date label, which was the most important for the target group. PESTE Analysis, Five Forces Model, and SWOT analysis were analyzed the brand building guideline. Two projects were proposed as the guidelines for branding of Jaew Bong Mae Noei in Khon Kaen Municipality, Khon Kaen Province: 1st project was changing label for better consumers' recognition of the product, and 2nd project was using integrated marketing communications for more consumers' perception of the product of Jaew Bong Mae Noei.

Keywords: Brand building, Guideline, Jaew-Bong

Introduction

Jaew Bong is a type of chilly paste which is made of pickled-salty fish, as a main ingredient, mixed with lemongrass, chilly and kaffir-lime leaves, that made the taste good.[1] Jaew Bong is a favorite chilly paste for people in the Northeastern part. The recipe for Jaew Bong has been adjusted from time to time, and the cooked pickled-salty fish has been used and replaced the raw one which made it lasts longer. The lifestyle of people in the Northeastern part has been changed. In the haste of daily lives and the movement to work in other regions, people do less self cooking. Therefore, the business of “Jaew-Bong” has started for distribution both locally and nationally, as well as for exporting to overseas markets. Besides household consumption, it can also be purchased as souvenir.

According to the report of the National Bureau of Agricultural Commodity and Food Standards [2], it showed that over 63 million of the population in Thailand ate pickled-salty fish (fermented fish) in average of 1.15 grams/person/day or 419.75 grams/person/year. The total consumption of pickled-salty fish of Thai population was about 26,000 tons/year, equivalent to 1,352 million baht. The business of Plara Bong or Jaew Bong product could make a good income for the entrepreneurs.

The business of Jaew Bong Mae Noei has been operated since May 1st, 2010. The production process included: Prepare and rinse ghost chilli (Bhut Jolokia), bird's eye chilli, galangal, lemongrass, kaffir-lime leaves, and dry them in the sun. Roast them until they become crispy and add garlic. Blend them. (Only for galangal that needed to be chopped in small pieces before blending and roasting). The main ingredient of Jaew Bong is pickled-salty fish which has to be minced, roasted, mixed and flavored with other ingredients. Wait until after its cooling off, then pack in the food container (plastic box), and label the box for further distribution. Target groups of Jaew Bong Mae Noei are people who consume chilli-paste and tourists who buy products from souvenir shops in the area of Muang district, Khon Kaen province. It has been noticed from placing Jaew Bong Mae Noei in some of souvenir shops as consigned goods, there are the same product of other brands on the shelves as well. The consumers have choices on buying this type of product. The decision made by each consumer to buy each brand depends on different factors. The researcher needed to study about those factors in order to design the brand of the product that would meet the requirements of the consumers that would make them purchase more of Jaew Bong Mae Noei product.

Objectives

1. To study consumers' behavior and factors influencing consumers' purchasing decision to buy Jaew Bong.
2. To prepare guideline for brand building of Jaew Bong Mae Noei.

Methodology

1. Study consumers' behavior and factors influencing their purchasing decision on buying Jaew Bong by using 400 sets of questionnaire with the people living in Muang district, Khon Kaen province and the tourists who purchased goods at souvenir stores, which no data for Sample. Sampling group was calculated by using Cochran's sample size formula [3].

The questionnaires used in this research consisted of the following 3 parts:

Part 1 General data of the participant/respondent –This part was to enquire about general information. This part included 6 questions which were gender, age, level of education, occupation, average monthly income and hometown, in the form of closed end question with multiple choices of answer.

Part 2 Behavior of the consumers who purchase Jaew Bong - This part was to enquire about the consumers' behaviors on purchasing Jaew Bong product. The questions are in the form of closed end structure with multiple choices of answer, according to the consumers' behavior (6W1H: Who, What, When, Why, Where, Whom and How). [4]

Part 3 Factors influencing consumers' purchasing decision on buying Jaew Bong product. – This part is to enquire about the marketing mix factors which influenced consumers' purchasing decision for Jaew Bong, regarding the aspects of Product, Price, Place and Promotion [5]. The questions are in the form of closed end structure with the answer of 5 scales rating to be selected.

Scale	Mean	Interpretation
5	4.21 - 5.00	Extremely important level
4	3.41 - 4.20	Very important level
3	2.61 - 3.40	Moderately important
2	1.81 - 2.60	Little important level
1	1.00 - 1.80	Insignificantly level

Statistical methods were used frequency, percentage, mean and standard deviation.

2. Prepare guideline for brand building of Jaew Bong Mae Noei by taking into consideration of the data obtained about consumers' behavior and factors influencing consumers' purchasing decision on buying Jaew Bong product, following by data analysis to find general environment, competition and SWOT (strengths, weaknesses, opportunities, threats), and to set target marketing and alternative strategy for brand building of Jaew Bong Mae Noei.

Results

1. Consumers' behavior and factors influencing their purchasing decision on buying Jaew Bong.

From the general data of the respondents to the questionnaire, it showed that: Most of them were female (55.75%), age between 31 – 40 years (46.25%), with bachelor degree for level of education (30.25%), students (31.25%), average monthly income 9,000 – 15,000 baht (47.50%), hometown/resident in Muang district, Khon Kaen province (81.25%).

Regarding the consumers behavior, it showed that: Most of them had a specific brand of Jaew Bong to purchase (78.75%) by choosing from the one with good taste (55.87%) reasonable price (53.33%) and appetizing smell (31.75%). Most of them bought Jaew Bong from souvenir shops (56.83%) with their own decision (53.02%). The quantity for each purchase was about 100 - 200 grams (63.17%), costing about 50 - 100 baht (65.71%) and purchased when they felt like to eat (55.56%). The type they purchased was fine minced (72.70%), medium spicy (45.40%), packed in plastic box (52.06%). Most of them knew about and used to buy Jaew Bong Mae Noei (77.00%) because of its good taste (33.77%) and being certified by FDA (24.68%).

About the factors influencing consumers' purchasing decision on buying Jaew Bong product, it showed that: The consumers considered the aspect of product as the most important. At level of extremely important, it included the good taste, the appetizing color and smell, no preservatives used, and expiry date shown. At level of very important, it included modern and clean package (food container), color and look of package, certification from FDA (Food and Drug Administration)/TCPS (Thai Community Product Standard)/OTOP (One Tambon One Product), ingredients shown, reputation of the brand, taste guarantee from reliable organization or person such as Muek Daeng and Shell Chuanchim, various size of package, respectively. For the aspect of the price, it showed the level of very important on every items, such as, cheap price compare to other brands, reasonable price for its quality and quantity, price tags shown, and various product prices, respectively. For the aspect of place (distribution channel), it showed the level of extremely important on nice and tidy shop, and very important on always available in the market, available in traditional market (such as, fresh market, souvenir shops, OTOP Centers, etc), with the convenient location (close to community), can be ordered via internet/post, and also available in modern trade channel (such as, convenient store, supermarket, gas station, 7 – Eleven), respectively. For the aspect of promotion, it showed the level of very important on tasting before purchasing; level of moderately important on annual festival booth, festival promotion and discount, discount or premium for purchasing in big quantity, and collect points on purchase for discount or premium, respectively. (Table 1)

2. Guideline for brand building of Jaew Bong Mae Noei

Following the data obtained from the completed questionnaires about brand building and development of Jaew Bong Mae Noei product, it could be concluded that:

Jaew Bong Mae Noei has been placed in some of the souvenir shops as consigned goods for 2-3 years, and has been known already by the customers about the brand. Therefore, the brand of "Jaew Bong Mae Noei" would remain as the product branding. Consumers purchased

this product because of its good taste and being certified by FDA. They purchase the product because it is packed in plastic container, and because of the essence of the brand: Good taste, appetizing color and smell, no preservatives, and expiry date shown in the label, which was considered at the level of extremely important for the consumers. The product branding consisted of:

The name “Jaew Bong Mae Noei”.

The “Log” logo shows the symbol as Khon Kaen souvenir.

The label is in yellow and red colors. Yellow color of the background represents fertility, enthusiasm, hope, cheerfulness, pleasure, which is a good color to promote food. Red color of the letters represents strength, brightness, liveliness, power, leadership, good taste, appealing. Red color is good for appetizing and attractiveness.

The Slogan of Jaew Bong Mae Noei is “Delicious, Clean, No preservatives, No cholesterol”

The Identity of Jaew Bong Mae Noei brand, under the slogan of “Delicious, Clean, No preservatives, No cholesterol” will be conveyed to the consumers by the label in yellow and red colors, and the label will be changed from 2 colors (Picture 1) to 4 colors which will give more dimensions and look more real. Logo will be “Khaen” (Traditional Thai musical instrument made of bamboo. A kind of mouth organ used in the Northeastern part of Thailand) to show the symbol of the Northeastern part and “Log” to be a symbol represents that the product is a souvenir from Khon Kaen province. Smiley fish is removed and replaced by the phrase “number 1 sale (the best sale) to stimulate consumers’ purchase decision (Picture 2) and use other media for advertising and public relations, such as, via social media (facebook) and website (Khonkaenlink).

Conclusion

The results showed that: most consumers of the target group bought the product because of the taste and its certification from FDA (Food and Drug Administration). Most consumers liked the package of plastic box. The brand essence included the taste and color of the product, no preservatives, good smell and expiry date label, which was the most important for the target group. PESTE Analysis, Five Forces Model, and SWOT analysis were analyzed the brand building guideline. Two projects were proposed as the guidelines for branding of Jaew Bong Mae Noei in Khon Kaen Municipality, Khon Kaen Province: 1st project was changing label for better consumers’ recognition of the product. It has been noticed that after changing the labels to 4 colors. The 2nd project was using integrated marketing communications for more consumers’ perception of Jaew Bong Mae Noei. Lastly, the sales volume of Jaew Bong Mae Noei has been increased from 200 boxes to 300 boxes per week.

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Table 1 Marketing Mix influencing consumers' purchasing decision to buy Jaew Bong

Marketing Mix	Mean	Standard Deviation	Interpretation
1. Product			
Appetizing taste	4.54	0.56	Extremely important
Appealing color	4.25	0.62	Extremely important
No preservatives	4.24	0.78	Extremely important
Appetizing smell	4.23	0.73	Extremely important
Expiry date	4.21	0.73	Extremely important
Modern and clean food container	4.15	0.72	Very important
Color of food container	4.14	0.69	Very important
Attractive food container	4.10	0.72	Very important
Certification from FDA/TCPS/OTOP	4.05	0.77	Very important
Food ingredients	3.88	0.76	Very important
Brand reputation	3.83	0.74	Very important
Taste guarantee from reliable person or organization, i.e. MuekDaeng, Shell Chuanchim	3.72	0.80	Very important
Availability of various sizes of food container	3.60	0.81	Very important
2. Price			
Cheap price compare to other brands	4.08	0.79	Very important
Reasonable price for the quality and quantity	4.08	0.82	Very important

Marketing Mix	Mean	Standard Deviation	Interpretation
Available price tags	4.07	0.80	Very important
Varieties of product price	3.82	0.84	Very important
3. Place (Distribution Channel)			
Nice and tidy shops	4.33	0.69	Extremely important
Always available in the markets	4.10	0.75	Very important
Available at Traditional Trade distribution channel, i.e. fresh markets, souvenir shops, OTOP centers	4.07	0.76	Very important
Convenient location (close to community)	4.03	0.75	Very important
Can be ordered via internet or post	3.91	0.80	
Available at Modern Trade distribution channel, i.e., convenient store, supermarket, gas station, 7-Eleven	3.85	0.92	Very important
4. Promotion			
Can taste before deciding to purchase	3.53	0.93	Very important
Available at annual festival booth	3.39	1.03	Moderately important
Festival promotion and discount	3.28	1.07	Moderately important
Discount or premium given for purchasing in a big quantity	3.19	1.18	Moderately important
Collect points on purchase for discount or premium	3.04	1.24	Moderately important



Picture 1 Actual Label of Jaew Bong Mae Noei



Picture 2 New Label of Jaew Bong Mae Noei

ALTERNATIVE WAYS TO INCREASES THE PURCHASE OF RAW MILK FOR KHON KAEN DAIRY FARM GROUP CO., LTD KHON KAEN PROVINCE

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Abstract

A study of alternative ways to increase the purchase of raw milk for Khon Kaen Dairy Farm Group Co., Ltd Khon Kaen Province had objectives to 1) study behavior of selling raw milk and factors influential to selling decision of dairy farmers and 2) set alternative ways to increase the purchase of raw milk for Khon Kaen Dairy Farm Group Co., Ltd Data was collected by questionnaire from 205 respondents. From a study of behavior in selling raw milk and factors influential to selling decision of dairy farmers, the author had set 3 projects to increase the purchase of raw milk for Khon Kaen Dairy Farm Group Co., Ltd which were 1) First grade milk 2) strengthening confidence and 3) loan for farmers. The budget of these projects was 5,330,000 baht. The company expected to be able to buy more raw milk after applying these 3 projects.

Keywords: Alternative, Increase, Purchase of Raw Milk

Introduction

Khon Kaen Dairy Farm Group Co., Ltd was established on 25 July 2008 with 1,000,000 baht initial capital. The company located at no. 10, Moo 11, Nonthon, Muang, Khon Kaen 40000. Board of directors are Mr. Passawat Roongruang and Mr. Teang Pirun who started from trading of raw milk and animal feed for dairy farmers. Sales of raw milk were 116,820 baht per day in 2010, 133,920 baht per day in 2011, 179,820 baht per day in 2012 and 185,220 baht per day in 2013. The sales volume continual increased. The company bought raw milk at 185,220 baht per day [1] from the dairy farmers community centers Subcharearn but it was not enough for growing demand of raw milk in 2013 that was 3,000 ton per day [2].

The author as a director of the company that was buying and selling center of raw milk had made a memorandum to sell raw milk to Kalasin Dairy Foods Co., Ltd that was a pasteurizer of school milk at 7.29 ton per day, CP Meiji Co., Ltd at 2 ton per day and others at 1 ton per day. While Kalasin Dairy Foods Co., Ltd and CP Meiji Co., Ltd wanted to buy more milk but the company could not supply sufficiently. From this problem, the author saw opportunity to expand business in order to procure good quality raw milk and distribute to processing plant sufficiently. Therefore, the author supported on producing good quality raw milk and selling at not less than government's policy to increase productivity from dairy farmers from 10.29 ton per day to 15 ton per day in 2019.

Objectives

1. To study behavior in selling raw milk and factors influential to selling decision of dairy farmers.
2. To set guidelines as a result of the study to increase the purchase of raw milk for Khon Kaen Dairy Farm Group Co., Ltd, Khon Kaen Province.

Methods

Method of this study as per objectives are following;

1. To study behavior in selling raw milk and factors influential to selling decision of dairy farmers.

The study was conducted by questionnaire to collect general data of 437 respondents, selling raw milk behavior, and factors influential to selling decision of dairy farmers. Samples of 205 people were set by R.V. Krejcie and D.W. Morgan table during February to April 2014 by Convenience Sampling. Statistical analysis comprised of frequency, percentage, mean and standard deviation.

2. To set guidelines to increase the purchase of raw milk for Khon Kaen Dairy Farm Group Co., Ltd, Khon Kaen Province.

It is to analyze behavior in selling raw milk and factors influential to selling decision of dairy farmers together with general environment, competition environment and then analyzing with data from questionnaire to set guidelines to increase the purchase of raw milk for

Khon Kaen Dairy Farm Group Co., Ltd.

Result

1. Selling raw milk behavior, and factors influential to selling decision of dairy farmers
Respondents were 50.73% male and 49.27% female. They were in the age of 31 - 40 years at 41.46%. They graduated high school/high vocational at 41.95%. They had less than 10,000 baht income at 35.12%. A study of selling raw milk behavior found that most of them had 21 - 30 cows at 37.07%. They fed Holstein (black-white) at 98.54%. They had very good quality first grade raw milk at 45.37%. They produced 51-100 kilograms per day at 25.85%. They were able to sell all of their milk at 90.73%. They sold raw milk to Dairy Cooperatives Khon Kaen province at 63.90%. They distributed to buyers at 97.56%. They hired vehicles to distribute their raw milk at 73.66%. The distance between farm and trading center was less than 10 kilometers at 89.27%. They sold raw milk at 16.51-17.00 baht per kilogram at 59.02%. They were guaranteed buying price at 66.34%. They would like to expand their farm's capacity at 85.85%. They would like to join a project to increase farm's capacity at 70.24%.

A study of factors influential to selling decision of dairy farmers could be summarized as following; product factor was reliable raw milk buyers (average 4.60). Price factor was high buying price (average 4.55). Distribution factor was convenient location of trading center (average 4.20). Promotion factor was available veterinarian and expertise who provided consultation in feeding dairy cows (average 4.16). Personnel factor was staffs who could clearly answer the questions (average 4.30). Process factor was quick service (average 4.25). And Physical evidence factor was clean and tidy center (average 4.11).

Analysis of general environment found that political, laws, economics, social, cultural, technological and natural factors were positive affected raising of dairy cows.

Analysis of competition environment found that a competition of organizations in the same sector and bargaining power of buyers had high thread to business. While a competition between new comers, replacement product and bargaining power of sellers had low thread to business.

2. Guidelines to increase the purchase of raw milk for Khon Kaen Dairy Farm Group Co., Ltd.

Project 1: Increasing first grade milk

Rationale: A study found that there were only 45.37 of farmers who could produce very good quality first grade milk. The company realized of qualified productivity and sufficiency of demand of farmers, therefore the company had to quickly support the farmers.

Objectives: to support dairy cow farmers to gain more knowledge and able to produce more good quality milk and increase productivity.

Methods:

1) Khon Kaen Dairy Farm Group Co., Ltd sent veterinarian and controlling officer who specialized in dairy cows to mentor and provide consultation to farmers in management, cow feeds and raising dairy cows.

2) The company held an annual best performance farm, best development farm and best quality farm competition.

Responsible persons: veterinarian and controlling officer

Period: May 2014 onwards

Budget: gasoline 30,000 baht per year

Expected result: farmers gained more knowledge in management, cow feeds and raising dairy cows that led to more good quality raw milk production. And the farmers would sell more raw milk to Khon Kaen Dairy Farm Group Co., Ltd.

Evaluation: a higher volume of good quality raw milk productivity selling to Khon Kaen Dairy Farm Group Co., Ltd.

Project 2: Strengthen Confidence

Rationale: a study of selling raw milk decision found that the most influential factor was reliable buying companies (average 4.60). The company set activities in order to ensure farmers that Khon Kaen Dairy Farm Group Co., Ltd was reliable.

Objectives: to reinforce good relationship between farmers and Khon Kaen Dairy Farm Group Co., Ltd including ensuring confidence to farmers that Khon Kaen Dairy Farm Group Co., Ltd was reliable.

Methods:

1) Creating activities to strengthen confidence and reliability to farmers by touring buying raw milk center of the company, touring processing plant that bought raw milk from the company e.g. Kalasin Dairy Food Co., Ltd and CP-Meji Co., Ltd and touring big good management farm outside Khon Kaen.

2) Setting annual celebration e.g. New Year party (awarding best performance farm, best development farm and best quality farm in the event) and Songkran Day.

3) Setting activity with community e.g. scholarship to students, donate sports equipments to schools, fund raising for schools or temples in the area.

Responsible persons: Manager

Period: April 2014 onwards

Budget: 300,000 baht per year

Expected result: Dairy farmers were confident in Khon Kaen Dairy Farm Group Co., Ltd Local dairy farmers and other field farmers had more understanding in Khon Kaen Dairy Farm Group Co., Ltd. A good relation between dairy farmers and the company would lead to more selling raw milk to Khon Kaen Dairy Farm Group Co., Ltd.

Evaluation: Increasing selling raw milk to Khon Kaen Dairy Farm Group Co., Ltd and farmers did not sell raw milk to competitors.

Project3: Loan for farmers

Rationale: A study of selling raw milk behavior of farmers found that farmers would like to expand their farm capacity at 85.85% and farmers would like to join a project of Khon Kaen Dairy Farm Group Co., Ltd at 70.24% that the company would support farmers by lending

fund to buy pregnant cows (7-8 months pregnancy) together with academic support by providing consultation from veterinarian and expertise to mentor in raising dairy cow. Farmers could pay back by 8-10 years installments.

Objectives: to support potential farmers to expand their capacity and increase raw milk productivity selling to the company.

Methods: Khon Kaen Dairy Farm Group Co., Ltd would lend money to buy 7-8 months pregnant cows at 5-10 female cows per farm or about 250,000 - 500,000 baht. Farmers could pay back by 8-10 years installments with interest 8% per year. Farmers could submit application from July 2014 onwards. There would be 10 trial farms in 2014.

Responsible persons: Managing Director

Period: July 2014 onwards

Budget: 5,000,000 baht

Expected result: Farmers had more dairy cows and able to produce more raw milk. Farmers had secure career and more household income. Moreover, farmers sold more raw milk to Khon Kaen Dairy Farm Group Co., Ltd.

Evaluation: In every 6 months, dairy farmers group on Khon Kaen could sell more raw milk to Khon Kaen Dairy Farm Group Co., Ltd year on year.

A study of alternative ways to increase the purchase of raw milk for Khon Kaen Dairy Farm Group Co., Ltd did not comply with other studies because there was not any studies relevant to raw milk selling behavior and factors influenced to selling decision of raw milk.

Summary

There were 3 projects to increase the purchase of raw milk for Khon Kaen Dairy Farm Group Co., Ltd which were 1) First grade milk 2) strengthening confidence and 3) loan for farmers. The budget of these projects was 5,330,000 baht (five million, three hundred and thirty thousand baht).

The company expected to be able to buy more raw milk after applying these 3 projects. Suggestions for Khon Kaen Dairy Farm Group Co., Ltd Khon Kaen Province.

1. There should be long-term plan in buying raw milk from farmers in order to meet the requirement and be able to increase buying volume to expand the business.
2. There should be supporting plan for farmers to produce more good quality raw milk and regularly sell raw milk to KDF Gr.
3. There should be long-term marketing plan to set competition strategies in order to acquire efficient raw milk buying from farmers and raw milk selling to pasteurizers process.

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MARKETING STRATEGIES TO INCREASE SALES VOLUME OF THE GIBTHAI'S IMPORTED PRODUCTS: CASE STUDY SELLING BIOLOGICAL SCIENCE LIQUID TO NATIONAL RESEARCH UNIVERSITIES IN THE NORTHEASTERN PART OF THAILAND

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Abstract

The study aimed to study the environment of the business management, the opinion of the business owner and the employees toward marketing mix, level of opinions of customers and target groups towards marketing mix, factors that influenced the repurchasing, and marketing strategies for biological science liquid importing business. The results showed that Gibthai Company Limited is a distributor of all types of biological science liquid. The customers chose to by the products of biological science liquid from Gibthai Company Limited because of the variety of products, the quality of the products, the prices that equated to the quality of the products, the distribution channels of the products and the special promotion (discount) of the products when purchased in bulk. For the opinions of customers and target groups towards marketing mix on purchasing of biological science liquid, it showed that they were at high level on the aspects of products, places, promotions and prices, respectively. The differences in working rank, age, education of the customers resulted in the differences in levels of opinions towards marketing mix with statistical significance at 0.05. The results of the factors influencing the repurchasing showed that: most of the customers preferred the precedence giving to customers' information, and it would be convenient for them to contact sales representatives directly, via email and telephone. Based on the findings of the research, the following 4 strategies (5 projects) were proposed for marketing strategies: Increase number of sales representative project, Privilege for customer project, Fast delivery project, Educational charity project, and Long term credit. The budget for implementation of the projects was estimated at 395,000 baht, and the sales volume for biological science liquid of Gibthai Company Limited could be increased.

Keywords: Biological Science Liquid, National Research Universities, Gibthai Company Limited

Introduction

The purposes of the National Research Universities were to enhance the quality of education and researches of the universities in Thailand as well as to improve the capabilities on research work to world class level. The selected university would receive financial support from the government for 3 years for the amount of 9,450 million baht as research fund and to enhance the capabilities of the lecturers and personnel of the university which have been chosen. [5]

Gibthai Company Limited is a company with the business of importing biological science liquid, which was founded in 1985, located at 44/6 Soi Kanchana, Suthisarnvinitchai Road, Kwaeng Samsennok, Khet Huaykwang, Bangkok, a 5 storey building. Office hours are Monday to Friday from 8.00 a.m. – 5.00 p.m. Total number of employee is 140 persons, with 3 branches of the company included: Northern branch, located in Muang district, Chiangmai province; Southern branch, located in Hatyai district, Songkhla province; and Northeastern branch, located in Muang district, Khon Kaen province. This research focused only on the Northeastern branch which was recently founded and in order to find the suitable marketing strategy to increase the sales volume for this branch and to support the increasing number of researches of the National Research Universities. As Gibthai Company Limited has imported and distributed full lines of biological science liquid, the company is one of the priority choices for the customers as the company could satisfy their needs well. Besides, Gibthai Company Limited has the branches spread across all regions of Thailand, the sales representatives that visit the customers on a regular basis and the sales promotion provided for regular customers, giving customers the convenience. Due to the increasing number of students and the promotion to be national research universities, there are more competitive business investment of importing biological science liquid, such as, Roche Diagnostics (Thailand) Limited and Bio-Rad Company Limited. There are more competitions in this business both in Bangkok and in all regions of Thailand. The consumers' behaviors have also been changed. There is no brand loyalty. The customers prefer to buy cheap price of products, products with discount and premium, etc. Therefore, the Company should improve and modernize its marketing strategy to be consistent with the change of consumers' behaviors.

Objectives

1. To study the environment of business management of Gibthai Company Limited, Northeastern branch, in Muang district, Khon Kaen province.
2. To study the opinions of the business owner and the employees toward marketing mix of Gibthai Company Limited, Northeastern branch, in Muang district, Khon Kaen province.
3. To study the levels of opinions of customers and target groups towards marketing mix of Gibthai Company Limited, Northeastern branch, in Muang district, Khon Kaen province.
4. To study factors that influenced the repurchasing of the customers of Gibthai Company Limited, Northeastern branch, in Muang district, Khon Kaen province.
5. To set marketing strategies for Gibthai Company Limited, Northeastern branch, in Muang district, Khon Kaen province.

Methodology

1. Study the environment of business management of Gibthai Company Limited, Northeastern branch, in Muang district, Khon Kaen province, by arranging brainstorming meeting with management team for the business of importing biological science liquid to analyze the Internal Environment on the subjects of management structure, marketing and distribution, finance and personnel management, as well as the External Environment by using General Environmental analysis [2] and Competitive Analysis by using Five Force Model. [1]

2. Study the opinion of the business owner and the employees toward marketing mix of Gibthai Company Limited, Northeastern branch, in Muang district, Khon Kaen province, by using the technique of brainstorming among the business owner and the employees about marketing mix, which included Product, Price, Place and Promotion, in order to understand the weaknesses and the strengths of the business.

3. Study the levels of opinions of customers and target groups towards marketing mix of Gibthai Company Limited, Northeastern branch, in Muang district, Khon Kaen province, by using the questionnaires to collect information from 108 customers and 70 people of the target groups. Questionnaire used included 3 parts: Part 1 - General data of the respondents, Part 2 - Consumers' behavior, and Part 3 – Opinions toward Marketing Mix (Product, Price, Place and Promotion [3]) of Gibthai Company Limited, Northeastern branch, in Muang district, Khon Kaen province. There were 5 answers for each question: the most, very much, average, little, and very little [4]. Statistical methods used were frequency, percentage, mean, standard deviation, t-test and One Way ANOVA.

4. Study the factors that influenced the repurchasing of the customers of Gibthai Company Limited, Northeastern branch, in Muang district, Khon Kaen province, This was performed by using Part 4 of the questionnaire, questioning about the requirements on customer relationship services of Gibthai Company Limited, Northeastern branch, in Muang district, Khon Kaen province, with 108 customers and 70 people of the target groups. Statistical methods used were frequency and percentage.

5. Set the marketing strategy for Gibthai Company Limited, Northeastern branch, in Muang district, Khon Kaen province, by analyzing strategic factors (using TOWS Matrix) and target marketing (using STP Analysis) to reach the sales target with 30% increment from the sales volume of 2013.

Results

1. The environment of business management of Gibthai Company Limited, Northeastern branch, in Muang district, Khon Kaen province.

Gibthai Company Limited is a distributor of all types of biological science liquid. The Company has business reputation and financial security. There are 6 employees working for the Northeastern branch. For the analysis of general environment, it showed that the aspects of society and culture, technology and physical evidence affected the operations of the company favorably, whereas the aspects of politics, government, laws and economics affected the operations of the company adversely. For the analysis of competitive environment, it showed

that the threats of potential entrants (new competitors), industry rivalry and bargaining power of buyers had high impact on the business, while bargaining power of suppliers and substitutes had low impact on the business.

2. Opinion of the business owner and the employees toward marketing mix of Gibthai Company Limited, Northeastern branch, in Muang district, Khon Kaen province.

The results showed that the products of the company are good quality and there were wide ranges of the products. However, as the prices were higher than the competitors, sales representatives should keep contacting and visiting the customers and continual promotion activities should be arranged.

3. Opinions of customers and target group toward marketing mix of Gibthai Company Limited, Northeastern branch, in Muang district, Khon Kaen province.

The results showed that: Most of the customers worked for Khon Kaen University, used to buy products from Gibthai Company Limited, age between 20 to 40 years, Master and Doctoral degree, research budget between 100,000 - 200,000 baht and between 200,001 - 300,000 baht. Most of the customers bought biological science liquid with the direction of their advisor, who influenced their purchasing decision. The products bought included PCR-DNA/RNA Test Fluid, which they bought from Gibthai Company Limited more than 1 time. Periods of July - September and October - December were the convenient period to purchase product. Frequency in purchasing was uncertain. Information about product was received from the sales representatives. They also bought products (liquid for PCR-DNA/RNA test, for Protein analysis, for Microbiology/Bacteria test) from other companies, such as, Bang Trading Company Limited, Bio-Active Company Limited, Bio-Rad Company Limited because of quality and varieties of products, and reasonable pricing. The levels of opinions of the customers toward marketing mix factors of biological science liquid shown were at high level (very much) for product, place, promotion, and price, respectively.

For the target group, it showed that: Most of them were students of Khon Kaen University, age between 20 to 40 years, doctoral degree, research budget between 100,000 - 200,000 baht and 200,001 - 300,000 baht. About the behavior in purchasing the product, most of them had never bought the biological science liquid. And, for those who bought the biological science liquid before, they made the decision themselves and influenced their own decision in purchasing the product for PCR-DNA/RNA test, which they bought more than 1 time. The periods of October - December and January - March were the convenient period to purchase product. Frequency in purchasing was uncertain. Information about product was received from the sales representatives. The product of biological science liquid was bought from Bang Trading Company Limited, Bio-Active Company Limited, and Biogenomed Company Limited. The levels of opinions of the target group toward marketing mix factors of biological science liquid shown were at high level (very much) for product, place, promotion, and price, respectively.

Regarding the different levels of opinions of customers and target group toward marketing mix of biological science liquid, it showed that the differences in work position, age, level of education of customers and target group made the differences in levels of opinions toward marketing mix of biological science liquid with statistical significance at 0.05. However, there was no difference in the levels of opinion on marketing mix of biological science liquid for the

customers and target group who worked for the University, the customers with different budget or research funding per year. For the additional suggestions of the customers about market mix, they suggested that there should be sufficient stock of product that would meet the amount of their every orders, 60 days credit should be granted, stores should be available for all branches nationwide, sample kits should be available, and 30% year-end discount should be provided. And, the additional suggestions of the target group included sufficient stock that would meet the ordered quantity, 60 days credit terms granted, availability of stores at all branches and sample kits.

4. Factors influencing the repurchasing of the customers of Gibthai Company Limited, Northeastern branch, in Muang district, Khon Kaen province.

The results showed that: Most of the customers preferred the precedence giving to customers' information, and it would be convenient for them to contact sales representatives directly, via email and telephone. And most of the target groups would also want the Company to give precedence to customers' information, to provide information about the company contacts and products via telephone or on Fan page, and it would be convenient for them to contact the sales representatives directly, via email and telephone.

5. Marketing Strategy of Gibthai Company Limited, Northeastern branch, in Muang district, Khon Kaen province.

Following SWOT analysis to find strengths, weaknesses, opportunities and threats of Gibthai Company Limited, Northeastern branch, in Muang district, Khon Kaen province, TOWS Matrix Table was prepared to set the business strategies (Table 1) for target marketing (STP Analysis). Geographic segmentation would be used, the products would be sold to the consumers in target area, the Northeastern Part of Thailand. Target group would be the undergraduate and graduate students and the lecturers/advisors of classes and researches of Biological Science of National Research Universities in the Northeastern Part, including Khon Kaen University and Sura Nari University of Technology. For Product Positioning, comparing to the competitors, it showed that the quality of products were better and the prices were higher.

Afterwards, brainstorming meeting between the management and employees was organized by using the study results to prepare the Marketing Strategy of Gibthai Company Limited, Northeastern branch, in Muang district, Khon Kaen province, that would be suitable to the allocated budget of the company and could be implemented within the year 2014. This Marketing Strategy consisted of the following 4 Strategies/5 Projects: *Proactive Marketing Strategy* - Increase number of Sales representative project, *Privilege for Customers project*; *Being different from the Competitors Strategy* - Fast Delivery project; *Building Customers Relationship Strategy* - Educational Charity project; *Granting Long-Term Credit Strategy* - Long-Term Credit project.

Guidelines for Development	Period	Budget (baht)
SO Strategy : Proactive marketing		
Project 1 Increase number of Sales representatives	April to December 2014	504,000
Project 2 Privilege for Customers	July to December 2014	61,250
ST Strategy: Building customer relationships		
Project 3 Educational Charity	May to December 2014	25,800
WO Strategy: Being different from the competitors		
Project 4 Fast Delivery	April to December 2014	18,000
WT Strategy: Granting long-term credit		
Project 5 Long-Term Credit	September to October 2014	4,995
Total Amount		1,009,045

Conclusion

4 Strategies of Marketing Strategy of Gibthai Company Limited, Northeastern branch, in Muang district, Khon Kaen province included 5 Projects: Increase number of Sales representatives, Privilege for Customers, Fast Delivery, Educational Charity and Long-term Credit with the budget for implementation of 1,009,045 baht.

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Table 1 Defining Alternative Strategies with TOWS Matrix

Internal Factors External Factors	Strengths 1. The Company has long-standing reputation as a leading company in distribution of biological science liquid. 2. There are full lines of products, with various qualities and prices 3. Products have been accepted by the researcher. 4. Supporting team for services after sales. 5. Available training center for all who are interested. 6. Knowledgeable and experienced sales representatives with good sales techniques 7. Free delivery of the products to customers 8. Many distribution channels 9. Promotional activities throughout the year.	Weaknesses 1. Number of sales representatives in the area is small comparing to the range of products and the number of clients. 2. Comparing to the competitors, the product prices are high.
Opportunities 1. Promotion of Thailand as Regional Education Hub (for researches, training, international conferences/ seminars) in Southeast Asia. 2. There are some financial supports from overseas. 3. The labs/classes in the universities require the use of biological science liquid. 4. Customers prefer the visits of sales representatives to recommend products and making orders with sales representatives or via emails. 5. Customers prefer free delivery service.	SO Strategy: Proactive Marketing - Increase the number of Sales Representatives Project - Privilege for Customer Project	WO Strategy: Being Different from the Competitors - Fast Delivery Project
Threats 1. Number of direct competitor is increased 2. Budget from the Government is decreased and Budget to support the research is delayed	ST Strategy: Building Customer Relationships - Educational Charity Project	WT Strategy: Granting Long-Term Credit - Long-term credit

GUIDELINE TO INCREASE SALES VOLUMME FOR PATTAMAPORN SMALL CONSUMER GOODS RETAILER IN MUANG DISTRICT, ROI ET PROVINCE

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ABSTRACT

This study has objectives to 1) study behavior, satisfactory and factors influencing buying decision of consumers and 2) find guidelines to increase sales volume of Pattamaporn Small Consumer Goods Retailer in Muang District, RoiEt Province more than 15% of 2013 sales volume. The data collected from 380 respondents by questionnaire. The study showed that most of respondents bought goods from this store because store location is nearby at 3-4 times per month with average spending of more than 400 baht. They came to this shop between 05.01 - 06.00 a.m. and spent time at this shop less than 15 minutes. Factors that affect decision of product was high quality (not damage). Price was clear price tag. Distribution was easy service. Promotion was a discount. The author had set 3 projects to increase sales volume for Pattamaporn Small Retailer in Muang District, Roi Et Province which were 1) rewards and discount 2) buy two get 50% discount and 3) heart bumps billboard. The budget of these projects was 3,000 baht. Sales volume Pattamaporn Small Retailer in Muang District, Roi Et Province was expected to increase more than 15% from 2013 after apply these projects.

Keywords: increase sales, Small Retailer

Introduction

Retailer shop in Thailand have developed from traditional retailer to modern trade, from small size shop to large shop, from single shop to chain store retailing and from local Thai owner to foreign owner. Current competitive environment in location, promotion and basic wage at 300 baht per day made consumers had more buying power, therefore, traditional retail shops needed to adapt themselves in order to survive in the business. Survival opportunity of traditional retail shops was consumer oriented strategy and continue adaptation and quality along with changing consumers need.

Pattamaporn Small Retailer offered consumer products located at Srathong market, Muang, Roi Et. The shop was established on 6 May 1997. The shop was 2 stalls of 1.5 meters width and 4 meters length, opening from 03.30 a.m. to 10.00 a.m. It was family business that ran daily with no holiday. Average sales was 60,000 baht per month. There was no stock management and no display arrangement. The stock would be refilled when the products were sold 1/3 of total products. There was no product categorized and disorganized display. Sometimes a product was piled up under other products so the shop owner ordered more product to refill the shop because he thought that product was sold out that caused over stock. Moreover Pattamaporn Small Retailer had no standard management. The owner bought products from representatives or whole sellers. There were 3 competitors in Srathong market who sold the same products. During a high competition, sales of Pattamaporn Small Retailer had continuous decreased in the past 3 years and the shop had to use customer centric ways to survive in the business.

Thus, an author as the heir was interested in studying behavior, requirement and factors influential to buying decision of customers in order to set guidelines to increase sales of Pattamaporn Small Retailer, to compete their competitors and to increase sales figure to 791,890 baht in 2014 which sales figure must not less than 15% of sales in 2013.

Objectives

1. To study behavior, satisfactory and factors influential to buying decision of customers.
2. To set guidelines to increase sales at least 15% of 2013 sales figure.

Methods

Methods as per objectives were listed below;

A study in increase sales volume of Pattamaporn Small Consumer Goods Retailer in Muang District, Roi Et Province collected data by questionnaire to gain 7 perspectives of customers' behavior, satisfactory and factors influential to buying decision which were 1) product 2) price 3) distribution 4) promotion 5) personnel 6) service process and 7) physical environment. Questionnaire respondents were 34,636 people who live [1] in Muang Municipal, Roi Et Province. Sample size was set from R.V. Krejcie and D.W. Morgan table (1970) [2]. Sample size was 380 people from convenience sampling. Statistical analysis comprised of frequency, percentage, mean and

standard deviation.

Setting guidelines to increase sales figure for Pattamaporn Small Retailer was analyzing a result of behavior and satisfactory studies and factors influential to buying decision of customers together with analyzing strategic management, marketing mix, environment analysis, competition analysis and SWOT analysis in order to set guidelines to increase sales figure for the shop.

Result

The study of general data showed that 54.21% of respondents had ever bought goods from this store. They bought goods here because store location is nearby at 27.11%. The frequency of buying was 3-4 times per month at 57.89%. Average spending was more than 400 baht at 26.84%. They usually bought tooth paste at 75.26%. They came to this shop between 05.01 - 06.00 a.m. at 30.00%. They spent time at this shop less than 15 minutes at 66.32%.

The most satisfied perspectives of buying goods from Pattamaporn Small Retailer were product - various product categories (average 3.89), price - clear price tag (average 3.78), distribution - fast product preparation (average 3.79) and promotion - a discount (average 3.76)

Marketing factors influential to buying decision at Pattamaporn Small Retailer were product factor - good condition product (average 4.13), price factor - clear price tag (average 4.21), distribution factor - convenient location (average 4.23) and promotion factor - a discount (average 4.22)

Analysis of general environment found that political and laws, economics, social and cultures, technology and natural environments were positive effects to business.

Analysis of competition found that high impact threads to the business were direct competitors the same market, new competitors, replacement products and bargaining power of buyers. Low impact thread was bargaining power of seller.

SWOT analysis found that strengths were 1) long-established and well-known shop at Srathong market with old customer base 2) various product categories which is convenient in browsing the products 3) early opening hour from 03.30 a.m. with no waiting hours and 4) located in developed market area and convenient transportation. Weaknesses were 1) family management system 2) no advertisement 3) small stalls with no product categorization and 4) no stock management. Opportunities were 1) growing commodity and daily products demand from growing population 2) moving bus terminal of Roi Et - Kalasin route near by the market and 3) government policy encouraging people to buy products from local shops. Threads were 1) 3 stalls competitors in the same market and 2) convenient stores.

2. Guidelines to increase sales of Pattamaporn Small Retailer

From a study of behavior, satisfactory and factors influential to buying decision of customers, the author had set 3 projects as guidelines to increase sales of Pattamaporn Small Retailer as following;

Project 1: Rewards and discount

Pattamaporn Small Retailer must arrange marketing promotion activity in order to increase

sales since the shop had declining sales and competitors. Moreover, a study of customer satisfaction found that respondents gave high satisfaction on discount at average 3.76. And they gave the highest priority to promotion factor that influential to buying decision by giving a discount average 4.22.

Objectives: To stimulate buying of customers

Methods: Issue accumulative reward cards to get discount (figure 5) when collected all 10 pints. Every buying of 50 baht would get 1 point. Each card valued 10 baht using as discount of next purchase.

Responsible persons: Shop owner

Period: July 2014 onwards

Budget: 500 baht for cards and stamps

Expected result: more customers and more revenue

Evaluation: Increment of sales each month

Project 2: Buy 2 get 50% discount for second item

Since Pattamaporn Samll Retailer did not have stock management caused over stock that needed urgently management before expiration date. And a study of marketing factors influential to buying decision found that respondents gave the highest priority to a discount at average 4.22. In order to reduce stock level and expired goods and to response to customer requirement so the shop launched a buy 2 get 50% discount for second item project.

Objectives: To stimulate more buying from customers and to distribute old stock.

Methods: Arranging a pack of 2 items of one new item with one nearly expire item with more than 6 month remaining shelf life.

Responsible persons: Shop owner

Period: July 2014 onwards

Budget: -

Expected result: More sales and lower stock

Evaluation: Increasing sales figure

Project 3: A heart bump billboard

Since Pattamaporn Small Retailer had never done an advertisement, a billboard would be used to introduce the shop and marketing activities including current promotion. A study of marketing factors influential to buying decision found that a clear price tag had high level of satisfaction at average 4.21. So the shop would make a billboard to response to customers requirement.

Objectives: To gain more customer and to advertise marketing activities of the shop together with a clear price tag.

Methods: Making a billboard

Responsible persons: Shop owner

Period: July 2014 onwards

Budget: 3,000 baht

Expected result: Having new customers and all customer knew current marketing activities that led to more sales

Summary

A study showed that most of respondents bought goods from this store because store location is nearby at 3-4 times per month with average spending of more than 400 baht. They came to this shop between 05.01 - 06.00 a.m. and spent time at this shop less than 15 minutes. Customers had high satisfaction regarding product, price, distribution and promotion. Factors influenced buying decision are qualified product, clear price tag, convenient location and a discount. Political environment and laws, economics, social and culture, technology and natural environment had positive effect to the business. Competition analysis found that high threads to the business were a competition among same business sector, new comers, replacement products and bargaining power of buyers. Low thread to the business was bargaining power of sellers.

From the result of the study, the author had set 3 projects to increase sales volume for Pattamaporn Small Retailer in Muang District, Roi Et Province which were 1) rewards and discount 2) buy two get 50% discount for second item and 3) heart bumps billboard. The budget of these projects was 3,000 baht (three thousand baht).

Sales volume of Pattamaporn Small Retailer in Muang District, Roi Et Province was 65,990 baht in July 2014 that increased 15% compared to July 2013. Therefore, sales volume in 2014 was expected to increase more than 15% after applying these projects.

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BEHAVIOR AND FACTORS AFFECTING SWALLOW'S BIRD NEST BUYING DECISION IN SAMPHANTHAWONG DISTRICT, BANGKOK

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Abstract

This study aims to study behavior and factors that affect swallow's bird nest buying decision of entrepreneur in Samphanthawong district, Bangkok. Questionnaires were distributed to 261 sample group and found that 176 females, which was 67.62% and business owner (83.14%) have an average income approximately 45,000 baht, frequently buy swallow's bird nest once a month (55.56%) and each time costs more than 20,001 baht. The main factors of considering buying the swallow's bird nest are divided into 4 factors: 1) Products, they consider about the quality, pattern, and shape of the bird's nests. 2) Reasonable price. 3) Channel of distribution, there should be fast delivery and safe payment. 4) Promotion, the promotion of the product and discount for customers.

Keywords: Behavior, Buying Decision, Swallow's bird nest

Introduction

The culture of consuming swallow's bird nest of Thai people has been known for a long time and part of it was inherited from Chinese's eating culture. Consuming swallow's bird nest have been popular for more than 1,500 years in China and it was traditionally believed that it gave various health benefits such as aiding respiratory diseases, excessive sweating during sleep, and chronic bronchitis. Moreover, it boosts energy and lungs, infectious tuberculosis patients during convalescence period, and it was believed that consuming swallow's bird nest with ginseng could revive nearly-dead patients and can also dissolve blood clot. Therefore, the swallow's bird nest are considered one of high nutritious and pleasant taste food. However, the price of the swallow's bird nest are considerably high as it is naturally made and exists in some areas including the hardship of collecting the nests and cleaning process. The business of swallow's bird nest can make a lot of money because swallow's bird nest are in extraordinary high demand both domestic and international. Nowadays, thus, building bird's house or farm is the solution to keep up the high demand now that the natural supply is not enough.

Although the swallow's bird nest can be collected in Thailand, the amount is not enough. That makes the import of the nests as raw material in manufacturing, which after the overall procedure; the nests are still make profits 4-5 times. The market of swallow's bird nest are spread worldwide, but the production of swallow's bird nest are confronting the insufficient supply therefore enhancing the production of swallow's bird nest would help the market widespread since the trend of consuming swallow's bird nest is higher including the domestic demand. Despite the expensive price, the demand of swallow's bird nest is still high as the belief of the health benefits and delicious taste. Besides, the trend of eating healthy food is more acceptable, the swallow's bird nest is categorized into health and beauty session which includes the adolescents as the target consumers as well.

Samphantawong the area of the smallest of Bangkok is located in central Bangkok The area consists of a dense source of trade and tourism, history and culture. Located on the east bank of the Chao Phraya River border with the different counties in the clockwise direction. Geography, North contact with Pom Prap SattruPhai district has road and Rama 4 the boundary. Eastern contact E-mail has sustained Krung Kasem Canal, the boundary. South contact Khlong San , the asymmetric River the boundary. Western contact with the metropolitan area with the city canal (Klong Ong Ang) is a line of demarcation. the government announced a revolutionary new deal in the Capital Region. Muang Thong have been changed as it is. Samphantawong Bangkok is divided into 3 sub-region. Chakkrawat district, Samphanhawong district, Talat Noi.[3]

Yaowarat Road is a street in Bangkok, distance, length of around 1 kilometer to get to the story and dubbed the streets Dragon "is the beginning of a dragon head at the gate Complex 72. The old Odeon Circle The dragon is a dragon tail end of the Old Town and at the end of the street. Chinatown consisted of several key points such. Odeon Circle Road, which is located in Bang Thong Samphantawong the north of Yaowarat Road intersection with streets SONGSAWAS (intersection celebrate Heritage) Road House (intersection Dynasty) and Empire Boulevard (intersection of Temple Building) across canals around the city (Panupan Bridge) onto Ward Road. Wang Mai.

metropolitan area that separates the road PK cut to Mahachai and Karakadakhom. Yaowarat Road is a community of Chinese people and people of Thailand, China, a large number It is the business and commercial banking, financial, gold shops, restaurants, etc., as well as one of the major attractions. Bangkok has been called. "Chinatown in Bangkok "from foreign tourists.

Objectives

To study the buying behavior of swallow's bird nest of the entrepreneur in Samphanthawong district, Bangkok.

Methodology

The sample group of this study are the entrepreneurs of swallow's bird nest in China town in Samphanthawong district, Bangkok. The data were collected by purposive sampling and found that there were 463 retail and wholesale shops by using questionnaires. The sample size was calculated by the formula [2] below:

$$n = \frac{N}{1+Ne^2} \quad (1)$$

According to the formula, the sample size of this study is 261 samples. The questionnaires were divided into 3 parts: 1) general information 2) buying behavior of consumers; in order to know the needs and buying behavior of the consumers [4] which consists of target groups, what, why, when, where, and how; to study what consumers purchase can be differentiated from other opponents, study the objectives of buying, study the occasion, study where the consumers purchase and study the decision of buying, respectively. 3) Factors of swallow's bird nest buying decision; to investigate the factors of buying decision separated into 4 factors such as Production, Price, Channel of distribution, and Promotion[1].

Results

The results showed that swallow's bird nest buying behavior and factors affecting entrepreneurs' decision revealed that 176 females (67.62%) and 85 males (32.38%) aged over 40 years. There are 217 business owners (83.14%) which are the majority of the participants; their average income is approximately 45,000 baht. Most of the participants, 145 out of 217 (55.56%), were as follow: frequently swallow's bird nest bought once a month (55.56%) and bought each time costs more than 20,001 baht. The main factors that affect of swallow's bird nest buying decision the most, in terms of products, are the proper quality, pattern, and shape, respectively; in terms of price, the consumers focus on the reasonable and worthy price; in terms of channel of distribution, the most important things are the safety in payment, convenience in ordering, and fast delivery, respectively; in terms of promotion, the most important thing is giving product information and instruction clearly, and the second most important is discount for customers.

Conclusion

The findings show that the entrepreneurs in Samphanthawong district, Bangkok, have average income more than 45,000 baht per month. The money spent on swallow's bird nest is more than 20,001 baht each time per month. The main factors that affect of swallow's bird nest buying decision the most, in terms of products, are the proper quality, pattern, and shape, respectively; in terms of price, the consumers focus on the reasonable and worthy price; in terms of channel of distribution, the most important things are the safety in payment, convenience in ordering, and fast delivery, respectively; in terms of promotion, the most important thing is giving product information and instruction clearly, and the second most important is discount for customers.

Suggestions

Based on the study of behavior of swallow's bird nest buying decision of the entrepreneurs in Samphanthawong district, Bangkok. The researcher has some suggestions as follows:

1. Alternative Assessment

Most consumers pay attention to the product quality, expiration date, and price of products is consistent with the quality. Consequently, the entrepreneurs should investigate the price before selling it.

2. Post-purchase Behavior

Consumers usually expect the best after purchasing and require post-purchase service from the salesperson in order to facilitate introducing the products and warranty therefore the entrepreneurs should pay more attention to this expectation.

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Table 1 Percentage of group by sex.

Sex	Amount	Percentage
Male	85	32.38
Female	176	67.62
Sum total	261	100.00

Table 2 Number and percentage of trader classified by age group

Age	Amount	Percentage
23-30 years	2	0.77
31-39 years	34	13.03
More than 40 years.	225	86.20
Sum total	261	100.00

Table 3 number and percentage of the operator by career.

Career	Amount	Percentage
Trading / owner of private business.	217	83.14
Private employees.	3	1.15
Independent contractor / general contractor.	24	9.20
Agriculturist	17	6.51
Sum total	261	100.00

Table 4 number and percentage of the entrepreneur. By average income per month.

Average income per month.	Amount	Percentage
25,001 -35,000 baht	19	7.28
35,001-45,000 baht	32	12.26
More than 45,000 baht	210	80.46
Sum total	261	100.00

Table 5 number and percentage of the entrepreneur. Classified by the cost of each purchase.

Classified by the cost of each purchase Swallow's bird nest.	Amount	Percentage
less 1,000 baht	51	19.54
1,001-2,000 baht	4	1.53
2,001-5,000 baht	24	9.20
5,001-10,000 baht	19	7.28
10,001-20,000 baht	27	10.34
More than 20,001 baht	136	52.11
Sum total	261	100.00

Table 6 number and percentage of the entrepreneur. By the frequency selection for Swallow's bird nest

Frequency selection for Swallow's bird nest	Amount	Percentage
1 week / times.	12	4.60
2-3 week / times.	57	21.84
1 month / times.	145	55.56
2-3 month / times.	36	13.80
6 month / time.	9	3.49
1 year/ time	2	0.71
Sum total	261	100.00

Table 7 Display average and standard deviation of the entrepreneur. Classified by the decision factors in the product.

Factors affecting the decision.	X	S.D
Form / shape of the bird's nest.	4.51	0.501
The optimum quality.	4.62	0.572
It consumed.	3.11	0.730
Easy to maintain.	3.32	0.611
Products are available in various formats.	4.45	0.550

Table 8 Display average and standard deviation of the entrepreneur. Classified by the decision factors in the price.

Factors affecting the decision.	X	S.D
Cheaper than the other shop.	3.23	0.667
A reasonable price and worthwhile.	4.59	0.559
Have a specified price clearly.	3.11	0.782
A discount to customers.	3.49	0.752

Table 9 Display average and standard deviation of the entrepreneur. Classified by the deciding factor. The distribution channel.

Factors affecting the decision.	X	S.D
Have a shop.	3.46	0.578
Ease in order.	4.50	0.501
A fast delivery service	4.37	0.647
Parking is convenient.	3.51	0.688
Safety in payment.	4.67	0.471
When shipment. A number of postal parcel	3.72	0.627
To confirm the delivery and tracking easier.		

Table 10 Display average and standard deviation of the entrepreneur. Classified by the decision factors and marketing promotion.

Factors affecting the decision.	X	S.D
The information of goods and advice, clear right.	4.50	0.501
Advertising products.	3.80	0.510
The promotional price discounts to customers.	4.45	0.498
Notice of promotion to clear.	3.05	1.129

THE DEVELOPMENT OF CUSTOMER SERVICE DEPARTMENT OF KRUNG THAI BANK PUBLIC COMPANY LIMITED, MANCHA KHIRI BRANCH, KHON KAEN PROVINCE

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Abstract

The objective of this study was to study the environment of savings management, general behavior and satisfaction with different levels of satisfaction, and factors that contributed approaching to service and service development of Krung Thai Bank Public Company Limited, Mancha khiri, Khon Kaen. The study found that organizations adopt to the external environment and internal environment well. General information of clients; mostly were female, age of 20 years – 40 years, with high school education level, government officer, average revenues per month 9,000 –15,000 baht. In case of customer behavior, it was found that customers decided to use self-service counter for withdrawal and deposit. The reason was for convenient and fast service. Level of satisfaction with the overall service quality level in each service was at high level. Customers with different gender, age, level of education, professional groups, revenue per month had no difference in satisfaction level on the quality of services with statistically significant at 0.05. The factor that contributed to loyalty to service and quality of service is that banker says “Sawasdee” and “Thank you” to customers every time of servicing with cheerfulness. The main objective was to determine strategies to project strategy which consisted of adjustment strategies (SO): retain old customers and add new customers strategies (WO): reducing steps in the process and approach strategies (ST): maintain the quality of services strategies (WT): add options to use the service. The expected outcome of the study is that the bank will be able to employ the effectiveness of the bank to respond to customers’ Strikethrough needs for future benefit of the banking business.

Keywords : Customer Service department, Krung Thai Bank

Introduction

The Bank's business competition is rather in high competitive condition. Due to the rapidly change of customer behavior, the bank is required to improve and adjust its strategies in several ways to increase its competitiveness in the current situation. Therefore, it is important to provide high-quality service to satisfy its customers.

Krung Thai Bank PCL, Mancha Khiri, Khon Kaen, serves its customers in Mancha Khiri district where there are 71,868 people and 8 sub-districts. [1] The bank consists of two operation parts; 1) Loan section e.g. business loan and personal loan 2) Customer service section e.g. deposit service—saving deposit, fixed deposit, and current deposit and financial service e.g. domestic funds transfer, international remittance, bills payment service.

Currently, Krung Thai Bank PCL, Mancha Khiri, Khon Kaen has been launched for less than a year. Thus, its service quality is required to be focused and continually developed to create customer's impression and satisfaction as well as loyalty, and it shall lead to beyond expectation service which attracts customers to sustainably use its service.

Objectives

1. To study the managerial environment of Krung Thai Bank Public Company Limited, Mancha Khiri Branch, Khon Kaen Province
2. To study the demographic data of customers of Krung Thai Bank Public Company Limited, Mancha Khiri Branch, Khon Kaen Province
3. To study the customer's behavior of Krung Thai Bank Public Company Limited, Mancha Khiri Branch, Khon Kaen Province
4. To study customer satisfaction level towards the marketing mix of Krung Thai Bank Public Company Limited, Mancha Khiri Branch, Khon Kaen Province
5. To study the factors influencing repeated use of service and customer loyalty of Krung Thai Bank Public Company Limited, Mancha Khiri Branch, Khon Kaen Province
6. To study the service development guidelines for Krung Thai Bank Public Company Limited, Mancha Khiri Branch, Khon Kaen Province

Methodology

1. The managerial environment of Krung Thai Bank PCL, Mancha Khiri Branch, Khon Kaen was studied by gathering the opinion from branch manager, deputy branch manager, and customer service senior officer. Questionnaire was used to examine the external environment and the internal environment by analyzing general environment, competition, and internal management of business such as personnel, service, marketing, financial including SWOT analysis.

2. Customers' demographic data of Krung Thai Bank PCL, Mancha Khiri Branch, Khon Kaen was studied by using the first part of demographic questionnaire for 386 respondents who had used the service of Krung Thai Bank PCL, Mancha Khiri Branch, Khon Kaen from June 2013 to December 2013. The sample group was calculated from Yamane's formula. [2] Statistics used in

this study are frequency and percentage.

3. Customer's behavior toward service use of Krung Thai Bank PCL, Mancha Khiri Branch, Khon Kaen was studied by using the second part of questionnaire which is about customer's behavior who had been served by service section. Statistics used in this study are frequency and percentage.

4. Customer's satisfaction level toward marketing mix of Krung Thai Bank PCL, Mancha Khiri Branch, Khon Kaen was studied by using the third part of questionnaire about customer's satisfaction on 8 aspects of marketing mix concept product, price, sale, marketing promotion, operation, service quality, personnel, and physical feature. The questionnaire contained 8 items [3] with 5 choices of each; excellent, very good, good, fair, and poor and it was responded by 386 customers. Statistics used in this study are mean and standard deviation.

5. The factors influencing repeated use of service and customer loyalty of Krung Thai Bank PCL, Mancha Khiri Branch, Khon Kaen was studied by using the fourth part of questionnaire. The questionnaire was used with 368 customers. Statistics used in this study are frequency and percentage.

6. The service development guidelines for Krung Thai Bank PCL, Mancha Khiri Branch, Khon Kaen was set based on the result of study from item 1-5 strength, weakness, opportunities, threats, behaviors, satisfaction, and the factors influencing repeated use of service and customer loyalty. Then, the target market was set and strategic factor analysis was done before brainstorming with branch manager, deputy branch manager, and customer service senior officer to set the service development guidelines for Krung Thai Bank PCL, Mancha Khiri Branch, Khon Kaen.

Results

1. The managerial environment of Krung Thai Bank Public Company Limited, Mancha Khiri Branch, Khon Kaen Province

In accordance to the study result of external environmental management affecting to the operation, it is found that politics, economy, technology, culture and physical environment have resulted in positive effect to branch operation, while politics and technology have created negative effects. The result of competition analysis shows that buyer power creates high-level effect. The competition between industrial businesses and the threat of substitutes creates medium-level effect. Threat of new entrants and supplier power create low-level effect. The study of internal environmental management shows that bank staff has ability in term of personnel. Also, there are many kinds of service in the bank in term of service and the bank has medium market share in term of marketing, and it has finance stability in term of finance. The result of SWOT analysis shows that its strength is being the stable government bank acceptable by the customers. For its weakness, the bank has a small number of employees. For the opportunity, the majority of bureaucrat customers get their salaries from Krung Thai Bank. As for the threat, the bank has both direct and indirect competitors.

2. Customer's demographic data of Krung Thai Bank Public Company Limited, Mancha Khiri Branch, Khon Kaen Province

The study result reveals that the majority of the customers are female with the ages between 20-40 years for 47.25%, high school students for 26.75%, the government officers with average income between 9,000-15,000 bath/month for 35.74%, and the government officers with average income between 15,000-20,000 bath/month for 29.51%.

3. Customer's behavior of Krung Thai Bank Public Company Limited, Mancha Khiri Branch, Khon Kaen Province

From the result, it was found that most customers decide to use the service by themselves. Most of them use deposit and withdrawal service. They got the information about the bank from their friends and the neighbors. The period that the customers usually come to the bank is the end of the month around 12:00-13:00. The frequency is around 2-4 times per month. The channel of service used by the customers is Service Counter for 49.00%. The reason of using service from service section of the bank is because of convenient and quick service, which accounts for 56.25%. 70.75% of customers use the service from other banks in Mancha Khiri district. 38.00% and 28.75% of customers use the service from Bangkok Bank and Government Savings Bank, respectively, together with Krung Thai Bank. The customers use deposit and withdrawal service at Bangkok Bank and Government Savings Bank because the locations are appropriate.

4. Customer's satisfaction level towards marketing mix of Krung Thai Bank Public Company Limited, Mancha Khiri Branch, Khon Kaen Province

From the result of study, it showed that the overall satisfaction level of customer towards the marketing mix for each item is at very good level, sorted from the highest-level satisfaction to the lowest-level satisfaction as following;

Staff – the staff dress modestly and suitable for working. (12.25%)

Suggestion: Product training should be regularly conducted for staff so that staff can provide customers with the information on all kinds of products.

Service operations – the service steps are easy to understand such as taking queue card and waiting for calling. (27.25%)

Suggestion: Express service channel should be added without using queue card.

Types of service – the types of main service meet the customers' needs such as deposit-withdrawal/opening new account/transfer/ATM cards/loan/ foreign currency exchange, etc. (10.00%)

Suggesting: Car finance service should be added.

Service channels – the bank is located in the suitable area. (12.00%)

Suggestion: The number of service counter should be increased.

Service quality – the bank can serve the customers as its promise "Growing Together". (14.75%)

Suggestion: The comment box should be installed for customer suggestion.

Physical environment – the area is clean and has the modern design. (78.75%)

Suggestion: Parking area should be additionally provided.

Marketing support – the bank distributes its leaflets when there are any new products or services. (17.25%)

Suggestion: Staff should serve bank information at home by themselves.

Price – the satisfaction is on the payment fee for public utility expense. (32.25%)

Suggestion: Transaction fee for deposit/withdrawal/transfer should be waived.

5. The factors influencing repeated use of service and customer loyalty of Krung Thai Bank Public Company Limited, Mancha Khiri Branch, Khon Kaen Province

The factors influencing repeated use of service and customer loyalty are the words “hello” and “thank you” that were stated to the customer together with smile (85.50%).

6. The service development guidelines for Krung Thai Bank Public Company Limited, Mancha Khiri Branch, Khon Kaen Province

According to strengths, weakness, opportunities, threats, behaviors, satisfaction, factors influencing repeated use of service, and the strategic factor analysis (Table1), the bank can establish the service development guidelines for four projects; promotion approval project, additional express service project, Morning Huddle Project, and rental parking area project.

Conclusion

To set the strategy as the service development guideline for Krung Thai Bank PCL, Mancha Khiri, Khon Kaen is composed of; SO strategy is the strategy set to maintain old customers and increase new customers by arranging the promotions. WO strategy is the strategy set to decrease working steps by increasing the channels of express service. ST strategy is the strategy set to maintain service quality by using Morning Huddle project. WT strategy is the strategy set to increase choices of service by requesting for rental parking area.

When all projects are done, it is expected that Krung Thai Bank PCL, Mancha Khiri, Khon Kaen can provide better service according to customer behaviors and satisfaction, and also the potential of the bank for further benefit on its operation.

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Table 1: Strategic Factor Analysis Results (TOWS Matrix)

Internal Factors External Factors	Strengths Being the government bank that is stable and acceptable by the customers.	Weakness Having a small number of employees, causing customers wait for long time
	SO Maintain old customers and increase new customers	WO Eliminate working steps
Opportunities The majority of bureaucrat customers get their salaries from Krung Thai Bank	ST Maintains service quality	WT Increase choices or channels of service
Threats Has both direct and indirect competitors		

MARKETING GUIDELINES FOR THE INTERIOR DESIGN COMPANY “ONE POINT STUDIO,” UDON THANI PROVINCE

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Abstract

The objective of this research was to study the managerial environment, consumer demographic information, consumer behaviors, opinions toward the marketing mix of existing and new customers, and marketing guidelines for “One Point Studio”, the interior design company in Udon Thani Province. Questionnaires were used as research tools together with general environment analysis, SWOT (strengths, weaknesses, opportunities, and threats) analysis, and TOWS Matrix analysis. The results showed that the customers chose the interior design services from the company because their requirements could be met accordingly and because of the reliability of the company. In addition, 7P’s showed that the levels of opinion were at a high level. Gender, age, level of education, career, and monthly income made no difference on the levels of opinions of the customers towards the marketing factors of the interior design company. Marketing guidelines were proposed with the following 4 strategies and 9 projects. ST Strategy included the projects of One Point Approach on Social Media, UD Chic Home and Esan Road Show. WT Strategy included the projects of One Point Blue Print and One Point Hot Designer. SO Strategy included the projects of Pick the Best and Fast Track Customers. SO Strategy included the projects of One Point Catalog and Inside Out. The estimated cost for these projects was 159,500 baht. After the implementation of the projects, the income from interior design should be increased.

Keywords: marketing guidelines, interior design, One Point Studio

Introduction

Interior design is a combination between science and art for the purpose of a good composition between physical and environmental aspects of a building. Factors that need to be taken into account are space allocation, esthetic, security, and users' trust. The building or space may be used for residents such as houses, condominium units, and apartments. In addition, it may be used for business such as offices, hotels, resorts, spa, restaurants, hospitals, clinics, treatment centers, schools, universities, government buildings, public units, stores, shopping malls, theme parks, libraries, and venues for events. [1] At present, many companies provide services for interior design so as to meet customers' needs such as the needs for outstanding architectural buildings, spacious buildings. Interior design also determines customers' taste, technology, and modernity.

One Point Studio is one of such service providers that help customers with the interior design and decoration. It was established in 2012 by Mr. Apicha Thansiriwut and is situated at 499/8-11, Robmuang Road, Mhak Khaeng, Muang District, Udon Thani Province. At the beginning, the company used Perspective 3D techniques and its customers were 2 groups of people: residents in townhouses and condominium; and business owners such as offices, shops, and hotels. Later, customers requested that the company take contracts for an entire project. The company then formed a team of workers who can serve their needs. Now there are more customers for both interior design and decoration. There is an interior design manager, 2 interior designers, a sale and customer service manager, a foreman, an accounting manager, an accountant assistant, a general manager, and 2 maids. All of these staff members are yet insufficient, considering the number of job requests. In Udon Thani Province, there is another interior design company "Kon Interior" as well as other companies that provide interior design service such as Modern D, D-concept., NYJ, Dream up, Perfechous, Architect's House, Index Livingmall, and many other freelance interior designers. This makes the business highly competitive. One Point Studio therefore has clear business guidelines so as to be able to compete with other companies, to meet customers' expectations, and to maintain the number of existing customers and gain new customers. The researcher thus studied managerial environment, consumer behaviors, opinions toward the marketing mix, service, decision making and developed marketing guidelines for "One Point Studio", the interior design company in Udon Thani Province.

Objectives

1. To analyze the managerial environment of One Point Studio Company Limited, Udon Thani Province
2. To study demographic information and customers' behaviors towards making decisions to use the interior design service in Udon Thani Province
3. To study levels of opinion towards the marketing mix of existing and new customers for the interior design service
4. To formulate marketing guidelines for One Point Studio Company Limited, Udon Thani Province

Methodology

1. The study of the managerial environment of One Point Studio Company Limited, Udon Thani Province was conducted by using interviews as a research tool to analyze business' external environment of the business. The Five Forces Model was used to analyze general environment and competition. There was also an analysis of business' internal environment in terms of structure of organizational culture and human resources, products and marketing services and finance.

2. The study of demographic information and customers' behaviors towards making decisions to use the interior design service in Udon Thani Province was conducted by using the first part of the questionnaire asking about respondents' general information and the second part of the questionnaire asking about customers' behaviors toward the use of interior design services. The data was collected from 60 existing customers and 400 prospects. The sample group was managed by using Yamane's formula [2].

3. The study of levels of opinion towards the marketing mix of existing and new customers for the interior design service was conducted by using the third part of the questionnaire asking about the levels of opinion of customers towards the marketing mix of the decision-making to use the interior design service in terms of product, price, distribution channel, marketing promotion, process, personnel, and physical characteristics. There was a 5-point scale in this part of the questionnaire: strongly agree, agree, unsure, disagree, and strongly disagree. The 5-point scale can be interpreted as follows:

Scale	Mean	Interpretation
5	4.50-5.00	Strongly agree
4	3.50-4.49	Agree
3	2.50-3.49	Neutral
2	1.50-2.49	Disagree
1	1.00-1.49	Strongly disagree

4. The marketing guidelines for One Point Studio Company Limited, Udon Thani Province were derived from the study of managerial environment, behaviors, and customers' opinions towards the marketing mix for the interior design service. The results led to useful information such as strengths, weaknesses, opportunities, and threats (SWOT Analysis). Subsequently, the analysis was done by using TOWS Matrix, determining target markets together with brainstorming among business owners and staff to formulate marketing guidelines for One Point Studio Company Limited, Udon Thani Province.

Results

1. Environment of management at One Point Studio, Udon Thani Province

From the study of the managerial environment of One Point Studio Company Limited, Udon Thani Province, it revealed that the organizational structure consisted of 4 divisions: an executive, 3 designers, a draftman, an accountant, and 3 general management staff members. The jobs were: design and decoration for houses, offices, shops, hotels, showrooms, and spa using Perspective Views 3D. In addition, there were interior design and audio installation in conference rooms, public space, digital public address system, security system, and closed-circuit television camera installation. The target customers of One Point Studio Company Limited are entrepreneurs and people in Muang District, Udon Thani Province who are interested in using the company's service. From the analysis of the managerial environment, it revealed that the strengths of the company were staff members who have knowledge, skills, and expertise in interior design and decoration; normal and reasonable prices; great location; promotion on a regular basis; and convenient channels for customers. The weaknesses were that the company is only 2 years old, causing some customers to overlook it, that the company still lacked advertisements, that its management was not effective in terms of documentation, accounting system and job distribution and that there was an inadequate number of staff compared with the workload. Regarding the opportunities, there is the increasing number to population in Muang District, Udon Thani Province, and they tended to be single families. The overall economy in Udon Thani Province was expanding, while the threats were the high number of competitors in the market and changes in the customer needs resulting in plan change.

2. Demographic data and behaviors of customers at interior design companies in Udon Thani Province

The general information of current customers obtained from the questionnaire showed that most of the customers were male at the age of 40-60 with bachelor degree, working as traders/business owners and government officers and earning an average monthly income of 35,000–50,000 baht and over 50,000baht. Concerning the behaviors of current customers who used interior design service, the researcher found that most customers preferred modern style, classic style and contemporary style for home decoration. Most of them made decisions to choose the design company, while family members/relatives/couple and oneself had influence on service selection. The company had done the interior design of house/single detached house and townhouse. Their convenient days and time to contact and use the service were Monday – Friday from 10.00 a.m. – noon and 1.00 p.m. – 3.30 p.m. In the decision making, they also considered services of other companies. They mostly received information about interior design companies from Facebook and they were the ones who contacted the companies. The estimated service cost was 25,000 – 75,000 baht and 100,000 – 250,000 baht. The customers used the interior design service for the first time. The reason for choosing only the company was its beautiful and realistic 3D design. The majority of target customers were female, 40-60 years of age, who graduated from the university. Most customers were sellers, business owner, government officials, employees of state enterprises that earned 15,000-25,000 baht and 25,000-35,000 baht. From

the study of existing customers' behaviors, the majority liked modern, classic, and contemporary styles for the decoration of their houses. The influential persons for decision-making were family, relatives, spouse, and oneself. Most services were designing and decorating houses and townhouses. The most convenient hours for the customers were weekends at 10.00-13.00. It revealed that the customers usually compared the company with other choices before making a decision to use the services. They mostly received information about interior design companies from Facebook, websites, friends, and acquaintances. Most people contacted the company in person and by phone. The expected expenses were 10,000-25,000 baht, 50,000-75,000 baht, and 100,000-250,000 baht. They had used or wanted to use the interior design service at Index Living Mall, Kon Interior and Modern-D because of the companies' reliability, no negative work record, appropriate design and decoration prices, realistic and beautiful 3D blue prints.

3. Levels of customers' opinions on marketing mix factors of interior design companies

As for the levels of opinions of current customers and target customers on marketing mix factors, the researcher found that the levels of opinions of current customers who wanted to or used to use the interior design service on marketing mix factors of One Point Studio Company Limited, Udon Thani Province, ranged from high to low as follows: physical evidence, place, product, process, people and price. All these factors were rated at the highest level. The customers also suggested that the company should hire more receptionists and foremen. The levels of opinions of target customers on marketing mix factors of One Point Studio Company Limited, Udon Thani Province, were rated from high to low as follows; promotion, product, process, price, people, place and physical evidence. All these factors were rated at the highest level. The customers of different genders, age groups, educational backgrounds, occupations and average monthly incomes had similar level of opinions towards the marketing mix factors.

4. Marketing guidelines for One Point Studio, Udon Thani Province

The marketing guidelines for One Point Studio Company Limited, Udon Thani Province were derived from using TOWS Matrix (Table 1). The company aimed at having 30% of the market share of the interior design business in Udon Thani Province. The target group will be business owners and residents, such as house and townhouse owners. Marketing guidelines were proposed with the following 4 strategies and 9 projects.

Table1 The Identification of Strategic Options by TOWS Matrix

	Strengths: S 1. Customers preferred 3D blue prints. 2. The location was convenient and outstanding with Modern Trade store, construction material shops and furniture showrooms on the same street. 3. The executives had vision and were willing to embrace changes for development. 4. There are a number of experienced decoration contractors. 5. The company offered effective after-sale service. 6. Staff were talented and skillful, such as professional photographers, tutors, fashion design and advertising producers. 7. There were skillful artisans.	Weaknesses: W 1. Design and decoration rates were high, compared to other competitors. 2. Advertisement did not reach to the target audience. 3. There was inadequate number of staff compared with the workload. 4. The operation procedures were unclear. 5. Office building and staff were not ready to welcome customers. 6. The work was submitted to the customers late.
Opportunities: O 1. There was a real estate business expansion. 2. Both government and private sectors were active as the AEC was coming. 3. Customers could access information via various channels. 4. Education institutes produce more graduates related to the interior design profession. 5. Customers' opinions towards the marketing mix factors were positive in all aspects.	SO Strategy Aggressive Strategies One Point Approach on Social Media Project UD Chic Home Project Esan Road Show Project	WO Strategy One Point Star One Point Blue Print Project One Point Hot Designer Project
Threats: T 1. There was an increase in the number of freelancers. 2. Some designers did not charge for blue prints. 3. Customers still did not want to pay for blue prints. 4. Customers wanted the job to be done right away.	ST Strategy Making Advantage of Competitors Fast Track Customers Project Pick the Best Project	WT Strategy Business alliances One Point Catalog Project Inside Out Project

Conclusion

Marketing guidelines were proposed with the following 4 strategies and 9 projects. ST Strategy included the projects of One Point Approach on Social Media, UD Chic Home and Esan Road Show. WT Strategy included the projects of One Point Blue Print and One Point Hot Designer. SO Strategy included the projects of Pick the Best and Fast Track Customers. SO Strategy included the projects of One Point Catalog and Inside Out. The estimated cost for these projects was 159,500 baht. In the second quarter of 2014, the total sales was 4,400,000 baht, while the sales of the first quarter was 1,600,000 baht. After the implementation of the projects, the income from interior design should be increased and hit the sales target.

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MARKETING PLAN TO INCREASE SALES REVENUE OF MANTRAVAREE HOTEL, KHON KAEN PROVINCE

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Abstract

This study is marketing plan to increase room sales for Mantravaree Hotel in Khon Kaen province. The objectives are (1) to study behavioral factors that influence guests' decision to stay at the hotel and guests' satisfaction of the services provided by the hotel, and (2) to define a marketing plan to increase room sales for the hotel by 20% in 2015. Data for the study were collected from 391 distributed questionnaires and a series of analyses to investigate external and internal environments. The analyses comprised analyses of the general environment (PESTE), of competition conditions (Five Forces Model), and of strengths, weaknesses, opportunities and threats (SWOT Analysis). The findings indicated that the hotel did not make sufficient public relations efforts resulting in low brand awareness. The data were also analyzed to devise a marketing plan to increase room sales. Two projects - namely an advertisement campaign aimed at high school students who come from out of Khon Kaen province to sit in Khon Kaen University entrance exams, and a campaign to increase Mantravaree recognition among customers - were proposed. The proposed marketing plans will be conducted continuously in order to build an increased awareness of the hotel. There will be special promotion for guests who stay at the hotel. The budget for the two projects is estimated at baht 84,500. It is expected that the proposed marketing efforts will increase room sales by 20% in 2015.

Keywords: Marketing plan, Serviced Apartments

Introduction

Hotel business is a business on overnight accommodation service, considered as a Thai industrial standard. Hotels service offers daily and weekly rental rates. Furnished suites are available for stay. Alternatively, there are suites with kitchen utensils. In hotels, there are cleaning ladies. Other services include full facilities such as parking lots, laundry rooms, swimming pools, food and drinks, and fitness rooms. In addition, there are recreation services such as rooms for meeting and seminar of customers and agencies and related facilities, for example, stereos, projectors, computers, internet, etc. Tourism industry plays an extremely important role since it can contribute to huge revenue. There was a gradual increase on earnings from hotel and restaurant businesses from 309,622 baht in 2002 to 439,720 baht in 2008. The average income growth rate was 5.25% per year as a proportion of Thailand's GDP, approximately 4.9%. The number of tourists is an important factor increasing sales on rental rooms. The highest number of tourists was approximately 14.58 million in the past 10 years. During the 2013-2014 of Thai economy, the growth rate of hotel and restaurant businesses was 14.7% [1]

The 4-star Mantra Varee Hotel, Khon Kaen was completely built on June 8th, 2013, the hotel address is 78/9 Chalermprakiat Road, Nai Muang, Muang Khon Kaen, Khon Kaen. The hotel has just been established for 8 months. The aim of establishing the hotel is to be a well-known hotel and a place for holding effectively a meeting. In terms of a comfortable travel, the hotel is near department stores, entertainment places, and government centers, and it is just far from KaenNakhonLake270 meters. The parking area can accommodate more than 100 cars. The new and deluxe hotel is in the city center. It is modern hotel decoration that rooms are decorated in a modern style. In deluxe rooms with reasonable prices, there are amenities. There are 75 rooms for stay. Rooms are available for meeting and seminar. In addition, there are dining rooms, entertainment places, karaoke rooms, swimming pools, and fitness places

Currently, the hotel is encountering problems related to sales on rooms because the hotel has just been established for 8 months, so it is little known. In addition, economic and political situations have impacts on the sales. The hotel's total income, including holding a meeting, is a part of sales increase. Another problem is related to marketing because of no sufficient approach to target groups and many competitors in Khon Kaen. There is an intense competition of all hotels in order to get most market shares.

Therefore, marketing strategies should be appropriately planned for properly organizational orientation and achievement of business goals. Nowadays, there are more hotels in Khon Kaen, including service apartments affecting competition for market shares because clients who go to stay there pay with cheaper prices than those of hotels. [2]

Objectives

1. To study behavior and factors affecting guests' decision to stay at the hotel and customer satisfaction toward services of Mantra Varee Hotel, Khon Kaen
2. To determine a marketing plan of the hotel in order to increase 20% of rental room sales in 2015.

Theories, research conceptual frameworks, and related literature

1. Relevant theories

1.1 External Environment Analysis

External environment analysis is assessing, analyzing, understanding external environment for organizational administration and orientation (driving an organization into the determined direction). Choosing the right direction is very important to classify what factors are opportunities and what factors are threats to the organization. Between internal and external environment analyses, external environment should be first analyzed to know what we have, what we are, and what are actually strengths and weaknesses. [3]

1.2 Competitive Environment Analysis

Analyzing industry profitability is a measure indicating how much an industry can make profits. Industrial competition is analyzed from bargaining power of buyers and suppliers so that we can know strengths and weaknesses of competitors' businesses to make competitive comparisons. In addition, competitor analysis helps administrators know opportunities and threats. It can be said that there are five forces of industry analysis (Five Force Model), which are widely used. [4]

1.3 General Environment Analysis

External factors that an organization cannot control for external environment analysis are called PESTE analysis as a measure of analyzing general environment and external environment of business to find opportunities and threats.

1.4 Theory of Analyzing the Strengths, Weaknesses, Opportunities, and Threats (SWOT Analysis)

Internal analysis is based on industry comparison in 4 aspects: marketing, finance, human resource, and operation.

1.5 Marketing Mix; 7S's

Basically, serving marketing mix of products consists of the 4 P's: Product, Price, Place (distribution), and Promotion (marketing). Services vary in general marketing mix, especially service marketing mix consisting of original marketing mix or the 4P's and other 3P's: People, Process, and Physical Evidence. Service marketing mix, thus, consists of 7P's. [5]

1.6 Theory of Customer Behavior

Customer behavior refers to studying individuals and organizations to know how they choose to buy, use, and manage products or services. [6]

1.7 Important Components of Service Business

In marketing, to manage competitive differentiation, sellers need to make their products or services different from competitors and provide superior service. One important point to make difference in service business is service quality that customers look for from previous experiences, viral marketing, and service business advertising. Customers will be satisfied if they receive what they want, when they want, and where they want, and how they want. A marketing man needs to do research to know criteria of customers' decision to buy services. [7]

2. Conceptual frameworks

The researcher investigated a marketing plan for room sales increase of star Mantra Varee Hotel, Khon Kaen by considering behavior, factors affecting guests' decision to stay, and customer satisfaction of hotel services to increase 20% of the sales in 2015. In developing a marketing plan, personal factors, behavior of guests' staying at the hotel, factors affecting guests' decision to stay at the hotel, and customer satisfaction of hotel services were studied to understand what customers really needed. In addition, general situations and competitive conditions of business were analyzed. The obtained data were utilized for making the marketing plan and improving hotel business as comprehensive contents of marketing orientation and goal setting.

3. Related research

The study of Lorsiri, K.(2001) was concerning the marketing plan for increasing room revenues of Ra-cha Orchid Hotel since in 1999, room sales decreased by more than half. In 2000, the hotel aimed at increasing 10% of the sales from the year of 1999. The revenue of 6,820,000 bath resulted from most customer groups such as government officials and seminar groups because rooms in the hotel were more expensive than those of other competitors. [8]

Lohwongwatana, P. (2002) investigated plan to increase accommodation revenue from tourist sector of Dusita Hotel because during 2-3 years, the hotel encountered general marketing during a serious recession due to economic problems, especially in the first 6 months in 1998 in which there was a 70% decrease in customer numbers that there was only 10% of guests. Having an excessive number of rooms and a low rate of staying caused a lot of expenses, so the price reduction strategy was brought to use.

Pachob, S. (2003) conducted the study on marketing planning to increase sales of the 3-star Kaen Koon Hotel, experiencing a room sales reduction during the 2000-2002. The hotel aimed at increasing 12% of sales by spending the total budget of 235,000 baht, causing more profits of 5,151,436 baht. The problem which was found related to room prices higher than those of competitors, including the hotel location in the area causing difficulty for travel and more competitors. The hotel also faced with economic problems in 1997 when many hotel businesses were closed down. The hotel, therefore, relied on a marketing strategy to increase the sales.

Methodology

1. Study design

The study was based on the survey method consisting of defining populations and samples, sampling, and data analysis.

2. Samples

The study population consisted of guests staying at Mantra Varee Hotel, Khon Kaen because those guests were potential and main customers. Questionnaires were distributed at the reception counter before guests checked out. The researcher calculated the sample size by Taro Yamane's formula to define or calculate the sample size. The formula was presented below. [9]

Formula
$$n = \frac{N}{1+Ne^2}$$

When n = Sample size
 N = Total population size
 e = Sampling error of 0.05

It was calculated from the target populations: guests staying at Mantra Varee Hotel

Then the calculated sample size was represented in the following formula.

Formula
$$n = \frac{16,668}{1+16.668(0.05)^2} = 391$$

3. Research tools

Data collection relied on general information from Mantra Varee Hotel, Khon Kaen on customer satisfaction of hotel services and guests' decision to stay there. Data were analyzed, concerning potential in competition and overall situations of the business when compared to external situations, by employing

PESTE, Five Forces Analysis, SWOT Analysis, and 7P's Analysis. Questionnaires were distributed. The duration of data collection was about 15 minutes. Each questionnaire consisted of 59 questions. Data were collected from 391 series of the designed questionnaire and then analyzed for validity.

4. Data collection

The research tool used in the study on marketing plan to increase sales revenue of Mantra Varee Hotel, Khon Kaen was a questionnaire on customer satisfaction of hotel services consisting of 59 questions. There are 5 parts in the questionnaire. [10]

4.1 Steps of designing and testing the research tool for data collection were presented as follows.

1) Studying information from documents, textbooks, and related research papers to improve the questionnaire for comprehensive contents as indicated objectives

2) Drafting the questionnaire by writing texts relevant to the topic and objectives to submit to experts for checking validity as well as giving advice in order to improve the questionnaire

3) Presenting the questionnaire to the thesis advisor and co-advisors for checking appropriate contents and language

4) Improving the questionnaire as suggested by the experts

Questionnaires were then used to interview respondents (Try-Out) and similar groups to the study population.

4.2 There were data collection, sources of data, and data used in the study consisting of primary and secondary data.

1) Primary data referred to collecting data from questionnaires on customer satisfaction of services of Mantra Varee Hotel, Khon Kaen. The samples from directly specified sampling (Purposive Sample) were guests who stayed at the hotel.

2) Secondary data referred to studying and searching books, textbooks, theses, reports, research papers, data on marketing, articles from related books, magazines, and websites.

Results

The results on customer satisfaction of services of Mantra Varee Hotel, Khon Kaen indicated the following improvements: 1) publicity and public relations because there is no sufficient public relations, 2) marketing promotion for room sales because there is lack of public relations and work teams to promote effective marketing, causing a few customers, and 3) contacting and providing information from marketing employees: there are a few receptionists at the hotel, so they cannot provide sufficient services meeting customer needs.

Most customers think that Mantra Varee Hotel is a 3-star hotel, so they choose to stay in ordinary standard rooms (standard rooms or superior rooms) with prices from 500-800 baht/night. Customer decision was based on service quality. Most customers were satisfied with cleanness and beauty of rooms. The prominent point of the hotel is that it is near Bueng Kaen Nakhon Public Park and department stores. In low season, the hotel offers promotions such as price reduction from 1,200 to 900 baht. In addition, there should be improvement of security and room smells. Another was that customers were not satisfied with breakfast, so there should be variety of breakfast.

Conclusions and discussions

The objective of the study on marketing plan to increase sales revenue of Mantra Varee Hotel, Khon Kaen was to increase 20% of the room sales in 2015. After analyzing the data based on PESTE Analysis, Five Force Model Analysis, SWOT Analysis, and 7P Analysis, the marketing plan was developed to increase the sales under the project **Mantra Varee Hotel's Public Relations in Educational Institutes and everywhere** with a continuous marketing plan. There were publicity and public relations for the hotel information and special promotions for customers. The budget in the project was 84,500 baht. If the project corresponds to the marketing plan, the hotel needs to sell 30 numbers as minimum in 3 months for worth investing and sales increasing from 993,600 baht to 1,490,400 baht.

After working on the action plan, the results would correspond to the expectation of ability to increase revenue to the hotel and 20% of sales (496,000 baht), to expand commercial networks, and to lead to optimal customer satisfaction.

Recommendations for further research

1. Emphasizing price reduction and strong strategies such as good service, service mind, and quick services

2. Discounting room prices because prices are relative high for some customer groups and normally charging with high prices for customers who do not have their contacts in the hotel
3. Studying and comparing data on competitors' business strategies

Acknowledgement

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SERVICE QUALITY DEVELOPMENT GUIDELINES FOR BANGKOK BANK, KHON KAEN BRANCH, KHON KAEN PROVINCE

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Abstract

This study intended to learn the environment of management, demographic data, customer behaviors, their levels of satisfaction and service quality development guidelines for Bangkok Bank, Khon Kaen Branch, Khon Kaen Province. The researcher found that the bank was able to adjust itself to both external and internal environment very well. Most customers were female at the age of 20-40 with bachelor degree, working as corporate employees and earning 15,001 –20,000 baht per month. In terms of customer behaviors, the customers decided to use the counter services to deposit and withdraw money. They chose Bangkok Bank for its reliability. The overall levels of customer satisfaction were rated at the high level. According to the demographic data, customers of different genders, age groups, education backgrounds, occupations and monthly incomes had the same level of satisfaction towards the service quality with a significantly statistical difference at 0.05. The collected information enabled the researcher to identify marketing strategies to conduct the projects as follows; an aggressive strategy (SO) was current customer retention and new customer expansion, a defensive strategy (ST) was good customer relationship maintenance, a turnaround strategy (WO) was process reduction and a diversification strategy (WT) was additional service channels. After the projects were completed, it was expected that Bangkok Bank, Khon Kaen Branch, Khon Kaen Province, would be able to offer services that conformed to customer behaviors and increased customer satisfaction as well as strengthened the capability of the bank operations toward more effective service quality delivery in the future.

Keywords: service quality, Bangkok Bank, Khon Kaen Branch

Introduction

Bangkok Bank was founded in 1944. It is the biggest commercial bank in Thailand and one of the biggest banks in Southeast Asia. Bangkok Bank has provided financial support for big business as well as small and medium enterprises and personal customers.

The service operation at Bangkok Bank, Khon Kaen Branch, Khon Kaen Province, was divided into 3 parts, including 1) savings and home loans, 2) financing and banking, such as deposit, withdrawal and bill payment and 3) money exchange and international money transfer.

Due to the fierce competition of banking business, in addition to competing with products, the competition also involves customer service. In addition, customer behaviors keep changing rapidly; therefore, the bank has to develop and improve their strategies to increase its competitiveness. To achieve high quality service, responding to customer needs is very important. Bangkok Bank also pays attention to the service quality in order to serve customers with convenience and meet customer needs. The researcher, therefore, studied the levels of customer satisfaction towards the service quality of Bangkok Bank, Khon Kaen Branch, Khon Kaen Province. The findings were used to create service quality development guidelines which would help improve the current service to be on par with the standards conforming to customer needs.

Objectives

1. To study the environment of management at Bangkok Bank, Khon Kaen Branch, Khon Kaen Province
2. To obtain demographic data of customers used customer service at Bangkok Bank, Khon Kaen Branch, Khon Kaen Province
3. To learn behaviors of customers used customer service at Bangkok Bank, Khon Kaen Branch, Khon Kaen Province
4. To seek the levels of customer satisfaction towards the service quality of Bangkok Bank, KhonKaen Branch, Khon Kaen Province
5. To provide service quality development guidelines for Bangkok Bank, Khon Kaen Branch, Khon Kaen Province

Methodology

1. To study the environment of management at Bangkok Bank, Khon Kaen Branch, Khon Kaen Province, there was a brainstorming session among the branch manager, assistant branch manager, senior customer service officers and staff. The researcher interviewed the participants about the internal and external environment of management and later adopted general environment analysis, competitiveness analysis, internal corporate management, in terms of personnel, finance, products and services, location and business image, as well as SWOT analysis.

2. To obtain demographic data of customers used customer service at Bangkok Bank, Khon Kaen Branch, Khon Kaen Province, the researcher used the first part of the questionnaire to collect general information from 400 respondents calculated by Watcharaporn Suriyapiwat's

formula [1] and the statistics used in this step were frequency and percentage.

3. To learn behaviors of customers used customer service at Bangkok Bank, Khon Kaen Branch, Khon Kaen Province, the research used the second part of the questionnaire to survey customer behaviors and the statistics used in this phase were frequency and percentage.

4. To seek the levels of customer satisfaction towards the service quality of Bangkok Bank, Khon Kaen Branch, Khon Kaen Province, the third part of the questionnaire was used to survey the level of satisfaction in 5 aspects, following the SERVQUAL concept stated in Parasuraman et al. [2]. The 5 aspects referred to concrete forms of service, reliability, responses to customers, customer confidence building and attention to customers. The answers were to be given on the 5 scale, completely acceptable, very acceptable, moderately acceptable, slightly acceptable and not at all acceptable. The questionnaires were distributed to 400 customers and the statistics used in this stage were mean and standard deviation.

5. To provide service quality development guidelines for Bangkok Bank, Khon Kaen Branch, Khon Kaen Province, the information obtained from the questionnaire revealed the strengths, weaknesses, opportunities, threats, behaviors and level of satisfaction. Therefore, the researcher was able to identify the marketing goals and analyze strategic factors. Another brainstorming session was held among the branch manager, assistant branch manager, senior customer service officers and staff to draw up the quality development guidelines for Bangkok Bank, Khon Kaen Branch, Khon Kaen Province.

Results

1. Environment of management at Bangkok Bank, Khon Kaen Branch, Khon Kaen Province

Regarding the managerial environment at Bangkok Bank, Khon Kaen Branch, Khon Kaen Province, PESTE analysis covered various factors, including politics, economy, technology, society and culture and physical environment. The researcher found that politics and technology had negative effects. The researcher employed the Five Forces Model and discovered that the competition in the industry and bargaining power of purchasers affected the business operation at the high level. The threat of new entrants and the threat of substitute product and service affected the business operation at the moderate level, while the bargaining power of suppliers had effects on the operation at the low level. As for the internal environmental analysis, although the staff were knowledgeable, the number of staff was limited. In terms of products, the bank had continuously developed their products and, in terms of marketing, the bank's fame and reliability played an important role in market share. For its own financial status, the bank was financially secure with market liquidity. According to the SWOT analysis Bangkok Bank, Khon Kaen Branch, Khon Kaen Province, the weighted mean of external factors affecting the bank was 4.70, while the weighted mean of internal factors affecting the bank was 3.90. It meant that the bank was able to adjust itself to both external and internal environment very well.

2. Demographic data of customers used customer service at Bangkok Bank, Khon Kaen Branch, Khon Kaen Province

The demographic data revealed that from 400 respondents, 66.50% of them were female and 74.80% was at the age of 20 – 40. 67.00% of the respondents hold a bachelor degree, while 13.30% of them had high vocational certificate or diploma. 67.80% of them worked as corporate employees and 36.30% of them earned 15,001 – 20,000 baht per month.

3. Behaviors of customers used customer service at Bangkok Bank, Khon Kaen Branch, Khon Kaen Province

As for the customer behaviors, 70.50% of them made their own decision to use the service and 96.30% of them deposit/withdraw money. 84.50% of the respondents had Bangkok Bank accounts and most of them were savings account. 85.00% of the customers chose Bangkok Bank for its reliability and 37.30 of them used the services only at Bangkok Bank, Khon Kaen Branch, Khon Kaen Province, while 62.70% also used services at other banks. In addition to Bangkok Bank, 51.02% of them deposit and withdraw money at Krung Thai Bank for its reliability and 39.62% of them went to Siam Commercial Bank for its good service. 50.00% of the customers did not have specific time to use the service, while 31.70% of them came for the service at 10.00 a.m. – noon and 29.50% of them made a visit at 1.00 p.m. – 3.30 p.m. 47.50% of the visitors used counter services and the frequency of 32.25% of customers was uncertain. In addition, 62.00% of the respondents received the news about the bank from the staff.

4. Levels of customer satisfaction towards the service quality of Bangkok Bank, Khon Kaen Branch, Khon Kaen Province

The evaluation results showed that the overall level of customer satisfaction at Bangkok Bank, Khon Kaen Branch, Khon Kaen Province, was at the high level ($\bar{X}=4.12$). The levels of satisfaction concerning various aspects of the service were ranged from high to low as follows; reliability ($\bar{X}=4.20$), responses to customers ($\bar{X}=4.19$), customer confidence building ($\bar{X}=4.13$), attention to customers ($\bar{X}=4.12$) and concrete forms of service ($\bar{X}=4.03$). According to the demographic data, customers of different genders, age groups, education backgrounds, occupations and monthly incomes had the same level of satisfaction towards the service quality with a significantly statistical difference at 0.05.

5. Service quality development guidelines for Bangkok Bank, Khon Kaen Branch, Khon Kaen Province

From the SWOT analysis and the collected information about customer behaviors, customer satisfaction and strategic analysis (Table 1), the research was able to create service quality development guidelines for Bangkok Bank, Khon Kaen Branch, Khon Kaen Province, consisting of 4 projects; 1) Pass the Good Service on to Your Loved Ones project, 2) Customer Voices to Bua Luang People project, 3) Service Counters for Customers with at least 5 entries and 4) More Book Bank Machines and Cash Deposit Machines project.

Conclusion

The service quality development guidelines for Bangkok Bank, Khon Kaen Branch, Khon Kaen Province, were able to satisfy the customer needs in all 5 aspects, including the concrete forms of service, reliability, responses of customers, customer confidence building and attention

to the customers. The details were illustrated as follows;

Development Guidelines for Service Quality	Duration	Budget (Baht)
Reliability and Customer Confidence Building		
Project1 Pass the Good Service on to Your Loved Ones	February - December 2015	40,000
Attention to Customers		
Project2 Customer Voices to Bua Luang People	April 2015 – March 2016	-
Responses to Customers		
Project3 Service Counters for Customers with at least 5 entries	January 2015 – December 2015	-
Concrete Forms of Service and Reliability		
Project4 More Book Bank Machines and Cash Deposit Machines	January 2015 – December 2015	-
Total		40,000

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Table 1 The Identification of Strategic Options by TOWS Matrix

Internal Factors External Factors	Strengths	Weakness
	The bank was reliable.	There were not enough staff compared with the number of customers when the bank was crowded, resulting in a long queue.
Opportunities The customers had confidence in the service of Bangkok Bank	Aggressive Strategies: SO Current customer retention and new customer expansion Project1 Pass the Good Service on to Your Loved Ones	Turnaround Strategies: WO Process reduction Project3 Service Counters for Customers with at least 5 entries
Threats 1. The bank had both direct and indirect competitors. 2. The customers decided to use services at other banks for better service quality.	Defensive Strategies: ST Good customer relationship maintenance Project2 Customer Voices to Bua Luang People	Diversification Strategies: WT Additional service channels Project4 More Book Bank Machines and Cash Deposit Machines

COSMETICS MARKETING GUIDELINES THROUGH ONLINE CHANNELS

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Abstract

This study investigated cosmetics marketing guidelines through online channels. This paper aimed to examine 1) the management environment, 2) demographic information and buyers' behavior, 3) buyers' satisfaction on the marketing mix, 4) factors affecting repurchase, and 5) cosmetics marketing guidelines through online channels. The results revealed that buyers bought cosmetics through online channels because there was a variety of brands and types of products; it was cheaper than other shops; it was convenient to buy products online; product delivery was fast as stated; payment could be made through ATMs, there was discount all year; staff responded to customers quickly; steps of ordering a purchase was easy and fast; and the classification of products were clearly arranged. According to buyers' satisfaction on the marketing mix, the results showed that the buyers' had a high level of satisfaction in terms of the distribution, process, physical characteristics, promotion, product, price, and personnel, respectively. Nevertheless, the results also revealed that differences of gender, age, level of education of buyers had no effect on levels of satisfaction on the marketing mix of cosmetics' business through online channels, and different occupation, level of monthly income of buyers had effects on levels of satisfaction on the marketing mix of cosmetics' business through online channels. The results of study were used to specify marketing guidelines of the marketing mix in 7 aspects. They were product, price, distribution, promotion, personnel, process, and physical characteristics. After launching the marketing guidelines, it was expected that the online cosmetics businesspersons meet buyers' needs and increase buyers' satisfaction with their online stores.

Keyword: Cosmetics marketing guidelines, online channels

Introduction

In the Thai society now the Internet has become vital for daily lives. It has been increasingly widely used by the public and private sectors, educational institutions, and entertainment industry for communication and information technology. This is because it is convenient and immediate. All entrepreneurs therefore see the importance of the Internet and increasingly use it as their marketing channels. With a great number of people using the Internet nowadays, online marketing has become widespread. In addition, online marketing can be measured more easily than the marketing of other channels and can directly reach the target consumers with no limitations regarding business sites and operating hours. More people use online stores despite the country's economic downturn. Some other businesses failed and closed down; however, the cosmetics business has been and will be expanding. According to Visa's survey on online shopping in 2010, it was found that cosmetics were the second most purchased item online (Siamturakij, 2013) [3]. Therefore, there is a strong tendency for online cosmetics stores. The researcher was interested in studying the management environment, behaviors and satisfaction levels of consumers in the marketing mix of online cosmetics business. The results will be used to formulate marketing guidelines to suit consumers' behaviors, satisfaction, and increasing needs.

Objectives

1. To analyze the environment of management of online cosmetics marketing channels
2. To study demographic information and behaviors of customers who use online cosmetics marketing channels
3. To study the satisfaction levels among customers who use online cosmetics marketing channels
4. To study factors that generate customer revisits in online cosmetics marketing channels
5. To formulate the development (difference and the advantage) guidelines for online cosmetics marketing channels

Methodology

The analysis of the environment of management of online cosmetics marketing channels

The analysis of the environment of management of online cosmetics marketing channels was carried out by using secondary data. The PESTE Analysis of external environment of the online cosmetics marketing was adopted and Five Forces Model [1] was used to analyze business competition.

The study of the behaviors of customers who use online cosmetics marketing channels

The population of the study was any Pantip website (Toh Kreung Paeng Webboard Room) users (by random from users in Toh Kreung Paeng Webboard Room). The sample group was 400

online cosmetics buyers as of January 2014.

The questionnaire used for the study consisted of 4 types of general questions: gender, age range, education, profession, and income range per month. The questions about consumers' behaviors were closed-ended multiple choices questions; for example, Who was the buyer of the product?, Who played a role in making a decision to buy it?, What did the buyer buy it?, When did the buyer buy it?, Why did the buyer buy it?, and How did the buyer buy it? [5]

Three experts using content validity validated and commented on the developed questionnaires in May 2014. They are 1) Mr. Chumporn Para, expert in websites; 2) Miss Namfon Thawaroh, a master student who has purchased cosmetics through online marketing channels; and 3) Assistant Professor Dr. Ruchirat Patanathabutr, expert in the field of marketing and management. The index of congruence of the questionnaires was between 0.5-1. The questionnaires were therefore used for the data collection. [2]

The data was collected from Pantip website (Toh Kreung Paeng Webboard Room) between February to May 2014 (4 months). The questionnaires were distributed online. The study adopted the convenience sampling method.

The statistics used in the data analysis according to the data of online cosmetics consumers' general information and behaviors were frequency and percentage.

To study the satisfaction levels among customers who use online cosmetics marketing channels

The population of the study was any Pantip website (Toh Kreung Paeng Webboard Room) users. The sample group was 400 online cosmetics buyers as of January 2014.

The study of the consumers' satisfaction levels with the marketing mix of cosmetics' business through online channels was conducted by using questionnaires. The aspects of the market mix were product, price, distribution, promotion, personnel, process, and physical characteristics.

The questionnaires for exploring the satisfaction with online used Likert's Scale. The respondents chose among 5 scales as follows: very satisfied, satisfied, somewhat satisfied, unsatisfied, and very unsatisfied. The data were analyzed and presented.

The quality of the questionnaires distributed to 400 samples was measured for reliability by using Cronbach alpha Coefficient and the value was 0.82, which was between 0.7-0.9. Thus, the correlation coefficient was high and it meant that the questionnaires were valid and reliable. [4]

The satisfaction data were analyzed using arithmetic mean and standard deviation. The discrepancies of satisfaction data from male and female respondents were analyzed using standard deviation and tested the hypothesis using T-Test. The discrepancies of satisfaction data from respondents of different age, education, profession, and monthly income were analyzed using arithmetic mean, standard deviation and tested the hypothesis using ANOVA and Tukey Method.

The hypothesis of this study was that consumers of different gender (0.48), age (0.55), education (0.06) did not have different satisfaction level with the marketing mix of online cosmetics marketing channels. The hypothesis of this study was that consumers of different profession (0.00), and monthly income (0.00) had different satisfaction level with the marketing mix of online cosmetics marketing channels. The hypothesis testing was undertaken whether to accept or

reject the Null Hypothesis (H_0). The level of statistical significance to accept the Null Hypothesis (H_0) is more than or equal to 0.05 whereas the level of statistical significance to reject the Null Hypothesis (H_0) is less than 0.05.

The study of factors that generate customer revisits in online cosmetics marketing channels

The population of the study was any Pantip website (Toh Kreung Paeng Webboard Room) users. The sample group was 400 online cosmetics buyers as of January 2014

The study of the factors that generate consumers' revisits to the online cosmetics marketing channels used one the open-ended questionnaire allowing various responses.

Three experts using content validity validated and commented on the developed questionnaires in may 2014. They are 1) Mr. Chumporn Para, expert in websites; 2) Miss Namfon Thawaroh, a master student who has purchased cosmetics through online marketing channels; and 3) Assistant Professor Dr. Ruchirat Patanathabutr, expert in the field of marketing and management. The index of congruence of the questionnaires was between 0.5-1. The questionnaires were therefore used for the data collection.

The data was collected from Pantip website (Toh Kreung Paeng Webboard Room) between February to May 2014 (4 months). The questionnaires were distributed online. The study adopted the convenience sampling method.

The statistics used in the data analysis according to the data of online cosmetics consumers' factors generating revisits were frequency and percentage.

The development guidelines for online cosmetics marketing channels

The results of study were used to specify marketing guidelines of the marketing mix in 7 aspects in order that the online cosmetics businesspersons meet buyers' needs and increase buyers' satisfaction with their online stores.

Results

The result of the analysis of the environment of management of online cosmetics marketing channels

It was found that legal issues that are related to online marketing made e-commerce more reliable. In addition, economic factors made people think more before buying. On the same note, social and cultural factors positively support the use of technology for shopping. Technologically, as the Internet has become vital in daily lives, many entrepreneurs turned into using online channels to fit the consumers' needs. Environmental factors, i.e. constantly changing climate and warm weather, made consumers use more cosmetics products.

Considering business competition, in the cosmetics business the buyers' power, barriers to entry, and threats of substitute products played more prominent roles whereas the seller's power was moderately important.

The result of the study of the behaviors of customers who use online cosmetics marketing channels

Most buyers were female (93.75%); 91.50% were 20-40 years old; 72.50% of the buyers

were university graduates; 46.25% were students; 19.75% were office workers; and 53.50% earned 9,000-15,000 baht per month.

From the study of consumers' behaviors, it revealed that 96.50% made a decision on their own to buy the cosmetics online. The persons who influenced the purchases were 29.75% oneself and 26.75% famous persons/celebrities. The most popular brands were Etude (46%) and MAC (18.50%). For hair products, 37.25% were shampoo; 8.25% were hair treatment products; and 4% were hair color products. For facial products, 53.75% were lipsticks and 50.75% were make-up and powder products. For body care products, 29% were body cream/lotion; 15.25% sunscreen/sun tan products; and 7.50% were nail polish/remover. For fragrance, 40.50% were perfume and 19.50% were scented cream/lotion. Regarding number of times of purchases, 89% purchased more than once. Date and time for purchases were not fixed, rated at 91.50% and 76.75% respectively. Regarding frequency of purchase, 78.75% said it was not fixed. Regarding price, 51.25% spent 1,001-2,000 baht. Considering payment method, 71% used credit/debit cards. 93.75% bought cosmetics from the same channels; 49.50% also bought cosmetics from Watsons and 42.50% bought counter brand cosmetics at Central Department Store. Reasons for buying online cosmetics were a variety of brands (48.50%) and a variety of kinds (27.75%). Considering price, 80.25% found that online cosmetics were cheaper. 69.50% mentioned that online purchases were more convenient and 85% said that the delivery was effective. 84.75% said that they could make the payment via ATM machines at all times. There were also discounts year round (56.75%). As for personnel, 76.75% of the buyers said that the staff responded to their inquiries promptly. 77.25% said that the process of purchasing was easy and fast. 72% said that the online products were classified clearly and 42.75% liked online sites that had reviews of the products. 42% bought cosmetics online because of their friends or acquaintances's words of mouth.

To result of the study the satisfaction levels among customers who use online cosmetics marketing channels

The satisfaction level with the marketing mix depending on product, price, distribution channel, marketing promotion, personnel, process, and physical characteristics was high.

The satisfaction level from different gender, age, and education did not show any differences; however, when considering different profession and monthly income, the satisfaction level was different. (satisfaction level of customers from different profession and monthly income)

The result of the study of factors that generate customer revisits in online cosmetics marketing channels

From the questionnaire responses from the customer relations about the factors that make customers repurchase, 79% of the buyers preferred the cosmetics sold online to have as same quality as those on the advertisements on the websites and passed the FDA. Also, 58% of the buyers mentioned that the cosmetics they purchased online was cheaper than those in other shops.

The development guidelines for online cosmetics marketing channels

Regarding products, there should be a variety of products in terms of brands and types and the marketing should aim at selling lipsticks and make-up powder mainly. Products should pass the test from the FDA. Besides, the products should be modern with fancy packaging such

as Etude and Skin Food. There should also be quality brand with luxuriuos pakaging such as MAC and Laura Mercier so that all products can fit each buyers who have different profession and monthly income.

Regarding price, online cosmetics should be cheaper than other shops. Sellers should know the prices that their competitors set. Not only should the price of the products be suitable for their quality, the price tags should be clear and accurate. Some brands should fix their prices to prevent counterfeited products and to boost the consumers' confidence in the products. The price range should vary dependent on type and sizeso that all products can fit each buyers who have different profession and monthly income.

Regarding distribution channels, there should be various channels for buyers' more convenience and there should be auto-reply system after the buyers make online purchases and can process the payment immediately. Sellers should have bank accounts of every bank for the buyers' convenience as nowadays the buyers can use smartphones' applications for money transfer. For delivery, date of mailing and receiving the products should be informed. In case that there is any defect from the transport, the buyers should have the right to return the products. Mailing should include registered and EMS mailsso that all mailing methods can fit each buyers who have different profession and monthly income.

Regarding marketing promotion, sellers should mail the products to the persons who can influence buyers such as beauty bloggers or Internet idols so that they can try the products and help advertise them on their blogs or online pages. There should be discounts every year and on holidays. Advertisements on popular websites and emails about news and updates to current customers can be a strategy as well. Sellers should also give free gifts if the buyers purchases certain products as advertised as well as testers of the new products so that all promotions can fit each buyers who have different profession and monthly income.

Regarding personnel, the sellers should respond to the buyers' inquiries promptly without letting them await the reply for too long. In case that there is a delay in responding, the sellers should notify the buyers about the reason for such a delay. The sellers should recommend certain products to certain buyers, as seen appropriate. Aftersales service officers should get buyers' feedback so that all services can fit each buyers who have different profession and monthly income.

Regarding process, the new membership registration should not be too complicated while the required information should be complete for the benefits of bothe sellers and buyers. To place an order should not be complicated and to show the price list (e.g. product price and shipping fee) should be detailed and elaboratedso that the process can fit each buyers who have different profession and monthly income.

Regarding physical characteristics, the products should be classified into various types and brands so it is easy for the buyers to view and order the products. Websites should be regularly updated, reliable, and unique. Good images and reputation can be established by the sellers' good services. The sellers should not take advantages of the buyers in terms of prices. Words of mouth can help the sellers gain more new customers who have different profession and monthly income and give them good impressions.

Conclusion

This independent study of guidelines for online cosmetics marketing aimed to analyze the environment of management of online cosmetics marketing channels, study demographic information and behaviors of customers who use online cosmetics marketing channels, study the satisfaction levels among customers who use online cosmetics marketing channels, study factors that generate customer revisits in online cosmetics marketing channels, and formulate the development (difference and the advantage) guidelines for online cosmetics marketing channels to respond to consumers' behaviors, satisfaction level, and needs and to improve their business in the future. The research results are demographic information of customers are feminine, 20-40 year olds, bachelor's degree, be students and company officers and monthly income about 9,000-15,000 baht. The behaviors of customers who use online cosmetics marketing channels are a decision on their own to buy the cosmetics online. The persons who influenced the purchases were oneself and famous persons/celebrities. The most popular brands were Etude and MAC. For hair products, were shampoo; hair treatment products; and hair color products. For facial products, were lipsticks and make-up and powder products. For body care products, were body cream/lotion, sunscreen/sun tan products; and nail polish/remover. For fragrance, were perfume and scented cream/lotion. Regarding number of times of purchases, purchased more than once. Date and time for purchases were not fixed, rated and respectively. Regarding frequency of purchase, said it was not fixed. Regarding price, spent 1,001-2,000 baht. Considering payment method, used credit/debit cards. bought cosmetics from the same channels; also bought cosmetics from Watsons and bought counter brand cosmetics at Central Department Store. Reasons for buying online cosmetics were a variety of brands and a variety of kinds. Considering price, found that online cosmetics were cheaper. mentioned that online purchases were more convenient and said that the delivery was effective. said that they could make the payment via ATM machines at all times. There were also discounts year round. As for personnel, of the buyers said that the staff responded to their inquiries promptly. said that the process of purchasing was easy and fast. said that the online products were classified clearly and liked online sites that had reviews of the products. bought cosmetics online because of their friends or acquaintances's words of mouth. The satisfaction levels among customers who use online cosmetics marketing channels are satisfaction level with the marketing mix depending on product, price, distribution channel, marketing promotion, personnel, process, and physical characteristics was high. And factors that generate customer revisits in online cosmetics marketing channels are factors that make customers repurchase, of the buyers preferred the cosmetics sold online to have as same quality as those on the advertisements on the websites and passed the FDA. Also, of the buyers mentioned that the cosmetics they purchased online was cheaper than those in other shops.

Suggestions

After launching the marketing guidelines, it was expected that the online cosmetics businesspersons meet buyers' needs and increase buyers' satisfaction with their online stores for example, In product should have cosmetics which is different in material package and quality

from other store, In place should create confidence to customers for ordering cosmetics etc.

In future studies, there should be a key failure factor analysis of online cosmetics marketing in order to eliminate weaknesses and plan to deal with business risks in the future. These factors are internal factors and external factors. Internal factors are quality of products, store management, and need for circulating funds. External factors are competitors, legal issues, technology, social conditions, and economics for example, In internal factors should re-control in quality of products, store management, and need for circulating funds, In external factors should notice competitors who are in online cosmetics business industry, pay attention legal issues for electronic commerce, update new technology, observe social conditions trend and pay attention economics always.

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APPROACH TO IMPROVE SERVICES FOR TOYOTA TSUSHO FORKLIFT (THAILAND) CO., LTD. KHON KAEN BRANCH

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ABSTRACT

The objective of this study was to study expectation and satisfaction of the customers towards the services of repairing the forklift to obtain the guidelines for improvement in repairing services of Toyota Tsusho Forklift (Thailand) Co., Ltd. Khon Kaen Branch. The instrument used was the checked-list questionnaire. The samples were 126 customers in which there were 74 customers returned the completed questionnaires. The results showed that the expectation and satisfaction towards products appeared at the highest level; the expectation on price, promotion, staff, process of services and physical evidence, appeared at the highest level while the satisfaction towards sales appeared at high level. The obtained results could determine 3 following projects: (1) the genuine spares project (2) the staff training project and (3) increment of service vehicle project respectively. The budget for these 3 projects to accomplish the effective results was totally 226,130 Baht/Year. The expected results were to increase the efficiency of staff performance and the customers' satisfaction and confidence relied on genuine spares in repairing process as well as punctuality of staff for both indoor and outdoor services.

Keywords: Guidelines to improve services, repairing, forklift

Introduction

Toyota Tsusho Forklift (Thailand) Co., Ltd. Khon Kaen branch has been expanded to Khon Kaen to be able to serve their customers more efficiently and timely as stated. The company started operations on June 30, 2010 located at 232/5-6 Moo 6, Tambon Thapha Muang Khon Kaen with area responsibility of 10 provinces at Loei, Nongkhai, Nongbualumphu, Buengkan, Udon Thani, Khon Kaen and Nakhon Phanom, SakonNakhon, Kalasin, Mahasarakham. There are a total of 126 clients from start until now.

From the opening of Khon Kaen operation branch, the Core Business operations of Forklift is to focus on after sale service but here in Khon Kaen has a limited of providing because of a lot Customers with 10 provinces to be served. There are 323 Forklift to be taken care but there are only 2 mechanics so they cannot make it thoroughly. The services will be delayed because there are not enough service car and mechanic serve to customers which are increased steadily and cannot provide quickly and cause to Customers wait for long time. Then, the study as employees of the company, Toyota Tsusho Forklift (Thailand) Co., Ltd. in Khon Kaen branch, it was interesting to study the problem of providing services and Customer Satisfaction and brought to the improvement of service of our customers. The results of the study will be used as a guide to improve service to customers in order to provide services more efficiently and meet customer satisfaction.

Objectives

1. To study expectation and satisfaction of customer towards forklift repairing service of Toyota Tsusho Forklift (Thailand) Co.,Ltd. Khon Kaen branch
2. To determine the approaches of forklift repairing service for the customer of Toyota Tsusho Forklift (Thailand) Co.,Ltd. Khon Kaen branch

Methodology

The methods used according to the objectives of the study are as follows.

The study of the expectations and satisfaction of the customers towards the forklift repairing service of the company, Toyota Tsusho Forklift (Thailand) Co., Ltd. Khon Kaen branch, uses the checked-list questionnaires to collect information, expectations and satisfaction of the customers towards the service with 126 sample of customers' surveyed feedback are in a period during 1-30 March 2557, with a total of 74 returned questionnaires. Thereafter, analyze the obtain results using Rating Scale. The statistical used for the analysis are frequency, percentage, mean and standard deviation.

The obtained guidelines in forklift repairing service to customers of Toyota Tsusho Forklift (Thailand) Co., Ltd. Khon Kaen branch is the analysis of the expectation and satisfaction of the customers towards the service of the company with the external environment, including environmental, economic, social, political, legal, trade, technology, culture and analysis of the competitive environment, or analyze the driving force of Michael E. Porter, 5 key roles in the creation theory of

competitive advantage driven by five factors (Warren Sheffield, 2553.) The results of data analysis in many fields. Attributed to the information obtained from the checked-list questionnaire. The obtained result is the approach of development service to customers of the company, Toyota Tsusho Forklift (Thailand) Co., Ltd. Khon Kaen branch.

Results of study

1. The study of expectations and satisfaction of the customers towards the forklift repairing service of the company, Toyota Tsusho Forklift (Thailand) Co., Ltd. Khon Kaen branch. From study of improvement of the service company Toyota Tsusho Forklift (Thailand) Co., Ltd. Khon Kaen branch, the majority of respondents were male, aged 31-40 years, 83.78 percent, 40.54 percent of business owner, 56.76 percent of retailers – where 33.78 percent are from Khon Kaen, 39.19 percent has a bachelor degree

Information of forklift And service of Toyota Tsusho Forklift (Thailand) Co., Ltd. Khon Kaen branch, found that most users have one forklift at 37.84 percent with lifetime 1-3 years, 40.54 percent with reasons to purchase quality forklift, 72.97 with administration team decided to purchase, 67.57 with Maintenance function as needed, 32.43 percent has known Toyota forklift from friends, totaling 38 person, 51.35 percent with repair service forklift from Toyota Tsusho forklift (Thailand) Co., Ltd. Khon Kaen branch, because technicians can repair effectively and 62.16 percent with lower repair cost of forklift which does not exceed 5,000 baht.

Expectations towards the service of repairing this company Toyota Tsusho Forklift (Thailand) Co., Ltd. Thailand are expected in the product which is used only genuine parts ($\bar{X}$ = 4.39), the marketing staff can answer questions about products and services ($\bar{X}$ = 4.28), the personnel are employees with good knowledge of forklift ($\bar{X}$ = 4.36), after service is the forklift work properly ($\bar{X}$ = 4.35), and the physical evidence is to follow traffic rules of clients ($\bar{X}$ = 4.22). The most expectation is included the level of prices for goods and services are prominently displayed ($\bar{X}$ = 4.05) and its distribution is appropriate for the time spent in the car ($\bar{X}$ = 4.01).

Satisfaction with forklift repairing service for repairing from this company Toyota Tsusho Forklift (Thailand) Co., Ltd. Khon Kaen branch, the best satisfactory is the product with genuine parts used to repair ($\bar{X}$ = 4.27) and the physical evidence is used to clean the area when the repairs are done ($\bar{X}$ = 4.23). And tool storage in an orderly not forget to leave at Customer ($\bar{X}$ = 4.23). The satisfaction level is the price that can be paid by cash or credit ($\bar{X}$ = 4.07), marketing staff is able to answer questions about products and services clearly ($\bar{X}$ = 4.12), the personnel are employees provide clearly detailed and easy to understand with before and after repair ($\bar{X}$ = 4.18). The staff is courteous and friendly service ($\bar{X}$ = 4.18). The service process is able to repair the car in time corresponded to customers timeline ($\bar{X}$ = 4.08) and forklifts can operate normally after the repair ($\bar{X}$ = 4.08).

Environment analysis showed that the political and legal environment, economic, social and cultural, technology and the natural environment have a positive impact on the business.

From the results mentioned above, it can be defined as an approach to improve the repairing service to its customers, Toyota Tsusho Forklift (Thailand) Co., Ltd. Khon Kaen branch

with all three projects as follows.

Project 1: Training

From the study of a forklift and a Toyota Tsusho Forklift (Thailand) Co., Ltd. Khon Kaen branch, found that the user of a percentage 62.16 see that technician can repair effectively and users expect that employees must be able to answer questions about products and services with the highest of satisfaction level.

Therefore, in order for employees to provide up to the expectations of the customer, Toyota Tsusho Forklift (Thailand) Co., Ltd. Khon Kaen branch and can satisfy our customers by customer's expectations. It should provide the training and knowledge to promote and support the development of skilled of forklift steadily and consistently.

Purpose

To provide the training course to employees, to increase knowledge and skills related to job performance about forklift with specializes in repairing. To provide detailed instructions and easy to understand both before and after repair. Knowledge about the service and pay more attention in the services to customers in order to satisfy our customers as customers expect to receive.

Methods

1. Training to employees in the maintenance forklift.
2. Training about providing good service.

Project owner

Headquarters

Period

From April 014 onwards

Budget

2,130 baht per year

The expectation of the result.

To increase Knowledge and skill of staff with more effectively and result in satisfy to customer.

Evaluation

With the performance of the employees are even more effective.

Project 2: Genuine spare parts

Principles:

From the study of improvement of the forklift repairing service of Toyota Tsusho Forklift (Thailand) Co., Ltd. Khon Kaen branch found that users have the high expectation in quality and genuine parts used in the repair which is higher than satisfaction (high level) and end customers have the most expectation that the forklift can be operated normally after the repair with higher in satisfaction level. In order to meet the expectations and satisfaction for customers, Toyota Tsusho Forklift (Thailand) Co., Ltd. Khon Kaen branch. Core should use only genuine parts for repairing and should have clearly warranty after repairs.

Objective

To meet the needs of customers and build customer satisfaction.

Methods

Supply and order Genuine Parts of Company with warranty for repairing of the forklift to our customers.

Project owner

Branch manager at Khon Kaen

Period

April 2014 onwards

Budget:

-

Result expectation

From April 2014, there are more Customers to be serviced because they got the genuine part with good quality and warranty which results to satisfaction to Customer

Evaluation

The increment of customers from forklift repairing service.

Project 3: Adding service cars

Rationale

A study of the employee performance of Toyota Tsusho Forklift (Thailand) Co., Ltd. Khon Kaen branch found that there are restrictions on the service because of a lot of Customers with service areas in 10 provinces. There are 323 forklift to be taken care but only 2 technicians are available cause to not good service to be provided thoroughly resulting in delayed services because there were not enough vehicles/technicians and the number of customers has increased steadily. The expectations with the ability to repair in timely as informed by Customer which is higher than satisfaction in the service. Therefore, it should increase service cars in order to serve

our customers on time and build up satisfactory to the customers as they expect to receive.

Objective

To be able to repair in timely as Customer expectation and service quickly to Customer

Method

To provide a zoning district to be 2 area and increase 1 more service vehicle by rental.

Project owner

Core truck repair center

Period

From April 2014 onwards

Budget

264,000 baht per year (service charge for one service vehicle).

The expected result.

Customers can be served on time as agreement as any given time and according to the planned schedule.

Evaluation

To be served on time as inform to the customer and build up more reliable service.

Conclusion

From the results mentioned above, it can be defined as an approach in providing services to the customers of Toyota Tsusho Forklift (Thailand) Co., Ltd. Khon Kaen branch with a total of three projects: 1) training 2) the genuine parts 3). More service vehicle project. The overall budget of 266,130 baht on the implementation of guidelines for improving service company Toyota Tsusho Forklift (Thailand) Co., Ltd. Khon Kaen branch with 3 core projects so that employees can work more efficiently and confident in the service as well as to be able to meet the expectations and satisfy their customers resulting to customers coming back continuously.

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THE MARKETING GUIDELINES TO INCREASE SALE FOR GIRL CLOTH “DRESS ME UP” MUANG KHON KAEN DISTRICT, KHON KAEN PROVINCE

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Abstract

The study aimed 1) to examine the environmental management of “Dress Me Up”, a chubby girls’ clothing store, 2) to study the opinions of the business owner and staffs on the marketing mix of “Dress Me Up”, 3) to investigate demographic information and customer behavior at the clothing store, 4) to study customer satisfaction levels of the marketing mix, 5) to study the factors affecting customers’ repeat purchase, and 6) to develop marketing guidelines to increase the sales. The research tools were a questionnaire to survey behavior and satisfaction levels from 385 non-customers samples and 60 customers and interviews concerning management environment and the marketing mix with the entrepreneur and the staffs. The study results showed the following projects as guidelines to increase the sales for “Dress Me Up”: 1) “Quality product selection for distribution”, 2) “Low-priced products”, 3) “Expanding distribution channels”, 4) “Sales promotion”, 5) “Market expansion”, 6) “Increasing online distribution channels”, and 7) “Customer relationships”. The total budget for the projects was 118,000 baht.

Keywords : marketing guidelines, chubby girls’ clothing store, girl cloth

Backgrounds and importance

Data from the Office of industry. Khon Kaen in 2550 reported that Justin columns in Khon Kaen province. Textile industry Textile factory number 36. Users employment than 7,400 people have money invested than 1,600 names. Million baht and Clothing Factory No. 26. Factory employment than 3,700 names of people and investments. Users than 300 million baht, which show their importance. The textile and apparel economy. The province into a huge (Source: Institute. Textiles Development, 2552) is considered to be the industry's earnings per-textiles continues. Into industries that create jobs for workers. Province-level features into memory is required. It adjusts the transmission of Research and Development. Industry has already served into the current industry Thailand's textile and garment industry faced frog g conditions. Sample, the competition is severely attenuated. From internal and external the international competition, competitors are important. China and Vietnam

Clothes are what humans wear to protect themselves from weather conditions for safety, comfort, and health and to reflect societies, religions, and cultures [1]. In 2014, the sales of "Dress Me Up" in previous months were 84,760 baht in March, 70,610 baht in April, and 68,390 baht in May [2], showing a gradual decrease on sales within the three months. In addition, if the business still faces with this situation, it may be closed down. Therefore, the researcher was interested in a case study of "Dress Me Up" with an emphasis on the management environment, customer behavior, customer satisfaction levels of the marketing mix, and factors affecting customers' repeat purchase. Also, the researcher would like to present marketing guidelines to increase the clothes sales of "Dress Me Up", Muang Khon Kaen District, Khon Kaen for operating the business effectively.

Objectives

- 1) To examine the management environment of "Dress Me Up", a chubby girls' clothing store, Muang Khon Kaen District, Khon Kaen
- 2) To investigate demographic information and customer behavior at the clothing store
- 3) To study customer satisfaction levels of the marketing mix of the store
- 4) To study the factors affecting customers' repeat purchase
- 5) To develop marketing guidelines to increase the sales

Methodology

1. The management environment of "Dress Me Up", a chubby girls' clothing store was examined by a means of brainstorming with the business owner to analyze the internal environment under the project of managing marketing distribution and finance, personnel, and environment, the external or general environment [2], and competition based on the Five Forces Model[3].

2. Demographic information and customer behavior at the clothing store were investigated by employing questionnaires consisting of 2 parts such as general information of

respondents and customer behavior to survey 60 current customers.

3. Customers' and target customers' satisfaction of the marketing mix of "Dress Me Up" was studied by employing the third part of the questionnaires on customer satisfaction of the marketing mix such as products, prices, distribution channels, and sales promotion to survey 60 current customers. Each question of the questionnaires was characterized by a five point rating scale in customer satisfaction: most, much, moderately, a little, and least. The applied statistics were frequencies, percentages, averages, and stand deviations.

4. Factors affecting customers' repeat purchase of "Dress Me Up" were studied by an emphasis on the fourth part of questionnaires on required activities for customer relationships to survey 60 current customers and 385 target customers. The used statistics were frequencies and percentages.

5. Marketing guidelines of "Dress Me Up" were developed, based on the strategic factor analysis, namely the TOWS (threats, opportunities, weaknesses, strengths) matrix, and the marketing analysis named "STP (Segmentation, Targeting, and Positioning) Analysis, with the aim to increase the sales not less than 20%.

Results

1. Management environment of "Dress Me Up", a chubby girls' clothing store, , Muang Khon Kaen District, Khon Kaen

A general environment analysis, PEST analysis (political, economic, social and technological analysis), indicated negative effects of politics and laws and positive effects of societies and technology. The industry competition analysis based on the five forces model presented the following results: a high significant level of old competitors at current markets, a low significant level of the entry of new competitors, a moderate significant level of threats from substitute products, a moderate significant level of bargaining power of buyers, and a moderate significant level of bargaining power of suppliers.

2. Demographic information and behavior of samples who were customers at "Dress Me Up", a chubby girls' clothing store

Demographic information and behavior of 60 customers as samples at "Dress Me Up" showed that most samples were female aged 21-40 years with a bachelor's degree. They were government officials with average salary of 9,001 บาท -15,000 baht. They decided themselves to buy clothes from the store. People influencing their decision to buy clothes were friends and colleagues. Popular clothes types among them were V-shaped neck t-shirts and rounded neck t-shirts. They bought clothes at "Dress Me Up once a month. The time of each month they were most convenient to buy clothes was the beginning (1st –10th days of each month). The popular day of the week to buy clothes was Friday. The most convenient time of buying was from 7.00 to 20.00 pm. The number of times of buying clothes at the store was more than once. The popular way to buy clothes was going to buy directly at the shop. They know the shop "Dress Me Up" because the shop is located at on the road that they pass. The convenient means of payment for clothes was cash. The amount of money spent for clothes of each time was from 501 to 1,000

baht. They bought clothes for their own use. Reasons to buy clothes were products, ability to try wearing clothes, cheap prices, the store, distribution channels for convenient buying, and marketing promotion such as price discount. What “Dress Me Up” should improve were the place and distribution channels. The most common way allowing customers to know about “Dress Me Up” was the shop sign board. Besides “Dress Me Up”, customers bought clothes from other shops: “WG”, a general clothes store, “CT2”, a clothing store at a shopping mall, “WST”, a clothes shop at a market fair or a flea market, and Fatty Shop, an online shop on websites and Facebook.

3. Customer satisfaction levels of the marketing mix of “Dress Me Up”

The study on the customer satisfaction levels illustrated a high satisfaction level of products (mean=4.12), marketing promotion (mean=4.06), the place and distribution channels (mean=3.96), and prices (mean=3.92).

4. Factors affecting customers’ repeat purchase at “Dress Me Up”

The study on the factors affecting the repeat purchase suggested that customer relationship activities be a process to be used for building customer relationships, causing satisfaction of products, and continuously providing services to customers. Another factor was customer retention, resulting in customers’ brand loyalty and good customer relationships. The advantages for both sides—the shop and customers—are continuously emphasized in the long term. The purpose is to lead to the repeat purchase at “Dress Me Up”. The methodology was 1) giving a lot of price discounts, 2) allowing customers to choose products freely without staffs’ following, 3) collecting buying scores to receive special products, and 4) welcoming customers going into the shop.

5. Marketing guidelines to increase the sales for “Dress Me Up”

The results from analysis of threats, opportunities, weaknesses, strengths were employed for creating the table of the TOWS matrix to develop strategies (as shown in Table 1) for target marketing (STP Analysis).

Then, based on the study results, there was brainstorming with the entrepreneur to develop marketing strategies for “Dress Me Up” which were suitable for the shop’s budget and business operation in 2014. There are 4 strategies and 7 projects. The first proactive strategy consists of the project of “Quality product selection for distribution” and the one of “Increasing online distribution channels”. The second movement strategy consists of the two projects: “Market expansion” and “Customer relationships”. The third adjustment strategy consists of the following projects: “Expanding distribution channels” and “Sales promotion”. The fourth defensive strategy consists of the project of “Low-priced products”. The details of the strategies and projects are presented below.

Management development guidelines	Duration	Budget (Baht)
Proactive strategy (SO)		
The 1 st project: “Quality product selection for distribution”	August- November, 2014	5,000
The 2 nd project: “Increasing online distribution channels”	August- December, 2014	20,000
Management development guidelines		
Defensive strategy (ST)		
The 3 rd project: “Low-priced products”	All year	8,000
Adjustment strategy (WO)		
The 4 th project: “Expanding distribution channels”	August- December, 2014	5,000
The 5 th project: “Sales promotion”	September- December, 2014	20,000
Movement strategy(WT)		
The 6 th project: “Market expansion”	September-October, 2014	50,000
The 7 th project: “Customer relationships”	September-October, 2014	10,000
Total		<u>118,000</u>

Conclusions

Marketing guidelines to increase the sales for “Dress Me Up”, a chubby girls’ clothing store, Muang Khon Kaen District, Khon Kaen Province, include 4 strategies and 7 projects. The first proactive strategy consists of the project of “Quality product selection for distribution” and the one of “Increasing online distribution channels”. The second movement strategy consists of the two projects: “Market expansion” and “Customer relationships”. The third adjustment strategy consists of the following projects: “Expanding distribution channels” and “Sales promotion”. The fourth defensive strategy consists of the project of “Low-priced products”. The total budget for the projects was 118,000 baht.

Recommendations

1. Suggestions for “Dress Me Up”

- (1) Studying more the information on target groups’ consumption.
- (2) Holding activities to promote cloth selling continuously to increase the sales.
- (3) Examining people affecting target groups’ decision to buy products for business development guidelines.

2. Recommendations for further research

For completeness and usefulness of the study on this subject, the researcher would like to present the study on target groups in other nearby provinces to know business development trends and to expand markets in the future.

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Table 1 : Alternative strategies development based on the TOWS matrix

	Strengths (S)	Weaknesses (W)
Opportunities (O)	Proactive strategy (strengths-opportunities) (1) Quality product selection for distribution (2) Increasing online distribution channels	Adjustment strategy (weaknesses-opportunities) (1) Expanding distribution channels (2) Sales promotion
Threats (T)	Defensive strategy (strengths-threats) (1) Low-priced products	Movement strategy (weaknesses-threats) (1) Market expansion (2) Customer relationships

MARKETING GUIDELINES FOR CREDIT CARD HOLDERS OF BANGKOK BANK COMPANY LIMITED (PUBLIC), MUANG KHON KAEN DISTRICT, KHON KAEN PROVINCE

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Abstract

This independent study aimed to look at marketing guidelines for credit card holders of Bangkok Bank Company Limited (Public), Muang Khon Kaen District, Khon Kaen Province. The objectives of this study include assessing the managerial environment, secure general information, behaviors, and customer satisfaction levels and gaps beneficial for future marketing plans to credit card customers. Results showed that the Bangkok Bank responded by instituting changes in its internal environment and, to that which it can influence and control, on its external environment. Majority of the population are female, between 31-40 years old, single, holds a Bachelor's degree, worked in private firms, and earned 25,001-35,000 THB per month. Most customers made a decision to use Bangkok Bank credit cards by themselves. The approved amount ranged from 30,001 to 50,000 THB. The top reason for choosing Bangkok Bank credit cards was because one can redeem points to exchange with gifts. Mostly, the respondents used the credit cards to purchase goods in supermarkets and shopping malls. The customers reported had a high level of satisfaction with spending through credit cards. The study revealed that the level of satisfaction at P value = 0.05 of customers across gender, age, educational attainment, status, occupation, and income per month did not show any significant difference. The research results are beneficial for 5 strategic projects; 1) Updating special promotion for the current credit card users via the calling campaign (telemarketing); 2) Attracting the potential customers by visiting potential organizations to gain the new customers (direct marketing); 3) Updating new marketing promotion in the branch via poster and standy (advertising); 4) Premium are given upon the new credit card application (sales promotion); and 5) Increasing the staff's products knowledge by arranging the staff training sessions. After the projects are implemented, the researcher can anticipate an increasing number of new credit card users by over 10% in 2557.

Keywords: Marketing Guidelines, Credit Card, Bangkok Bank Company Limited (Public)

Introduction

Currently, the credit card business is gaining popularity/ is quite popular. With high completion of advertisements and services, it is considered a fast growing business. As of July 2013 the number of credit card holders was 17,810.5, which was 11.2% higher than in the previous year. On the same month the credit card payment was 88.7 billion baht, which was 10.6% more than that in previous year. [1] Credit cards have changed people's lifestyles. In the past people paid by cash only but more and more, the recent years showed that people use more credit cards now. Credit cards are therefore another profit-making product of the banks in addition to loans. Now the credit card service of Bangkok Bank has less than 10% of the credit card's market share. [2] The bank thus aims to increase its market share by planning many marketing strategies. The researcher was therefore interested in studying the level of customers' satisfaction with the credit cards of the Bangkok Bank Company Limited (Public), in Muang Khon Kaen District, Khon Kaen Province. Subsequently, there can be a development of marketing guidelines for the credit card holders of the Bangkok Bank Company Limited (Public), in Muang Khon Kaen District, Khon Kaen Province.

Objectives

1. To analyze the managerial environment that affects decision-making of credit card holders of Bangkok Bank Company Limited (Public), in Muang Khon Kaen District, Khon Kaen Province
2. To study general information of credit card holders of Bangkok Bank Company Limited (Public), in Muang Khon Kaen District, Khon Kaen Province
3. To study behaviors of credit card holders of Bangkok Bank Company Limited (Public), in Muang Khon Kaen District, Khon Kaen Province
4. To study satisfaction level of and the differences in credit card holders of Bangkok Bank Company Limited (Public), in Muang Khon Kaen District, Khon Kaen Province
5. To formulate marketing guidelines for credit card holders of Bangkok Bank Company Limited (Public), in Muang Khon Kaen District, Khon Kaen Province

Methodology

1. The study of the managerial environment that affects decision-making of credit card holders of Bangkok Bank Company Limited (Public), in Muang Khon Kaen District, Khon Kaen Province was conducted by interviewing 2 business office managers about internal and external factors. The analysis looked at components of the general environment, competition, internal management of the institution such as structure, culture, human resources, marketing, finance including strengths, weaknesses, opportunities and threats.
2. The study of general information of credit card holders of Bangkok Bank Company Limited (Public), in Muang Khon Kaen District, Khon Kaen Province was conducted using a questionnaire. The first part of the questionnaire asked for general information of 400 credit card holders of

the bank from 10 branches of Bangkok Bank in Muang Khon Kaen District [3] during March-April, 2014. The sample group was selected based on a Yamane's formula. [4] The statistics applied were frequency and percentage.

3. The study of decision behaviors of credit card holders of Bangkok Bank Company Limited (Public), in Muang Khon Kaen District, Khon Kaen Province was conducted using a questionnaire. The second part of the questionnaire asked about behaviors of 400 credit card holders of the bank who use 10 branches of Bangkok Bank in Muang Khon Kaen District [3] during March-April, 2014. The sample group was selected based on a Yamane's formula. [4] The statistics applied were frequency and percentage.

4. The study of satisfaction level of and the differences in credit card holders of Bangkok Bank Company Limited (Public), in Muang Khon Kaen District, Khon Kaen Province was conducted using a questionnaire. The third part of the questionnaire asked about level of satisfaction of 400 credit card holders of the bank with the 7P marketing mix [5]; that are, product, price, distribution channels, marketing promotion, personnel, physical characteristics, and process. The respondents chose among 5 scales as follows: very satisfied, satisfied, somewhat satisfied, unsatisfied, and very unsatisfied. There were 5 types of credit cards: Platinum, Visa Card, Mastercard, Titanium, and Union Pay. The 400 respondents used 10 branches of Bangkok Bank in Muang Khon Kaen District [3] during March-April, 2014. The statistics applied were mean, standard deviation and tested the hypothesis by using T-Test, ANOVA and Tukey Method.

5. The marketing guidelines for credit card holders of Bangkok Bank Company Limited (Public), in Muang Khon Kaen District, Khon Kaen Province were formulated according to the result of the study. There were strengths, weaknesses, opportunities, threats, behaviors, level of satisfaction, and the difference in levels of satisfaction. Subsequently, target marketing and strategic analysis can be done with the brainstormed ideas from 2 business office managers.

Results

1. The managerial environment that affects decision-making of credit card holders of Bangkok Bank Company Limited (Public), in Muang Khon Kaen District, Khon Kaen Province

The bank has a year-round promotion plan for credit card holders to encourage them to make payment by credit card. In addition, Bangkok Bank is a commercial bank with high stability and fluidity. The external factors that affect the operation of the bank were politics, economics, technology, and society and culture. The physical environment had a positive effect on the credit card business. From the analysis of the competition, it was found that the buyer's power, barriers to entry, and threats of substitute products highly affected the credit card business. However, the seller's power moderately affected it and the barriers to entry rarely affected it.

2. The general information of credit card holders of Bangkok Bank Company Limited (Public), in Muang Khon Kaen District, Khon Kaen Province

It was found that the majority of customers were female (62%); 39% were 31-40 years old; and 34% were 20-30 years old. 67% graduated from the university; 54% were single;

53% worked in a private company; 25% earned 25,001-35,000 baht; 22% earned 35,001-45,000 baht; and 20% earned 15,000-25,000 baht.

3. The behaviors of credit card holders of Bangkok Bank Company Limited (Public), in Muang Khon Kaen District, Khon Kaen Province

It was found that the majority of customers made their own decision (80%). The number of principal credit card holders was rated at 95%; the number of visa card holders was 73%; and the approved amount was 30,001-50,000 (38%) and 10,000-30,000 baht (27%). The main reason for choosing the credit cards of Bangkok Bank was to redeem the points (60%). The customers revealed that 94% of them used the credit cards instead of cash. Mostly they paid by credit card at department stores or supermarkets (80%); gas stations (65%), and restaurants and hotels (54%). The card holders said that 43% of them used the credit card inconsistently while 20% used it 2-3 times per month. The payment was made at the bank counter (62%) and 70% paid the full amount. The channel that the customers received news and updates about credit cards' promotion the most was from the bank teller (80%). In addition to using the credit card from Bangkok Bank, the customers also used the credit card from the Krungthai Bank (31.25%) and Krungsri bank (22.50%). 52.50% of the card holders had visa cards. The reasons for using credit cards from other banks were free up-front and first-year membership fee (21%), a year-round promotion (17%), and more approved amount (12%).

4. The satisfaction level of and the differences in credit card holders of Bangkok Bank Company Limited (Public), in Muang Khon Kaen District, Khon Kaen Province

There were 5 types of credit cards: Platinum ($\bar{X}=3.66$), Visa Card ($\bar{X}=3.76$), Mastercard ($\bar{X}=3.76$), Titanium ($\bar{X}=3.70$), and Union Pay ($\bar{X}=3.19$). The customers' satisfaction level with the Platinum, Visa Card, Mastercard, and Titanium cards was high whereas that with the Union Pay was moderate. The study of differences in customers' satisfaction level with the credit cards from Bangkok Bank, in Muang Khon Kaen District, Khon Kaen Province found that the customers had a high level of satisfaction with spending through credit cards. The study revealed that the customers with different gender, age, education level, status, occupation, and income per month did not have different level of satisfaction at 0.05.

5. The marketing guidelines for credit card holders of Bangkok Bank Company Limited (Public), in Muang Khon Kaen District, Khon Kaen Province

From the study of strengths, weaknesses, opportunities, threats, behaviors, level of satisfaction, differences in level of satisfaction as well as the analysis of strategic factors (Table 1), there were 5 strategic projects; 1) Calling card holders for special campaign; 2) Gaining a number of new customers; 3) Public relations for marketing promotion; 4) Premium goods as free gifts upon application; and 5) Staff training for marketing skills.

Conclusion

The marketing guidelines for the credit card holders of the Bangkok Bank Company Limited (Public), in Muang Khon Kaen District, Khon Kaen Province were formulated in order to increase the number of credit card holders. Five projects were held in 4 quarters of 2015 (January-December).

It is expected that the number will increase by 10% from that in 2014. The details of the projects are as follows:

Project	Duration	Budget (Baht)
Project1 Calling card holders for special campaign	January–December 2015	-
Project 2Gaining a number of new customers	June–December 2015	10,000
Project 3Public relations for marketing promotion all year	January–December 2015	30,000
Project 4Premium goods as free gifts upon application	June–December 2015	20,000
Project 5Staff training for marketing skills	January–December 2015	6,000
Total		<u>66,000</u>

Suggestions

1. Suggestions for Bangkok Bank

There should be follow-up evaluation and reports should be regularly submitted to the headquarters.

2. Suggestions for further studies

There should also be research on information of customers who do not hold Bangkok Bank credit cards, so as to use it to compare with that of credit card holders and see strengths, limitations, opportunities, and obstacles. This information can help improve quality of Bangkok Bank credit card service to the customers' satisfaction.

Acknowledgement

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Table 1 The Identification of Strategic Options by TOWS Matrix

Internal Factors External Factors	Strengths	Weaknesses
	1. Good image and reputation of the bank 2. Promotion of the marketing of credit card service all year	1. Lack of advertisements and public relations on a regular basis 2. Staff's lack of knowledge and understanding about each type of credit cards
Opportunities 1. Government's policy regarding rate of salary of university graduates 2. Customers' behaviors and lifestyles for convenience and modernity 3. From the results of the study of credit card customers in Bangkok, their satisfaction level was very high.	Aggressive Strategies: SO Maintain existing customers and increase the number of new customers	Turnaround Strategies: WO Increase amount of public relations on a regular basis
Threats 1. Many competitors from other financial and nonfinancial institutions 2. The customers' satisfaction level with people was moderate.	Defensive Strategies: ST Attract customers' attention	Diversification Strategies: WT Staff's professional training

GUIDELINE TO INCREASE SALES OF AUTOMATIC BLOOD IN NORTH EASTERN FOR DD MED SCIENCE PARTNERSHIP LIMITED.

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ABSTRACT

The objectives of this study were to analyze the factors affecting the decision making to purchase automatic blood analytical machine of community hospital in north eastern of Thailand and to propose the solutions to increase business sales volume of DD Med science Ltd., Part. In-depth interview was done with 12 subjects which divided into two groups, first group was 6 of the hospital directors and the other were head of laboratory department. It was found that the factors that influence the decision to buy the machine was quality, accuracy, modern technology and reasonable price. Most of buying was buy to replace the old machine or reserve. Purchasers need special offers and discounts of chemical reagents used with those machines from dealer. Then, development guidelines to increase sales volume were listed below: 1) Selection of high quality products for sale. 2) Pricing project 3) Development of distribution channels 4) Marketing promotion. 5) Salesman development project 6) Services development project and 7) Development of physical characteristics 8) Expense of Hospital welfare. From 8 projects of budget 180,000 Baht it would be expected to increase by 20% of last year sales volume.

Keywords: Increasing sales, Medical device, Automatic Blood Analyzer

Introduction

The current people attention to health and safety considerations even more, whether it is about food and bad environment, including the medical device is critical to save lives or relieve the pain of their patients. Currently manufacturer in automated blood or blood analysis results from a medical device is an important basis for evaluation, screening, diagnosis, repeated test and monitoring of the patients, which the doctor ordered for diagnosis the most of the type of the test in the hospitals. (The medical device Act, 2551.) Development the quality of people's lives, the environment maintenance, development personnel, medical and public health research, and general values of virtue service, quality, and service providers is a centric business of equipment and medical device. (Lollada Silaprichachai, 2552) In Thailand development the products of equipments and medical devices used within in the country and is growing continuously. At the present Thailand can produce by the most of a model is a research in the university and research and development in the private sector. (Ministry of Public Health, 2556), which makes the business of medical device is expanding and taking and active role in developing country is creasing, making the value of export year 2554, more than 15,000 million baht (Department of Export Promotion, 2555)

DD Med Science Partnership Limited established in the year 2551. Distribute of automated blood and chemical reagents used in the testing process, which have a problem that sales have no target by the expected of the actual sales and expected target of DD Med Science Partnership Limited was shown in the figure 1. Found that in the year 2554, DD Med Science Partnership Limited expects sales to be expected of 12 million baht and can make sales of 11.2 million baht, later on the year 2555 the company expects sales to be expected of 14 million baht and can make sales of 12.3 million baht, and the year 2556 the company expects sales to be expected of 15 million baht, but can make sales just 14 million baht, which can not make the acual sales equal the expected, so the study is interested in study of factors involved with the decision to purchase the medical device type of automated blood of country hospital in north eastern and offer medical solutions to increase business sales type of test automation of 20 percent.

The objective of study

1. To study were factors involved with the decision to purchase automated blood of country hospital in north eastern.
2. To offer medical solutions to increase business sales type of test automation of 20 percent.

Methods of study

This study is a research study focused on describing how to collect all 2 resources are

- 1) Primary data was obtained from the interviews with the director of the hospital for 6 people as follows :

- 1.1 Director of Kammuang hospital, Kalasin province.

- 1.2 Director of Changkwan hospital, Roi-et province.
- 1.3 Director of Moiewadee hospital, Roi-et province.
- 1.4 Director of Saimoon hospital, Yasothon province.
- 1.5 Director of Sarkrai hospital, Nongkhai province.
- 1.6 Director of Tha-u-tain hospital, NakhonPhanom province.

And the chief autopsy room for 6 people of the country hospital in region of the north eastern.

2) Secondary data was obtained from the study of the repeat literature and research related to consumer behavior, decision to purchase process, marketing mix, sales management, medical device, automatic blood analyzer, and strategic planning.

1) Primary data was obtained from a questionnaire from a sample by a joint letter requesting assistance in providing information to the independent study from the College of Graduate Study in Management, Khon Kaen University. To ask for cooperation from a sample for respond a questionnaire. Then, the study manage to ask for interviews together with explain the detail of the questionnaire. Then manage to interview an executive and chief autopsy room for inquire the generality, concept of a strategic approach to increase business sales of automatic blood analyzer of country hospital in region of the north eastern.

2) Secondary data was obtained from study of the repeat literature and research related in the form of public documents, journals, academic documents, articles, thesis, and resources on the internet to bring that information to answer the problems of education strategies approach to increase business sales of automatic blood analyzer of country hospital.

Population and samples

Population and samples are the director of the hospital for 6 people and the chief autopsy room for 6 people of the country hospital in the region of the north eastern (Ministry of Public Health, 2556) collected data from June 2556 to April 2557.

The tools used to study and monitor the quality of the tools

The tools used to study is in-depth interviews include of 4 parts, as follows;

Part 1: General information of respondents for example 1) Position and 2) Experience of purchasing decisions in medical device etc.,

Part 2: Attitudes influence to purchasing decisions an automatic blood analyzer of hospitals include: 1)What is the reason of purchase? 2) Where is the source of purchase? 3) Who is involved in purchasing decisions? 4) When is purchase? 5) Which thing is the first priority in purchasing decisions? 6) Where is receive information about medical device type of automatic blood analyzer? 7) What requires that dealers offer special privileges to your hospital? 8) What kind of salesman or distributors do you need?

Part 3: Information about the purchasing decisions a blood test automation include: 1) Products 2) Price 3) Distribution channels 4) Promotion Marketing 5) Person service 6) The process of service 7) Identity physical of equipment 8) The welfare of the hospital needs.

Part 4: Problems and Suggestions

Checked and corrected the tools by improving the quality of the advice of the advisors to achieve a complete research tool and challenge more clearly, so leading to data collected from a real sample.

Data analysis and statistics used in

Data analysis and statistics used in. The study will bring data from in-depth interviews to analyze and evaluate data to recompose, organize information, display to determine the factors involved in the decision to purchase medical equipment categories of the country hospitals in north eastern. Then, bring the data to SWOT Analysis to identify the strengths, weakness, opportunities and threats of each group from the questions used in interviews by grouping main points of the questions in each section of the interview was to propose to make sales increased a blood test automation by 20%.

Results

1. Study the factors involved in the decision to purchase medical device type of automated blood of country hospital in north eastern as follows:

1.1 To study were factors involved with the decision to purchase automated blood of country hospital in north eastern found that factors involved with the decision to purchase were the quality of products, accurate, modern, cheap, but do not purchase because high accuracy, expensive, most hospitals purchase medical device type of automated blood from dealers. The person who has involved in the purchasing decisions is the director of the hospital and the chief autopsy room. Most hospitals will purchase when the original has no quality and emergency back-up equipment. The first important to decide to purchase medical device type of automated blood is price, vendor, specific, vehicle manufacture, and after sales service. In order to purchase medical device, most hospitals get data about medical device from salesman and on the internet, when pursuing medical device type of automated blood that hospital want dealers offer special privileges to hospital is free and discount of chemical reagents. Dealers should have a smiling face, describe product obvious, sincere, honest.

1.2 Results of analysis the strengths, weakness, opportunities and threats of SWOT Analysis found that

- Strengths are sales staffs are eager, focus on customers and to meet the customers often, if the machine is out of order have to has a maintenance quick and DD Med Science Partnership Limited has a variety of medical device.
- Weakness are slow delivery of instant customers. DD Med Science Partnership Limited is not the company direct import that make a cost of imports higher than the company direct import and lack of management of the system.
- Opportunities are all hospitals must use materials and equipments on automatic test equipment and the hospitals that impressed in service will tell other to purchase from us.
- Threats are competitors are the company import medical device cause can

be sold for less than the median price and hospitals are already median price can not be set at too high a price.

The analysis to strengths, weakness, opportunities and threats of SWOT Analysis can analysis strategy proactive (strengths, weakness) has been suggestion as follows: 1) The sales staff to meet customers more often 3-4 times a month. 2) Have sold more various to meet the needs of customers. 3) Emphasize the promotion and training of sales staff to more advanced to provide consumer awareness and recognition by oral. 4) Maintenance service as quickly as possible within 6 hours.

The analysis strategy to reactive (weakness, threats) has been suggested as follows: 1) Improve the development of a model, management system, preparation, planning, financial analysis and develop a marketing strategy to increase competitiveness in the industry. 2) Promote public relations proactive 3) The residential network.

The analysis strategy to development (weakness, opportunities) has been suggestion as follows: 1) Develop a management systems to specify of clear work consistent with the current situation changes. 2) Analysis, planning, and strategy formulation in terms for be beneficial of economic. 3) Creation and expanding network of customers. 4) Set sales price an automated blood provides a reasonable price. 5) Develop a control systems for work, sales, and service. 6) Develop the ability to deliver products quickly.

The analysis strategy to prevent (strengths, threats) has been suggestion as follows: 1) Become familiar with the supplier to negotiate credit for long period. 2) Enhance to competitiveness of the most efficiency by choose lower cost but similar quality. 3) For fast service impression to customers. 4) Build a positive image about the remuneration, social support activities.

2. Ways to increase sales automated blood of 20 percent as follows:

Conclusions of the study propose strategy can increase sales automated blood of country hospital in north eastern of 20 percent as follows:

2.1 The project of develop of products to sale by search for a new products from various media, including comments from various hospitals and non-products that no standard to sale.

2.2 The project of develop of price by detect the price of competitors to provides a reasonable price, set the price lower during the sales less, set the price lower than the competitive during the great sales season.

2.3 The project of develop distribution channels by sales staff to meet the customers in hospitals increases, that make the customers know the company well.

2.4 The project of promotion marketing by free use equipment, but have to purchase chemical reagents from the company.

2.5 The project of develop staffs by training sales staff to understand in service and step of service correctly, fast, the same standard, and sales staff to meet customers more often 3-4 times a month.

2.6 The project of process of service is when the machine is out of order must to maintenance service as quickly as possible within 6 hours.

2.7 The project of image and physical of equipment at DD Med Science Partnership Limited by develop system to monitor the quality from the manufacture to the identity and reliability of the business, describe the information clearly for reduce the error in use.

2.8 The project of promote the welfare of the hospital needs by support a scholarship in activities of the hospital such as sports, New Year party, transfer party, seminar and trainings.

Conclusion the project proposed to increase sales automated blood of DD Med Science Partnership Limited in total budget of 180,000 Baht and expected to make sales increased 20 percent. As show in Table 1.

Discussions and Conclusions of the study

Conclusions of the study factors involved with the decision to purchase automated blood of country hospital in north eastern were the quality of products, accurate, modern, cheap, most will purchase when the original has no quality and emergency back-up equipment. The first important to decide to purchase medical device type of automated blood is price, vendor, specific, vehicle manufacture. Hospital want dealers offer special privileges to hospital is free and discount of chemical reagents.

Conclusions of the study the solutions to increase business sales type of test automation of 20 percent as follows: 1) The project of develop of products to sale. 2) The project of develop of price. 3) The project of develop distribution channels. 4) The project of promotion marketing. 5) The project of develop staffs. 6) The project of process of service. 7) The project of image and physical of equipment at DD Med Science Partnership Limited. 8) The project of promote the welfare of the hospital needs in budget of 180,000 Baht and expected to make sales increased 20 percent.

From the results can discussion of the study as follows:

1. Factors involved with the decision to purchase automated blood of country hospital in north eastern found that comply with the research of Lollada Silaprichachai (2552). The products, the quality of products, because the shape and appearance of products that can meet the needs as defined, by the quality focus on the customer has a need, needs and expectations, and the seller will delivers quality products and services to respond needs and expectations of customers. The company, which can meet the needs of customers is a company that the quality and the distribution channels found that the salesman is a distributor of the company because it is a form of communication from organization direct to the customers, may call Interperson Communication. The dealers will be able to recognize and evaluate the results immediately and direct to know the problems, can solve and impress to the customers immediately.

2. Ways to increase sales automated blood of 20 percent found that the results are given marketing strategy to increase sales of 20 percent as follows: 1) Product strategy by search for a new products from various media, including comments from various hospitals and non-products that no standard to sale. 2) Price strategy by detect the price of competitors to provides a reasonable price, set the price lower during the sales less, set the price lower than the

competitive during the great sales season. 3) Distribution channels strategy by sales staff to meet the customers in hospitals increases. 4) Promotion marketing strategy by free use equipment, but have to purchase chemical reagents from the company. 5) Staffs strategy by training sales staff to understand in service and step of service correctly, fast, the same standard, and sales staff to meet customers more often 3-4 times a month. 6) Process of service strategy by develop system to monitor the quality from the manufacture to the identity and reliability of the business, describe the information clearly for reduce the error in use. 7) Physical of equipment strategy by emphasis on product quality, strength, precision and beauty suitable with the product. 8) The welfare of the hospital needs strategy by providing benefits to hospitals the purchased the product with the company, to support the activities of the hospital to building relationship because the hospital has an ordering medical device, especially to support doctors to use that products include other staffs, which comply with research of Gurupin Vechsub (2548).

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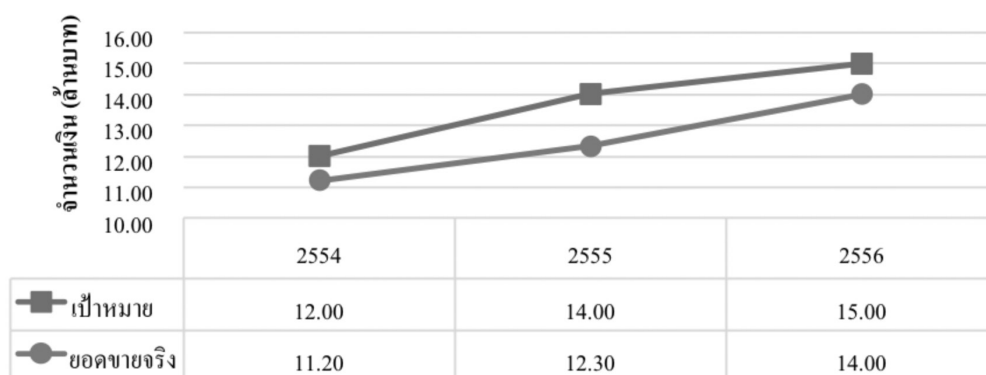


Figure 1 The actual sales and expected target of DD Med Science Partnership Limited.

Table 1 Conclusion the project proposed to increase sales automated blood of DD Med Science Partnership Limited.

Ways to increase sales	Period	Budget
Products	September, 2557 onwards	10,000 Baht
Price	August to November, 2557	8,000 Baht
Distribution channels	August to December, 2557	17,000 Baht
Promotion marketing	All year	20,000 Baht
Staffs	All year	18,000 Baht
Process of service	August to October, 2557	15,000 Baht
Physical of equipment	August to October, 2557	12,000 Baht
The welfare of the hospital needs	All year	80,000 Baht
Total		180,000 Baht

MARKETING STRATEGIES FOR “KAI SEANG” WHOLESALE STORE IN KUMPHAWAPI DISTRICT, UDONTANI PROVINCE

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Abstract

The study of marketing strategies for “Kai Seang” Wholesale Store in Kumphawapi District, Udon Thani Province was to examine 1) the managerial environment, 2) customer behaviors, 3) customer satisfaction on marketing mix factors, 4) factors promoting re-purchase and 5) the marketing strategies of “Kai Seang” Store in Kumphawapi District, Udon Thani Province. It was found that the product that the customer from “Kai Seang” Store because of its high quality, a variety of product with different brands and sizes, the reasonable prices, at wholesale price and the store situated in a good location. According to customer satisfaction towards the marketing mix factors of “Kai Seang” Store, the findings showed that the customer satisfaction were place, product, price and promotion, respectively. The results from this study were used to plan the marketing strategies for “Kai Seang” Store in Kumphawapi District, Udon thani Province. The strategies consisted of 4 projects; 1) “Buy More Get More,” 2) “We Change,” 3) “Take Care” and 4) “Delivery,” with a budget of 145,000 baht. After the projects were completed, it was expected that the “Kai Seang” Store would achieve sales increase, meet customer needs and attain higher customer satisfaction.

Keywords : marketing strategies, wholesale store

Introduction

Wholesale business is distribution service business under the ASEAN Framework Agreement (AFAS). This business is considered familiar to Thai people and related to a number of entrepreneurs and employment.

Promoting Thai wholesale business, therefore, is very important. The Department of Business Development has given an emphasis on supporting the development of consumer goods wholesale and retail business in the border provinces and nearby areas. The business has to change and develop to be well-prepared for the increasingly fierce competition. Management system development, networking expansion and business opportunity enlargement will help raise the quality standard and increase the marketing capability of wholesale business in Thailand [1].

“Kai Seang” Store has operated its wholesale business since 1967. The store opens daily from 4.30 a.m. – 5.00 p.m. The store operated by the owners with 3 employees. At “Kai Seang” Store, has a wide range of products such as beverages, snacks and all kinds of consumer goods and are sold in wholesale. “Kai Seang” Store has faced many problems in its operation. It is difficult to recruit local employees and the store has limited space to display products; therefore, the warehouse was far from the store. In addition, the number of wholesale stores nearby has increased as it was not difficult for the wholesale store owners to transport the products from the distributors in town to their stores. Tesco Lotus has also been opened in a densely populated area which is a convenient location leading to many districts (Figure 1).

For these reasons, “Kai Seang” Store needed to obtain the information about its competitors, trade channels and other related information, such as customer needs, customer satisfaction and purchasing behaviors. The findings were used to identify marketing strategies which would benefit the business in the future.

Objectives

1. To study the managerial environment of “Kai Seang” Store in Kumphawapi District, Udon Thani Province
2. To learn customer behaviors at “Kai Seang” Store in Kumphawapi District, Udon Thani Province
3. To examine customer satisfaction on marketing mix factors of “Kai Seang” Store in Kumphawapi District, Udon Thani Province
4. To find out the factors promoting re-purchase at “Kai Seang” Store in Kumphawapi District, Udon Thani Province
5. To plan marketing strategies for “Kai Seang” Store in Kumphawapi District, Udon Thani Province

Methodology

A study of managerial environment of “Kai Seang” Store in Kumphawapi District, Udon Thani Province

The method used was interviews to generate data to analyze the internal and external environments of “Kai Seang” Store in Kumphawapi District, Udon Thani Province. The internal environment included the store’s management structure, marketing, selling, financing and personnel management, while the external environment used PESTE Analysis and the competitiveness analysis used the Five Forces Model [2].

A study of customer behaviors at “Kai Seang” Store in Kumphawapi District, Udon Thani Province

The sample group of this study was a group of 140 customers who purchased product from “Kai Seang” Store in Kumphawapi District, Udon Thani Province. The data was collected from every customer in January 2014.

1) Questionnaires were used to collect general information of the respondents, including genders, age groups, business types and other occupations. The questionnaire also surveyed the behaviors of customers at “Kai Seang” Store. The questionnaire contained open ended questions and multiple choice questions, asking who made decision to purchase products, who was part of the decision making, what the customers purchased, when the purchase was made, where they made a purchase, why and how they purchased [3].

The data was collected only in Kumphawapi District, Udon Thani Province, from February – May 2014. The researcher interviewed participants, recorded the interviews and asked people to complete the questionnaire using convenience sampling.

General information and customer behaviors were obtained in this step and the statistics used in this part were frequency and percentage.

A study of customer satisfaction on marketing mix factors of “Kai Seang” Store in Kumphawapi District, Udon Thani Province

2) The marketing mix factors of “Kai Seang” Store in Kumphawapi District, Udon Thani Province were product, price, place and promotion. The questionnaire used Likert Scale, in which there were 5 choices, where a 5 rating was considered extremely satisfied, very satisfied, moderately satisfied, slightly satisfied and a 1 rating referred to not at all satisfied.

The data was collected only in Kumphawapi District, Udon Thani Province, during February – May 2014. The researcher interviewed participants, recorded the interviews and asked people to the questionnaire were using to collect the data.

To explore the level of customer satisfaction towards the marketing mix factors, the statistics used in this part were mean and standard deviation. For the differences between levels of customer satisfaction classified by gender, the researcher used standard deviation and T-Test in the hypothesis testing. However, for the differences between levels of customer satisfaction in term of age groups, business types, daily income and other occupation, the researcher used mean and standard deviation, while ANOVA and Tukey Method were used to test the hypothesis.

The hypothesis stated that customers of different genders, age groups, business types, daily incomes and other occupations had the same level of satisfaction towards the marketing mix factors of “Kai Seang” Store in Kumphawapi District, Udon Thani Province. The hypothesis testing was used to accept or reject the null hypothesis (H_0). The null hypothesis was accepted when the computed significant value was 0.05 or higher and the null hypothesis was rejected when the computed significant value was less than 0.05.

A study of factors promoting re-purchase at “Kai Seang” Store in Kumphawapi District, Udon Thani Province

3) To find out the factors promoting customer return to “Kai Seang” Store in Kumphawapi District, Udon Thani Province, the researcher used a questionnaire to examine the customer needs in terms of customer relation activities at “Kai Seang” Store. The questions were open ended and there could be more than 1 answer.

The statistics used in the study of factor promoting customer return were frequency and percentage. The data were collected as above.

Planning of marketing strategies for “Kai Seang” Store in Kumphawapi District, Udon Thani Province

The aforementioned information obtained from these 4 studies revealed the business’s strengths, weaknesses, opportunities and threats which were later used in the TOWS Matrix to plan marketing strategies for “Kai Seang” Store in Kumphawapi District, Udon Thani Province

Results

Managerial environment of “Kai Seang” Store in Kumphawapi District, Udon Thani Province

The general environmental analysis showed that politics provided positive effects as “Kai Seang” Store was located in Phan Don Sub-district, where there was still no obstruction of city expansion in this municipal area. Therefore, the wholesale business was able to continue its operation. Economy resulted in negative effects as economic depression that started in the beginning of 2014 still existed. Society and culture brought about positive effects because people in the area are mainly farmers and allowed people to have greater purchasing power. Technology also produced positive effects since technology was used as a system for store operation which made the operation more convenient. However, environment left negative effects due to the rainy season which made customers’ trips to the store much more difficult.

From the competitiveness analysis, it was found that the competition in the same industry is fierce and threat of substitute products and service was at the high level. The levels of bargaining power of customers and suppliers as well as threat of new entrants were rated at the moderate level.

Customer behaviors at “Kai Seang” Store in Kumphawapi District, Udon Thani Province

The demographic data revealed that 77.10% of the population was female at the age of 40-50 and 43.60% of the population owns retail business in markets, communities and villages.

79.30% of the population had an average income of 1,000 – 3,000 baht per day and 45.70% of them also had other occupations which were trading and owning personal business.

The study of customer behaviors showed that 80.70% of all customers themselves made decision to make a purchase. 92.10% of them also purchased products from other stores; for example, 65.00% make a purchase at Makro. 50.00% of them purchase snacks and cooking ingredients. 45.30% came to “Kai Seang” Store because of the lower prices compared to others’ and 80.70% of all customers purchased beers and soda. As for the purchasing convenience, 57.90% of them had no specific day, 57.90% of them came in the late morning. 77.10% of all customers received the news from people they knew and 95.70% of them purchased product for their own retail stores. 74.30% of the customers visited “Kai Seang” Store because the employees were friendly. 49.30% of them have purchased products from “Kai Seang” Store for 10 years and 36.40% of them made a visit every day or almost every day. 30.00% of the customers spent 1,000-3,000 baht on each purchase.

Customer satisfaction on marketing mix factors of “Kai Seang” Store in Kumphawapi District, Udon Thani Province

The levels of customer satisfaction towards marketing mix, in terms of product, price and place were at the high level, while their level of satisfaction towards the store’s promotion was at the moderate level.

In addition, customers of different gender, age groups, business types, daily incomes and occupations had different levels of satisfaction.

The customers suggested that there should be more varieties of beverages of various brands (20.00%) and they wanted to see the actual prices during each purchasing period (42.10%). In addition, signs indicating product categories should be displayed (22.10%) and there should be promotions for specific amount of purchase (37.90%).

Factors promoting re-purchase at “Kai Seang” Store in Kumphawapi District, Udon Thani Province

From the questions regarding customer relation activities that promoted customers’ re-purchase on the questionnaire, 55.00% of customers wanted to be greeted as they entered the store, while 38.60% of them wanted to make point redemption.

Marketing strategies for “Kai Seang” Store in Kumphawapi District, Udon Thani Province

Strengths

- 1) The products were sold at wholesale prices.
- 2) Could be bargained.
- 3) The store had a variety of products.
- 4) Store has been opened for many years, it was highly trusted and the customers could make payment on the next day.

Weaknesses

- 1) Limited inconvenient parking space.
- 2) No customer relation activity.
- 3) The products were randomly displayed in limited space.

Opportunity

- 1) Increase in demand.
- 2) Customers purchase frequently; therefore, the products were sold out before expiration date.
- 3) Customers wanted to have some customer relation activities.

Threats

- 1) Purchased products from other stores.
- 2) Manufacturers also sell their own products.

Marketing strategies were planned according to the SWOT analysis. An aggressive strategy was “Buy More Get More” project which aimed to encourage customers to purchase specific products and increase sales. A turnaround strategy was “We change” project which allowed customers to walk around and conveniently purchase products and allowed employees to create good relationship with customers. A defensive strategy was “Take care” project designed to increase customer satisfaction towards the marketing mix factors in all aspects. Finally, a diversification strategy was “Delivery” project which was specially conducted only for Kai Seang’s customers to raise the level of customer satisfaction.

Conclusion

The purposes of this study on marketing strategies for “Kai Seang” Store in Kumphawapi District, Udon Thani Province, were to study the managerial environment of “Kai Seang” Store, to learn customer behaviors at “Kai Seang” Store, to examine customer satisfaction on marketing mix factors of “Kai Seang” Store, to find out the factors promoting re-purchase at “Kai Seang” Store and to finally plan marketing strategies for “Kai Seang” Store conforming to the customers’ behaviors, satisfaction and suggestions which would benefit the business in the future.

Suggestions

After each project is completed, a project evaluation and a customer satisfaction on marketing mix evaluation should be conducted.

In the future, there should be a study on the possibility of branching out “Kai Seang” Store.

Acknowledgement

This independent study was completed with the help of my advisor, Assistant Professor Ruchirat Patanathabutr. Ph.D., who had invested time and effort to provide me with suggestions, explanations, clarification and guidance.

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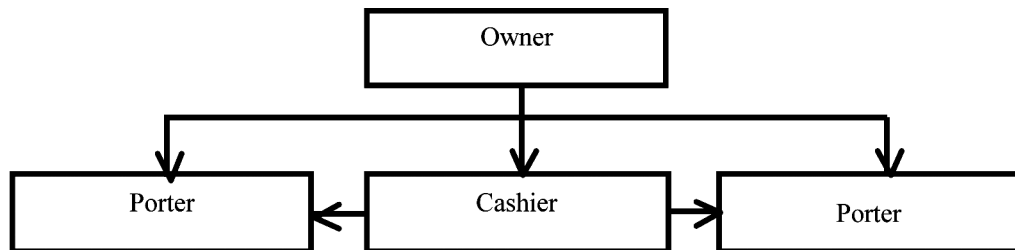


Figure 1 Management Structure of “Kai Seang” Store

KHON KAEN UNIVERSITY STUDENTS BEHAVIOR USING ONLINE MARKETING CHANNELS

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Abstract

This independent study was conducted to investigate the behaviors of Khon Kaen University students towards using online marketing channels. The objectives were to surface and study the demographic information, behaviors, opinions towards online purchases, and to suggest ways in which online marketing channels should be selected. 400 questionnaires were used to collect the data. The questionnaires were given out using the quota method. The target groups were divided into 3 groups: (1) 148 copies for faculties of Science and Technology, (2) 82 copies for faculties of Health Science, and (3) 170 copies for faculties of Humanities and Social Science. The top consumers' behavior found that they buy products and services on their own by using the online social networks such as Facebook. The products that they bought through online marketing channels were tangible products such as jewelry and clothing. The consumers chose to pay by using bank transfers. Their reason for buying products and services online was convenience. As for opinions towards buying products via the Internet, it was found that the consumers agree with online purchases by each overall point. However, the consumers of ages, groups, study years and the average monthly income revealed that their opinions towards factors of buying products online via the Internet social networks are different at statistical significance of 0.05. The results of this study can be useful for setting up guidelines for online marketing. There should be certain information for the actual products. Consumers should be provided with clear price tags and can inquire for certain shipping price. Also, online marketing should offer cheap or free shipping with express service and product warranty, and it can confirm that real entrepreneurs really exist in order to raise consumers' confidence.

Keywords: online marketing channels

Introduction

Nowadays online media considerably play important roles in peoples' daily lives and have a tendency to be increasingly influential in society. The Internet can connect people around the world, enabling them to communicate and exchange information 24 hours a day. Not only can people communicate via the Internet, they can also search for information and follow current news. In addition, the business of online purchase of products and services is considerably popular and a fast growing business in the past few years.

The available high-speed Internet on portable devices such as 3G and the usage rate of mobile phones at over 131% of all the total population with over 52 million Internet users encourages many business owners to increasingly use online channels for selling their products and services to consumers. The channels can be either via websites or social networks, making social e-commerce in Thailand expand substantially at over 30% in 2013. Especially, F-commerce or online business via Facebook becomes very popular as more than 24 million people in Thailand use Facebook. Facebook users not only share photos and read others' posts, but they also do other activities such as selling products and posting ads on Facebook. The second fastest growing online business is Instagram commerce. With over 1.4 million Instagram users in Thailand [1], many business owners turned Instagram into a variety of online stores as one of their marketing channels. The fast-growing technology and changing behaviors among consumers help online purchases of products and services to be one of the most popular choices among consumers.

Khon Kaen Province is geographically located in the center of northeast part of Thailand. In addition, it is the center of education and technology of the region. It is where Khon Kaen University is situated. Many students there are very familiar with technology and can easily access the Internet as the university provides wireless Internet network around the campus. The researcher therefore has an interest in studying behaviors in using online marketing channels to purchase products and services on the Internet. The purpose of the study was to analyze factors that have effects on behaviors in using online marketing channels and to use it as guidelines for any interested online businessperson.

Objectives

1. To study demographic information including gender, age, class, field of study, and income of Khon Kaen University students who use online marketing channels
2. To study the behaviors of using online marketing channels among Khon Kaen University students
3. To explore opinions and suggestions of Khon Kaen University students toward reasons for online purchases
4. To propose guidelines for online marketing based on behaviors, opinions and suggestions of Khon Kaen University students who use online marketing channels

Methodology

The population of the study is 24,763 Khon Kaen University undergraduate students. [2] The sample is 400 students. Questionnaires were distributed using the quota method. [3] The target groups were divided into 3 groups as (1) 148 copies for faculties of Science and Technology, (2) 82 copies for faculties of Health Science, and (3) 170 copies for faculties of Humanities and Social Sciences. Three experts using content validity validated and commented on the developed questionnaires in March, 2013. They are 1) Assistant Professor Dr. Ruchirat Patanathabutr, expert in the field of management; 2) Miss Tipsuda Maneechan, computer technical officer; and 3) Chananun Thowicha, expert in the field of online marketing. The congruence index of the questionnaires was 0.99, which was between 0.5-1. The questionnaires were therefore used for the data collection. [4]

The data collection was conducted during February-May, 2014 by distributing questionnaires to Khon Kaen University undergraduate students who had experiences with online purchases. Quota sampling was selected as it is the sampling method used to single out the sample from the population. The questionnaires were distributed to all participants.

The study of demographic information of Khon Kaen University students who use online marketing channels

The questionnaires for demographic information of consumers were developed based on the Demography Theory. [5] The questions asked about their gender, age, class, and monthly income. They were closed-ended questions. The respondents had to put only one answer. The data were analyzed using descriptive statistics, i.e. frequency and percentage.

The study of behaviors of using online marketing channels among Khon Kaen University students

The questionnaires for consumers' behaviors were developed based on the Theory of Consumer Behavior. [6] There were two types of questions, one that the respondents had to choose only one answer and the other they could choose more than one answer. The questions asked about various aspects of consumer behaviors. The data were analyzed using descriptive statistics, i.e. frequency and percentage.

The exploration of the opinions and suggestions Khon Kaen University students toward reasons for online purchases

The questionnaires for exploring the opinions and suggestions Khon Kaen University students toward reasons for online purchases [7] used Likert's Scale [8]. The respondents chose among 5 scales as follows: 5 means strongly agree; 4 means agree; 3 means not sure; 2 means disagree; and 1 means strongly disagree. The opinion data were analyzed using arithmetic mean and standard deviation. The discrepancies of opinion data from male and female respondents were analyzed using standard deviation and tested the hypothesis using T-Test. The discrepancies of opinion data from respondents of different age, class, field of study, and monthly income were analyzed using arithmetic mean, standard deviation and tested the hypothesis using ANOVA and Tukey Method.

The hypothesis of this study was that consumers of different age, class, field of study, and monthly income will not have significant different of opinions toward reasons for online purchases. The hypothesis testing was undertaken whether to accept or reject the Null Hypothesis (H_0). The level of statistical significance to accept the Null Hypothesis (H_0) is more than or equal to 0.05 whereas the level of statistical significance to reject the Null Hypothesis (H_0) is less than 0.05.

The guidelines for online marketing based on behaviors, opinions, and suggestions of Khon Kaen University students who use online marketing channels

The results of the research inquiries 1-3 were used to propose guidelines for online marketing based on behaviors, opinions, and suggestions of Khon Kaen University students who use online marketing channels

Results

The data were analyzed and interpreted according to the objectives of the study on the use of online marketing channels among Khon Kaen University students. The detailed results are the followings:

The result of the study of demographic information of Khon Kaen University students who use online marketing channels including gender, age, class, field of study, and income

The 400 questionnaires were distributed using the quota method. The target groups were divided into 3 groups: 148 copies for faculties of Science and Technology (37%), 82 copies for faculties of Health Science (20.50%), and 170 copies for faculties of Humanities and Social Sciences (42.50%). The female respondents were 50.75% and the male ones were 49.25%. Most of the respondents (28%) were 20 years old while those of 21 years of age were 26.75%. The third year students were at 35.75% whereas the second year students were at 24.50%. The students who had 6,000-9,000 baht income per month were at 35% and 33.25% were those with 3,000-6,000 baht income per month.

The result of the study of behaviors of using online marketing channels among Khon Kaen University students

It was found that 85.75% of the consumers made a decision by themselves when they purchase products online; therefore, the influential person in this case was oneself (65.75%). The products that they bought through online marketing channels were tangible products such as jewelry and clothing (56.25%) while 45.75% of the online purchases were digital song downloads. The third most popular products were game downloads (39.50%). On the other hand, the online services were hotel reservation (54%). As for the occasions for online purchases, 38.25% of the respondents revealed that they did not have any special occasion when it came to making online purchases, but 36.50% said they made purchases when necessary. The date on which 60.50% of the respondents made purchases was the 1st-10th of the month while 61.25% said the time for online purchases was 18.00-24.00. The channels for online purchases were the Internet (93%) and Facebook (87%). The types of stores that the respondents used were online

stores (35%), and online catalogs (23.25%). Their reason for buying products and services online was convenience (51.25%). 30% of the respondents made online purchases 2-3 times per year and 23% made purchases 4-5 times per year. Each purchase, 36% of the respondents spent lower than 1,000 baht and 27.75% spent 1,000-2,000 baht. 85% of the consumers chose to pay by using bank transfers. Finally, the problems from making online purchases were no opportunity to try the products before purchasing (40.75%) and the delay of the delivery (26.50%).

The result of the exploration of the opinions and suggestions Khon Kaen University students toward reasons for online purchases

The overall mean of the result of the exploration of the opinions and suggestions Khon Kaen University students toward reasons for online purchases was at 4.05. The ratings of the opinion results in each aspect of the use of online purchases are sorted from higher to lower mean value as follows: the variety of products (mean = 4.23); convenience (mean = 4.23); price range (mean = 4.07); entertainment (mean = 3.98); news and updates (mean = 3.97); and cost of delivery (mean = 3.82). It was found that the respondents of different genders showed no differences in their reasons for online purchases. However, those of different age, field of study, class, and monthly allowances have different opinion about reasons for online purchases at a significant level of 0.05. Considering the respondents' age, the consumers of the different age had different opinions with respect to news and updates, prices, a variety of products, and convenience. Considering the respondents' field of study, the consumers from the different field of study held different opinions with respect to news and updates, a variety of products, and convenience. Considering the respondents' class, the consumers from the different class held different opinions with respect to news and updates, prices, and a variety of products. Finally, considering the respondents' monthly allowances, the consumers with different income held different opinions with respect to news and updates, prices, convenience, a variety of products, and entertainment. Additional suggestions were that there should be certain information for the actual products, so the information is reliable. There should also be staff that responds to consumers' inquiries. Consumers should be provided with clear price tags for transparency. There should be a special offer for large orders. Moreover, online marketing should offer free shipping for large orders and shipping fees should be clearly stated. In addition, the online products and services should be clearly classified so that consumers can easily access what the products and services that they look for. The online marketing system should secure the consumers' information for future purchases. Regarding entertainment, there should be some reviews of the purchased products from the real consumers.

The guidelines for online marketing based on behaviors, opinions, and suggestions of Khon Kaen University students who use online marketing channels

Guidelines for news and updates are that the most popular time for online purchases was 18.00-24.00, so there should be updates of product and service information during this time. Consumers are likely to view updates. The most used online channel was Facebook; therefore, there should be certain information for the actual products, so the information is reliable. It can confirm that real entrepreneurs really exist in order to raise consumers' confidence.

Guidelines for prices are that if there are new products and services at the beginning of

the month, consumers tend to make quick decisions to purchase. One of the reasons for online purchases is lower price than other shops; thus, prices should not be too high as young consumers have lower income than employed persons. Price, as opposed to quality, seems to be the main reason for online purchases. However, older consumers who have higher income may consider quality over low price.

Guidelines for cost of delivery are that most consumers prefer free or low cost of delivery. Thus, online marketing should offer cheap or free shipping fees as consumers do not have to pay any other fee in apart from the product or service.

Guidelines for a variety of products are that the online products and services should be different from other ordinary shops to serve consumers' various needs and should be clearly classified so that consumers can easily access what the products and services that they look for. Guidelines for convenience are that online shoppers want to save time from going shopping. Express delivery and in-store products and services help the business owners to deliver their products and services promptly. Consumers are confident with the online shops in that the service is not fraudulent. Having various payment methods for the consumers give makes consumers' online purchases more convenient. The most used method is bank transfer, so the business owner should cooperate with the banks so that consumers may be able to pay lower transfer fees.

Guidelines for entertainment are that the consumers can view the online products and services with motion pictures and sound. There should be some reviews of the purchased products from the real consumers so that new consumers can view the comments before they make purchases. It was found that the reviewed products and services were sold more. Thus, the product and service reviews can increase the sale.

Conclusion

From the questionnaire responses, most respondents were female and 20-year-old from third year student in the faculties of Humanities and Social Sciences. They received allowances from their parents around 6,000-9,000 baht per month. Most of the respondents made their own decisions when they made online purchases. They used Facebook as online purchasing channels. The products that they bought through online marketing channels were tangible products such as jewelry and clothing while digital song downloads were also most popular. The online services were hotel reservation. As for the occasions for online purchases, the respondents revealed that they did not have any special occasion when it came to making online purchases. The date on which the respondents made purchases was the 1st-10th of the month and the time for online purchases was 18.00-24.00. Most of the respondents made online purchases 2-3 times per year. Each purchase, lower than 1,000 baht was spent. The consumers chose to pay by using bank transfers. The main reason for online purchases was convenience. Most respondents used online stores. The problems from making online purchases were no opportunity to try the products before purchasing. Most consumers aimed to save time. Another channel for making purchases of products and services was going to a department store. The overall result showed that the respondents agreed with online purchases. It was found that the respondents of different genders

showed no differences in their reasons for online purchases. However, those of different age, field of study, class, and monthly allowances have different opinion about reasons for online purchases at a significant level of 0.05. The aspect that the respondents strongly agreed with online purchases was the variety of products. E-commerce provides various choices of products and people from all over the world can buy them. Therefore, marketing strategies should emphasize on more variety of products than ordinary shops so as to attract consumers with various needs. In addition, the online products and services should be clearly classified so that consumers can easily access what the products and services that they look for.

Suggestions

Suggestions for online marketing channels are the followings:

1. The sample group in this study is Khon Kaen University students as they are more familiar with technology than other groups. With different sample groups, information and behaviors may vary.
2. The business owners and consumers are well aware of benefits and limitations of using online marketing channels.
3. The use of online marketing channels that can reach consumers more easily and rapidly are those they often use.
4. Suggestions for further studies are that there should be more studies on new online marketing channels as technology is incessantly progressing and new channels should be investigated so that consumers have more choices for online purchases.

Acknowledgement

This independent study would have not been completed without great support from my advisor, Assistant Professor Dr. Ruchirat Patanathabutr, who has dedicated her valuable time, suggestions, explanations, guidance, clarification, and feedback.

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FACTORS INFLUENCING THE SELECTION OF GOLF SERVICES IN PATHUMTANI PROVINCE

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ABSTRACT

The objective of this study was to determine the factors influencing towards selecting golf services in Pathumtani province. Getting data by questionnaires distributed 200 customers analyzed by using descriptive statistics, percentage, and means. The result were male 86.5 percent, 31-40 years of age 51.5 percent, with undergraduate education or equivalent private professional office 89 percent. Their monthly income were THB 30,001-40,000, 36.5 percent. The results showed that their behavior in golf course. The objective used services were meeting and join with friend 30.5 percent, 1-3 times 57 percent using two golf course in Pathumtani province per month about 48 percent. The most frequently time they play between 6.00 am. to 9.00 am. for 94 percent. The average time for service 6-8 hour. The cost per service THB 1,001-1,500. The most services on official holiday or weekend for 58 percent. The factor influencing towards selecting golf services in Pathumtani province were the highest were physical environment, place and personal respectively.

Keywords: Golf services, Golf factors, Pathumtani

Introduction

Golf is one kind of ball sport or game, the player have to use many types of racket to hit the ball into the hold. It is the sport that requires high concentration so it is a challenge for those who have a passion for this sport. Moreover, what makes golf popular that is to have the opportunity to experience nature and create a positive image to the public. Especially for the business man they have high values for Golf and it become a part of their life, Golf is the way to make cause of business exchange and negotiate agreement each other while they are playing together.

A portion of the proceeds from the tour comes from the Golf course. Thailand has an advantage in the conduct of a golf course with to suitability of terrain and climate by be ASEAN Regional Centre and can play Golf all year so this is the reason that why the Golf course is high increasing and more.[1] The factor of tourist' selecting Golf course are vary for example the Golf course Quality, the service, prize, Supplementary services, place, and marketing campaign etc.

From these reasons the researcher has to study about the factors influencing toward selecting the Golf service in Pathumtani province for study the behavior of selecting the Golf course and factors influencing toward selecting the Golf service. In order to use this information be a guideline for corresponding to the needs of service users, and satisfaction with the service.

Objectives

- 2.1 To study of the behaviors of the users of Golf service in Phathumtani.
- 2.2 To study the factors influencing toward selecting the Golf service in Pathumtani.
- 2.3 To define the guidelines for the developing the Golf Course in Pathumtani.

Scope of study

The study of factors influencing toward selecting the Golf service in Pathumtani.
I can scope as follow;

3.1 Scope of this research

This is study for the customer behavior with the service quality to select the Golf services that are Krung Kavee Golf course, Pine Hurt Golf course, Dhupatemiya Golf Course and Tanya Tanee Golf course at Pathumtani that compose with the customer satisfaction to the service quality in the marketing mix factor' 7Ps

3.2 Scope of population and area

I study the customer of Krung Kavee Golf course, Pine Hurt Golf course, Dhupatemiya Golf Course and Tanya Tanee Golf course at Pathumtani

3.3 Scope of time

For this study I collect the data since 1st December 2556 until 30th April 2557 and the time of asking is between 06:00 am. -7:00 pm.

Methodology

1. The study of customer behavior with the Golf service in Pathumtani

The research tool for this study is Questionnaire that I was conducted by divide for 2 parts as shown

Part 1: The question of the general data for the respondent with the private data that are sex, age, level of study, salary, and occupation

Part 2: the question of the customer behavior with the Golf service in Pathumtani

I use Accidental Sampling from 200 persons with divide to 50 persons per Golf service.

Analyze the customer behavior with Descriptive statistics by using all data from questionnaire that compose with Frequency and percentage

2. The study of factors influencing toward selecting the Golf service in Pathumtani

The research tool for this study is Questionnaire that I was conducted. The substances are the data of

The marketing mix factor that was effect to the Golf course selection in Pathumtani by asks for an opinion from the customer.

3. Defining the guideline of developing for the Golf course in Pathumtani

Using the data from studying of customer behavior and factor influence toward selecting the Golf service in Pathumtani that is importance for defining the guideline of developing for the Golf course in Pathumtani

Results

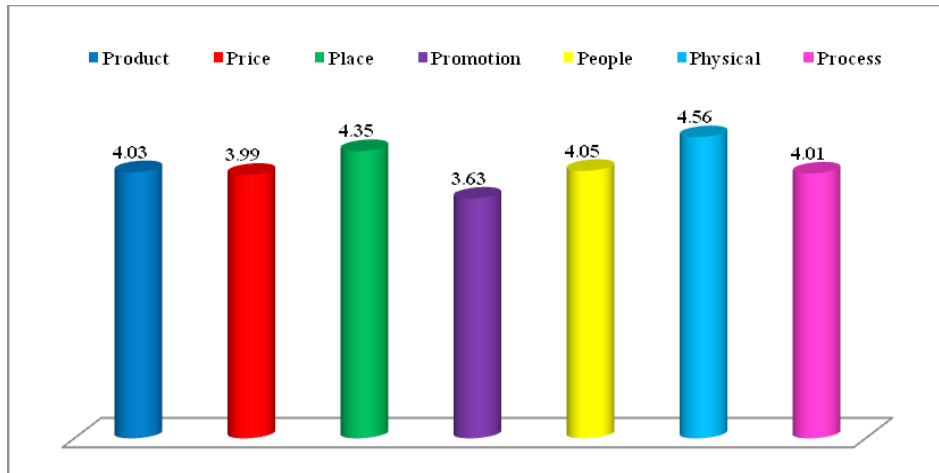
The result of the customer behavior with the Golf service in Pathumtani

The analyzing from the general data of the most respondent was shown the customers are male 86.5% with ages 31-40 years old 51.5%, they are post graduate or equal 89 %, be an employee 53.3% and have income between 30,001 – 40,000 Bath per month 36.5%

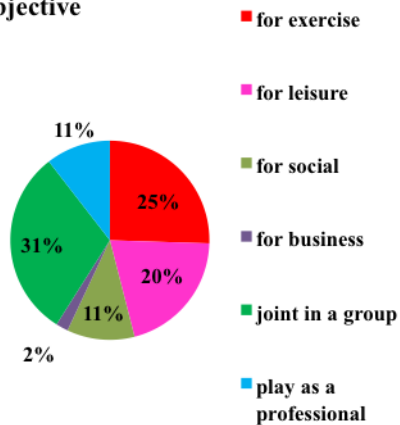
The result of the marketing mix factor that was effect to the Golf course selection in Pathumtani

From analyzing the marketing mix factors that were effect to the Golf course selection in Pathumtani have shown that overall product and services are important it can divide for each point as follow; having an sufficient parking and comfortable is the highest significant average, followed by golf courses have the appropriate holes, completely and beautiful. Price is also very important, if we separate into each point we know that the high significant average is appropriate price followed by suitable food and beverage price and have the clearly price tag. For the place is very important we can separate that having a clear location sign is the highest significant average, followed by be able to contact the advance booking by phone or Internet and comfortable travelling location. Marketing campaign is very important for overall we can divide into each point as shown that viral marketing is highest significant average, followed by making a competitive event and have special promotion. For an employee is also important we can separate that an active employee is the highest significant average, followed by adequate employee, having human relation, and polite respectively. The environment is the most important for each reason that the

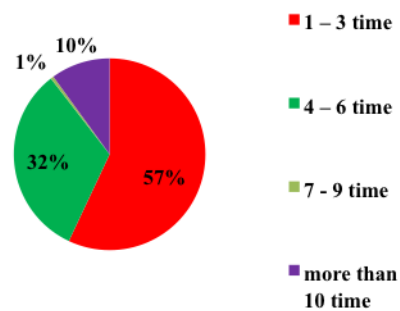
famous Golf course is the highest significant average, followed by having the modern tool, facility and sufficient bath room. The service process is also the most important as show that the rapid service is the highest significant average, followed by the service meet the customer needs, and convenient contract by telephone.



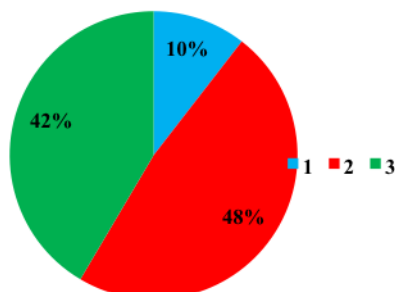
Objective



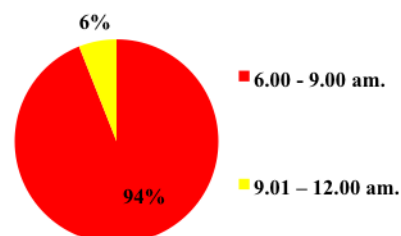
Going to the golf course

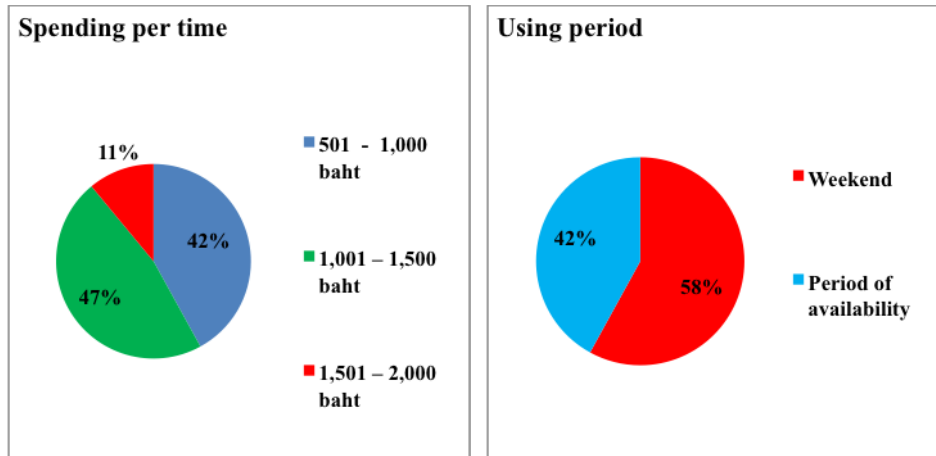


Popularity of golf courses



Using time





Conclusion

From studying of customer behavior and factor influence toward selecting the Golf service in Pathumtani the most respondent go to the golf course to joint in a group 30.5% by going to the Golf course in Pathumtani for 1-3 times per month 57%, go to the 2 popularity Golf courses for 48%, using between 6:00 am – 7:00 pm. 94% in the period of 6-8 hours per time for 78.5%, with spending around 1,001 -1,500 Baht per time 42%, and using on weekend 58%.

From analyzing the marketing mix factors that were effect to the Golf course selection in Pathumtani I found that overall product, services, price, and location are very important respectively

From the result of factors influencing toward selecting the Golf service in Pathumtani I can define all 3 Golf course development the following:

3.1 Product has to directly in the environment by improve the area to be beautiful and modern in accordance with the requirements of the consumers. Also novelty, comfortable, and deferent form the other, doing the project. Adjusting the landscape from the clubhouse bathroom and modern course landscaping project cycle check devices that used in

3.2 The distribution channel they have to increase the channel to reach the costumer. Make some reputation for customers by build the project website of the Greens to get advance booking and technical cooperation project activities with the hotel in Pathumtani province.

3.3 Employee Increase the ability of employees to fit the assigned duties In order to meet the expectations of the customer service. Instill a love of service for coming back of customer. Have some training of personnel is an annual project, including project administration staffs are awarded monthly

Acknowledgement

Independent Study (Master of Business Administration (Academic Administration) “The study of factors influencing toward selecting the Golf service in Pathumtani” is completely successful with the researcher gets a lot advices and knowledge from the Professional so I need

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Association professional Rattchadapon Benchawattananon an adviser who spent time to give some advice and error correction for all this study

Finally I need to thankful for my parents who are my passion, thankful for EX#19 sec.3 MBA students that always help and be my best will power.

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THE SERVICE QUALITY DEVELOPMENT OF CUSTOMER SERVICE DEPARTMENT, KRUNG THAI BANK, SAVE ONE MARKET BRANCH, NAKHON RATCHASIMA PROVINCE

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Abstract

The objective of this study was to examine the managerial environment concerning demographic information, customer behaviors in using services, the level of satisfaction, the factors behind repeat service visits and service quality development at customer service department, Krung Thai Bank, Save One Market Branch, Nakhon Ratchasima province. The tools used for this study were a questionnaire, PESTE analysis, the competition analysis, SWOT and TOWS matrix. The results showed that most customers used deposit/withdrawal because of the bank was in a convenient location. According to customers' satisfaction on the service quality, the results showed that the customers' had a high level of satisfaction in terms of the tangibles, reliability, reliability, assurance and empathy. Nevertheless, the results also revealed that differences of gender, age, level of education, occupation, and monthly income of customers had no effect on levels of satisfaction on the service quality of customer service department, with the level of statistical significance at 0.05. The factors influencing repeat service were friendly staff, willingness to provide fast and decrease counter. There were four projects for service quality development at of Customer Service Department, Krung Thai Bank, Save One Market Branch, Nakhon Ratchasima Province. They were Sweet Plus, Fast Speed, Customer Relationship Management, and Ready to Use.

Keywords: service quality, customer service department, Krung Thai Bank Save One Market branch

Introduction

Now, commercial banks are more competitive. The customer needs is more diversity to adapt competition for financial services that can meet their needs and Protect Consumers. So banks required are different marketing strategies to develop towards becoming the country's leading banks. At present the bank has developed to provide better and has more implemented continuous to create the impression of satisfaction and loyalty to our customers. Providing a service that an expectation is the key. It is attracting customers to use the bank therefore the commercial banks need to focus on quality of service. KTB Save one market Brach opened on May 27, 2553, located at No. 1485/1 Nai-muang district, Muang, Nakhon Ratchasima. Open every day from 11.30 - 19.30. By serving deposit, credit, and other financial transactions. Comprehensive customer in the implementation of the policy responses of office locations. The branch was opened to present. Customers using the service have increased steadily. Branch must develop service quality to meet demand Impress and satisfaction to customers in 2556 KTB. There is satisfaction in the service of branches at 3.89, with scores decreasing from year 2555 with scores in the 4.20 In addition, the branch has been appealed to the Service through Customer Service (KTB Call Center. 1551), which results operations do not comply with our policy. So the customer service field which is responsible for the work (KPI) the satisfaction of service. Need to add points to the satisfaction of our customers is Gallup Company and no complaints on the service branch of KTB Call Center, so it was studied environmental management at the Krung Thai Bank, Save One Market Branch, Nakhon Ratchasima Province. Comments of the Branch Manager, Vice Manager and staff behavior, quality of service and satisfaction. Customer service quality of the Krung Thai Bank, Save One Market Branch, Nakhon Ratchasima Province is contributed to the development of the service. KTB Thailand Even more sustainable.

Objective

1. To study environmental management at the KTB
2. To study the demographics and behaviors of customer service in KTB
3. To study the level of customer satisfaction and quality service in KTB
4. To study the effect of customer a repeat customer in KTB
5. To determine the quality of service in KTB

Methodology

1. Studies in Environmental Management of Krung Thai Bank, Save One Market Branch, Nakhon Ratchasima Province. by brainstorming Manager, Vice Manager and employees. Using a structured interview to study the external environment by analyzing the general environment. Competitive analysis is opportunities and threats. In operation and environmental in the internal management of enterprises include human resources, finance, products and services. The location and image business is weaknesses and strengths of
2. Study demographics and service behavior of bank customers in Krung Thai Bank, Save

One Market Branch, Nakhon Ratchasima Province. A questionnaire using the general information of the respondents First Part and Second Part customer behavior in the Services (6W1H) the KTB. Questionnaires collected from customers who come to the service. During March and April 2557 about 364 people were at the table of Krejcie and Morgan statistics used in this study are the frequency and percentage.

3. A study of customer satisfaction and quality service. Krung Thai Bank, Save One Market Branch, Nakhon Ratchasima Province. A questionnaire study using the three customer satisfaction, service quality, SERVQUAL five aspects of the concept of Parasuraman et al. Include materiality of service. Reliability Responding to Customers Ensuring customer And customer commitment by each of the 21 questions are answered in 5 levels of most satisfaction, much satisfaction, quietly, little satisfaction and less satisfaction. Customers using the services of the statistics used in the study, 364 people were mean and standard deviation. The criterion is evaluating the level of customer satisfaction and quality service.

Standrad	Average	Level of satisfaction
5	4.50 - 5.00	Most
4	3.50 - 4.49	Much
3	2.50 - 3.49	Quietly
2	1.50 - 2.49	Little
1	1.00 - 1.49	Less

The hypothesis (H0) is test with customer's different demographic characteristics. The levels of satisfaction are the quality of service. The Customer Service KTB has no difference the hypothesis tested two groups of people with T-Test and three population groups by One Way ANOVA.

4. A study of affecting a repeat customer in KTB using questionnaires in Forth parts is requirements for customer relationship activities. KTB Questionnaires collected from customers who come to the services of 364 people, the statistics study is frequency and percentage.

5. Determine the quality of service in KTB to the strengths, weaknesses, opportunities and threats. On Service behavior, customer satisfaction and the factors are influence a repeat customer. The results obtained from the objective first-forth part with the target market using strategic analysis the results of the branch manager. Senior and staff Guidelines to improve quality of service. KTB Thailand

Results

1. Environmental management at Krung Thai Bank, Save One Market Branch, Nakhon Ratchasima Province.

Environmental management at Krung Thai Bank, Save One Market Branch, Nakhon Ratchasima Province. Have a staff nine people for providing financial services. Its products and services to customer needs, deposit services. Card Services, Loan Services, Investment, insurance, Money Transfer, and Bill Payments. For environmental, social and cultural, Technology and physical are result, the positive are politically, legally. And economic is Negative. The impact of the business Competitive analysis showed that the intensity of competition between businesses in the same industry. Bargaining power is buyers or customers. There are highly competitive in bargaining power of seller. The threat is new competitors. Moderately competitive strengths include the stability and reputations of the branch locations are appropriate. A product serving is diverse. Open daily from 11:30 - 19:30. Employees are most of the new employees. Employees are the heart of the service (Service Mind), and automated services in the market makes today a sufficient number of customers, including employees with less vulnerability to current work. Many customers use the service in the evening, making long queues and delays; service employees need are marketed outside. Is not sufficient to serve a chance for customers to have confidence in the service with the bank. Recent advances in Regulatory Changes in providing a standardized threat and the number of competitors in the business, with lots of detail. The integration of the ASEAN Economic Community is financial liberalization. Result, new competitors increased. Political uncertainty and the economy are in a contraction.

2. Demographic information and customer service behavior of the KTB, Save One Market Branch, Nakhon Ratchasima Province.

Demographic and service behavior of KTB, Save One Market Branch, Nakhon Ratchasima Province. Found that the data for the majority of customers are female (percentage 63.19) aged 20 years - up to 40 years (percentage 50.27) Education Diploma / Diploma. . (percentage 22.25) and a BA (percentage 36.54) merchant / employed (percent 21.15) employees (percentage 20.60) and private companies (percentage 20.05) monthly income of 9,000 baht - no more. 15,000 baht (percentage 18.41) and 15,000 baht - less than 25,000 baht (percentage 32.69) data service behavior of banking customers in Thailand found that most customers decide to use self-service (percentage 66.48) using voice. / Drawing (73.08 percent) as the KTB Thailand. Discover the right (53.30 percent) and banking services in the period from 15:30 pm. Parenting - 19:30. (54.12 percent) channels to receive information including your colleagues (26.37 percent), bank employees (20.60 percent), television (15.93 percent), and Customer Service Desk Services (57.69 percent).

3. Satisfaction level of customer service quality in KTB, Save One Market Branch, Nakhon Ratchasima Province

Level of customer satisfaction and quality service in KTB, Save One Market Branch, Nakhon Ratchasima Province found that the overall satisfaction level of satisfaction. ($\bar{x}$ = 3.94) Sort by Average the satisfaction ascending below. Reliability ($\bar{x}$ = .99) Services ($\bar{x}$ = 3.95) Confidence of customers ($\bar{x}$ = 3.94) Caring for customers ($\bar{x}$ = 3.92) and Response to the client ($\bar{x}$ = 3.89 Comparing

the level of customer satisfaction and quality service. KTB, Save One Market Branch, Nakhon Ratchasima Province.

By demographic data found that sex, age, education, occupation and income per month are different. The level of satisfaction with the quality of service is not significantly different at the 0.05 levels, and feedback on the quality of customer service. KTB found that the materiality of the service should be Increase the number of containers ATM (19.78 percent), Increase the automatic cash deposit (16.48 percent), Reliability Be shown on the customer's perception of the standard of services (11.81 percent), The wait staff should respond to customer inquiries, needs, and customer support (23.35 percent), The customer should ensure staff know about new products correctly (14.01 percent), and attention to the customer should be able to listen to customer feedback (21.43 percent).

4. The factors affecting use of repeat customers in KTB, Save One Market Branch, Nakhon Ratchasima Province

The Factors affecting use of repeat customers in KTB, Save One Market Branch, Nakhon Ratchasima Province found most customers need employees to say "hello" and "thank you" every time with a smiling face (30.22 percent) and add a special service in which people come to much to fast (28.30 percent).

5. The quality of service KTB, Save One Market Branch, Nakhon Ratchasima Province
Strengths, weaknesses, opportunities and threats, satisfaction and behavioral are influence the use of repetition and strategic analysis (Table 1) in the development of the quality of service. KTB in 4 projects are sweet filling. The Project Support and Project Ready to Use on Table 2.

Conclusion

The quality of service KTB, Save One Market Branch, Nakhon Ratchasima Province. Found that could meet the needs of the customer satisfaction and service quality in the 5 areas of concrete service. Reliability Responding to Customers Ensuring customer and customer commitment that provides customers coming back for repeat continuously.

Suggestion

1. Should have reviews about quality of service KTB , Save One Market Branch, Nakhon Ratchasima Province
2. Should have compare a quality of service KTB , Save One Market Branch, Nakhon Ratchasima Province with competitors

Acknowledgement

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Table 1 TOWS Matrix

Internal Factors External Factors	Strengths : S 1. The Bank has established a reputation many years. 2. Branch location is located in right place and have parking 3. The promotion is serving products a variety. 4. Open daily from 11:30 to 19:30 5. Employees are the most of new employees. They are eager in work.	Weaknesses : W 1. Employees are less expense and need to rotate. 2. Complicated To approve the staff. 3. Less seats for waiting in service lines. 4. Automated machine are available to common objections. 5 employees are required policies for external markets. 6 new employees have less knowledge of products, inadequate and practical management
	Opportunities : O 1. Customers are confidence in the banking services. 2. Technological have increased. 3. Base customer of Bank are most salary in Thailand 4 Most customers use the counter service to make relationships with customers	SO Strategy Excellent Services Project 1 Fill Sweet WO Strategy The Convenience Bank Project 2 Special Line
	Threats : T 1. The most of customers waiting for service in the evening. 2. Customers don't trust in the new employees. 3. Uncertainty Political 4. Depression Interest is downtrend 5. The competitors is more than customers.	ST Strategy Customer Relationship Management Project 3 CRM WT Strategy Automated machine Project 4 Ready to Use

Table 2 Improve service quality and customer service KTB , Save One Market Branch, Nakhon Ratchasima Province.

Project name	Project Period in 2558				Budget (THB)
	Quarter1	Quarter 2	Quarter3	Quarter4	
Excellent Services Project 1 Fill Sweet		_____→			-
The Convenience Bank Project 2 Special Line		_____→			-
Customer Relationship Management Project 3 CRM		_____→			-
Automated machine Project 4 Ready to Use			_____→		-

MARKETING PLAN TO INCREASE AGRICULTURE MECHANICAL SALES VOLUME OF “RACHA MOTOR” IN AMPHOE PHU KHIEO, CHAIYAPHUM PROVINCE

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Abstract

This independent study aimed to study the consumer's behavior and factors affecting purchase decision towards agricultural products in order to design a marketing strategy and increase sales of Racha Motor, located in Phu Khieo district, Chaiyaphum province.

The study accumulated data from questionnaire given to 392 samples group, results of the survey reveal that good quality products, acquaintanceship between customers and shops along with cheaper prices are the key factors to attract consumers. In terms of products, customers primarily take high quality standards and cheaper prices into consideration. While ability to bargain for price is prevalently applied as a means to persuade target customers. Furthermore, distribution channels need to be convenient and accessible so that customers are able to travel to buy products from shops either by car or any public transportation. In terms of marketing promotion, product warranty and after sales service are significantly requested as complimentary supports, such as spare parts in need of repair. In addition, consumers expect to receive good care of customer service from shops. Thus, courtesy of sellers towards clients is considerably taken into account. For instance, the seller and staff need to be service minded by being polite and friendly to all customers. In the matter of shop appearance, clean and well - arranged shops with nice decoration are likely to attract more customers. Moreover, customers also focus on products in good condition before receiving. Hence, availability check must take place before goods delivery.

In conclusion, this analysis was eventually applied to design marketing strategies for three short term projects including to maintain price standard, to provide extra rewards in addition to advertise shops and products via the radio and other media. While, four long term projects were to increase sales agents, to create a variety of products need to be applied as marketing strategies in order to augment sales as planned, to provide free delivery and extend warranty after its expires.

Keywords: Increase Sale, Consumer Purchasing, Marketing Mix

Introduction

Thailand has been an agrarian country since ancient times as the majority of Thai population earns a living from agriculture. Thus, agricultural tools and products become necessary in order to enhance the efficiency of agriculturist's performance, increase more production while reducing the duration of their work. These factors encourage Thai farmers to continually purchase more agricultural tools and products.

Racha Motor shop located in Phu Khieo district, Chiyaphum province was established in B.E. 2531. It is sole proprietorship business organized by family. Due to operating the business for decades, this brings about many regular customers not only in Phu Khieo district but also in other nearby municipalities purchasing its products. In particular, the shop provides customers cheaper prices rather than others, good advice as well as warranty services. These unique qualifications gain a great amount of customer satisfaction. This conducts to viral marketing and becomes well known prevailingly up to the present.

However, some entrepreneurs are motivated to establish agricultural stores not only in Phu Khieo district but also other nearby municipalities since this business is needed and become more popular. It makes such business more competitive. Whereas it turns out unpleasant for Racha Motor as its sales have been steadily reduced these years. Thus, the author interests to study the consumer's behavior and other factors affecting purchase decision towards agricultural products. It aims to improve the business, meet the demand of customers and prescribe the means to create distinction from those competitors who operate identical business so that it can maintain regular customers in addition to encourage the frequency of purchasing. Nevertheless, the target was set to increase the sales in B.E.2557 which is increased by 15 percent from B.E. 2556.

Objectives

1. To study the consumer's behavior and marketing mix factors affecting purchase decision towards agricultural products of Racha Motor in Phu Khieo district, Chaiyaphum province.
2. To study general environment and conditions of business competition, namely internal and external environment of Racha Motor in Phu Khieo district, Chaiyaphum province.
3. To prescribe the marketing means to increase the sales of Racha Motor selling agricultural tools and products in Phu Khieo district, Chaiyaphum province.

Methodology

1. Population and samples group

The groups of customers who regularly purchase agricultural products from Racha Motor in Phu Khieo district, Chaiyaphum province are samples of this study as it is the accurate number of population the estimated 5,400 people. And the reasons of choosing customers who regularly purchase agricultural products from Racha Motor. Due to the need to know the purchasing behavior and factors affecting purchase decision. To improve or develop the organization in order to meet the demand of customers. As well as retain old customers. Nonetheless, the fluctuation

of random sampling was limited to occur only 5 percent as the theory of Taro Yamane. Due to substituting into the formula, there are 392 samples of this study.

2. Data accumulation

1) Primary Data is data observed or directly collected from a survey by 392 respondents who purchased agricultural tools and products from Racha Motor in Phu Khieo district, Chaiyaphum province.

2) Secondary Data is information used in research that already has been searched and collected via academic journals, books, other relevant thesis as well as the internet.

3. Data analysis

1) The data collected from questionnaires were taken to examined for validation

2) The completed data were taken to analyzed regarding personal factor and the customer's behavior of Racha Motor in Phu Khieo district, Chaiyaphum province by examining frequency, percentage, mean and standard deviation in addition to present as descriptive analysis.

4. Literature review

1) To analyze customer's behavior by applying 7Os to answer the question 6Ws and 1H

2) To analyze the general environment of the business by applying PESTE analysis.

3) To analyze the competitive environment of the business by applying Five Force Model analysis.

4) To analyze the internal and external environment of the business by applying SWOT analysis.

5) To analyze the marketing mix of services (7 P's)

Results

1. Study results with respect to the customer's behavior towards agricultural products

General data revealed that most of the samples by studying some common demographic data of the sample including sex, age, educational, occupation and income. This information will be used for the basic education in the other as noted in Table 1.

In terms of the customer's behavior towards agricultural products. An analysis to the causes that influence consumer purchase decision. Since the consumer's purchase behavior will influence the marketing strategy that can satisfy consumer's satisfaction properly as noted in Table 2.

Moreover, the study revealed that there are other factors affecting purchase decision towards agricultural products as noted in Table 3.

2. Results of external environmental analysis

2.1 General environment

As the environment to some extent with the widest scope covers at the same time, it is a framework for business and industry. And the environment is that entrepreneurs cannot control. But to the survival of the business. Business need a environment management

appropriately. To analyze the general environment of the business by applying PESTE analysis as noted in Table 4.

2.2 Competitive environment

To analyze the competitive environment of the business by applying “Five Force Model analysis” as noted in Table 5.

3. Internal and external environmental analysis

To analyze the internal and external environment by applying “SWOT analysis” leads to realize their own potential. This demonstrates the overview of advantages and drawbacks within the organization. In addition, it assists to perceive opportunities and obstacles of the planned operation. This process results in successful target as well as the most appropriate implementation by analyzing strength, weakness, opportunities and obstructions as noted in Table 6.

4. To assign marketing strategies in order to increase the sales.

Racha Motor aimed to increase its sales in B.E. 2557 by 15 percent of the sales in B.E. 2556. the sale increase as aimed would amount to 241,100 Baht by applying short - term and long – term strategies as follows For the short - term strategy, it consists of 3 projects as noted in Table 7. In addition, the long - term strategy was set to operate for at least 1 year including 4 projects as noted in Table 8.

Conclusion

According to the study regarding the consumer’s behavior and other factors affecting purchase decision towards agricultural products of Racha Motor, located in Phu Khieo district, Chaiyaphum province, it was found that most clients were male agriculturists between the ages of 41 and 50 with primary educational background who earned approximately 60,000 – 120,000 Baht per year. In addition, they bought such tools and products from the shop around twice or three times a year by themselves, especially during April – June, while each time they spent 1,001 – 5,000 Baht. However, the price was primarily claimed to be addressed. For other factors, customers focused on high quality standard, product warranty as well as after sales services such as free fixing and spare parts repair. Moreover, data analysis with respect to the operation of Racha Motor revealed that there were some weakness to be considered including no free home delivery services available, lack of convenient parking lots, inadequate number of staff, discontinuity of advertising the shop and no all types of products. These significant factors led to prescribe the marketing strategies in order to increase sales of the shop in B.E. 2557. It aimed to increase by 15 percent of the sales in B.E. 2556. These strategies could be divided into 2 types, namely short – term and long – term strategies. For the short – term marketing strategy, it consisted of 3 projects including to maintain the price standard, to provide customers giveaway and rewards as well as to advertise the shop via the radio. Whereas the long – term marketing strategy consisted of 4 projects including to increase salespersons, to provide a variety of products, to serve free home delivery and to extend warranty after its expires.

Suggestions

1) Product warranty and after sales service as factors affecting the decision to buy. It is necessary to retain customers. So the enterprise should promote the marketing promotion to produce results from the delivery of good service to customers. Make satisfaction, and come back to buy again.

2) Should study further and variance climate such as farmer income, together with the rain season. Make the farmers do not have the cash to buy the product. The business income decreases. So business should the income from other channels, such as the people to rent sell the store to increase sales.

3) According to the study, it was found customers require a variety of types and prices. So the enterprise should survey the needs of the market and always study on agricultural products. products in order to meet the demand of customers.

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Table 1 General data of the samples group

General data	Gender	Age	Education	Career	Income (per year)
Study results	Male	between 41 and 50	primary educa- tional background	agriculturists	approximately 60,000 – 120,000 Baht

Table 2 The customer's behavior towards agricultural products

customer's behavior	Study results
Recognize Racha Motor.	By themselves.
Decision makers.	By themselves.
Those who affecting purchase decision.	By themselves.
Select product categories.	Purchase agricultural tools such as a pesticide spray machine, a lawn mower, seed or fertilizer spreaders, a water pump machine, a pipe pump, a home used rice mill, rice plows, a dynamo and other electric motors.
The frequency of purchases.	About twice or three times a year.
Often purchase the month.	Especially during April – June.
Each time they spent.	1,001 – 5,000 Baht.
The reasons why they decided to purchase its products.	Good quality products, acquaintanceship between customers and Racha Motor along with cheaper price
Suggested to be reduced.	The price of products.

Table 3 Factors affecting purchase decision towards agricultural products

Marketing Mix	Primarily emphasize
Products	High quality standards and a wide range of products provided in the shop.
Price	The cheaper price rather than other stores, bargaining is also acceptable.
Place	Therefore customers expected that it should be convenient and accessible to travel to the shop either by car or any public transportation
Promotion	Product warranty and after sales services are significantly requested as complimentary supports. For instance, to provide giveaway while purchasing its products as well as spare parts in need of repair. Besides, customers expected to receive good care of customer service.
People	Courtesy of sellers towards clients is considerably taken into account
Physical Evidence	Cleanness and well - arranged shop with nice decoration.
Process	Customers also focus on products in good condition before receiving. Hence, availability check must take place before goods delivery.

Table 4 General Environment

General Environment	Study results
Political and Legal	Governmental policies. They encourage and promote agricultural sector in order to increase income of farmers. the rice subsidy policy negatively affected the business. That is, the Government was not able to pay farmers for whole rice storage loan. Thus, those farmers lacked money to purchase necessary agricultural products
Economic	This resulted in declining trend for agricultural sector due to low income and weak wages of agriculturists
Social and Culture	A simple life, social and cultural values, attitudes, similar beliefs and the Northeastern folk art and culture. Which is traditionally associated with the occupation in agriculture.
Technological	Advanced technology has created new effective agricultural tools and machines. Such analysis is also applied to organizational management.
Ecology	There are many agriculturists and agricultural industry in Phu Khieo district, namely sugar factory

Table 5 Competitive Environment

Competitive Environment	Study results
Threat of New Entrants or Potential Competitors	Likely to come into this business moderately since it requires fairly high investment, knowledge, skills regarding agricultural equipments and business trust.
Intensity Rivalry Among Existing Competitors	At a moderate level. Even though many shops have been opened prevalently, each shop pays attention for selling its own products by implementing the means in order to attract new customers and maintain regular clients.
Threat of Substitute Products or Services	Since buyers are unable to produce by themselves, therefore nothing can be replaced this kind of products.
Bargaining Power of Buyers	It was revealed to be at a high level as there are more agricultural equipment dealers nowadays. Hence, customers have more alternatives to purchase such products from any shop.
Bargaining Power of Suppliers	At a low level because there are a great number of agricultural equipment dealers. So entrepreneurs are able to buy production factors which offers lower prices than costs.

Table 6 Internal and external environmental analysis

Strengths	Weaknesses
- Due to long time business operation, it is well recognized by customers. - The business managed by family so it is easy and prompt to make a decision. - No debts to pay for financial institution. - Good relationship with customers and local people. - The Location of the shop is nearby local areas. - Good quality products. Thus, they can be reliable with reasonable price. - After sales services are available for customers.	- No free home delivery. - Lack of convenient parking lots. - Inadequate number of staff. - Discontinuity of the shop advertisement. - The accumulation of customer information is not good enough. - No all types of products.

Table 6 Internal and external environmental analysis (Continued)

Opportunities	Obstructions
- Most population works in the agricultural sector. - The government sector support SMEs in agriculture. - Increasing price of agricultural productivity causes more income. Hence, farmers have ability to purchase agricultural products for their work - There is product warranty for agricultural goods. It encourages farmers to work hard and to be content with their jobs.	- There are more competitors. - Uncertainty of economic and political conditions. - There are more competition, particularly undercut among shops selling the same types of products. - Seasons also impact on selling agricultural products. That is, farmers are likely to purchase goods during the rainy season. - Quantity and costs of agricultural exports have been declined, especially rice and rubber exports.

Table 7 Short – term strategy

Short – term strategy	Objectives
The first project has been planned to maintain the price standard.	In order to make customers realize that Racha Motor provides inexpensive products with reasonable prices available for any kind of clients.
The second has provided customers giveaways and rewards.	In order to advertise, encourage and persuade them to purchase agricultural goods from the shop.
The third project has aimed to advertise via the radio.	In order that customers can recognize the location of the shop, various agricultural products sold in the shop as well as the sale promotion.

Table 8 Long – term strategy

Long - term strategy	Objectives
The first project has planned to increase salesman.	In order to address the delay of service and to improve efficiency of customer service.
The second project, it has aimed to increase a variety of products.	In order to improve the effectiveness of store operations and to create competitive advantage. Besides, customers will be served the best service.
The third project is to provide free home delivery.	In order to attract customers as well as to create difference from other competitors.
The fourth project is to guarantee products after the duration of warranty expires.	This project aims to attract more customers to purchase and make them trust products from the shop.

APPROACH THE MARKETING TO INCREASE SALES MARKETING PLAN TO INCREASE SALE REVENUE 10 % FOR WONGSIN CONSTRUCTION MATERIAL STORE IN SAHATSAKHAN DISTRICT, KALASIN PROVINCE

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ABSTARCT

The objective of this study was to find method to increase sales for the construction material company name “Wong Sin” which located at Sahatsakhan district, Kalasin province. Due to the company’s incomes have been declined in past 2-3 years, so this study was focused on finding a consumer behavior, and marketing factors which affect to customers’ decision making for buying construction materials. By using data collected 400 questionnaire set. The study found that those responders have their decision making factors as 1) quality of products 2) satisfaction warranty 3) various products 4) price 5) location/ distance/ parking space and 6) discount and complimentary policy. After having a deep analysis by looking into marketing factor, method management factor, external management factor, and other, the writer present a short term method for this company which target to increase 10% of the company’s incomes from last year (2556) as follows; create a campaign “delivery without delay” and “ let’s us take care of your home”, make a standard pricing. In addition, the writer also presents a long term method as follows; keep regular customers and target to increase number of new customers, increase market shared in the area, provide variety products and try to make the shop as “one stop shopping” place.

Keywords: Increase Sale: Consumer Demand: Marketing Plan

Introduction

The current economy of Thailand has continued to grow, making in all sectors of the economy grow, housing and construction materials sectors as sectors with high growth. Seen from the office, Department Store, condominium and housing projects in the province growing rapidly and is likely to grow. As a result, the demand for construction materials rose a lot. (Company Thaiday.com Co., 2551)

Competition in the retail construction materials market and home furnishing becoming more concentrated on expanding the opening of the retail construction materials business and modern trade, which may have implications to business to open shops in new modern. the size and wildy space, variety products, placement is a neat and simple to buy and easy to shop and has expanded into different areas. The management systems and services to the same standard in all stores by the characteristics of this group can be divided into two groups: retail construction materials shop and modern furnishing home in all cycle. Some operators have developed their store to One-Stop-Shopping. That is fully integrated with the product. Enabling operators to traditional stores, some had rapidly formed their shop to shop modern form as an exhibit display to look like a place that households generally purchase looking for repair replacement appliance on common inexpensive, easier to purchase from a local shop near the house, etc., (Kasikorn Research Center, 2556)

The construction materials “Wong Sin material store” is a construction material trade were established by Mr. Pratan Sintuma in the year 2535. By the first business trade furniture made from wood and turned the sale of construction materials in the year 2545, which located at Sahatsakhan district, Kalasin province. Before have a construction supplies store just only one shop, but now have construction materials store 3 stores as competitors added together, the total sale of Wong Sin decline. Cause of the lower sale of it, the study, which is to study the causes of declining sales and find a way to get new customers. Therefore, the researchers have conducted research “Marketing approach to increase Wong Sin material store”.

Objectives

1. To study the customer behavior and the factors that influences the decision to buy the construction materials of the population in Sahatsakhan district, Kalasin province.
2. To marketing plan to increase sales of Wong Sin material store. The goal is to increase sales revenue by 10 percent from year 2556.

Methodology

1. Population and sample

The population in this study include the population live in Sahatsakhan district, Kalasin province because know the exact population. Due to a sampling error of 0.05 or 5 percent would achieve the following formula of Taro Yamane (Thanin Siljaru, 2551) By represent the formula will get the samples 384 people, and thus to determine the sample used in this study

were 400 people.

2. Data collection

The study were data collected two types

- Primary Source Data is a data collected from a Survey Method from a questionnaire of 400 consumers who buy construction materials.
- Secondary Source Data is a data collected from the research collection of related documents that have already collected books, journals, articles, research documents, academic documents, and thesis.

3. Data analysis

The data come from a questionnaire to accuracy and completeness of the questionnaire. Then converts the data to be analyzed and evaluated by the computer.

- General information of respondents include gender, age, education, occupation and income, Descriptive Statistics were used to Frequency and Percentage.
- Materials purchasing behavior, Descriptive Statistics were used to Frequency and Percentage.
- Marketing mix factors that influence the decision to buy construction materials, Descriptive Statistics were used to Mean, Standard Deviation. The criteria used in the decision, the priority of average. The data were analyzed by the behavior and the factors that affect the marketing mix buy construction materials. Divide into 5 levels by principles of Likert Scale.

Results

1. Data analysis result from the questionnaire

To study “Marketing approach to increase Wong Sin material store”. A questionnaire about the behavior of customers in the purchase of construction materials and factors that influence the decision to purchase construction materials for 400 set of the general customers respond. The result is most respondents were men, aged between 31-40 years, bachelor’s degree study, government officers/ state enterprises occupation, monthly income between 10,000-20,000 Baht. Analysis on the behavior of the population to purchase construction materials by the respondents most likely to purchase products in class 1 such as, PVC pipes, taps, and water meters. Influential in the decision to purchase most construction materials decide for yourself. Most of the stores that respondents had to purchase construction materials stores from “Wong Sin material store”. The reasons to purchase construction materials at the most convenient to travel. Analysis of the data result relation to the marketing mix to influence the decision to purchase construction materials. By use the mean and standard deviation classification of products and service, price, distribution, promotion marketing, human resources, creation and presentation of physical, and processes. Shown in Table 1.

Table 1 shows that the respondents gave priority to the marketing mix in the following.

Products Influencing the decision to purchase construction materials. Are included in average level more (mean 4.21, standard deviation 0.75)

Price Influencing the decision to purchase construction materials. Are included in average level more (mean 4.14, standard deviation 0.53)

Distribution channels Influencing the decision to purchase construction materials. Are included in average level more (mean 3.87, standard deviation 0.87)

Promotion Marketing Influencing the decision to purchase construction materials. Are included in average level more (mean 3.92, standard deviation 0.67)

Human Resources Influencing the decision to purchase construction materials. Are included in average level more (mean 3.86, standard deviation 0.71)

Creation and Presentation of Physical Influencing the decision to purchase construction materials. Are included in average level more (mean 3.92, standard deviation 0.84)

Processes Influencing the decision to purchase construction materials. Are included in average level more (mean 4.14, standard deviation 0.82)

2. The analysis of the competitive environment result

2.1 Driven from producers or competitors in the industry.

Conditions of competition within the same industry in Sahatsakhan district have 8 construction materials stores are large 3 stores and 5 medium to small. Therefore, the largest stores have an advantage in terms of cost and pricing.

2.2 Bargaining power of purchaser or customers.

Currently, purchasers have more bargaining power. Because purchasers have more choice and can purchase anywhere. By check the price for each store before they buy. And purchasers will know what kinds of stores are kind of expensive or cheap. That makes the purchasers have high bargaining power with the stores.

2.3 Bargaining power of sellers.

Since the number of suppliers of construction materials a lot. Stores have made the choice to purchase products. If any suppliers raise the high price or bad service, stores can change to purchase products from other suppliers easily.

2.4 Barriers to entry into the industry.

By considering the barriers to entry are as follows.

- Economies of size found that in the business of construction materials. Large stores can buy products at prices cheaper than smaller stores and large stores have an advantage in term of services.

- Investment found that currently construction materials stores in the high investment to modern decoration, variety of products for choice in the stores.

2.5 Driven caused by other products which can be substituted.

Construction materials products in the present began with the producers produce of various materials for replacement, such as wood wall at present there are tiles made to look like wood.

3. The analysis of the internal and external environment and an analysis of factors strategies result.

Analysis of the internal environment is an analysis of the internal environment within Wong Sin material store by comparison with the data from the questionnaires in order to know

the strengths and weaknesses within the store. Shown in Table 2.

4. Marketing strategy to increase sales.

4.1 Short-term strategies

The strategic goal is to increase sales of at least 6.8% compared to decrease sales in 2556, which equates to 337, 575 Baht within 6 months from June 2557 to December 2557 with 4 projects. Project 1, exchange rate discounts to attract the customers to purchase for next time and always purchase at the store at a period of 6 months from June to December 2557, By the approach to inform customers that we have to earn points to keep in mind the next time a special deal with collect card. Much less points dependent on the price of the purchase. The results are expected to get to attract the customers for purchase products at the store again and again. Project 2, Wong Sin purchase and get unexpectedly for encourage and motivate the customers to purchase the products with Wong Sin material store period in June to October 2557, by the approach to determining the amount of customers purchase to receive gifts from the store immediately. The results are expected to be the incentive for general customers to purchase products at the store. Project 3, the standard price for the customers perceived value and quality. Period of 6 months from June to December 2557, By the approach to the market survey and result are expected to have satisfied customers in their purchase by the 3 projects undertaken by Khun Krittiya Sintuma (The manager and The owner). And Project 4, let us take care of your home create relationship between Wong Sin material store and customers to gain access to the customer's need and more impress period of 6 months from June to December 2557, By the approach to operation offer and alternative products that suits the customers, which show that the customers care, consultant before buying the product, warranty the product return if not satisfied, and the result are expected to be impressed the customers. Undertaken by Khun Pratan Sintuma (The consultant of the owner) and the 4 project and action plan shown in table 3

Conclusion

Discusses the results of the analysis of data from the questionnaires on the behavior of customers to purchase construction materials and factors that influence the buying decisions of customers using the service construction materials at Wongsin material store at Sahatsakhan district, Kalasin province. The focus of marketing strategy, as follows; 1) Products to focus more on the quality of products. Because customers want to use products of quality and available in variety because most customers want to buy at one store then have it all. 2) Price to focus the price of products that suitable with the quality. Because the buyer understand that each product has a different price. If the product is of better quality, the working long life, the customers is willing to purchase and expensive one. 3) Distribution channels to focus more on the location nearby the communities. Because convenient to travel to purchase products, not having to travel far, and convenient a parking space. 4) Promotion marketing to focus in case of buying more products, what should be privileged, such as a discount on the purchase in case of buying more, which will make customers feel the different of buying more a time. 5) Human

resources or employees to focus on the individual or employee has a good relationship that helps customers feel more like inquiry in detail of products. If employees have a good relationship, it will lead to good negotiations as well. 6) Creation and presentation of physical to focus more on the polite to customers and offer promotions with sign within store to keep customers interested in purchasing the package more. 7) Processes to focus to get the instructions on the most accurate information of products. Finally, the result of this research can apply the marketing plan to increase 10% of the company's incomes from last year (2556) as follows; create a campaign "delivery without delay" and "let's us take care of your home", make a standard pricing. In addition, the writer also presents a long term method as follows; keep regular customers and target to increase number of new customers, increase market shared in the area, provide variety products and try to make the shop as "one stop shopping" place.

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Table 1 The mean and standard deviation of factor in the decision to purchase construction materials.

Factor of the marketing mix	Mean	Standard deviation	Priority
Product	4.21	0.75	more
Price	4.15	0.53	more
Distribution Channels	3.87	0.87	more
Promotion Marketing	3.92	0.67	more
Human Resources	3.86	0.71	more
Creation and Presentation of Physical	3.92	0.84	more
Processes	4.14	0.82	more

Table 2 Determining strategic choice with TOWS Matrix

Internal Factors External Factors	Strengths	Weakness
	1.Friendly owner. 2.Convenient car park. 3.Available for consult. 4.Nearby community.	1. No variety of products. 2. Staffs lack of knowledge. 3. No promotion.
Opportunities	SO	WO
1. Economy to expand into the upcountry to support the AEC. 2. The creation of more housing. 3. Bank lend more.	1.Expanding base old customers to new customers. 2. Add business build a house.	1.Add investment. 2. Price Standard. 3. Public relations the store. 4. Preparation of promotion items.
Threats	ST	WT
1 Modern Trade stores. 2 High bargaining power of customers. 3.Price competition.	1 .Offer trade advice and counsel before purchase. 2 .Warranty and Support.	1.Agent of product specialty.

Table 3 Action plan of the 4 projects.

Work plan	Time Period							Budget
	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	
1.Ratings Points for discounts								50,000
2.Wongsinh buy now get it now	←						→	16,500
3.Standard Price			↔			↔		-
4.Let us take care of your home	←						→	30,000
Total								96,500

Note :3 for a management plan to shop within a budget.

AFFECTIVE FACTORS TOWARDS SERVICES AND ITS IMPROVEMENT OF BE YOUR TRAVEL COMPANY LIMITED

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ABSTRACT

This independent study aimed to investigate the factors affecting the use and improvement of the service of 'Be Your Travel Co.,LTD'. It used survey methodology by accumulating data from questionnaire given by 295 samples in addition to apply statistical analysis including average, percentage and standard deviation.

The results showed that 71.9% of samples are married self – employed women between the ages of 31 and 40 with a bachelor's degree who earn approximately 15,001 to 30,000 Baht per month. Moreover, the survey of customer satisfaction towards the use of service with Be Your Travel Co.,LTD can be concluded in terms of the marketing mix as follows: First, customer satisfaction regarding product factors was performed at the highest level. However, more variety of products needs to be taken into consideration as a means to increase more satisfaction from customers. For instance, to recommend popular tourist places that attracts a great number of visitors from all over the world. Second, customer satisfactions towards the price were revealed at the highest level. Nevertheless, a means to adjust the price is to maintain price level stability in order to be close to the price of products in other companies. Third, customers were satisfied with distribution channels at a high level. For all that, location of the company is necessary to be convenient and accessible to travel and contact for customers. Fourth, customer satisfaction concerning marketing promotion was demonstrated at a high level. Nonetheless, a means to encourage marketing is to promptly update relevant information via the internet in addition to advertise by providing free brochures or posters. Fifth, customers were satisfied with personal factors at the highest level. Notwithstanding, courtesy of providers is considerably taken into account. That is, service persons not only need to be service minded by being polite and friendly, they also must be able to educate and advise clients about tourism accurately. In the matter of processing factors, it is revealed at a high level. While a means to improve is to provide good services such as convenience, promptness and accuracy. Similarly, physical environmental factors gained a high level of customer satisfaction. But it is required to establish the office in public areas in which customers are able to contact easily, namely in the department stores or nearby community resources.

Keywords: Service, Satisfied, Tourism

Introduction

In the modern world, costumer needs have been increased variously, both in terms of convenience and rapidity, and service performance in order to satisfy their costumers, which leads to the increasing opportunities in service businesses, fostering the rapid growth of such businesses amidst both domestic and international consumption markets. Service improvement, thus, plays a crucial role in the business in satisfying the customer needs, and the challenging competitions to impress and attract costumers among the touring companies across the globe, which would lead to their own benefits of service rates and income increments. World Tourism Organization aka W.T.O has predicted that once reached 2020, international tourists will increase up to 1,600 Million. The World Bank has also predicted the economic growth of those developing countries up to 4% annually. While industrial countries tend to grow at least 2.5% per year. The gross domestic products across the world would double the current amount into 56 trillion USD. Causing the fair allocation towards people across the globe. Income made from international tourism excluding transports was predicted to increase up to 3times during 1995 – 2020, equals to 2 trillion USD in 2020. Tourist's daily expenses are estimated to 5 billion USD, excluding international transports. (Valailak Noiphyak, 1999)

As for Thailand, tourism industry also plays such a significant role towards its economy, due to the various types of services namely hotel businesses, short-term rentals, home-stays, local restaurants, souvenirs, natural parks, etc. All the mentioned take part in servicing and increasing incomes of the specific tourist attractions, fostering the local allocation of income into the community. According to the statistics of international tourists traveling into Thailand remains quite a small portion (5 million), considering all the other Asian countries enriched by historical attractions and world-class wonders such as Egypt (2.6 million tourists) and India (2.6 million tourists). Thailand then has succeeded on certain levels of making profits from the tourism industry. As for the concluded amount of foreign tourists travelled into the Kingdom in 2013 are as followed: Asians – 16millions, where Chinese conquered the maximum of 4.7 million people. Europeans – 6.3millions, with Russians consumed 1.7 million tourists. Continental America - 1.1 millions, with the Americans amount of 0.8million. South Asia – 1.3million, with Indian at the maximum of 1million people. Oceania Zone – 1million, with impressive amount of Australians of 0.9 million. Where Africa only consumed 100,000 tourists. Making the overall foreign tourists travelled into Thailand in a year 2013 of 26 million people. (Tourism Authority of Thailand, 2013) The problems were how to tourists use the service again and the revenues for ongoing and sustainable of the service of 'Be Your Travel Co.,LTD.

Objectives

- 1) to study factors affecting the use of service from travelers of Be Your Travel Co.Ltd.
- 2) to study the scopes for quality improvement of the company services

Methods of conducting thesis

1. Population and samples

Concerning the population usage in the studies, author has categorized the population into certain groups including Thai tourists involved in the business with the company, appointing the random deviation accepted of 5% according to the theory of Taro Yamane as follow (Thanin Silpcharu, 2008) By reworking the theory above, resulting in the samples of 295 people.

2. Collecting of data

1. Primary Data is a method of collecting the information from the samples which have been provided services from the company, both Bangkok and Khon Kean branches in order to access the accurate and comprehensive information of the research purpose.

2. Secondary Data is a supporting academic information to complete the studies, by gathering data from academic resources and the concerned articles from respective institutions.

3. Data Analysis

Based on the conducted inquiries, run through the complete accuracy check, and then converted the data to computer-based analysis as follows:

1. General information of the samples including biological gender, age, education, marital status, occupation and income by using the so called Descriptive Statistics Analysis which are Mean and Percentage.

2. Satisfactory towards the services of the company in order to provide explanation of the marketing mix 7Ps, which is the analysis of Descriptive Statistics by finding Mean and Standard Deviation, divided into 5 criteria of Likert Scale.

3. Open-ended query information, by suggesting the theory of 7Ps marketing mix as a topic response, as well as descriptive answers.

Results

1. Analyzed results from the inquiries

The studies of Affective factors towards services and its improvement of Be Your Travel Company Limited, factors concerning demography including biological gender, age, marital status, education, occupation and income has found that 60.3% of samples are biological females, ranging from 31-40 years old of age, married, conquer bachelor's degrees, private businesses and merchants, average income of 15,001 – 30,000 Thai Baht. The satisfactory responses per marketing mix of the company services are as follows: 1) Products: The results have shown that when it comes to mobility; convenience during transportation via flights and cars are the most favorable by them. 2) Price: reasonable prices of goods and services are at most desirable. 3) Channels of Distribution: an accessibility of updated online services are the most convenient. 4) Promotions: commercials through various media channels are at most accessible. 5) Personnel: good manners in services play a significant role in satisfying the costumers. 6) Process: on-time services with no delays are their most favorable. 7) Physical evidence: modern equipments with advanced technologies are the most desirable.

The results in scopes for quality improvement of the company services: 1) Products: New traveling packages, various types of products, introducing popular tourist attractions to attract new costumers. 2) Prices: maintain the prices at satisfying level, comparable with other tour guide companies. Satisfactory evaluation plays an important role in considering the reasonable prices of goods and services.

3) Channels of Distribution: It is suggested that the regular updates of information online via internet and social media is mandatory, due to most costumers tend to stay in touch with these channels. 4) Promotions: The company shall hold certain roadshows and events with the tourism authority, come up with new promotions and packages, as well as maintaining the standard of qualified services to attract costumers monthly. 5) Personnel: Service providers shall offer good manners and attitudes to satisfy the costumers. Those who love and understand the duty of service would be enthusiastic to take care of the customers with the potential of problem-solving under stress. 6) Process: providing services with convenience, rapidity and accuracy to satisfy the customer needs including post-service would create such impressions. 7. Physical Evidence: it is suggested the company to move the office location where transportation can be easily access by the main roads, or located within well-known malls nearby the communities.

Conclusion

Discussing the results based on the data analysis and certain inquiries affecting the use of service and the scopes towards quality improvement of Be Your Travel Company Limited. Focused on the marketing strategies as follows: 1) Product strategy: Focusing more on introducing popular tourist attractions all around the world. 2) Price Strategy: Maintaining the price standards which are comparable to other companies. 3) Distribution Strategy: attention should be laid on data updates online and social media to target the desired costumers. 4) Promotion Strategy: exclusive promotions on roadshows and events with national tourism authority. 5) Personnel Strategy: focused on service and convenience to the costumers. 6) Procedure Strategy: the priority of accurate and rapid working process. 7.) Physical Evidence Strategy: relocating the customer service office, creating reliability through celebrity brand ambassadors.

Suggestions

1. Making projects to improve travel information to be attractive and stylish.
2. The Assessment results to improve and develop services to meet the needs of tourists.
3. Improving the modern technologies to foster the services such as data collecting, press releases submission to customers.
4. Workshops for human resources development; to certain quality and service mind to satisfy the most desired needs of the customers.

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Table 1 The mean and standard deviation on satisfaction of the 7Ps marketing mix of respondents were as follows;

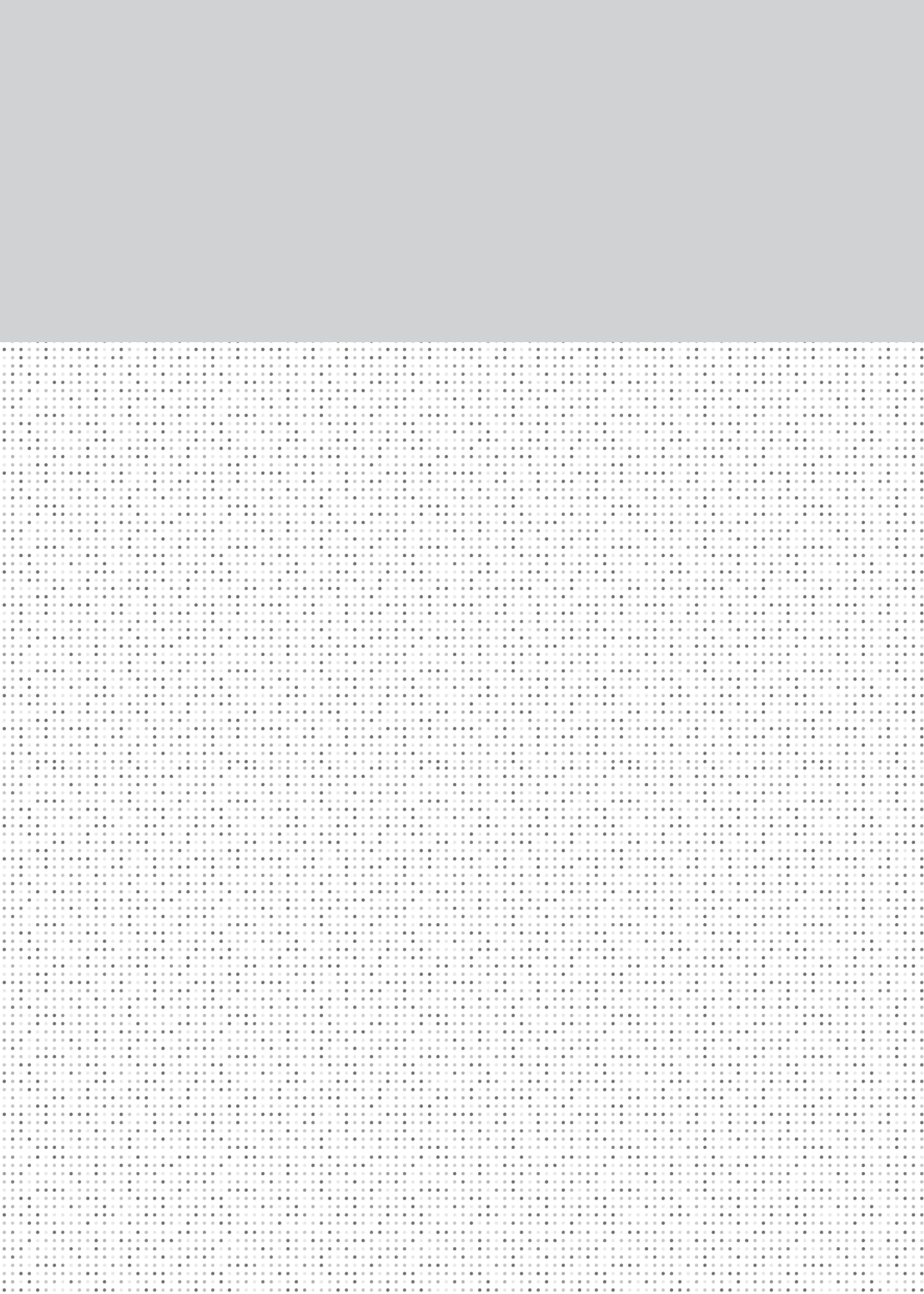
Marketing Mix		Levels Satisfaction		
		Mean	Standard deviation	Interpreted results
1.	Product	4.41	0.60	Satisfied
2.	Price	4.45	0.59	Satisfied
3.	Plane	4.42	0.60	Satisfied
4.	Promotion	4.30	0.66	Satisfied
5.	People	4.61	0.49	Most Satisfied
6.	Process	4.40	0.56	Satisfied
7.	Physical Evident	4.43	0.57	Satisfied
Total		4.43	0.58	Satisfied

Table 2 Analysis of the external and internal environments.

Strength Administrator is full of competency and experiences from previous reputable companies with the ability to create impression towards customers as if they were family, combined with qualified service and reasonable price	Weaknesses Newborn company, lack of marketing experiences, inaccessible office location, less channels of distribution
Opportunities Opportunities from the governmental supports in developing tourism services for the upcoming ASEAN Economic Community at the end of 2015 which will increase the customer base, combined with the advanced technology to foster the fundamental needs of mankind especially in communications, which is one of the most significant factors to enhance the tourism business.	Threats Increasing intense competition from new competitors entering the market. Considering Tourism as a product with its ups and downs depending on seasons and the instability of the prices due to the cost of operation at the first place. Bargaining from involved manufacturers share different standards. Tourist attitudes from economic recession, political turmoil, exploitation of operators, and the lack of law enforcement.



Financial and Investment Management and Business Feasibility Studies



FEASIBILITY STUDY OF “THE HOME” APARTMENT PROJECT INVESTMENT, KANTHARAWICHAH DISTRICT, MAHA SARAKHAM PROVINCE

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Abstract

The study was about a feasibility of “The home” apartment project investment, Kantharawichai District, Maha Sarakham Province, inspired by the investor, who planned to construct the dormitory for rent, because There are a lot of apartment in this area and do not have difference.

To response Maha Sarakham university students and personnel demand. Then feasible study the opinion and residential choice behavior of Maha Sarakham university students and personnel. Analysis of the marketing, techniques of building, management and finance. In order to assist in decision making and investment. That is appropriate how the total project investment is 19,083,379 baht and the result show that Net Present Value (NPV) internal rate for return equal to 2,209,857 baht from investment of the project (IRR) of 10.88% and the payback period (PB) was 8 years 1 months and 19 days, thus creating “The Home” Apartment Project, Kantharawichai District, Maha Sarakham Province. The project was attractive.

Keywords: feasibility of Investment, Apartment

Introduction

Maha Sarakham Province has 6 Institutions of higher education that have at least 70,000 students can produce a quality labor resources to respond technological needs and business needs. Courses offered by all 177 Degree. There were 46,693 students. There are more educational. Students in this area are 49,751 people. However, there are Dormitories that are legitimate. In Kantharawichai District of 510 dormitories, with many styles and prices still with spaces in the market for new entries. For this reason, the study recognizes to engage in the apartment business. 1,200 square meters of land, which location near from campus about 400 meters. Plan has consulted with family that found a business but building of apartment requires high investment and long payback period. There are several risk factors. Therefore, the studies interesting to study the possibility of establishing the apartment call “The Home” to the investment decision.

Objective

1. To study the possibility of marketing for supports an investment in the apartment, “The Home”.
2. To study the feasibility of construction techniques for support an investment in the apartment, “The Home”.
3. To study the possibility of administration for supports an investment in the apartment, “The Home”.
4. To study the financial possibility for support an investment in the apartment, “The Home”.

Methodology

1. Study the possibility of marketing the questionnaire Part 1: General, Part 2: behaviors, Part 3: Review, Part 4: Review of respondents to “The Home”.

1.1 Population and sample populations

Population are person who living near Institutions in the Kantharawichai district. Samples were used to determine the sample calculated using the formula of Yamame has calculated which the minimum number is 400.

1.2 The questionnaire consisted of 1. General information of respondents.

2. Behavior of students and educational personnel in University. Part 3 and 4: Review of respondents to apartment, «The Home.»

1.3 Quality alysis by IOC Index of Consistency

1.4 Statistics are Frequency and Percentage

1.5 Measure the level of satisfaction in the questionnaire Using Likert’s Scale

2. Construction techniques

Construction techniques consists of

2.1 Building System

To study the style of the building and room size. Beautiful and stylish, the ability

to attract customers. Select to use the services.

2.2 time to construction

To plan construction projects proceeded smoothly and be completed on schedule.

2.3 Location

To consider the appropriateness land, location, facilities. And investment.

3. The management of human resources.

3.1 Patterns of the management is divide organizational structure to work in harmony with the goals of the organization.

3.2 Personnel recruitment, the number of personnel required. Source of personnel and remuneration of apartment "The Home."

4. Financial

4.1 Assumptions Investment in apartment

4.2 Assumptions income

To estimate from low income of most businesses can be expected. Determined by rate of increase in the number of students and educational personnel of University in Kantharawichai District

4.3 Assumptions expense

To estimate expense in employment and other expenses are running in business.

4.4 Financial Analysis and Evaluation

(1) Find Payback Period

(2) Net Present Value

(3) Internal Rate of Return: IRR

(4) Payback Period Analysis

(5) Break Even Point

(6) Sensitivity Analysis

Results

1. Summary of the possibilities of investment in the marketing by the targets are the students and personnel in the University. The analysis showed that factors of environment, politics, law, Trade, transportation, tourism, and education. To give priority to the education of parents is a factor that makes the target customers, the important is technology increased in everyday, life is another way to promote an apartment business.

The analysis of the competitive environment by Five Force Model showed that threat affecting most businesses; the two factors are the intensity of competition between businesses. Because entrepreneurs dormitory apartment with the existing residential building to accommodate the growing demand, Entrepreneurs to create highlight of business. Try and find a facility to add to their business and needs of customers.

Study the behavior of option to rent an apartment of students and educational personnel of the University in Kantharawichai. The design of the marketing is mix to comply with the requirements of customers. Apartment "The Home" is designed the best facilities inside the

room and outside the building. Daily rental charges will 450 baht per day. No Water tariff and Electricity tariff. Also Monthly rooms will 3,800 baht per month. Water tariff rate are 22 baht a unit. Electricity tariff are 8 baht a unit. The rate charges are nearly competitors. The factors that influence the decision is located close to university or work but “the home” has 400 meters from the nearest university; it is strength of superior competitor. Finally, the physical environment of the apartment in “The Home” is to special design buildings that are beautiful and the atmosphere is very residential.

2. The technical feasibility of the construction of apartments, “The Home” It is Located in Kantharawichai close to the community and important far from the University’s 400 meters. The building is 1200 square meters of land. It is a three Floor building. The First floor is divided into offices, reception counter, Shops for rent 5 rooms 5 rooms monthly. 9 rooms and room service daily. Floors 2-3 are the monthly room, 21 rooms per floor. Each suite has a living area of approximately 26 square meters. The rooms are spacious and have the special facilities. At the outside parking has a sun canopy. The car park will have a private car park for guests monthly. Construction plan is divided into three phases. Total times are 12 months. The first stage is Analysis to design drawings the feasibility of the project. The second phase is to develop the area. Supplying furniture Fitting room refurbishment and the landscaping around the area. Last are advertising, marketing and promotional activities.

3. The possibility of administration and Investment Management. The apartment “The Home” is registered in limited company with a share capital of million baht. Structure is medium businesses. Consists of one reception, two securities and one housekeeper. Owner is supervisor.

4. Financial feasibility Investment in the apartment, “The Home,” found that the tax revenue into two lease agreements is contracts for rooms and furniture rental can save tax costs significantly. After tax planning I assume the revenue from a customer’s stay is expected to be 80 percent of the monthly room. 60 percent of the guest rooms daily and tenant shops. Expected to be fully rented throughout the year. The project has a net present value greater than zero is 2,209,857 baht return on investment than is required is 10.88% and the payback period of the project is 8 years 1 month and 19 days. When performing a sensitivity analysis of changes can be found in cases where the assumption of reduced income due to the number of visitors to the decline along with increased expenses due to the cost of operations increased. Up 10%, the NPV would be positive is equal to 1,828,967 baht with an IRR of 8.08% and a term of payback for up to 10 years, 12 days is found to have an impact on its business. Results are the financial feasibility of the apartment “The Home” criteria in the “investment” in acceptable level.

Conclusion

The possibility of marketing investment in the apartment, “The Home” The targets is the students and personnel in the University. The analysis showed that factors of environment, politics and law. About the economics of the public sector in terms of trade, transportation, tourism, and education. And to give priority to the education of parents is a factor that makes more target and more customers. The technology is so important in everyday life as a channel

of promotion for rented accommodation. The analyses are competitive environment. By using a tool called Five Force Model showed that threat affecting most businesses; the two factors are the intensity of competition between businesses. Because entrepreneurs dormitory apartment with the existing residential building to accommodate the growing demand, Entrepreneurs to create highlight of business. Try and find a facility to add to their business and needs of customers. Study the behavior of option to rent an apartment of students and educational personnel of the University in Kantharawichai. The design of the marketing is mix to comply with the requirements of customers. Apartment “The Home” is designed the best facilities inside the room and outside the building. Daily rental charges will 450 baht per day. No Water tariff and Electricity tariff. Also Monthly rooms will 3,800 baht per month. Water tariff rate are 22 baht a unit. Electricity tariff are 8 baht a unit. The rate charges are nearly competitors. The factors that influence the decision is located close to university or work but “the home” has 400 meters from the nearest university; it is strength of superior competitor. Finally, the physical environment of the apartment in “The Home” is to special design buildings that are beautiful and the atmosphere is very residential.

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A FEASIBILITY STUDY OF AGRICULTURAL STORE IN NATAWEE DISTRICT, SONGKHLA PROVINCE

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Abstract

Objectives of this study are to study about customers' using service behaviors, wants, and the factors that influence to decision making in choosing using service of agricultural products and tools shops of the target customer group, and also studying feasibility in decision making to investigate in an agricultural products and tools shop in Natawee district, Songkhla. Feasibility of the project was analyzed in marketing, technical, management, and financial studies by sampling 400 people from the target group. The questionnaires were given and the data were analyzed, including analyzing generality of the business with PEST Analysis, analyzing competition with Five Force Model, analysis with SWOT Analysis. Market targeting and marketing Mix are tools in this study. The results of customers' using service behaviors and wants from the analysis of questionnaire found that agricultural products and tools which are usually bought are fertilizers, herbicides, and chemicals, most of the samples bought at Natawee Karnkaset shop (Natawee agricultural store). Frequency of buying the agricultural products and tools is once a month. Purchasing amount for each time is about 1,001-2,000 baht. For factors that influence to decision making to use the service consist of product aspect, price aspect, channel of distribution aspect, promotion aspect, personnel aspect, physical aspect, and process aspect. It is found that in product aspect, the customers give precedence to various products and reputation of the shop. In price aspect, they give precedence to the price that is suitable to quality of the products. In channel of distribution aspect, they give precedence to location which is easy to notice. In promotion aspect, they give precedence to discount and getting one free when buying products. In personnel aspect, they give precedence to solving problems of the staffs. In physical aspect, they give precedence to professionalism of the staff. And in process aspect, they give precedence to checking the products before sending to the customers and convenience in giving service. The results of feasibility of the project in marketing, technical, management, and financial aspects found that 1) marketing aspect; there is an advantage of having various types and various brands to choose, using sign boards and local radios to advertize which has a circulation in first year as 16,183,860 baht, and the expenses in the first year is 244,000 baht 2) technical aspect; the shop is located in municipality area which is a passage way to the market that is a downtown, and there is a convenient transportation 3) management aspect; an administration format is single owner with 9 staffs 4) financial aspect; there is an investment as 5,183,964 baht, payback period (PB) is 3.27 years or 3 years 3 months 8 days, net present value (NPV) is 2,030,898 baht that the value is positive. That means the profit of the project is more than the investment by having the rate of the project as 18.51%, and the profitability index is 1.67 which shows that the project of agricultural products and tools shop in Natawee district, Songkhla is feasible to investigate.

Keywords: Net Present Value (NPV), Payback Period (PB), Five Force Model

Introduction

Nowadays, the evolution and technology of agriculture are developed in agricultural equipment, chemicals product, and there is very modern agricultural equipment that help increasing effectiveness of working. It reduces the period of working but increases more results with both quality and quantity. Agriculturists are in need those stuffs for better advantages and convenience.

Natawee district is located in the south of Songkhla province with 57 kilometers distance. Natawee district has 747 square kilometer. Seventy-seven percent of people there are agriculturists such as they own a rubber plantation, an orchard, a farming, and domestication. Most of plants that they grow are Long Kong, Durian, Rambutant, Jackfruit, and Champadak The agriculturists are in need of fertilizer, chemicals product, and modern agricultural equipment but in Natawee district has only three small agricultural stores and there are not enough products to meet the demands. For example, some store sells only animal feed, some store sells only agricultural equipment. Those make the customers waste their time to find many products that they demand in every store and in each store have not many alternative products, and are not meet the needs. Some customer has to travel to Hat Yai district to find the products that they need, it wastes time and a capital. A situation of business competition is not much because every agricultural store pays attention only on their own business.

The researcher is interested in and recognizes the importance of agricultural stores that is widely needed by Thai agriculturists in every part, so the researcher would like to study the possibility of running the business of agricultural stores by studying customers' behavior, customers' needs, including factors that influencing the target customers' decisions, and studying the feasibility in marketing, in technique, in management, and in finance.

Objectives

1. To study customers' behaviors, customers' demands, and including the factors that influences the target customers' decisions in choosing the services of agricultural stores.
2. To analyze the possibility in making a decision for the agricultural store investment in Natawee district, Songkhla.

Methodology

1. To study the possibility in marketing
 - 1.1 To studying behaviors, attitudes, factors, and satisfaction in services of agricultural stores following the details:

1.1.1 Population and sample

The population used in this study is 67,678 people who live in Natawee district, Songkhla. To specify the sample, due to knowing the exactly number of people, so the formula of Taro Yamane is used in this study (Thanin Siljaroo, 2552). And for more reliability, the researcher has collected the data from 400 questionnaires from people in Natawee district,

Songkhla.

1.1.2 Instrument

The instrument which is used in this study is a questionnaire, consisting of 3 parts, that is;

Part 1 is the part of the basic information of the respondents. The questionnaire is a closed-ended question with choices to choose. The questions are consisting of 5 independent variables which are gender, age, education level, occupation, and average salary.

Part 2 is the part of behaviors and attitudes of customers in choosing services of agricultural stores. The questionnaire is a closed-ended question, that is; types of products that customers purchase, the agricultural stores that customers choose, a frequency of purchasing the products, the expenses, the way to get to the stores, and the period of time for choosing the products.

Part 3 is the part of the information about factors and satisfactions in purchasing products and services from agricultural stores. The questionnaire are both opened-end and closed-ended questions. The questions are consisting of 7 fields, that is; products and services, prices, channel of distribution the products, sales promotions, person, physical appearances, and processes. The quality of questions, there is scoring by 5 level of priority (Thanin Siljaroo, 2552).

1.1.3 Monitoring product quality

The questionnaires are accepted in the property of content and language from the advisor and are tested to consider the reliability of the questionnaire by asking 30 people from the sample to do a pre-test for testing reliability coefficient of the questionnaire. Cronbach's Coefficient Alpha is used in the test (Suwimon Tirakanan, 2550) before using in real collecting the data. The result found that the questionnaire has 0.719 in reliability coefficient which is reliable.

1.1.4 Data collection

Collecting the data by random the sample in February 2014. The type of sampling that is used for choosing the sample is Non Probability Sampling, which is a random choosing people in Natawee district, Songkhla, and then using Convenience Sampling to random the sampling by asking the questions to 400 people in the district that convenient until getting the sample size that is specified. Even though some of the respondents are not agriculturists, at least they must have basic knowledge and experience in agriculture, that is; they may have agriculture as a second job or their family members are agriculturists.

1.1.5 Data analysis

To analyze the data, SPSS is used in the process. The statics that used in this study are frequency, percentage, average, and standard deviation. And there are 5 independent variables; gender, age, education level, occupation and average salary.

1.2 To analyze the environment competition by using Five Force Model (Sakchai Charoensiripornkul, 2556).

1.3 To analyze the condition of the organization. It is to consider strength point, weak point, and opportunity by using SWOT Analysis.

1.4 To analyze data of products, costs, sales promotions, the way to distribute the products, person, physical appearances, and the processes by using Marketing Mix Strategy Model

(Sakchai Charoensiripornkul, 2556).

1.5 To analyze normal environment by using PEST Analysis (Chatyaporn Samerjai, 2549).

1.6 To analyze the data of market segmentation, customer targeting, and positioning the product follows STP Marketing.

2. To study technical feasibility

2.1 To analyze the location

2.2 To organize the area into the store, to choose equipment and to estimate the cost of construction.

3. To study management feasibility

3.1 To analyze the organization structure and to consider the proper way which the most effective is.

3.2 To specify qualifications of the officers in any positions that what level of knowledge, capability, and proficiency they are.

4. To study financial feasibility

4.1 To estimate the expenses of investments and the incomes from each annually investment.

4.2 To make a financial statement by making an income statement, a statement of cash flows and a balance sheet.

4.3 To analyze financial returns, that is; calculation a break-even point, payback period, net present value (NPV), internal rate of return (IRR), profitability index (PI) and sensitive analysis into 5 years.

Results

1. The result of behaviors, attitudes, factors, and satisfactions in agricultural stores' services.

The result of the data collection from 400 people in Natawee district, Songkhla, most of the samples 65% are female, 43.50% are 20-35 years old, 43.75% have Bachelor's degree or equivalent, and 42.75% are government officials and state enterprises officials (Even if the respondents do not have an agriculturist as a main job, everyone has basic knowledge and experience in agriculture, that is; they may have agriculture as a second job or their family members are agriculturists.), and 32.00% have average salary about 5,001-10,000 Thai Baht.

Purchasing behavior in agricultural equipment of the respondents is found that the agricultural products and equipment which they usually purchase 38.50 % are fertilizer, herbicide and chemical product, and 59.00% of them mostly purchase at Natawee Karnkaset store. For the frequency, it is found that 34.25% they purchase one times a month. 41.50% has spent 1,001-2,000 Thai Baht in each times. 53.25% of the respondents mostly go to agricultural stores on Saturday and Sunday. For the way to get to the store, most of them 64.75% using their private cars and 57.50% spend around 15 minutes in the store. The most influencing person in purchasing the products of them is themselves 51.75%. The quality of the product is the most important

when the respondents choosing the product to purchase 63.50%. If the product that they need from the first store runs out, 45.50% of them will go to another store. The main reason that they choose each the agricultural store is it is close to their houses 38.00%. 57.30% of them know the agricultural stores from the radio/the local radio. And 59.50% of them are interested in new agricultural stores.

Marketing mix factors that affect the sample customers' decisions in choosing the agricultural stores have found that; for the product, place importance on variety of the products. For the prize, place importance on price and quality, price and quality should be equivalent. For distribution, place importance on the location, the location should be unique and easy to find. For the promotion, they place importance on discount, trade, and free gifts. For personal selling, they place importance on the employees and solving problems. For the physical, place importance on the proficiency employees. And for the process, place importance on checking the product before delivering to customers, and on the convenient and rapidity in service.

2. The result of marketing feasibility

Analyzing the competition environment by using Five Force Model is found that the competition of agricultural stores in Natawee district, Songkhla is not too high because the way to run business there is difficult. It depends on the capital for investment, the knowledge about agricultural products and equipment, and the location. Moreover, each entrepreneur in the same industry is focusing only their own businesses so the competition there is not too high. Meanwhile, bargaining power of the people who contribute production factors are less, the entrepreneurs have many choices. They can choose the products from the people contributing production factors who can give the lower price. Bargaining power of the purchasers depends on the need of agriculturists. The products such as fertilizer and chemicals products are the main necessary products, and the prices from each store are similar, so the bargaining power of the purchasers is less. For the products that are minor necessary such as agricultural equipment, it is necessary for sometimes, so there is no average price. It depends on the owners. Which store has lower price, the customers would buy there. The purchasers have more bargaining power. The power from Threat of Substitute Products or Services of the agricultural products depends on the type of the products.

Analyzing a SWOT Analysis has found that the strength point is the single owner. To be the single owner is easy to make any decisions in administrating the business, be able to provide various kind of products, various brand names. The store is located near the community, no traffic jam, and has enough car park. And also has modern technology in administration such as in collecting customers' data, in checking the products, in issuing purchase orders, and in purchasing. It helps the owner to check everything easily and prevent any mistakes. Customers can have more information about any products via telephone, the store delivers products and also uses social network to promote the store and to contact the customers. For the weak point is a new opened store because there is not yet famous and people do not know it. New lunches store still has no proficiency skills and experiences. Moreover, it needs high budget in marketing to promote the store. The competitors is famous and stronger. For the opportunity, 75% of people in Natawee district, Songkhla are agriculturists. The stores are located near the community, no

traffic jam and the store has enough car parks. Social networks play an important role in daily life. Moreover, there will have an integration of The ASEAN Economic Community (AEC) in 2015, so the exportation the products to neighboring countries is expanding, The obstructions are a minimum wage which makes the capital more expensive and the politics and security problem in three burden provinces and four districts in the southern of Thailand cause the uncertain economic trend.

STP Marketing can be separated into 3 parts, that is; Market Segmentation, by using any factors such as age, gender, occupation, lifestyle, personality and social status in market segmentation. Market Targeting by choosing people who are between 20-50 years old, male and female, are agriculturists, and live in municipal area or around, have simple lives, be patients, work hard, are in the middle class or lower. And the last one is Market Positioning, being an agricultural store that returns profits to the community. The stores have beautiful interior design, unique, attractive, and easy to remember. The products sell in the stores are variety and the owners consider customers' favors and purchasing power.

Marketing Mix, it features Product by placing importance on the fame and the reliability of the agricultural stores, the variety and the completely of products, especially products such as fertilizer, herbicide, or chemical products and agricultural equipment. Moreover, the products must have standard quality. Another feature of Marketing Mix is Price, it is specified the prices similar or little bit lower to the competitions for putting on the market and being famous among the customers. No emphasizing on price competition but emphasizing on advantage of a location, a variety of products, and the convenience. For the price, it is proper to the quality of the products. Some products have many prices, they have clearly price tags and information, and they give a credit in purchasing for regular customers. For Channel of Distribution, the location of the agricultural store is on the way to the market where the center of the community is. The location is outstanding and no traffic jams. The customers can park their cars in front of the store; moreover they can have more information about the products from various ways such as by ask directly at the store, by telephone, and by social networks. Another feature is Promotion; by making radio or cutout advertisements for encourage the target customers to follow the store. Furthermore, creating Facebook page and LINE account are alternative ways to contact between the store and customers. Giving a discount, exchange, and free gift when the customers purchase many products or in occasional festivals. A warranty of some products is needed as well. Next feature is Personal selling, place importance on choosing employees. Because employees are the one who service customers, so the employees must have proper qualifications for the job such as have a good human relations, being polite and friendly, can take care the customers, make the customers satisfy the services and the most important qualification is to be able to provide the clearly and fast information about any products and be able to solve facing problems. For the next feature is the physical appearance, it is to emphasize on proficiency service of the employees. The employees must be able to solve any problems and work systematically which can provide the customers fast service. Further, the employees should make good environment in the store, make the store clean, nice and tidy. The store should have an outstanding cutout, and should have any facilities for the customers. And the last feature is Process, there are testing

and checking the products before deliver to the customers to make sure that every the product selling to customers has good quality and to make sure that customers feel comfortable with the service by hiring enough employees to service the customers and using modern technologies in service such as in collecting customers information, in checking the products, in issuing purchase orders, and in purchasing. Those help the owner easily check and prevent any mistakes.

Agricultural situations in the field study are in a good direction. Due to there is a promotion of irrigation, using the area for agricultures, and the government encourages agriculturists. The important competitor is Natawee Karnkaset because there is the first agricultural store opened in Natawee district. The store is famous, reliable and the owner is proficiency. The store has got 16,183,860 Thai Baht in the first year income and the expenses in marketing were 244,000 Thai baht in the first year.

3. The result of technical feasibility

The location is a one floor economic single floor building with area 400 square meters, located in municipal area where is no traffic jam and easy to find. Customers can park their cars in front of the store. Into the store, the store are managed into a layout, the layout can provide convenience for customers by separating into 4 main parts, that is; for car park, for reception and the products which has area 140 square meters and separated the products into any categories, and for the area of employees to take a rest and for the restrooms, which has area 15 square meters. For the restrooms has area 6 square meters, and for the warehouse which has area 120 square meters. The expenses of construction are from the calculation using calculation estimate construction table for the year 2014 and the expenses of the office equipment are from the survey from any websites.

4. The result of management feasibility

The single owner style is to purchase and sell the products. From the stores analysis, no matter from sizes of the stores, number of the customers, stores' services, organizational forms, proper administrations, qualifications and positions of the employees, from those we can separate the organizational construction into 4 parts, that is; the owner or the manager (1 person), who is managing the business, supervising everything in the store, making a decision and planning the operating, the sellers and the employees who checks the products (3 people), who are selling products and provide information, the employees who lift and deliver the products (2 people), they move and deliver the products for customers, marketing and publish relations (1 person) who working about marketing and plan the marketing strategy, accountant (1 person) to check cash, income, and to make an income statement, account and financial budget, housekeeper (1 person). Total is 9 people. The owners centralize power. A decision is from the executive to the employees. Wage rates and social welfare are follow the law and qualifications. The wage expense in the first year was total 1,077,000 Thai Baht.

5. The result of financial feasibility

First the owner spent his own capital 5,727,964 Thai Baht. The information about any expenses is from survey from many websites and from asking other entrepreneurs who have similar business size, and analyzing the estimation of expenses from the investigation and the estimation of incomes. That information is used in making a financial budget. It is found that a

Break Even Point is 12,291,465 Thai Baht. Payback period of the project is 3 years 3 months and 8 days. Net present value (NVP) is 2,030,898 Thai Baht. Internal Rate of Return (IRR) is 18.51% and the profitability index (PI) is 1.67.

An analysis of the sensitivity of the project is found that the project is sensitive to the change of income and the capital. Thai is; if the income decreases 10%, it affects to the Net Present Value (NVP) by make it decreases to 415,739 Thai Baht and the Internal Rate of Return (IRR) decreases to 8.66%. And if income decrease 13.29% it will cause net present value (NVP) decreases to 0 and the Internal Rate of Return (IRR) will be 6%. If the capital increases from the same 20% it will cause the Net Present Value (NVP) decreases to 516,933 Thai Baht and the Internal Rate of Return (IRR) will decrease to 9.34%. The Net Present Value (NVP) can be 0 of the capital increases 24.92% and the Internal Rate of Return (IRR) will be 6% if the income decreases. If the capital increases 8.67% it will cause the Net Present Value (NVP) decrease to 0 and the Internal Rate of Return (IRR) is 6%

Table outlining the possibility of investing in agricultural goods and service in Natawee District, Songkhla Province.(Figure 1).

Discussion and Conclusion

From a feasibility study of this project in 4 parts, that is; marketing, technique, management, and finance, it is found that 1) in Marketing, the agricultural stores have advantage over in having variety of the products and using modern technology in service such as in collecting customers' information and checking the products. Those make a good and fast service and the store can contact with customers in many ways. Moreover, the stores build the images buy returning profit to the community by encourage any community's activities. The business competition situation is not high because each store focuses only on their businesses. Because 75% of people in Natawee district, Songkhla are agriculturists and the government encourages agricultures so running the business there is possible. There was the marketing expenses 244,000 Thai Baht in first year and sale forecast 16,183,860 Thai Baht per year which is conform to the research study of Pattanan Thonglon (2555). He studied about a feasibility of agricultural store investment in Nongrua district, Khon Kaen. It is found that running business there is possible due to have a big group of customers and the business growth can be improved. By customers' demands and environment factors, those cause enough demands for business. And to be successful in running the business, there should be a good marketing plan and good service system. 2) Technique. The location is located in municipal area where is no traffic jam and easy to find. Customers can park their cars in front of the store. There has area for 400 square metres separating into 4 parts that is; for car park, for reception and the products, for the area of employees to take a rest and for the restrooms, and for the warehouse. The expenses of construction and interior design are 3,500,000 Thai Baht and the ground rent expense for 10 year is about 150,000 Thai Baht per year. 3) Management. There is a single owner style separating side work into 4 parts, that is; warehouse part, marketing and publish relations part, financial and accounting part, and housekeeper part. Each part is obviously separated in to the duties. The employees wage expenses was total 1,077,000 Thai Baht and social

welfare was 51,000 Thai Baht in the first year. 4) Finance. This project used the capital 5,727,964 Thai Baht which is all from the owner's. The breakeven point is 12,291,545 Thai Baht. Payback period of the project is 3 years 3 months and 8 days. Net present value (NVP) is 2,030,898 Thai Baht. Internal Rate of Return (IRR) is 18.51% and the profitability index (PI) is 1.67 which is more than 1, in line for the decision to accept. Even though the project is sensitive to the decreasing income and increasing capital, the project is worth to investment. It shows that establishing the agricultural store in Natawee, Songkhla is possible to invest.

Suggestions

1. Studying the feasibility of planning or forecasting. In practice, an investor must compare his own investment assumption of the project with the real situation. Because if both of them do not match, it may cause a deviation forecast, so an investor should consider any unexpected investments obstructions such as crisis, disaster, or any causes which may affect to the economic and cause decreasing income or increasing capital, or both happen in the same times. And those may affect to the project's payback period, investment return, and Net Present Value.

2. For further study, the researcher should study the customers' service satisfactions and investment in franchise style, or expand the business investment. Even the business competition is not high, the researcher should study any factors which affect selling the products such as economic condition, market prices of the products, and competitors to help the store provides the best service for customers and be able to compete with another competitors.

Acknowledgement

This study cannot be well successful without the kindness of Dr. Weerapat Sessomboon, all teachers, father, mother, the staffs of College of Graduate Study, and College of Graduate Study.

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Figure 1 Outlining the possibility of investing in agricultural goods and service in Natawee District, Songkhla Province

The Possible of	Supporting reasons
1. Management	1. Marketing mix that satisfy the demand of target customer. 2. Agricultural Store has 59.50% of customer, from the overall participant of 400, express their interest in using Agricultural store.
2. Technique	1. The location is outstanding and no traffic jams. 2. Land and property own by the owner 3. Sufficient space for parking
3. Management	1. The owners centralize power. A decision is from the executive to the employees. Sole proprietorship; owned and run by one individual, lead to effective decision making process. 2. Wage rates and social welfare are follow the law and qualifications. Reasonable wayer guarantees success in recruiting competent and professional employee.
4. Finance	1. Net present value (NVP) is 2,030,898 2. Internal Rate of Return (IRR) is 18.51% 3. Payback period of the project is 3 years 3 months and 8 days. 4. The profitability index (PI) is 1.67.

SECURITIES VALUATION USING FUNDAMENTAL ANALYSES: A CASE STUDY OF BANGKOK DUSIT MEDICAL SERVICES PUBLIC COMPANY LIMITED

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ABSTRACT

This study aimed to evaluate Bangkok Dusit Medical Services Public Company Limited with fundamental analysis of securities. It will analyze the qualitative and quantitative to analysis the competitive advantage. For calculating the intrinsic value using the Price – Earning Multiplied Model or Price – Earning Ratio of companies that hospital industry at the end of December 2013 were used in the valuation. The measurement of investment risk by a calculated risk from changes in market prices. It is the trading data with the highest and lowest trading price during the month of May 2009 – April 2014 to determine the rate of change of average price. Evaluated value to compared with the price of securities at May 12, 2014, based on the Margin of Safety. The result of the study found that when considering the analysis of qualitative and quantitative factors, the company's revenue from hospital operations increased steadily since the company expands chain hospital and investment in land, property and modern medical equipment which the company has competitive advantage to increase. In addition, the accounts receivables is very low compared to the total revenue, which represents the bargaining power of customers is very high. Therefore, the Company has enough cash to invest each year without the need for additional capital. To find the intrinsic value is found to be between 8.98 to 11.26 baht per share, compared to the closing price as of May 12, 2014 at 15.10, which is higher than the intrinsic value of 34.10 percent to 68.15 percent. Thus, the value investment does not invest now. Because, although the Qualitative and quantitative analysis of factors that show the ability to be profitable and high growth company, However, considering that the Margin of Safety of Security. The value of the stock is greater than the intrinsic value This indicates that the securities. This indicates that the securities of Bangkok Dusit Medical Services Public Company Limited is not the Margin of Safety.

Keywords: Securities Valuation , Fundamental Analysis , Bangkok Dusit Medical Services Public Company Limited .

Introduction

[1] The capital market is the main mechanism for aggregating and monitoring resources are limited. To use the most accurate and appropriate. By those funds in part from investors who have chosen to invest in the stock itself. The investors expect a return on their investment. Currently traded on the Stock Exchange of Thailand, such as common stock, bond, and derivatives. Many securities, investors need to invest in securities that are suitable for them. The duration of the investment Returns or risk to the investment in such securities. The investment is gaining popularity and has been applied successfully to the application of the principle is value investing. It analyzes fundamentals of stock that investors to invest in order to reduce the risk of loss.

[3] Investing in securities is deemed to be at high risk investment. The stock market is sensitive to the situation makes stock price is expected to move all the time. As a method of analysis in various forms for calculating the value of the securities. Whether analysts by analyzing the fundamentals or predicting trends in stock prices with Technical Analysis. The analysis is an approach that allows individual investors and institutional investors can decision as to the expected returns and lower risks of investing in security.

The value investing is to invest in the stock market regardless of the long-term return on investment in businesses that have been carefully selected. We focus on the potential of the business, as well as the value of the Company, both present and future.

Currently, the hospital industry is considered an attractive investment. Because of the basic services that are essential to life. This will expand the population to increase and has expanded more on the population level. As the economic and better social. Moreover, the growth of economic and social. The way of life in the cities has spread to more provinces. As a result, hospitals can grow substantially in the future. As a result, hospitals are very interested in investing.

Objectives

1. To analyze the competitiveness in the long term.
2. To estimate securities of Bangkok Dusit Medical Services Public Company Limited by calculating the intrinsic value or values should be using Price – Earning Multiplier Model.

Methodology

1. Fundamental analysis that include
 - 1.1 Quantitative Analysis that include
 - 1.1.1 Analysis of vertical and horizontal analysis that include
 - 1.1.1.1 Analysis of Financial Statement that essential.
 - 1.1.1.2 Analysis of Income Statement that essential.
 - 1.1.2 Analysis of Cash Flow Statement.
 - 1.1.3 Analysis of Financial Ratio that essential.
 - 1.2 Qualitative Analysis that include

1.2.1 SWOT Analysis

1.2.2 5 Force Model

1.2.3 Investment's company

2. To evaluate intrinsic value of the security. Intrinsic value of the securities was evaluated by Price – Earning Multiplier Model or price-earnings ratios of the stocks of companies doing business in the industry, the 14 companies with the following steps.

2.1 Calculate the ratio of price to earnings per share of 14 securities companies in the industry.

2.2 Calculated the average of price to earnings ratio of 14 securities companies in the industry.

2.3 Bring the earnings per share of common stock of Bangkok Dusit Medical Services Public Company Limited multiplied by the ratio of average price to earnings ratio of 14 securities companies in the hospital industry. Calculated value is the value that should be the intrinsic value of the security.

3. To measure the risk of the investment.

In this study, the risk of investment was calculated by using data that has already occurred in the past. The calculation of the change of the market price. The process and methods of calculation.

$$\% \Delta P = \frac{H-L}{\frac{H+L}{2}}$$

By	H	is	Highest Price
	L	is	Lower Price
	H – L	is	The width of price changes
	H+L	is	The average price of the stock that highest price plus lowest price, divided by two.
	%ΔP	is	Rate of price change By comparison, the width of the average change with the average prices of stocks.

The data used to calculate is the maximum and minimum monthly. The data were collected retrospectively from May 2009 - April 2014, to calculate the rate of change of prices. By comparison, the width of the average change in the prices of securities.

Results

1. Fundamental analysis

1.1 The quantitative analysis found important items such as income, medical expenses, net income, current assets, current assets, the cost of medical expenses are likely to increase as the company expands investment in chain hospital .Attributed to cash flow from operations increased, so the company can invest each year without having to issue shares or loan

capital, enabling companies have the cost of funds for the expansion are low such picture 1 and 2

1.2 Qualitative analysis found that companies doing business in the interest of investors. Because the industry has high barriers to entry into the industry. Bargaining power of customers is high, which makes the cash flow from operations is very high. Can be reinvested at a lower finance costs. Attributed to hospital tend grow up per capita income of the population and the expansion of the areas of the province, especially in tourism and the AEC in 2015, the company is likely to grow at a continuous

2. To evaluate intrinsic value of the security.

Evaluated securities by the ratio of price per share, the average of companies in the industry, with 14 companies at the end of December 2013, which is the ratio of price to earnings per share, the average of the industry, at 24.99 times. The earnings per share of the company at the end of the month of December 2013 was 0.405 baht per share, the intrinsic value of the company was 10.12 baht per share.

3. To measure the risk of an investment by calculating the risk of changes in market prices.

Using trading data with the highest and lowest trading price during the month of May 2009 - April 2014 to determine the rate of change of the average price. The rate of change of the average price of 11.27%, so the maximum and minimum should be between 8.98 to 11.26 baht per share.

Conclusion

Currently, the hospital is considered of Interest investment. Because of the basic services that are essential to life. This will expand the population to increase and has expanded more on population, education and economic and social betterment. Attributed to the economic growth and social development. The way of life in the cities. It spread into more provinces. As a result, hospitals can grow greatly in the future. So hospitals are very interested in investing Attributed to Bangkok Dusit Medical Services Public Company Limited is the strength of interest is that the economies of scale. Because of the extra network referral network hospital. The bargaining power of customers is very high. The company has enough cash to expand its network of hospitals in each year to enhance its ability to compete with competitors. In addition, the operating results of the company in five years, the net profit has risen steadily since 2009 to 2012 due to an increase in the number of outpatient and inpatient extending of chain hospital that a more comprehensive.

From the assessment of intrinsic value of the securities of Bangkok Dusit Medical Services Public Company Limited by Price – Earning Multiplier Model. The intrinsic value of 10.12 baht, the rate of change of the average monthly price of 11.27%, so the maximum and minimum should be between 8.98 to 11.26 baht per share, compared to the closing price as of May 12, 2014. The market stock price of 15.10 baht that higher than the intrinsic value of 34.10 percent to 68.15 percent, according to the principles of value investing does not invest now. Because, although the Qualitative and Quantitative Analysis of factors that show the ability to be profitable and high growth of Bangkok Dusit Medical Services Public Company Limited, but considering that margin of

safety of security. The price of the stock is greater than the intrinsic value. This indicates that the securities of Bangkok Dusit Medical Services Public Company Limited without margin of safety.

Suggestions

Evaluated securities by Price – Earning Multiplier Model is only one of many ways in which this approach is Evaluated of securities Not the best in every situation and the investment of each investor if investors want absolute returns in each month may use the revaluation method is more appropriate, such as the valuation discounting Dividends The investment is appropriate for most individual investors. Evaluated securities by Price – Earning Multiplier Model is not the best in every situation and the investment of each investor. If investors want absolute returns in each month may use the others evaluated securities is more appropriate, such as the evaluated securities by discount dividend in order that investments is appropriate for most individual investors .

Acknowledgement

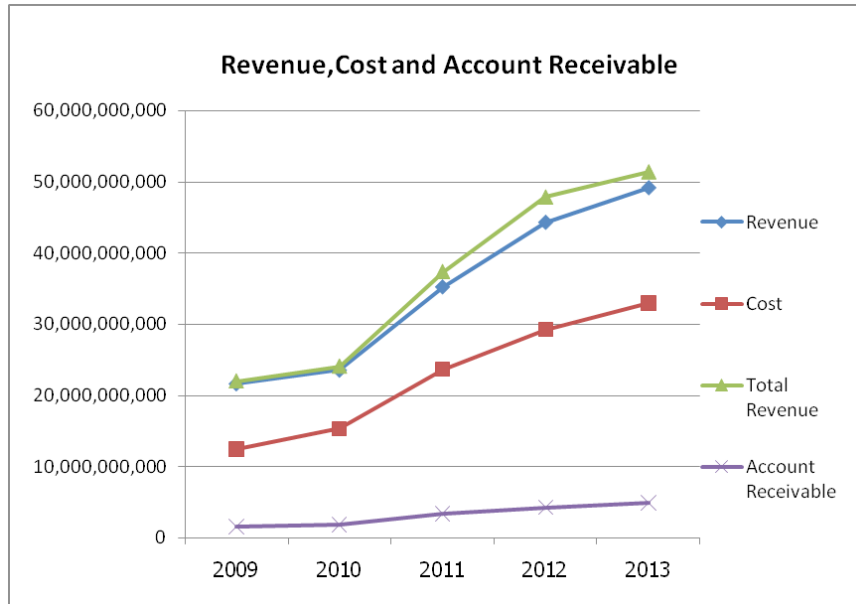
This independent study has successfully with kindness and courtesy by Dr.Sirirak Khawchaimaha who advises the consulting knowledge, as well as several bug fixes until the report of this independent study was completed .

The independent study thanks to my parents, sisters, brothers and friends that counseling for encouragement, support and help for everything. The independent study thus sincerely hope to that this independent study will be useful to those interested in investing in securities.

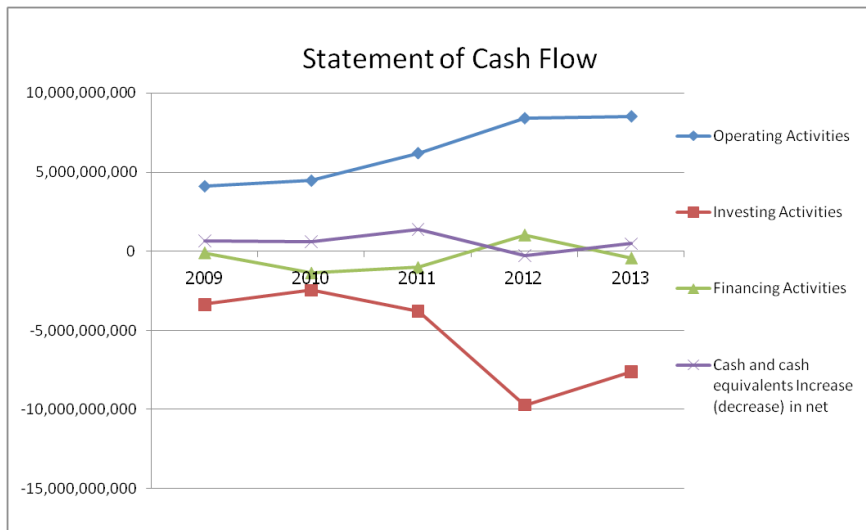
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Picture 1 : Revenue, cost medical expenses and accounts receivable.



Picture 2 : Statement of Cash Flows



STUDYING FEASIBILITY OF INVESTMENT IN THE HOTEL BUSINESS IN MUANG DISTRICT, MAHA SARAKHAM PROVINCE

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ABSTRACT

This study report is aimed at studying the feasibility to invest in the hotel business. Within the city of Maha Sarakham to serve as Maha Sarakham province for the decision to invest in the hotel business of the province of Maha Sarkham, which numbers of hotel has not got much potential. The populations in study were 377,476 tourists and excursionists visiting Maha Sarakham province. The sample population used in the research consisted of 400 tourists and excursionists which were derived by stratified random sampling. Questionnaire was used as a research tool. The data were analyzed by descriptive statistic using percentage, mean, and standard deviation. The construction of 4- storey building with a total of 90 rooms; 2 conference rooms, total investment 45,424,000 for the period of the project 20 years required return is 7.4% per year. Studies of marketing, technical, management and financial feasibility. The study found that the project has a net present value (NPV) is worth 6,553,199 Baht rate of return on investment is 11.1% and the duration of payback of the project is 8 years 11 months 26 days. Conclude that the project possibility study on the investment of the hotel establishment, within the city of Maha Sarakham Province that is possible investment.

Keywords : feasibility, Maha Sarakham province, hotel business

The history and significance of the problem

In 2555 Maha Sarakham province have tourists and excursionists all 377,476 people. Income from both Thai and foreign tourists in the hotel business about 435.86 Million Baht [1] There are hotels that cater to tourism, travel, trade, training and seminars. In the city of Maha Sarakham currently has a total 63 places. The hotel type 1 is a room only 55 places. The hotel type 2 is room and food of 1 place. The hotel type 3 is rooms and conference rooms of 5 places and the hotel type 4 is rooms, food, seminar-conference rooms and facilities of 2 places. Total offers all graduate students MBA. Master of Business Administration Program, College of Graduate Study in Management, Khon Kaen University can accommodate only 1,487 rooms [2] Average hotel occupancy in the Northeastern, occupancy is up to 57.62 of the total number of rooms of all types. [3] The most rooms will have to compete on price. But it is not so important to decorate and services to attract more customers and make it interesting to study the possibility of investing in the hotel business that have good service, good price and fits to the Maha Sarakham province's consumers more choice and better access to the hotel.

The objective of study

To study the feasibility of investing in the hotel business within the city of Maha Sarakham province.

Definitions used in the study

1. Tourists and Excursionists means the people who come in Maha Sarakham province to tourism and recreation in the province. Interested stay in the hotel within Maha Sarakham province.

Learn how to study

1. Marketing education

The population in this study was tourists and excursionists who come in Maha Sarakham province in the year 2555 was 377,476 people. [4] When represent in the formula calculate of Taro Yamane to find the number of samples. To get the number of sample questionnaire equal 400 samples. The deviation of the sample in this set is equal 0.05 [2]

The data collected in this study will be used to collect Primary Data. This information collected directly from the questionnaire will be under question from the target group is tourists and excursionists.

The tools used in the study was a questionnaire. This study set up to gather information about the attitudes, needs and factors in the selection for staying in a hotel of the respondents. Questionnaire has 3 parts:

Questionnaire Part 1 as part of the general information of the respondents.

Questionnaire Part 2 as part of the attitude, the real needs of the respondents.

Questionnaire Part 3 a measure of the level of importance the factors that affect

the choice of staying in the hotel.

External analysis

1. General Environment Analysis by use PESTE Analysis include analysis of economic factors, analysis of social factors, analysis of the political and the state policy factors, analysis of the technology factors and analysis of environmental factors.

2. Industry Environment Analysis include industry analysis is an analysis of the scope of the industry, competition, number of competitors and analysis of the market trends will occur. Analysis of the ability in the match. Be used to analyze the forces affecting the industry. As follows, forces analysis of new competitors, forces analysis of the competitive strength of the business in forces analysis of the replacement products, forces analysis of the bargaining power of customers and forces analysis of the bargaining power of suppliers. [5]

2. Technical education

Technical feasibility study. Include location to consider the suitability in price of the land. The suitability of the project place and facilities. The possibility of investing and building forms.

3. Management education

In a study of the feasibility of management will have analysis of the resource management. Include labor management and public utility. A critical analysis of the factors affecting implementation. Guideline for the prevention and solve the problems conclude the possibility of management.

4. Financial education

Payback Period : PB

The period is the number of years the investment will be paid back to the investor, based on the net cash flow for each year back to return to the initial investment of the project.

Net Present Value : NPV

Net present value of any project is the sum of the present values of the net cash flows. <Both cash inflows and cash outflows> [6]

$$NPV = \sum_{t=1}^n \frac{NCF_t}{(1+r)^t} / I_0 \quad (1)$$

NCF The net cash flows for each year of the project

r The acceptable of return calculated through Weighted Average Cost of Capital

I₀ The initial investment of the owner of the project

t The year of net cash flows NCF used to calculate each year

Internal rate of return : IRR

Is to calculate the rate of return that investors get from investing in projects that consider the average per year over the file of the project. Can be expressed by the following equation.

$$\text{Investment of the owner project} = \sum_{t=1}^n \frac{NCF_t}{(1+IRR)^t} \quad (2)$$

Results of the study

1. Studies of marketing feasibility

1) general information of the respondents.

From a result of sample survey group, which survey from the excursionists and the tourists in Maha Sarakham province. A survey of the number and percentage of sample survey group classification by sex were found from the questionnaires of 400 people, mostly were female 53.5 percent, were male 46.5 percent. Most the respondents aged 21-30 years followed by 31-40 years, educational level, most bachelor's degree followed by master's degree, earn range 10,001-20,000 Baht per month for the most followed by 20,001-30,000 Baht per month, mostly of the respondents are the government officers/ the state enterprises and followed by the employees of private companies.

2) Attitude and want to stay at the hotel of the respondents.

The respondents rate the frequency of use is less than 1 time followed by a frequency of 2-5 times usually stay at the hotel in price 351-450 Baht the most, followed by 451-550 Baht. The respondents want to access the hotel with the rate from 351-450 Baht the most, followed by 451-550 Baht. The respondents want to stay in the hotel with modern decor the most, followed by the hotel decor close to nature. The respondents get the information of the hotels from the internet and from billboards.

3) Factors for choosing to access to the hotel.

From a result of sample survey group, which survey from the excursionists and the tourists in Maha Sarakham province were found the respondents to focus on the factors of cleanliness of the place and room the most, an average of 4.53, standard deviation of 0.65, followed by factors of safety, an average of 4.42, standard deviation of 0.75. Factors of price affecting the decision of the property provide the key to factors of reasonable price with the quality and service of the hotel the most, an average of 4.34, standard deviation of 0.77. Factors of the price of room have to many rate for customers to choose, an average of 4.05, standard deviation of 0.85. Factors of the location of hotel. The respondents to focus on the location is near town the most, an average of 4.27, standard deviation of 0.76, followed by the location is near Maha Sarakham University or other educational institution, an average of 3.96, standard deviation of 0.88. Factors of the promotion. The respondents to focus on the obvious signs advertising the most, an average of 4.33, standard deviation of 0.72, followed by the field of advertising over the internet, an average of 4.19, standard deviation of 0.78.

2. Studies of technical feasibility

The questionnaire showed that location a bypass road from the intersection to the Amphur Borabue to the junction to the new Maha Sarakham University. This area is located close to Sermthai shopping mall, close to Maha Sarakham hospital, close to Government center, close to Ratchapat Maha Sarakham University and easy to travel. The building style is suitable for the construction of 4-storey building with a total of 90 rooms. The first floor is the reservation and

public relations office and seminar rooms. The second and the fourth floor for 30 rooms each, room size 22 sqm with boutique and focused nature decor. The room should be with modern decor functional, beautiful and clean. There are 2 types for customers to choose are single and double bed rooms.

3. Studies of management feasibility

The study of feasibility of management in the hotel business in Maha Sarakham province were found it requires staffs total all 12 people, including the general manager for 1 person, receptionist at the counter for 3 people, maid room for 4 people and security guard for 4 people. The owner of the hotel will take care of the whole, and appointed general manager to work. The analysis of factors the effects are not much in labor and public utility in the project have the possibility of management.

4. Studies of financial feasibility

1) Analysis of investment of the projects.

Investment in the construction of a hotel in Maha Sarakham province. Land area a bypass road is ideal because the price is not very high. Land is price of 2,000,000 Baht. The project should have an area of 2 rai of land purchase 4,000,000 Baht in part of the building is 4-storey with an area of proximately 3200 square meter. Data from the Association of Value of Thailand in the year 2556, found that the construction of residential buildings have a maximum heigh of five floors with the construction cost of proximately 10,520 Baht per square meter, construction cost was 33,664,000 Baht. The value of 50,000 Baht decorated 90 rooms totaling 4,500,000 Baht, decorated meeting rooms and place of approximately 60,000 Baht, the purchase of office equipment 60,000 Baht and cash flow in the business 200,000 Baht. Total investment in the project will be on a total of 45,424,000 Baht by that amount will come from bank loans equal to 60 percent of 27,254,000 Baht, the owner investment for 40 percent of 18,169,000 Baht.

2) Analysis of income of the projects

Analysis of income of the project. feasibility study investment to establish the hotel within Muang District, Maha Sarakham province are based on the assumption of income with an average occupancy of 50 percent of the number of rooms for the month and had a meeting 4 times per month with the average stay for 550 Baht per day, consisting of single bed room 70 rooms have single bed room annual income of 6,930,000 Baht, double bed room 20 rooms have double bed room annual income of 1,980,000 Baht, 2 conference rooms, a service fee 5,000 Baht per day, with an average of fixed income at all and will have income of 480,000 Baht per year and an annual income of 9,390,000 Baht by assumption that income will remain constant throughout the duration of the feasibility study was 20 years.

3) Analysis of cost of the projects

Expense of the employees in the hotel business, the hotel will have to hire an accountant and receptionist at the counter of the booking to the customer 24 hours, including 3 people, a maid room for 4 people, security guard for 4 people with total annual expense of 1,404,000 baht, water supply to 20 Baht a unit in one month. The hotel assume a cost of the water supply total 750 units of 15,000 Baht, electricity to 4.5 Baht a unit in one month. The hotel assume a cost of the electricity total 8,900 units of 40,000 Baht. The hotel assume a cost

of telephone number of 2,500 Baht in a month. The cable and satellite TV in one month the hotel assume a cost about 899 Baht, a satellite company GTH in package from Platinum by setting in included in the construction and decoration. Fee of high speed internet in one month the hotel assume a cost about 4,999 Baht, a high speed internet company of True Company in high speed 100Mbps/5Mbps by setting included in the construction and decoration. The office equipment to work in the office in one month the hotel assume a cost about 2,000 Baht, the expense on equipment used in office work such as pen, pencil, paper, bills, the copying, and the ink, etc. which consumable materials. Insurance and marketing in one year the hotel assume a cost about 51,600 Baht by Thai insurance Company that insured 1,000,000 Baht for insurance about 1,190 Baht, the sum insured the building and equipment in the building about 40 Million Baht for insurance about 47,600 Baht, marketing to the public through the internet and radio and billboard in the main streets of the city in Maha Sarakham by focusing on major routes the road connecting the province by the cost of billboard is one time investment and monthly maintain fee. The advertisement in the media about 4,000 Baht per month including marketing and insurance costs 51,600 Baht.

Depreciation assume the building and external decorate materials last for 20 years without value of ruins building. The buildings are depreciated at 5% per year, can calculated in depreciation of 1,833,200 Baht per year. Interior building materials and rooms, electric appliances assume to last for 5 years and think the depreciated each year of 20%, can calculated in depreciation 912,000 Baht per year. To tax in this study, the property tax has to be paid per annual of 12.5% of the rental price. The personal income tax rate of 30% of profit before tax. The calculation of interest on a loan from a total loan of 27,254,000 Baht, by a loan will pay interest at 10% per year refer from the SME business interest rate of the Kasikorn Bank on February 1, 2557, will pay a total of 20 years of the life of the study project.

Analysis financial and evaluate of the project.

From the data of cost of the project, income and expense to be prepare on the cash flows of the project. In order to calculate the financial analysis of the project Shown in Table 1.

Payback Period : PB

The period is the number of years the investment will be paid back to the investor, when considering the cash flows of the project found that the project will pay back to investors in 8 years, 11 months and 26 days Shown in Table 2.

WACC (Weighted Average Cost of Capital)

The calculated weighted average cost of capital by formula.

$$WCC = WdKd + WbKb$$

by Wd = The proportion of the owner per total investment is equal 40%.

Kd = Capital costs by 3.5%, the rate is equal to the deposit.

Wb = The proportion of loan of total project is equal to 60%.

Kb = Cost of loan after pay tax will pay interest on a loan rate of 10% per year.

$$WCC = 0.40(2.5) + 0.60(10)$$

Represented in the WACC formula will be equal to 7.4% is the value is used to calculate the NPV and IRR.

Net Present Value: NPV

Net present value of the formula

$$NPV = \sum_{t=1}^n \frac{NCF_t}{(1+r)^t} / 0 \quad (1)$$

$$NPV = 24,722,799 - 18,169,000$$

$$NPV = 6,553,199$$

When represented the budget of net cash flows of each year in the formula will get NPV of the project is equal 6,553,199 which is positive value, the project is an attractive in investment.

Internal rate of return: IRR

From equation

$$\text{Investment of the owner project} = \sum_{t=1}^n \frac{NCF_t}{(1+IRR)^t} \quad (2)$$

$$NPV = 0 = \frac{24,722,799}{(1+11.1\%)^t}$$

represents the annual net cash flows will get IRR of the project is equal 11.1%, which makes the NPV is 0, which is more than the value r or acceptable the value of return.

Summary

from studying the possibility of investing in established hotels within Muang District, Maha Sarakham province should select a way to a bypass road to the intersection to Amphur Borabue continues to the junction to the new Maha Sarakham University is the most appropriate because land cost each rai of 2,000,000 Baht, which the owner announce for sale. This area is located close to Sermthai shopping mall, close to Maha Sarakham hospital, close to Government center, close to Ratchapat Maha Sarakham University and easy to travel to Maha Sarakham Univresity. The building style is suitable for the construction of 4-storey building with a total of 90 rooms, room size 22 sqm. The decoration of the hotel should be renovated boutique hotel, modern, looks beautiful and focused nature decor, paint the room in soft tone to the light and make the room look more spacious. There are 2 types for customers to choose are single bed room the price charge 550 baht per night and double bed rooms cost equal 550 baht per night. The possibility of financial gain. The assumptions on the income of the service users daily average of 50 percent of the rooms found that the project would have a net present value 6,553,199 Baht, a positive the rate of return on investment is more than required of 11.1%, which get return more than desired of rate of return WACC 7.4%, and the duration of payback of the project is 8 years, 11 months and 26 days. The results of the feasibility study in the business hotels are more interesting. Because this study used assumptions in calculating from income of the rooms are only 50 percent of all rooms. But can the NPV, IRR is satisfactory and the duration of the payback not over 10 years.

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Table 1 Net Cash Flow and NPV per year of Project.

Year	1	2	3	4	5	6	7	8	9	10	NCF
NET Cash Flow	1623237	1759509	1895781	2032053	1979325	2030997	2167269	2303541	2439813	2387084.8	
NPV/Year	1511394	1525397	1530295	1527277	1385146	1323377	1314870	1301253	1283270	1169028.3	13871307
Year	11	12	13	14	15	16	17	18	19	20	NCF
NET Cash Flow	2712357	2848629	2984901	3121173	3068445	3393717	3529989	3666261	3802533	3749804.8	
NPV/Year	1236801	1209440	1179979	1148836	1051609	1082947	1048819	1014253	979471.1	899338.18	10851492
										Total NCF	24722799

Table 2 Payback Period of Project.

Year	Cash Flow	investment
0		18,169,600.00
1	1,623,236.80	16,546,363.20
2	1,759,508.80	14,786,854.40
3	1,895,780.80	12,891,073.60
4	2,032,052.80	10,859,020.80
5	1,979,324.80	8,879,696.00
6	2,030,996.80	6,848,699.20
7	2,167,268.80	4,681,430.40
8	2,303,540.80	2,377,889.60
9	2,439,812.80	- 61,923.20

THE FEASIBILITY STUDY FOR INVESTMENT OF HED KHON FARMING IN YANGTALAT DISTRICT, KALASIN PROVINCE

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ABSTRACT

This study aimed to verify the feasibility of Hed Khon farming in Yangtalat District in Kalasin Province, by consider feasibilities' marketing, technique, management and finance. Collected data from questionnaires and interviews. Followings were the results; 1) The analysis of survey results showed that, over 90 percent of purchaser's need on buying Hed Khon from the farm. As for product consideration, participants emphasized on the importance of quality. As for the price, participantsexpected it to be appropriated with regard to quality. For marketing, participants noted the importance of purchasing from farm and in marketing promotion, participants favored product service. 2) In marketing, the advantage stem of good quality product responded directly to customer's demands, there were goods all year and also modern technology to improve the convenience and speed of the service and good relationship to customers. 3) In technique, the location of the farm, 1 rai-area, located at Ban Hong Hee, Yangtalat District in Kalasin Province is on the way of Hed Khon farming community with convenient transportation and middle-dealers. 4) In management, the organization structure was divided into 2 departures; manager and caretaker with explicit and unambiguous responsibility with 4 people. 5) In finance, investment was 554,000.0 Baht. Payback Period (PB) was 2 year, 8 months and 4 days. Net Present Value (NPV) was 434,027.9 Baht. Rate of Return of this project (IRR) was 30.2%. It can be concluded that project is feasible for investment.

Keywords : Feasibility Study, Hed Khon, Farming

Introduction

The eleventh National Economic and Social Development Plan (2012-2016) has conducted the Philosophy of Sufficiency Economy which leads country development by having strategies focused on making agricultural strength and supporting stable careers for farmers agreed to the continuity of Health Caring during the past five years. Values of Thai agricultural exports had increased continually and up to 16,000 US dollars or 30 percent in 2011 which was more unprecedented increase. This indicates that the needs of vegetables and Health Caring are increasing.

Mushroom is one of the choices for Health Caring Group. It is both food and medicine that has properties of protein, vitamins and amino acid which are essential for human body. It also gives carbohydrate, fiber and has low fat. Hed Khon is one of the mushrooms and favored in the north and northeast of Thailand. It can be cooked as various local food menus that are full of nutrients and are herbal, such as, body tonic, releasing fever, helping better digestive system and stop cancer [1].

Kalasin Province is one of the fertilized provinces in northeast of Thailand. The economic plants are rice, sugarcane and others. The agricultural residues can be well-used to cultivate Hed Khon. Besides, it is the district economic plant of Yangtalat District that Kalasin Province has promoted and developed Hed Khon planting continually and these make it be good quality and is accepted in the market, so the researcher is interested in and would like to study the feasibilities of HedKhon Farming in Yangtalat District, Kalasin Province in order to response the needs of Hed Khon consumer's purchasing all year.

Objectives

To study feasibilities of Hed Khon Farming in Yangtalat District in Kalasin Province.

Research Methodology

The research methodologies are :

1. Study of Behavior study and decision factors of Hed Khon purchasing

The population consists of 205 sample groups, included 200 Hed Khon retailers and whole sellers in Yangtalat District in Kalasin Province and 5 Hed Khon cultivators in Yangtalat District in Kalasin Province using Purposive or Judgmental Sampling. The equipments are questionnaire and interview. The tool of reliability used is Cronbach's Coefficient Alpha, analyzed the questionnaire by using statistic Program for Window (Version 19.9) and analyzed the interview data by using qualitative analysis.

2. Study of Marketing Feasibilities

The researcher analyzed the condition of competitive surrounding by using Five Force Model, analyzed the strengths and weaknesses, opportunities and obstacles of organization by using SWOT analysis, analyzed product, price, marketing promotion, selling opportunity, personnels, distinct characteristics and process by using Marketing Mix Strategy, analyzed general surrounding by using PEST Analysis and analyzed data of marketing division by using STP Marketing. [4]

3. Study of Technique Feasibilities
The study consists of location, farm planning, area management, building model and budget.
4. Study of Management Feasibilities. [3]
The study consists of model of organization and management.
5. Study of Financial Feasibilities
The study consists of financial statement, payback period, return on investment and sensitivity analysis. [2]

Results

The results of this study are as follows :

1. Attitudes and behaviors of Hed Khon purchasing

From sample group data, it was found that there were more women than men, age of 41-50, and their education was lower secondary level or vocational certificate level. Their main careers were retailers and wholesale dealers and the income was 10,001-20,000 baht per month. For the behavior of Hed Khon purchasing, it was found that the reason of purchasing is freshness, direct phone purchasing from the farm. The frequency is daily purchasing in cash and it could be 5 – 7 days in credit and over 90 percent of purchaser's need on buying Hed Khon from the farm. For the marketing mix factors of selecting mushroom it was specified on quality with freshness, appropriate price and selling routes from planting sources and marketing promotion and also free service when buying a lot.

2. Marketing Feasibility

From the analysis of Five Force Model, it was found that the level of new competitors is at the medium level because the numbers of industrial gate were not high. Thus, there might be feasibilities of new competitors at all times. While lacking in knowledge, it could make enterprises fail and leave the markets. The competition among business organization is at the low level because nowadays there is less Hed Khon farming in Yangtalat District and cultivators plant other kinds of mushroom instead to response consumer's needs.

For consumer's bargaining power, it was found that the bargaining power is at the low level because products are sold both in Kalasin and in the northeastern part and these make more needs than production. The bargaining power of material enterprises is at the high level because infection mushroom cultivation must have knowledge and be expert in process so that they can be able to fix the price and quality of products. The threats of replacement good are at the medium level. In winter there is less production so consumers could eat other kinds of mushroom instead.

For SWOT analysis, it was found that the strength was being single owner. It was easy to make administrative decision and could response consumer's needs and the location is near mushroom community with convenient transportation, up-to-date technology on production and service. The weaknesses were being a new farm and it was not well-known. The opportunity was being mushroom farming business has advanced opportunities because more consumers

like to eat healthy food and mushrooms could be cooked in varieties of menus, and also the weather in the north is not suitable for mushroom cultivating. Besides, this kind of mushroom is still consumer's needs.

For the obstacles, it was found that the policy of lowest working rate wage made higher assets and there were problems caused by insects and mold.

STP Marketing was divided into three parts that were Market Segmentation consisted of factors, career, type of earning lives and personality. Next is Marketing Targeting which was male and female, 31-50 years old, whose careers were Hed Khon retailers and wholesalers in Yangtalat District and in the north. They were in simple to medium classes, patient and had simple way of lives, and for the Marketing Positioning, it was good quality Hed Khon farming and had produced all year.

3. Technique Feasibilities

Farm location at Ban Hong Hee in Yangtalat District, Kalasin Province, over 1 rai in open place, has got convenient transportation and car park. The farm plan was designed, concerned with saving energy, appropriated for mushroom growth and built in the open to get light.

The area was divided into three parts; office for collecting consumer's mushroom and for workers to relax, next was six mushroom sheds keeping 6,000 mushroom bags each and measurement system of moisture and temperature in the building and the other part was area for parking.

For selecting mushroom fungi, 90 percent of cultivators selected full tract fungi lumps and it cost 6.5 baht each (not including transportation fee) and guaranteed when buying from reliable farms. The size of ready- to- open mushroom was 4.5x10x1.80 m. The building structure was made of bamboo and controlled moisture and temperature by using plastic and slants to cover the building. For the process, the mushroom was pushed up to grow at 32-35 C^o, 80-90 percent of relative humidity and 80-90 percent of light throughout the building and poured it three times daily, in the morning, at midday and in the evening.

4. Management Feasibilities

The business is single owner type and has up and down decision. The organization structure was divided into two parts; 1 owner/manager who was responsible for service control and 3 mushroom building keepers who were responsible for pouring water and looking after buildings. The wages for all of them were 504,000 baht per year.

5. Financial Feasibilities

The investment started at 554,000 baht and this belonged to the owner. The NPV was 434,072.9 baht. Duration of investment return was 2 years, 8 months and 4 days and IRR was 30.26 percent.

Summary and Discussion

From the feasibilities of the study in Marketing, Techniques, Management and Finance, it was found that there were advantages of quality responded consumer's needs in the markets, using technology in production and services. For techniques, the location with over 1rai in

open place, has got convenient transportation and car park. The farm area was divided into three parts; office, mushroom sheds and parking area. Selecting mushroom fungi, 90 percent of cultivators selected full tract fungi lumps and it cost 6.5 baht each (not including transportation fee) and guaranteed when buying from reliable farms. The size of ready-to-open mushroom was 4.5x10x1.80 m. The building structure was made of bamboo and controlled moisture and temperature by using plastic and slants to cover the building. For processing, the mushroom was pushed up to grow at by having appropriate temperature control and relative humidity and poured it three times daily, in the morning, at midday and in the evening. For Management, the business is single owner type the investment and for finance, investment started at 554,000 baht and all belonged to the owner. Payback Period (PB) was 2 years, 8 months and 4 days. Net Present Value (NPV) was 434,072.90baht. Rate of Return of this project (IRR) was 30.20%. There were rapid income and increasing assets and it can be concluded that Hed Khon Farming in Yangtalat District in Kalasin Province is feasible for investment.

Suggestions

1. To have stability, owners should study techniques in order of production decreasing, such as, fungi preventing, mushroom diseases and insects because it may cause damages if it occurs.
2. Hypothesis of suitable location of the farm should be conducted both in production and dispersion merchandise.

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FEASIBILITY ANALYSIS OF BIG DATA CLOUD COMPUTING

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Abstract

This research study aimed to explore a Feasibility Analysis for Big Data Cloud Computing. The study focused on 4 aspects: namely industry analysis, marketing, operation management and financial feasibilities. The primary sources of the data were from interviewing Big Data Cloud Computing entrepreneurs, by purposive sampling. In addition, the secondary data were collected from books, journals and research articles. From this study, the conclusions were as follows: the result showed the continuing rate of information technology and communication in Bangkok Metropolitan Region, in line with the growth every year. Since information technology and communication has benefited in various from both public and private. There is the big data cloud computing feasibility for service provider. Because the marketing of data cloud computing was the specialist industry and no threat of substitute products. The operation management of data cloud computing could control every parts as a company. Finally, financial feasibilities of data cloud computing has a high economic internal rate of return.

Keywords: Feasibility Analysis, Service Provider, Cloud Computing, Big Data

Introduction

Today's business competition has increased significantly whether it is a competition in marketing, quality of product, price and after-sales service. Larger businesses always take competitive advantages over small businesses extremely [1,2] due to the use of information technology to help in the production and manufacturing process improvement, inventory control, quality planning, productivity improvement and cost control of the organization more efficient. Services including design decision making, service improvement and the accessibility of market targets. Marketing including product and service distribution, planning, demand building and sale promotions to service customers more quickly. Especially, the financial transactions [3] which involve with large amounts of data (Big Data) and many service users [4] such as the notification list of online credit card transaction, payment services through mobile phones, etc. All these services are required to rely on computer systems and communication networks with high-speed data transmission to provide a lot of information passed to the customers efficiently with the high-cost computer systems. An alternative to reduce the cost of the technology is implementing streamlined, agility and flexibility Cloud Computing [5]. Lower costs because users do not need to manually install the large and complicated hosted servers as well as the maintenance costs of computers and communication networks. Users can access to large amounts of data from hosted Cloud Computing system server with convenient, fast and easy to develop products and services. And users can retrieve applications and information from anywhere in the world via the Internet. In addition, the Cloud Computing system can be accessed from variety platforms which make much more reliable and high security because all applications and files are stored in Storage Area Network (SAN) with maximum security. While the data processing is fast because using the computer systems and communication networks with high-speed data transmission. Also, the service is always being developed and innovated. This service can be easily implemented into a tool that is available on a daily life basis.

This article presents and offers the possibilities of project investment for feasibility analysis of Big Data Cloud Computing. To reduce the cost of implementing information technology in organizations, assist in the decision to invest in the Big Data Cloud Computing service business project, and design and develop Big Data Cloud Computing services correctly.

Objectives

To study the feasibility of the investment in Big Data Cloud Computing service business project.

Methodology

This independent study aimed to explore a Feasibility Analysis for Big Data Cloud Computing. The study focused on 4 aspects, namely industry analysis, marketing, operation management and financial feasibilities which the details and research methods as follows.

1. Study the industry analysis of the Information and Communication Technology (ICT) industry. The data were collected from books, journals, articles, research reports, relevant statistics and the internet. The data were analyzed in order to sort out the possible scope of the study and analysis of the Strengths, Weaknesses, Opportunities and Threats (SWOT) and Five Forces Model Analysis of the industry.
2. Study the marketing analysis includes overall market conditions and market opportunities, sale forecast, sales forecast, market segmentation, target market, market positioning, marketing mix and marketing budget.
3. Study the operation management analysis includes project locations, project office layout, computer systems requirements, service process, cost to serve, people management and the administrative staffs.
4. Study the financial analysis includes project estimated capital investment, project financial structure, weighted average cost of capital (WACC), financial assumptions, the payback period, net present value (NPV), internal Rate of Return (IRR), financial ratios analysis, financial statements and sensitivity analysis.

Results

Industry analysis shows that the considered pressure is the bargaining power of buyers due to very sophisticated specifications from customers. And the system used must be reliable and can be implemented as valid, accurate and meets the needs of businesses and customer requirements. In summary, the Five Forces model analysis revealed that the global economy is gradually recovering. However, Thailand's economy is likely recession because of the political crisis and the strict control of information technology is increasing. These negatively impact the organizational development. But government support for export to other countries and understand the importance of information and communication technology industry constructively. Makes a market in this industry to be more eyed on. Including the support from Software Park in the software development and production to meet the international standards and a focus on advanced technology. These will positively impact the organizational development in a competitive business. Especially, in the low competitive service business and most of the competitors are companies from abroad. Then this project has the competitive advantage in local market. Moreover, the focus of identifying personnel with specific expertise its enables the implementation of a strategy to improve the software to be updated as modern technology grows rapidly. And supporting the needs of customers in other businesses and individuals who have recognized the importance of using information technology. Moreover, also aims to expand its market to overseas by adapting the programs and systems to meet the demand and business operations of customers in foreign countries. And building relationships with our customers as much as possible to be able to take market share from competitors in other countries.

Marketing feasibilities analysis finds that the number of customers in Bangkok Metropolitan Region has been increasing rate every year according to the support and development from public and private sectors which promote implementing information and communication technology

continuously. However, Big Data Cloud Computing project has relatively low competition and there are a few of competitors in the same business. Due to a difficult of new entrants because Big Data Cloud Computing service business has sophisticated specification from customers requires expertise and reliable and high precision of the system development. Additionally, it is a business with little threat of substitute products because the programs are developed to meet the operational organization, are specific to businesses in that industry and difficult to imitate. Consumers have medium bargaining power in purchasing. Low bargaining power of the suppliers because there are many distributors of hardware and software in the market with high competition. For other strengths such as hardware, electronics, quality control system and logistics are recognized in overseas. However, Thailand begins losing the talent from disregarding the continuous development.

Operation management feasibility analysis finds that the location of the focal point of the Internet is CAT Telecom building, Bangkok which is Thailand's current largest and fastest internet center and it is a root server of Asia that have the most links. The study shows the need for a computer systems requirement to manage Big Data according to the large data sets that exceed the capabilities of the software that are commonly used. It has to be sited on the basis of the Big Data architecture used to design and install the system. Big Data Cloud Computing project operates in the form of a limited company and has management and administrative personnel as follows, A Managing Director, Accounting and Finance Manager, Sales and Marketing Manager, Operations Manager, 2 Accounting Officer, 2 Sales Officer and 2 Operations Officer to assist and take care of the business in all aspects.

Financial feasibility analysis finds that Big Data Cloud Computing investment project in Bangkok Metropolitan Region will require 5,060,000 baths for initial investment, with 2,631,200 baths from the owner and the loan of 2,428,800 baths at interest rate 7%. This project will take 5 years. From the project analysis, the net present value at discount rate of 8% will be 5,952,306 baths. The payback period will be 2 years and 6 months. The internal rate of return will be 19%. Therefore, the Feasibility Analysis for Big Data Cloud Computing will be feasible for investment.

Conclusion

The Feasibility Analysis for Big Data Cloud Computing will be feasible for investment and implementation due to the industry analysis, the subscriber rate increases every year and the support and encouragement from both the public and private sectors. Marketing analysis, it is a specialized industry that requires sophisticated expertise and the reliable and high precision of a system development. Low threat of substitute products because the programs are developed to meet the operational organization, are specific to businesses in that industry and difficult to imitate. Operation management analysis, it is conducted in the form of a limited company that assist and take care of the business in all aspects. Financial analysis, it has a profit and a return on investment is higher than estimated. The payback period is less than the average.



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THE FEASIBILITY STUDY FOR INVESTMENT OF HYDROPONICS FARM IN MUANG DISTRICT, LOEI PROVINCE

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ABSTRACT

Independent study of this thesis is to study the feasibility study for investment of hydroponics farm at muang district, Loei province data was collected by questionnaire. The sample is the people that live in the district of Loei Province of 400 people. The result found that 68 percent of people were used to buy and consume the hydroponics vegetable. Choose buying the discount store (percentage 55.51). Because of items had a lots to choose (percentage 35.66). The Vegetables that have been popular overseas such as green oak (percentage 46.69), redoak (hundreds. 33.46 percent), butter head (20.96 percent) and vegetables in the country, such as lettuce (44.12 percent), morning glory (29.41 percent), chinese cabbage (23.16 percent). Overall knowledge level about hydroponics vegetable of consumption to high level and significance level to decision on buying vegetables or hydroponics was also high.

Considering the possibility of operating on each side showed that (1) The market can be possible. Because Loei province's population growth rate has increased steadily. Most average income per person are relatively high. Hydroponic vegetable's often been attributed to the food for health (2) The technical possibilities. Because they are ready to manage. So there is the possibility of technical (3) The management can be possible, because such management can be realized under the context of Loei (4) The financial possibility, because the project has a total investment of 433,500 baht. Net present value (NPV) is 149,926 baht which is a plus. Rate of return (IRR) is equal to 11.60 %, which is higher than the financial cost (WACC = 1.25%). It was concluded that this project has the possibility to invest and are well worth the investment

Keywords: The Feasibility Hydroponics, Investment

Introduction

Nowadays people cares more about their health by changing their way of living for example they do more exercise, they choose more healthy food or even grow their none chemical growth vegetable within their living area etc. There are many forms to grow none chemical use vegetable, one of them is growing them without using soil or 'the vegetables hydroponic system'. The vegetables hydroponics is the method of growing plants by using essential elements required for plant to grow and allow root system to get oxygen and enough sunlight to thrive [1]

Vegetable hydroponics can also control the various environments associated with the growth, also save time, labour and money which the gardeners do not have to prepared soil and the weed before planting, the gardener can grow vegetables all the year around, in the same areas, continuously without destroying the soil fertility to get involved. In marketing, Demand of none chemical use products are increase significantly each year. Therefore hydroponic vegetable is tend to be increase the efficiency of agricultural production in Thailand [2]

Objectives

To study the Feasibility For Investment of Hydroponices Farm in Muang District, Loei Province.

Methodology

The Feasibility Study For Investment of HydroponicesFram in MuangDistrict,Loei Province. In this case, The study select some of the people in the district, Loei province. The data was collected by questionnaires, for 400 people Using computational tools, frequency percentage, mean, standard deviation, a statistical analysis of data. The data were analyzed to study the feasibility of four aspects, technical, marketing and financial management.

Results

1. Consumption behavior of residents in hydroponics vegetable District, Loei province.

Most of the people for example was female. The age between 21-30 years. Graduation bachelor's degree or equivalent. Most of the career was government officials, employees of enterprises. The average income per month is between 10,001 – 20,000 per month. The behavior and attitude of hydroponic vegetables found that people were mostly used to buy and consume the hydroponics vegetable. By selected buying the discount store, such as lotus, big C, Makro etc. The cuase that select buy vegetables in that place, because there is a wide variety of items to choose most buy fresh vegetables hidroponics. The vegetables abroad popular consumers in the province. The top three popular , green oak, red oak and butter head. The vegetables in the country has been top three popular. Including water lettuce and Chinese cabbage. Most of the cost of buying vegetables hydroponic average each time 50 - 100 baht. The samples never buy because of unknown the place for sale.

Consider the level of knowledge and about hydroponics vegetable consumption, it was found that the population samples have more knowledge and understanding about hydroponics vegetable consumption level is very popular. (1) hydroponics vegetable without soil. It's safe from contamination by germs or dirt inside the soil (2) vegetables grown in hydroponics vegetable water plant nutrients (3) vegetable hydroponics as the high investment and the price of vegetables as well

Considering the significance level of decisions that affect buying vegetables or eating hydroponics, it was found that the population sample, the factors affecting the choice of buying or eating hydroponics at the highest level. The quality and cleanliness, and the high level is the freshness of the products comfortable and a variety of product. And most of people interested to eating if investment hydroponics farm in district, Loei province.

2. Feasibility analysis of education.

2.1 PEST Analysis

Political and legal environment factors are positive because of government support. And the city Hydroponics Gardening Knicks can encourage ecotourism is not.

Economic environment factors are positive, because they have the potential to expend. Also located in the economic area density of the province.

Social and cultural environment factors are positive because the locals turned their focus to the more healthy. Which vegetables hydroponic system. Often used in the health component. It is considered a vegetable.

Technological environment factors are positive because it can promote vegetable hydroponics Knicks through social networks may help disseminate information more broadly. The development Hydroponic growing systems Knicks are always listed in the table.

Table 1 PEST Analysi

PEST	Value
Political and Legal Environment	positive
Economic Environment	positive
Social and Cultural Environment	positive
Technological Environment	positive

2.2 Five Forces Model

Threat of new entrants are low because of growing vegetables hydroponic house in Muang district, Loei has not found evidence of growing.

If Bargaining Power of Suppliers there is a material increase in the price mechanism. Market and economic conditions have changed over time. Will result in the need to increase the price of vegetables hydroponics Knicks as well. To avoid the loss of bargaining power of the seller, so the inputs are at a moderate level. It is an event that might happen or not happen anywhere.

Bargaining power of buyers. The cost of planting vegetables hydroponic devices is high. But manufacturers still have to maintain the same price it. To survive If the price is too high, consumers will turn to other types of vegetables that are priced lower than similar quality, so the bargaining power of buyers is low.

Threat of Substitute Products at current levels because consumers can buy vegetables hydroponics Knicks have followed from the discount stores such as Tesco Lotus, Big C, Makro, which are comfortable.

Intensity of Rivalry Among Existing Firms at low because the hydroponics to grow vegetables Knicks PhuRua in Loei province is the only one in the table.

Table 2 Five Forces Model of Industry

Five Forces Model of Industry	Levels of competition
Threat of new entrants	Low
Bargaining Power of Suppliers	Middle
Bargaining Power of Buyers	Low
Threat of Substitute Products	Middle
Intensity of Rivalry Among Existing Firms	Low

2.3 SWOT Analysis

(1) Strengths, vegetable hydroponics use water and fertilizer less than plant in soil. Because of the water and fertilizer loss from flowing away. Labor standard and can be less cultivation of crops, the produced regularly.

(2) Weakness, the technology used in hydroponics vegetable planting the high price. Growers must have the knowledge truly to hydroponics and disease risk in water quite a lot

(3) Opportunity, In district, Loei province. There is no hydroponics vegetable shop getting comfortable, because it is located in the urban area of Loei province and consumers to give importance to health more.

(4) Threats, Consumer in the province also less known of hydroponics vegetable. Consumers can buy hydroponic vegetables as discount stores and consumers still don't believe in the safety of hydroponic vegetables.

3. Feasibility study in marketing.

Table 3 formulation of marketing strategies

7Ps	strategy
Products	Focusing on Hydroponics vegetable is popular among consumers.
Price	Set the price of vegetables that are appropriate to the purchasing power of consumers
Place	The farm has a comfortable journey
Promotion	-Staff to provide information on hydroponic vegetables devices to consumers - Promotion to reduce exchange and get for free - (Facebook.com) To provide information to consumers. - Information propagation to create a good image to the farm.
People	The staff is a hospitality in the honesty. Be in service and favorite vegetables.
Process	There is a definite turn-off time is 8:00 to 20:00 pm., Open all day and offers send delivery to the vegetables in the city.
Physical Evidence	Focus on clean, green environment and pleasant atmosphere. Have enough parking space with the needs of the consumers.

4. Technical feasibility study.

The feasibility study of technical, it can be concluded 6 reasons. (1) Location, the farm Healthy hydro, located at number 2 Kirirat Road, Tambon Kut Pong District, Loei Province, located in the middle of it on the area of 300 square. (2) Details of the buildings for the investment has the plot. 288 channel, planting and seeding 144 plot. (3) Products and services, especially vegetables are the most three popular. Separate a salad abroad, green oak, red oak, and butter head, vegetable of Thai seeds, salad, lettuce and cabbage. (4) Equipment and appliances to necessary. 1) EC Meter is used to measure the concentration of fertilizer for vegetables injection electronic. 2) PH Meter measure of value. PH or acidity - alkaline, proper to plant all of kinds. 3) PH down use increasing or decreasing PH.

5. Feasibility study on management.

Management of the feasibility of planting investment vegetable hydroponics in district, Loei province. (1) Organization farm of Healthy Hydro has organization Structure and its functionality, that is mean, a structure that divided by category working. (2) The direction and goals. Is the direction of the organization as a farm with the process advanced production and environmental friendly, and the goals of the organization is a farm for sells a hydroponics vegetable largest in the province. (3) The planning farm Healthy Hydro is the one owners only. And

the staff has four people, including sales of 1 staff and for 2 staff to take care of vegetable plot.

6. Financial feasibility study.

From the analyses in project time in 5 years, net present value (Net Present Value: NPV) was 149 926 baht, which is positive. The rate of return from the project (Internal Rate of Return IRR) equals 11.60% which is greater than the financial cost (WACC = 1.25%). And payback period (Payback period: PB) was 3 years 1 months 11 days. Considering the net present value, which is positive and the rate of return from the project. Which is greater than the financial costs Summary of financial feasibility analysis of hydroponics vegetable farm investment are show in the table

Table 4 The possibility study of financial

Tools	Acceptable level	Results
Net Present Value	To accept a project when NPV positive	149,926Bath
Internal Rate of Return	To accept a project IRR than WACC	IRR = 11.60% WACC = 1.25%
Payback period	To accept a project when the payback period is low.	3 year1 month11 day

Conclusion The Feasibility Study For Investment of Hydroponics Farm in Muang District, Loei Province, be appropriate and possible in the marketing, technical management and finance, as a result of the analysis above.

Discuss study results

From the above discussion, the following study.

1. To analyze the feasibility of the study. The study is consistent with the concept of Pranee lamlaor [3] That said, the impact of the political and legal environment. Influence marketing decisions, political and legal environment. If local politics to support a concrete. Consumers can be confident in choosing consumer goods.

2. Competitive environment analysis The study found that The study conforms to Ronnachai Tantrakul [4] That said, SWOT Analysis is a tool for analyzing the corporate environment that offers the advantages or disadvantages, however. By considering the strengths and weaknesses of the organization's environment and the external environment of the organization.

3. The Feasibility Study of marketing the firm. The study is consistent with the concept of Somyot Navykran [5] That said, to consider the opportunities. And Threats that have a direct impact on the operations of the organization.

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STRATEGIES TO INCREASE DEPOSITS VOLUME OF TT BANK PLC., CHUM PHAE BRANCH, KHON KAEN PROVINCE

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Abstract

This study was concerned with the strategies to increase deposit volume of TT Bank Plc., Chum Phae Branch, Khon Kaen Province. The objectives of this study were to: (1) investigate cash deposit operations including problems and obstacles of increasing deposit volume; (2) to analyze causes that this bank failed to meet its deposit target; (3) to examine customer behaviors and factors influencing in decision making on deposit service using; and (4) to set out strategies to achieve the deposit target. The 341 survey questionnaires were completed from respondents who had already deposited and who had never deposited at this bank. Fish bone analysis was employed to delineate causes of decreasing deposits. General environment analysis, competitive analysis, SWOT analysis, and target-market strategic setting were also used for this investigation. The results showed that distribution channels, marketing promotions, customer services, banking operations, and physical environment were probably a major cause of using deposit service. Marketing factors of price and product had an effect on depositing decision at high level. Four strategic projects set to increase deposit volume were on-site proactive public relations, market walkin sales, service by heart, and staff training and development. The budget of these projects was 38,000 baht. The deposit volume will be expected to increase if these projects are launched from April, 2014 afterward.

Keywords: Increasing deposit volume

Introduction

The deposit or deposit increment by banking system has the most effect on macro economy because it affects the overall money in the economic system. The commercial bank can create money from two ways. First, the maximum amount of deposits that a single bank can create is not much more than excess reserves. This money is called secondary deposits. Second, the deposit increment of a monopoly bank and a single bank is the same, but the monopoly bank does not lost cash to other banks. Consequently, the monopoly bank can create much more money than the single bank. Since a country has many commercial banks, all banks can be considered as a banking system. Deposit increment by the banking system occurs when customers leave the cash deposit which is called primary deposit. Banks do not necessitate to keeping cash reverse in preparation for the complete withdrawal of all depositors because every depositor will not withdraw deposits at the same time. The bank has opportunities to make a profit by loaning this money out, over draft from account, and investing in securities. Therefore, how much currency that a commercial bank has to reserve for withdrawals is depended on the legal reserve ratio and the cash reverse that are kept for paying customers (Chandrakasem Rajabhat University, 2006).

During 2011-2013, the TT Bank Plc., Chum Phae Branch, Khon Kaen Province, had earned the amount of deposits lower than the target 0.20, 52.11, and 118.75 million baht respectively. It decreased continually in the past three years. In 2014, the deposit target of this bank is 605 million baht. To meet this target, it is important to find new clients and to encourage them using a whole range of banking products/services. The author, as a banker at this bank, was interested in study customer behaviors of the deposit and factors affecting the decision-making of deposit. To meet the current customer needs and to attain the deposit target, the data was collected and analyzed to develop approaches as tools to support these bank goals.

Objectives

1. To investigate cash deposit operations including problems and obstacles of deposit volume.
2. To analyze causes resulting in failure to meet the target volume of deposit.
3. To examine customer behaviors and factors influencing in making decision about using services.
4. To set out strategies in order to achieve the deposit target.

Methodology

The instrument that utilized to gather data from clients that they made financial transactions with banks was a questionnaire. The questionnaire was composed of three parts. Each part had the details as bellowing;

Part 1: Demographic or general information of respondents, including gender, age, education, occupation, monthly income. This part was closed-ended questions with multiple choice answers.

Part 2: Customer behaviors in the selection of deposit. This part was closed-ended questions with multiple choice answers.

Part 3: Factors that influence the decision-making when customers used a product/service of deposit. Each question was an evaluation scale (Rating Sale).

The other instrument was the focus group discussion. The deposit operations, problems, and obstacles of enhancing the deposit volume were discussed by bank's officers of TT Bank Plc., Chum Phae Branch, Khon Kaen Province.

The population in this study was divided into two groups. The first group was seven bank's officers. The second group was the 3,000 bank's customers who made financial transactions at this bank. A simple random sampling of Krejcie and Morgan (1970) were drawn. The 341 customers who used deposit service were selected and filled out questionnaires by themselves (Self-Administered Questionnaires).

The primary purpose in this study was to meet the deposit target. Hence, survey research and focus group discussion were used to collect data; fish-bone chart and market mix model were employed to analyze causes and factors that have an effect on decision-making of depositor. Furthermore, general environment analysis, competitive analysis were involved. Strengths, weaknesses, opportunities, and threat analysis were added to monitor the external and internal marketing environment. The aforementioned evaluation was brought about the target-market strategic setting.

The researched area and the data collection derived from Chum Phae district, Khon Kaen Province.

The period of data acquisition was April –May, 2014.

Results

1. Investigation of cash deposit operations, problems and obstacles of increasing deposit

The results revealed that the TT bank had corporate governance policy. However, the amount of deposit did not attain the goal. This situation caused from lacking of good relationship with clients, visiting regular customers, marketing-walkin sales, promoting products/services, marketing activities in local area. Consequently, the bank was unable to pursue its target market, and the deposit could not be increased.

2. Analysis of causes resulting in failure to meet the target volume of deposit.

After using cause and effect diagram or fish bone chart to analyze causes, the researcher found that marketing promotion and human resource gave rise to deposit failure. First, there were not marking promotion activities; for example, bank's officers did not find new customers, and there was no customer relationship management (CRM). According to human resource problem, this branch had only seven employees so few bankers that service providers were sufficiently. Moreover, employees lacked of enthusiasm about customer meeting.

3. Examining customer behaviors and marketing mix factors influencing in decision-making about using services.

Results of an analysis showed that 65.40 percent of respondents were females. 36.66 percent were 31-40 years old. 48.9 percent received bachelor degree. 30.5 percent were employees. 42.5 percent earned 20,001-40,000 Baht.

The investigator found that 74.47 percent of customers who made financial transaction used saving products at this bank. 68.09 percent had been received services for 1-2 years. 68.79 percent used services 1-3 times per week. 40.61 percent (67 people) deposited for saving purpose. 34.75 percent deposit due to the stability of TT bank. 50.24 percent knew bank from television media.

According to respondents who had never used services at this bank, 22.36 percent of this group used service at Krung Thai Bank. 69.50 percent used deposit services. 36.00 percent had used service more than four years. 35.00 percent used service 1-3 times a week. 35.51 percent deposited for saving purpose. 30.50 percent saved money due to bank's stability. 53.89 percent knew their bank from television media. 84.00 percent of this group did not know the rate of return while the respondents who knew were 16 percent.

Next finding disclosed that marketing mix factors affected the decision-making about using deposit services. First, having various products for depositing was the product factor (average 4.19). Next, interest rate on deposit was the price factor (average 3.95). The distribution channel factor, the location of bank was situated close to village and at the convenient place (average 4.53). The public relations or continuous advertising was the promotion aspect (average 4.36). Apart from marketing mix factors, human resource, banking operations and physical environment contributed to the decision-making of depositing. In human resource dimension, bank's officers provided recommendation and suggestion correctly and understandably (average 4.18). For banking operations, accuracy in recording data and service offering might have been the another factor (average 4.21). The modern gadget and device was one of the caused in the physical environmental factor (average 4.43).

Findings from general environmental analysis indicated that political-legal environment, social-cultural environment, and technological environment had positive effects on the business, but economic environment had negative effects.

The results of competitive environmental analysis showed that threat of intense segment rivalry was financial institutions which had been seen fierce completion. Besides, threat of substitute products, threat of buyer's growing bargaining power, and threat of supplier's growing bargaining power had moderate effects. Threat of new entrants had low effects.

4. Setting out strategies to achieve the deposit target

After the researcher had conducted heuristic method, strategies were set out to increase the deposit of TT Plc., Chum Phae Branch, Khon Kaen Province. Strategies were comprised of four projects as follow:

1) On-site proactive public relation project

This project aims to publicize products of saving and marketing activities to specific target groups. The exhibition booth will be running in a residential area. Published materials such as brochures of bank products and services will be arranged to reach and influence bank target markets. The budget of this project is 30,000 baht.



2) Market walkin sales project

The aims of this project are to build bank's image being the leader of deposit services and to increase customers. There are two public relation teams. The first team will walk to local area at the second week of month. The second team will do the same but the fourth week of month. After each team will have implemented the project, the deposit volume will be evaluated by weekly basis. Moreover, brochures will be posted on the ATM machines in Chum Phae district. Bank will promote products/services by sponsoring sports and cultural events of government academy. This budget of this project is 8,000 baht.

3) Service by heart project

This project aims to develop employees to serve their customer in a friendly environment, better and faster answering of inquiries, exceeded expectations. All staffs will provide services under full capacity, willingness, and courtesy.

4) Staff training development project

This training and development project is to increase the knowledge and capacity of staff to perform efficiently and effectively. All staffs will attend the training plan according to headquarters. This project spend budget from headquarters.

Discussion and Conclusion

According to relevance of the research on strategies to increase the deposits of TT Bank Plc., Chum Phae Branch, Khon Kaen Province, the results are consistent with research that follows:

1) This survey study indicated that the convenient location of bank was one of factors that influenced the deposit volume of TT Bank Plc., Chum Phae Branch, Khon Kaen Province. These results are consistent with earlier research that Narit Lertsivavate (2004) studied the marketing mix factors influencing customer's decision to use Commercial Bank's in Samut Sakhon Municipality, Samut Sakhon province. In addition, this findings accord closely with Arisara Nawongchan's investigation (2008) that is factors affecting customer decision to use deposit account of the Islamic Bank of Thailand, Lampang branch. Furthermore, the depositor's behavior is aimed to save money. Results of the marketing mix analysis showed that quick process and services had influenced on the deposit. These results are comparable to earlier study (Naowarat Sawasdee, 2008).

2) Strategies that were set out to increase the deposit of TT Plc., Chum Phae Branch, agree with Naowarat Sawasdee's research (2008). Naowarat Sawasdee found short-term strategies (public relations and promotions). She also found long-term strategies which were local brand awareness and proactive market as well as training/seminar of the new trend services to bank clerks. If marketer conducted according to these strategies, it was expected that number of GSB VISA debit card in 2008 would increase. Moreover, four strategic projects might contribute to enhancing the deposit in accordance with Amonwan Chinnorasath's strategies (2009). To increase sales of mutual-fund of BMT Bank Public Company Limited Chumphae Branch, Amonwan Chinnorasath had determined strategic plans which were comprised of a growth strategy, a proactive marketing strategy, and a defense strategy. The proactive marketing strategy was

separated into short-term and long-term plan. Short-term plan consisted of training program, mutual fund program, and proactive public relation program. Long-term plan consisted of keeping regular customers and finding new clients. With these plans, 10% increasing in sales volume were expected.

From the findings presented after analysis of the data, strategies that were set out to increase the deposit of TT Plc., Chum Phae Branch were summarized as table 1.

Suggestions

These recommendations were presented for the improvement of products/services and for the enhancement of deposits with in the Marketing mix (the seven Ps of marketing: product, price, place, promotion, people, process, and physical evidence) framework. First, product improvement, it can develop new products and services of deposit. Second, price adjustments, the bank can change the deposit interest rate and fees. Third, the bank can develop distribution channel (place) to meet customer needs conveniently. For example, there are enough ATM machines, counter services, and 40 parking lots. Fourth, promotion dimension, it can be selectively employed public relations and events. For example, the bank gives customers a souvenir during special occasions. A marketer may shoot television, radio, and print advertising so that each contributes on its own and improve the effectiveness of communication. Moreover, bank officers should meet customers regularly. Next, people development, bank staffs should expertize in deposit products/services so that they derive the increasing deposit through their effective presentation and feedback. Last, having modern devices and well-integrated facilities for customer is an improvement on physical evidence.

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Table 1 Details of time and budget of strategic projects to increase deposit volume of TT Bank Plc., Chum Phae Branch, Khon Kaen Province

Projects	Duration	Budget (Baht)
1) On-site proactive public relation	June 2014	30,000
2) Market walkin sales	July –December 2014	8,000
3) Service by heart	January 2014	-
4) Staff training development	Follow headquarter plan 2014	-
Total		38,000

Remark: The above marketing expense is the cost for running projects at Chum Phae branch only.

A FEASIBILITY STUDY ON INVESTMENT OF THE “JURY” APARTMENT IN KHON KAEN PROVINCE

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ABSTRACT

The feasibility study on investment in the “JURY” apartment in Muang District, Khon Kaen has been compiled by using the results of a questionnaire completed by 400 people. This study covers 4 separate fields which are Marketing, Technical, Management, and Financial, it also takes into account the competitive environment, SWOT (Strengths, Weaknesses, Opportunities, Threats), and Marketing mix. The result of the marketing section showed that the competition is many, varied and fierce. The questionnaire result made it possible to offer the investors positive feedback in that the project is viable. There is a total investment of 12,540,050 baht in 20 years. Net present value (NPV) is 6,553,552 baht which is a plus. Rate of return (IRR) is equal to 7.65%, which is higher than the financial cost (WACC = 3.64%) and Payback period were 11 years 11 months and 12 days. It was concluded that this project has the possibility to invest and are well worth the investment.

Keyword: Investment, Feasibility Study, Apartment.

Introduction

Current number of apartments in the city of Khon Kaen province has over 400 places fragmented by location throughout the city. Most are located near educational institutions whether Khon Kaen University which is the most, followed by Northeastern University, because of many students who are the main customers for the apartment. Each apartment is different, depending on groups of customers requirements. So entrepreneurs must modify the appropriate services to the demand of customers who are located nearby.

So I have seen an opportunity to do apartment business since I own a land (area is about 1 acre), locate close to the Khon Kaen University and Bangkok hospital (Khon Kaen branch), and it is not far from Central department and Khon Kaen bus station. Apartment which named “JURY apartment” is located in Soi Srimarat, far from Maliwan road 200 meter, convenient transportation, near to bus station (run all the time). According to Khon Kaen province has large expanded of the business sector which is resulting to more people come to work as well as an increasing number of students from different districts and provinces coming to study. This makes demand for rental housing is increase, but number of rooms is not enough demand for rental. So it is interesting to study the possibility of constructing “JURY apartment” in Khon Kaen province.

Objectives

To study the feasibility of marketing, technical management, and financial for investment in construction of “JURY apartment” in Khon Kaen province.

Scope of study

This study is scoping 4 sides of the following.

(1) Marketing : Study demand for residential properties in the Khon Kaen area. How should investors it response to the market by study of consumer behaviour, demand of consumers, general business environment, and competition in the market of the apartment.

(2) Technical : Study Location, size, details of building, facilities, utilities, and construction time.

(3) Management : Analysis of the management of apartment such as administration, internal management structure, duties in workplace, scope of work, financial management and duration of work.

(4) Financial : Study source of investment funds, acquisition, construction costs, cost of administration, analysis of financial ratios to analyze data for decision making on investment.

Methodology

In this study, has determined study been as following.

(1) Marketing : Study 400 questionnaires completed by students and workers who rent apartment in order to understand what drives their behavior and what influence them to make the decision to rent. In addition analyze the business environment and competitive conditions

in apartment business field.

(2) Technical :Study secondary data of law enforcement, urban planning, building and office. Determining the appropriateness of the project, the needs of utilities, layout, construction, and construction plans.

(3) Management : Study on how to manage an organization, Structure, Manpower management, Qualifications of employees, Labor and Welfare policy, and Technical services.

(4) Financial : Study of investments and returns to analyze Payback Period, Net Present Value, Interest Rate of Return, Interest Rate of Return.

Results

(1) A study of the marketing possibilities.

The demographics of the 400 sample were that 71.75% are male. 89.50% is Bachelor degree graduation/equivalent which are students 60.75%, University students 49.50% have an average income of between 10,001-20,000 bahts per month. 86.50% of the people currently in rented accommodation, and in the currently living in rented accommodation 53.76% are living in groups of three. 73.99% currently pay rent in the range of 3,501-4,000 baht per month. And 42.20% has rented the same accommodation for 19-24 months. The top demand of the sample where 81.25% want a bed with a mattress, 74.25% want air conditioner and 69.00% require high-speed Internet access. Reasons for rental decisions where 69.50 % affordability, 65.25% prime location (good transport links) and 63.25% availability of parking, 86.13% said they were prepared to relocate if offered a new apartment.

For the general environments to have an impact on the building of apartments and competitive in the business environment as shown in Table 1 and Table 2, respectively.

In the analysis of the internal and external environment of "JURY Apartment" found that.....

(1) Strengths

1. Location near the important places such as Central shopping mall, Khon Kaen University, Hospital, Khon Kaen bus station, etc.

2. Newly built with furnished, which is one of factors that affect decision of residential selection.

3. Emphasized safety with security guard working for 24 hours (other apartment has just only the night time), CCTV installation in unsafe areas.

4. Providing housewife cleaning public areas, weekly rental room, and wide car parking.

5. Suitable room size, can stay for 2 people without feeling of uncomfortable or cramped.

6. Location is not far from Maliwan road, ease of journey.

(2) Weaknesses

1. Not known yet because of new apartment. Require strongly marketing strategy which is take time to be well-known of JURY apartment.

2. Owner is a new investor, lack of expertise and experience in the apartment business.

(3) Opportunities

1. Apartment business is a business with high growth rates, be seen as an interesting business. Resulting in quickly and easily loan. And if it is established in great location, loaned amount will be higher than far away location.

2. Trend of doing business in Khon Kaen area is gradually increasing and cause to disproportionate number of people who come to work/study in Khon Kaen province. Resulting in newly built with facilities security of apartment selection.

3. Condition nearby JURY apartment has dilapidated.

4. There is vacant land which is perfectly suitable for business investment and residence due to its location adjacent to the university, hospital and government offices are located.

(4) Threats

1. Apartment business is attractive to others investors because of high profitableness, future trend to number of apartments are more than demanding, and make the competition more severe. And it can cause a number of vacant apartments has increased as well.

2. Preparation of the apartment is quite large legal restrictions. There is much taxation such as property tax, sign tax, utility tariffs, etc. The entrepreneurs must be under legal requirements significantly such as redundancy tax, lack of income to some extent.

3. Apartment owners will be taxed at a higher rate if there is no good tax planning. (Business more expenses less income)

Above marketing plans make the investment of "Jury apartment" is appropriate and possible.

(2) A study of the technical possibilities.

The apartment is a 3 story, residential building 42 rooms, with total area of 800 sq.m. Land used in the construction of 200 sq.m. The building shape outstanding unique. Ground floor has a reception with 8 rental rooms with bathroom and private balcony. Facilities include both stairs and fire escapes, car and motorcycle parking area outside the building to comply with the requirements of renters. Found that there is a technical possibility because established on a great location such as near the community, Khon Kaen University, Bangkok Hospital, Central department, Khon Kaen bus Station. Apartment is located in Soi Srimarat, far from Maliwan road 200 meter, convenient transportation, near to bus station (run all the time). This project is arrangement with design, building and room layout legalization and Building Control Act BE 2507 dormitory. Results show that apartments for rent with 3 story building features concrete is possible technical. This project has the capacity to meet the needs of the target group and also has a strong probability of tenants deciding to stay.

Above operations and reasons make "Jury apartment" is appropriate and possible by technical.

(3) A study of the management possibilities.

Project implementation would come under a sole owner. Organizational structure by duties and responsibilities of 1 Project Manager/Account, 1 Housekeeper, 2 Security guards. Management organizations and arrangements to provide staff with the knowledge and ability to perform the position that meets the defined position. The organization is structured as a system. Planning and operational procedures to ensure compliance. (Figure 2)

Above management and planning make “Jury apartment” is appropriate and possible by management.

(4) A study of the financial possibilities.

Because investors have already landed, Construction of the apartment can begin immediately. Capital budget of 12,540,050 Bahts, Personal investment 7,540,050.00 Bahts (Including land owners of projects worth 3,200,000 Baht), Bank loan 5,000,000 Bahts. Total number of rooms is 42 rooms, rental rate of 4,000 baht / month. Room rental calculate by 85% of first year and 95% of following years. The solution to room availability is Daily rental room for 500baht per night. The results of the project in the 20-year period. Net present value (NPV) is 6,553,552 bahts, which is positive. Internal Rate of Return (IRR) is equal to 7.65%, which is greater than the cost of capital (WACC = 3.64%). Payback period (PB) is 11 years, 11 months and 2 days. Considering that there is a positive net present value, and the rate of return which is greater than the financial costs.

Conclusion the analysis of the financial possibilities of “JURY’s apartment” as following of table 3.

The study concluded that the possibility of investing in “JURY’s apartment” in Muang District, Khon Kaen Province is appropriate and possible by marketing, technical, management, and financial.

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Table 1 Environmentaffectthe overalltheapartment.

Environmentaffectthe overalltheapartment.	Positive	Negative
Political and Legal	*	
Economic		*
Social and Cultural	*	
Technological	*	
Ecological	*	

Table 2 Pressureof 5commandments.

Pressureof 5commandments.	Weight of priority
1. NewCompetition	Medium
2. Threatof violentcompetitionbetween businesses.	Medium
3. Negotiating powerofVendors	High
4.Negotiating powerof buyersor customers.	Medium
5.Threat ofsubstitute products	Low

Table 3 Conclusion of a study of the financial possibilities.

Tools	Acceptable level	Results
Net present value (NPV)	Accept when NPV is positive	6,553,552Bahts
Internal rate of return (IRR)	Accept when IRR greater than WACC	IRR = 7.65% WACC = 3.64%
Payback period (PB)	Accept when payback period is low	11Years11Months 2 Days

PUBLIC MANAGEMENT IN ENVIRONMENTAL PROBLEMS AND ACHIEVEMENT IN PRACTICE: A CASE STUDY OF RECYCLING PLASTIC

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Abstract

Public management is a management by private sector. Problems had an effect in a wide area such as problems in environment and natural resources, etc. Every sector had been influenced unavoidably. Public management is a key machine to stipulate policy and forces to solve and prevent the problems in practice efficiently. Plastic waste was the problem to environment as it needs a large amount of time to decay. Public sector had not much responsibility and had the problems about budget, personnel, political strength, obligation of law and others. It leads to the practical process. The solution had to focus on decentralization. Private sector and civil society can help manage a part where the public sector cannot deal with and the public sector will help support through criteria starting from sorting process, supporting to establish recycle factory, doing the research and development of biodegradable plastic, reducing the use of plastic etc. Thailand should save the resources and use the resource worthily to reduce the import of raw material from other countries. Then, the quality of life of people become better and benefit to country's economy in overall.

Keywords: Environmental Problems , Recycling Plastic

Introduction

The Eleventh National Economic and Social Development Plan (2012-2016) focused to enhance the strength of community in management of natural resources and environment by encouraging the community to live their lives according to Sufficiency Economy Philosophy, Thai way of life and being aware of benefit and value of natural resources and environment as well as enhancing community potential to live with natural resources and environment peacefully and mutually and increasing the efficiency in management. Moreover, the plan supported the establishment of mechanism to protect natural resources and environment in the community. However, the expansion of economy and capitalism had an influence on the environment both in terms of quantity and quality. The natural resource decreased dramatically, the amount of waste from community and industrial sectors caused the environmental problems and people's quality of life. The amount of garbage and hazardous waste increased every year. This can be rooted from several factors including product consumption behaviors that had changed from the past, emphasizing on speed, time-saving and, increase of population. This impacted on the increase of communities which residence was expanded and the consumption of resources was raised. The growth of economy and industry caused the production of goods to respond the increasing demand of residents. Therefore, garbage was increased as well. This was still the problems in the society. The lack of good management system in all sectors can lead the problems on natural resources and environment which became the severe impact on the residents in the end.

According to the draft report of pollution situation in 2013 by Department of Pollution Control, Thailand currently faced the problems of the increase of garbage and waste severely. It was also found that the amount of garbage was 73,355 tons a day or 26.774 million tons a year. However, the amount of garbage to eradicate accurately regarding to academic principle was only 7.421 million tons and the garbage that was recycled was only 5.152 million tons altogether. The rest of the garbage of 14.201 million tons was still in the public places and could be seen in general. When calculating the amount of garbage per head of population in the data from Department Of Provincial Administration in 2013, it was found from all Thai population of 64,785,909 residents that garbage was made for 413.26 kg. per head per day in average Even this mean was from the calculation without sorting out the source of waste whether it was from industry, commercial sector or household. The amount of over 26.774 million tons a year was existed. Related persons, hence, had to find to solution for this existed problems and find prevention criteria to manage these massive garbage and waste in order to develop country sustainably.

In addition, the report of pollution situation in 2013 by Department of Pollution Control also indicated that 5.152 million tons or about 19 % of all garbage which were several types of garbage such as paper, plastic, steel, aluminum and rubber could be recycled whilst 8.44 million tons or 65.7% of waste from industrial sectors could be used in the form of recycle, reuse and fuel. As the results, the use of two sources can use the benefit from the waste as much as 13.592 million tons. Hence, all stakeholder should stipulate the policy and encourage to increase the amount and the efficiency of waste recycle more than what have already done at the present in order to reduce the impact on the management of natural resources and environment. In fact,

this was good to the economy of the country in the whole picture.

The responsibility was mainly on the government sector to regulate the strategy to manage natural resource and environment sustainably as stated in The Eleventh National Economic and Social Development Plan. Its guideline was to increase efficiency of waste and wastewater management in the community. This could be done by the support to establish system that was in accordance with problem and local potential as well as to encourage private sectors to invest in the operation to reduce the amount of waste at its source by using filtering mechanism for recycle. In addition, government sectors had urged to motivate to reduce the amount of policy through tax policy and tax collection. The investment in establishment of waste management systems to support community business and private business from recycling garbage via project focused on problem solving in urgent area. The policy to develop waste management system of hazardous waste via legal criteria such as to increase the punishment to any persons who throw out hazardous waste was supported. There was the establishment of community waste management center as well as the support to conduct research and develop hazardous waste without complexity and save cost. Moreover, the criteria to control the quality of import product that may cause the problems in waste filtration and environment in the country was stipulated to serve ASEAN economy community at the end of 2014.

Regarding to the important of garbage problems, when recycling the garbage by its type, it was found that plastic waste can be used in lesser rate than glass and paper. The data from Department of Pollution Control showed that of all 2.08 million tons of plastic waste, it could be recycled at the rate of 0.78 million tons or 37%. However, if it was supported by government sector and participation of civil society to encourage proper process of filtration, elimination and recycle, it can add the value of the plastic waste. The policy was established by the government directly and focused to the real practice to meet the efficiency including to cover the problems existed in the operation. This reflected to the public policy maker who was the government. Therefore, the Government should set up the concrete management criteria through government sector, private sector and civil society sector to achieve the solution and the prevention of the problems in the future.

Public Management

Public Management is the concept to use the administration principle from private sector to be used in government institutions or to be adjusted the government administration to be like private sector. Government sector had concerned of the problems from the work of government sectors and had seen the success of the private sectors by the use of professionals, the principle that focused on products and results, the concise and flat organization structure. This made work inflexible, free and led to efficient work. The concepts of public management were as follows:

1. **Good Governance** is the disclosed and clear operation process of public management. In other words, it is transparent process that can be investigated. The government system with the conscious of professional is in charge of its own action and has the strong civil society and participates in public activities under the legal principle.

2. **Managerialism** is the management doctrine focusing on the necessity to use private management in government sector in the aspects of finance, personnel, technology to make efficient results that are safe and worth for the money.

3. **Entrepreneurial Governance** or reinventing government can be operated by the government reduces its role and lets private sector or civil society to take action in order to increase the efficiency of the operation such as authorizing people to participate in stipulate the regulations, rules to be used with other institutions, and to set up mission, objectives and, vision to attain the achievement. It is integration concept for solve the long-term problems.

4. **Post-Bureaucratic Organization** - Government has to decentralize the power to the authorized officers, use the results as the target, learn to responsible for organization's target, work proactively and evaluate the work for improvement and development.

The principle of public management requires the professional to deal with. In other word, people in charge have to be professional. There are the criteria and clear indicators of the operation and intends to control results. Private sector emphasizes on efficiency in administration, efficiency in the use of resources and focuses on organization with flexible structure and being able to compete. This is to upgrade the operation of the organization to become higher and enhance the organization to develop continuously with target to develop organization to be 'High efficient organization'.

At present, Thai government system still had the problems on personnel and structure that did not impart to the concepts of public management as the organization was big and had the regulations, rules and criteria for the operation in several part. However, the structure of Thai official administration can be divided into substructure as follows:

1. Central administration - They are decentralized organizations including The Office of the Prime Minister, ministry, bureau with the minister working in each ministry. The ministry has the duty and responsibility as it is stipulated and the ministry itself is divided into department, the department is divided into division, the division was divided into work where there are responsible officials responsible for their work, respectively.

2. Regional administration - it decentralizes authority from the central for creating unity and security of the country. The administration can be divided into each province. Governor is an administrator together with provincial committee. Province can be divided into districts which there are official to supervise.

3. Local administration - They are decentralization organization such as provincial Administrative Organization (SAO), Sub-district Administrative Organization (SAO), municipality and, other special administration such as Bangkok and Pattaya Metropolitan.

The above structures are decentralized the authority from the center to the local community. However, the practice criteria are still from the central via ministry. The regulations, rules and law can control the operation as well. People might think that official system was out-of-date system, it could not respond to the needs efficiently. Government sector was too big. It was centralization. The work focused on the method more than the results. Therefore, the government sector should reform its system in public management first as well as the problem of plastic waste. The responsible institution was only one and it was Ministry of Natural Resources

and Environment. Department of Environmental Quality Promotion, Department of Pollution Control, National Energy Policy Office and, Local Administration were the key mechanism to manage the waste problems including plastic waste problem.

Importance of Plastic Waste

Waste problems increase more and more in big cities, plastic was one of the major material in the waste as it was used in various types of work such as packaging, construction, electronic industry, electronic appliances, household appliance, auto part, etc. Plastic container was particularly popular and used extensively than glass and paper as its characteristics were flexible, light-weight and more durable. According to the data from Thailand Institute of Packaging and Recycling Management for Sustainable Environment (TIPMSE), it was indicated that in 2011 Thai people used more than 3,855 million plastic bottles a year and, 2.18 million plastic bags a year or 5,000 million plastic bags a year. The study of Fiscal Policy Research Institute Foundation showed that this plastics became plastic waste after used, hence, it needed proper management.

Green World Foundation stated that the amount of garbage in Bangkok was up to 9,237 tons a day and 2,300 tons was plastic waste. Mostly, waste treatment method was land-filling and the plastic waste occupies three times larger area comparing with food waste. This is because plastic waste was durable and hard to degrade and it need more than 100 years to decay. Therefore, the government had to prepare to handle with plastic waste problem. The principle to implement, which was popular to deal with plastic waste problem was Reduction, Reuse and Recycling (3R). Several organizations both from producer, government, local administration had the projects that related to this 3R principle. However, the projects did not succeed sustainably as the people did not follow the principle and more incentives were needed to motivate the people to do so.

Regarding to Environment management plan of Ministry of Natural Resources and Environment, there would be the use of green product or biodegradable plastic attempting to replace old-type plastic which was hard to degrade and it could increase the amount of the use of plastic and it could increase the amount of plastic. However, the idea to use biodegradable plastic needed to develop to replace the use of the old ones. In practice, the cost of Biodegradable plastic was higher than this general type of plastic. All in all, public management and criteria to deal with plastic waste problems had to operate cautiously. Plastic manufacturer played an important role to develop industry and economy of the country as it linked to other industries including petroleum industry to produce raw material for plastic bead manufacturer, packaging industry, Processed foods industry, etc. It can say that plastic is a part of production cost. According to the website of Thai plastic information, it can be seen that Thai plastic manufacturing had employed 198,783 labors in 2012. When entering ASEAN Economy Community, public management will play an important role and it will impact the competitive competency in overall of the country.

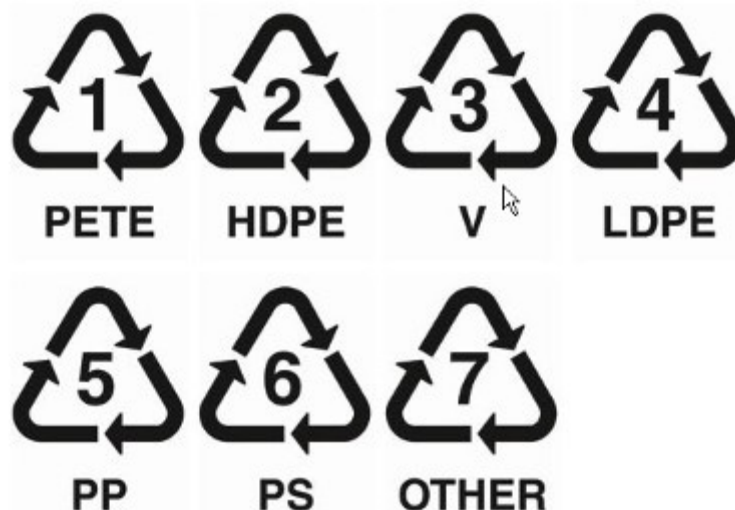
Plastic can be categorized in polymer material which is an organic with the long chain and invisible. Plastic can be divided into two types according to its thermal properties, namely:

1. Thermosetting

This polymer has cross-link structure which can melt and take shape only once. During this process, the chemical reaction can cause the bond linking molecule. Hence, this polymer cannot melt again when heated. When it is overheated, it will decompose or burn without melting such as Melamine, etc.

2. Thermoplastic

This type of polymer had the linear molecule structure. It can melt well in some solution. When it is heated, it will weaken and melt as viscous liquid. As folded polymer molecule can move easily when it is heat and the molecule will strong when it is cool. This characteristic allows thermoplastics to be remolded and recycled without negatively affecting the material's physical properties. As there are a lot of recycle plastic, the number and symbol is tagged to make it easy to classify the types of plastics.



The seven numbers are placed in the triangle with three arrow running in the triangle. It is usually found at the bottom of plastic bottle.

1. Poly ethylene terephthalate (PET)

PET resists to the crash, is non-fragile and transparent to be able to see inside. Hence, it is popular to be used as the containers for drinking water, vegetable oil, and cosmetics. Moreover, PET bottle can protect the gas penetration. PET is used as soft drink container. It can recycle and it is also used to produce fabric for sweater, carpet and fiber for pillow or coat for skiing.

2. High density polyethylene (HDPE)

HDPE is polyethylene with high density. It has direct molecule structure. It is quite hard but it can stretch a lot, it is not fragile. Mostly, it is colorful except the drinking bottle which is more opaque than PET bottle. It is cheaper to mold and can resist to the chemical, hence, it can be used as the container for cleaning liquid, shampoo, baby powder and bag. Moreover, the

container made from HDPE can prevent the penetration of humid as well. Milk bottle is made from HDPE as it can extend the life of milk. HPDP can be recycled to produce other bottles such as bottle for washing liquid, artificial wood for fence or bench.

3. Poly (vinyl chloride), PVC

PVC is a hard plastic used for pipe such as water pipe. It can be weakened by adding plasticizers to make transparent rubber tube, film to cover the food, bathing curtain, rubber floor tiles, plastic table cloth and, shampoo bottle. PVC is the plastic with diversified quality, hence, it can be produced in many products such as door, window, window frame and PVC synthetic leather. It can be recycled to produce water pipe for agriculture, traffic cone and furniture or plastic bench.

4. Low density polyethylene (LDPE)

LDPE is soft plastic, stretchable and transparent. It is usually made as film for covering food, bag for bread, cool bag for food. LDPE can be recycled to black bag for waste, bag or waste bin.

5. Polypropylene (PP)

PP is a hard plastic with the resistance to the crash, chemicals, heat and oil. It can be colorful. It is usually made as food container such as box, bowl, dish, bucket, basket or, cooler. PP can be recycled to car battery, car part such as bumper, oil cone.

6. Polystyrene (PS)

PS is transparent plastic but fragile. It's cheap and usually made as container for cassette tape, cotton, dried food such as sliced sheets of dried and crispy pork, dried sweet pork and cookie. As it is fragile to be broken, it is not used to produce drinking container or shampoo. However, it can be recycled to be container or foam tray for food, cloth hunger, VDO box, ruler or other products.

7. Other plastics that do not belong to the first six types.

The group 7 plastics do not in the first six types. It has the number and symbol in order to categorize its type and to facilitate the sorting out and recycling. Polycarbonate (PC) is an example of this group of plastic.

Currently, plastics are diversified to be used. Most plastic in household can be recycled. Symbol of number can help us to sort out the plastic and the recycle process is easier.

Plastic and Recycle

Plastic is the material that plays the role in everyday life a lot. There is a tendency to increase its use in the future. It can replace natural resources such as wood and steel if it is developed some of its characteristics. One of the advantages is cheap price. It can produce other characteristics to meet its work such as adjusting additives such as plasticizer, modifier, filler, stabilizer, inhibitor, lubricant and pigment, etc.

The higher the use of plastics, the more the plastic waste increases. Hence, recycling of plastic is attractive as it does not only reduce the amount of plastic waste, it is the worthy use of resource. For many years, technology to recycle plastics has developed and there are four

main types of recycles: Primary recycling, Secondary recycling, Tertiary recycling and Quaternary recycling. It can be explained as follows:

Primary recycling

It uses plastic with the same type without any contaminated substance occurring in production process or molding at the recycling process in the factory. All of this type of plastic can be recycled or be added with new plastic bead in various ration.

Secondary recycling

Secondary recycling is the process to remold the plastic that has already used. It is clean, grind, melt and mold to be plastic product again.

Tertiary recycling

This process makes the chain structure of polymer tear or break (Depolymerisation) with heat or chemical to make high quality initial substance to produce new PET.

Quaternary recycling

The plastic is burned to make alternative fuel. The combustion of plastic make the heat as much as coal (23 MJ/kg) and this can reduce the amount of fuel to burn garbage.

Even though the plastic recycle is not popular, it is concerned widely in both government sector and private sector as well as civil society sector. Government sector should waken and become the leader to force for the solution of this problems to be able to use in practice with high efficiency.

Management of Public, Private and Civil Society

The operation of public management started with the stipulation in sustainably strategic plan of the management of natural resources and environment, The Eleventh National Economic and Social Development Plan (2012-2016). Government had attempted to solve several limitations in the First to the Tenth National Economic and Social Development Plan into three phases as follows:

- Phases 1 - The First - The Fourth National Economic and Social Development Plan
 - Government was the main mechanism to mane the plan into the practice
- Phases 2 - The Fifth - TheSeventh National Economic and Social Development Plan
 - Private sector started to play a role to drive the development
- Phases 3 - The Eighth - The Tenth National Economic and Social Development Plan
 - All parties developed to extend to civil society and community and there were diversified patterns to drive the process

It can be seen that government started the policy and made a plan. Then it pushed the plan in practice through government sectors. After that, it was expanded to private sectors and civil society and community. However, there were still obstacles from several causes such as the insufficient budget allocation for strategic development. It lacked clear focus, no experts in government sector as well as top to bottom plan did not use the real needs of persons who received the effect from action to regulate the policy including the fluctuation in politics, economic, the conflict in the society. These factors made the government plan could not to reach its goal as much as its plan. Therefore, the Eleventh National Economic and Social Development Plan (2012-2016), the government attempted to solve the existed problems. The government tried to remain the role of government and there was the reformation in public management system under the concept of participated administration using mechanism to support in every level starting from the levels of nation, province, local, community. The knowledge was provided to the community and allow community to arrange its own community development plan. As in the past, government allocated the budget but the community could not manage the budget efficiently. There was high risk of the budget to leak. Government tried to encourage private sector to participate in the management. The public management is the principle of private starting to plastic waste recycle process.

Plastic cycle: Adapted from Department of Pollution Control, 1998: 2-29:

This was for people and manufacturer aware and cooperate in garbage filtration into many types to facilitate the elimination and recycling process. In the past, there is the public relation to sort out the garbage in the waste bin for the people as well as the punishment by the law for factory to illegally dispose hazardous waste for factory. However, there were less cooperation and lack of continuity of the project. Government and private sector tried to think and launch the project at one time and there was no support for long.



Potential private sectors can operate the recycle of plastic together with other garbage. The advancement and the operation by the government starting from Wongpanich Group established garbage recycle centers and now there are 1,242 centers nationwide as were as 11 centers in USA, Lao PDR, Malaysia, Japan, Cambodia and Myanmar. The amount of recycle garbage was 2.190 hundred thousand tons a year. They can be both buyers and sellers at the rate of world market. The garbage is sorted and pressed to be lump and sent to the factory. Customers can be even producers of the products such as beer bottle of Chang, Heineken, or Sigha, the paper box of Siam Cement Group.

The government coordinated with Wongpanich Group to send the garbage of the municipalities to the company and this can reduce the amount of garbage rapidly. The company can also earn the benefit from recycle garbage. The initial stage of public management did not started. The government emphasized on land-fill and combustion. This can make environment problems, especially land-fill method as it needed large area to serve larger amount of garbage. Currently the space is limited and it could possibly have the contaminated garbage in the areas. On the other hand, at present, Pyrolysis combustion attempted to use the remain from combustion including solid, liquid and gas. The most required products were liquid or fuel to use as the energy. Solid and gas was limited at the end. Regarding to the information from Department of Industrial Works 2014, it stated that there were 209 entrepreneurs related to plastic recycle but there were only 75 recycle factories. The government did not manage in this area. If implementing public management, private sectors had to be responsible for this and the government support their work. However, the government sector lacked of persons and experts in this area as well as the government should encourage too establish plastic recycle factory.

The government had to push the production of plastic at the beginning to be bio-plastic in order to reduce the problems in plastic elimination. There are four degradation for plastics as following:

1. Photodegradation - It can be done by adding substance that is activated with the light in plastic. This process will not exist in land-fills pit or dark environment or even thick colored plastic piece on the surface as plastic cannot expose the UV ray directly.
2. Mechanical Degradation - The force reaction is sent to the plastic piece. Then, it breaks into pieces. This is the similar method to break plastic into small pieces.
3. Oxidative Degradation - This method can be done by adding oxygen in polymer molecule. Actually it can occur in the nature slowly and this can break the polymer chain and lose its mechanic characteristics faster.
4. Biodegradation - It is the degradation of polymer by the work of microorganisms to break the bond of plastic from the smallest unit. The ultimate biodegradation is energy and mineralization such as carbon dioxide, methane, water, salt and other elements.

According to the theory of Reduce Reuse Recycle, it was found that there were several government projects that had the collaboration from the private sectors such as the campaign to stop using plastic bag in convenience stores and department stores, the campaign to use cloth bag instead of plastic bag, the campaign for garbage filtration, the campaign to reuse plastic products. However, it was not the clear picture when it was arranged through the government

projects. Each project lacked of the evaluation and continual force. Hence, the achievement under the public management does not truly exist. The government should revise its policy to be implement in the real practice. Comparing with developed countries such as Germany, USA and Japan, it was found that the core content of the government sectors was the policy maker only. It can see the difference in those countries as follows:

1. Government took the least role and decentralize the power to the local by encouraging the local to deal with garbage problems by its own.
2. Government transferred responsibility to the private sectors to recall used container such as collecting deposit for the container, etc. Then the used container was eliminated or recycled under the financial support of the government.
3. Government stipulated that the container must make from recyclable material by the use of tax reduction criteria.
4. The law to calculate the expense in moving garbage by its weight was stipulated.

Thai government did not operate the aforementioned criteria concretely as there were several intervened factors including budget, persons, the security in politics, economic-society and the conflict in policy, etc. Some government organizations did not even encourage all government sectors to respond to the conscious in problems of natural resources and environment. The problems was the responsibility of some organization without the continual support.

Conclusion

Plastic recycle in Thailand can exist efficiently by the effective public management. It cannot be real in the near future as there are the complex problems in Thai government system which needs the serious reformation including from policy making and applicable laws. It need to be in the similar direction to protect the advantages that might be offer to any parties. The benefit of the nation is the main task. The government then has to have the evaluation of the effectiveness of the projects in order to consider the achievement of the project comparing with the expensed budget including the establishment of conscious to protect natural resources and environment that every sector including government sector, private sectors and civil society have to be aware of. It is every body's responsibility to coordinate to solve the problems starting by the study on the possibility to implement some criteria from developed countries in Thai context. The government sector has to accept the change in accordance with the principle of public management. Traditional working system cannot let the government sector to stipulate the policy to achieve its goal that can enhance the economy and quality of life sustainably in the future.

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THE FEASIBILITY STUDY OF INVESTMENT THE QUALITY DRUGSTORE “PATTARA PHARMACY” IN SRICHAN COMMUNE, KHON KAEN MUNICIPALITY, MUANG DISTRICT, KHON KAEN PROVINCE

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ABSTRACT

The purpose of this study is to investigate the feasibility of investment in a quality drugstore “Pattara Pharmacy” in the Srichan Commune, Khon Kaen Municipality, Muang District, Khon Kaen Province. The study is conducted by an analysis focusing, focusing on capabilities in terms of marketing, technical, management and financial aspects of analysis. Including are observations on consumer behavior and other factors which affect the decision to purchase a product from the store, by conducting a survey of 400 consumer samples. The results of these 400 samples suggest, that 55.5% of consumers would use the service offered by the store, 35.5% still in unsure and 9% would not use the service. In terms of marketing, consumers emphasized was on the quality of the products, ease at reaching the store and the advisory service by a pharmacist. (store operating hours from 7 a.m. to 10 p.m.). For technical aspect, the remaining products in stock will be delivered on first in first out basis. About the management, this is a sole ownership business where the organization structure comprises, 1 pharmacist and 1 assistant. About financial feasibility, observed that the project required a fund of THB 2,100,000. 5 years of work with 3 years 11 months and 10 days for the payback period. The net present value is at THB 373,290 with an internal rate of return from investment of 10.61%, which exceeded the 5% calculated cost of capital. The final result suggested that this quality drugstore business, “Pattara Pharmacy” was feasible for investment.

Keywords: The Feasibility Study of Investment, The quality drugstore, The payback period, The net present value, Internal rate of return from investment

Introduction

Nowadays, people live their lives stressfully from work, which has to be competed with the time, thus, less hours available for looking after their health. This result in a massive increase in number of patients at different medical service centers, as the services provided by public hospitals had become insufficient. In addition, services provided by the private sector, either private hospitals or clinics, all involved with high costs. Therefore, it is quite attractive for people those with a minor illness to purchase the drug from a store for self-treatment, instead of going to the hospital. Since, it is costs-saving and suitable for the hectic lifestyle. This is why the drug store has become more important to people's lives. The quality drugstore with a professional pharmacist who knows the products well will ensure a safe use of drug for the customers [1].

Khon Kaen Municipality is located in Muang District, Khon Kaen Province. Whereas Khon Kaen is an important main capital under the "National Economic Development Plan", along with Chiang Mai, Songkhla, Nakorn Ratchasima and Chon Buri. Nowadays, Khon Kaen is the important center of education, economic development, government entities and transportation in the north-east Thailand. There has been an economic expansion and urbanization in the city, resulting in the higher morbidity rate. Viewing Khon Kaen as suitable location, the researcher which own a piece of land in the Srichan Commune, Khon Kaen Municipality, locating on the opposite side of the Centara Khon Kaen Hotel, as well as a college and school, see an opportunity to invest in the drugstore business.

Objectives

The purpose of this study is to investigate the feasibility of investment in the drugstore business in the Srichan Commune, Khon Kaen Municipality, Muang District, Khon Kaen Province. Focusing on 4 aspects, marketing feasibility, technical feasibility, management feasibility and the financial feasibility.

Methodology

The feasibility study of investment in the business is conducted as follows.

1. For marketing feasibility study, the behavioral study to address the factors which affect the decision to purchase the product from a store is conducted. By collecting surveys of 400 random samples from the local people in the Srichan Commune, Khon Kaen Municipality, Muang District, Khon Kaen Province.

The sampling technique is based on Cochran's formula (1977) by indicating the allowance for discrepancy of samplings of 0.05 or 5% as follows.

$$n = \frac{P(1-P)Z^2}{d^2}$$

Where n is amount of samples needed

P is proportion of random samples (in general is 50% or 0.50)

Z is proposed confidence level at 95% confidence level = 1.96
d is proportion of allowance for discrepancy at 95% confidence level, discrepancy proportion of 0.05

$$n = \frac{0.50 (1-0.50) 1.96^2}{0.05^2} = 384.16$$

By plugging in the formula will yield 384 samples needed but for simplicity in conducting the survey, therefore, will propose the sample size of 400 samples, which covered all the samples as suggested from the calculation.

1.1 The sample group is the people who live in the Srichan Commune and the nearby communes in Khon Kaen Municipality, Muang District, Khon Kaen Province.

1.2 The tools used in the study were survey forms about an opinion on the decision to purchase the drug from a store, comprising of first, the general information of a candidate. Second is drug purchasing behavior from the store. Third is the factors affected the purchasing decision and the last section is for comments.

1.3 Quality assessment on tools implemented, findings on validity, defining the scope of data from research and evaluate based on the scholar's consent for an approval on accuracy of the content and the differences associated with the theory used in the study. Findings on reliability, using a collected survey to determine the validity of a survey. By testing with a group of 30 samples to determine the "Reliability Coefficient" of the survey, applying the formula of the "Alpha Coefficient" based on "Cronbach Alpha Coefficient"

Gathered the data collected from surveys to check for accuracy and perfection, and using a program for the calculation and evaluation. The statistical measures used were the frequency, percentage, mean and the standard deviation, which the statistical measures were based on the fraction of data as follows.

1) General information of the samples i.e. genders, ages, level of education and the average monthly salary, using the frequency and percentage to analyze the data.

2) Data on drug purchasing behavior from the store, which is a close-ended question with multiple choices, using the frequency and percentage to analyze the data.

3) Factors affected the purchasing decision, which is in a rating scale form, ranking up to 5 levels; most, high, moderate, slightly and least. [2].

For the interpretation of results, conducted by using the benchmark and order of importance, based on the method by "Best" from the average [3].

2. The technical feasibility study comprised of the technical analysis in terms of location, feasibility of investment on buildings, facility equipments and internal design of the drugstore.

3. The management feasibility study is the analysis of the organization management and human resources, in order to determine the pattern of management and operation. Using the results obtained to help making decision and the evaluation on investment.

4. The financial feasibility study is the analysis of data on financial aspects for decision making assessment of the investment. Comprising of an estimation of initial outlay, operation

costs and the expected return of the project.

Results

1. Marketing feasibility

1.1 Consumer behavior observation results and factors affecting the drug purchasing decision from a store of those living in the Srichan Commune, Khon Kaen Municipality, Muang District, Khon Kaen Province.

Data on the consumer behavior.

The consumer behavior study in terms the use of service provided by the store with candidates of 400 samples found that, during 1 month, there were 265 people using the service, where most of them use the service only once. The purpose of attaining service is to purchase the drug, as well as dietary supplement products, with an average expenditure of THB 51-100 per session. The common period of service attainment is during 4 p.m.-7 p.m. Where a pharmacist is the most important factor affecting the products purchasing decision from a store. While the most common reason for those who were unsure whether to use the service of the newly-open drugstore was “too far from home”.

Opinions on factors affecting the drug purchasing decision from a store.

Indicating questions to measure the consumers’ opinion towards factors affecting the drug purchasing decision from a store, ranging up to 5 levels which comprises of the most important level, highly important level, moderately important level, slightly important level and the least important level.

1) Product: according to the survey, candidates emphasized on the quality of the products the most, followed by having the labels indicated on the products.

2) Price: found that, the candidates emphasized on having a clearly attached price tags on products the most, followed by variety of product prices to choose from.

3) Place: found that, the candidates emphasized on the ease of reaching the store the most, followed by the location close to the residential area.

4) Promotion: found that, the candidates emphasized on the medical checkup service i.e. fever measure, blood pressure measure, etc. the most, followed by a provision of brochure about the details of the product.

5) Process: found that, the candidates emphasized on the pace of the service rendered, followed by the ease of following the instructions from the seller.

6) People: found that, the candidates emphasized on having a pharmacist in the store during the operating hours, followed by the ability to give information to the customers.

7) Physical Evidence: found that, the candidates emphasized on having an attracting shop name tag that is easy to notice, followed by having a name tag of a pharmacist in the store.

1.2 General Environment analysis

From an analysis on the overview of the drugstore business, applying “PESTE Analysis” found that, based on the legislative and political condition, indicated that, for the

newly-open store, a pharmacist is required during the operating hours. By having a health insurance system and the expansion of the medical service centers will attract more people to go to the hospital. With economic situation which is expected to be a slowdown will attract more people to use the service of the drugstore, thus, the demand for the drugstore business is expected to rise in the future.

From the social and cultural aspects, Khon Kaen is the center of education for the north-east region. Students, as well as people with minor illness mostly use the service of the drugstore.

In terms of technology, the management of the drugstore with the aid of technology will make the operation running more efficient. Reducing the difficulties in managing the shop and helping to expand the branches easier.

For Ecology Environment, people who live in Srichan Commune are very likely to expose to the diseases, especially from dust and germs, diseases concerning with skin and respiratory system. Due to the massive traffic congestion and the expansion of the city resulting from urbanization.

1.3 The competitive analysis

The analysis is conducted by using “Five Forces Model”, found that, the competition of the drugstore business in the Srichan Commune is getting more intense due to an increase in the population and it is a worthwhile business to invest. As nowadays, consumers turn to look after their health more, thus, it is reasonable for the drugstore to offer the healthcare products along with the sales of drugs, making the business become more attractive to invest in. But due to the fact that the business required great knowledge of pharmacy, as well as having a pharmacist in the store at all time during the operating hours, making it favorable for those pharmacists who own the store to reduce costs by cutting an expenditure on staff hiring. However, a newly-open drugstore will be disadvantageous to those already exist in the industry in terms of an estimation of the products on stock, where the large existing store will be advantageous from the economy of scale. Therefore, the newly-open store will emphasize on the low-cost products and focus on the quality of service provided, in order to keep the customers.

1.4 The Situation Analysis

The analysis is based on the “SWOT Analysis” which found that, the strength of “Pattara Pharmacy” was its location which located where many people lived, with convenient transportation, having an owner as a pharmacist in the shop to give advices to customers at all time during the store’s operating hours. As well as emphasizing on the quality of service rendered with a follow up on the results after the treatment. The weakness was, it was a newly-open store as it was not yet recognized by many customers, making it less attractive for customers, as they still unsure about the store’s reputation. As well as the products available in store were not that variety. For opportunity, regarding Khon Kaen as an urban city, with many population living in will raise the morbidity rate. Also as nowadays, people tend to look after their health more, along with their hectic lifestyle, when having a minor illness, people tend to prefer a self-treatment by the drug purchased from a store. However, by having a chain drugstore and a convenient shop which operates 24 hours will be a treat for the business.

2. Technical feasibility

2.1 The location selection

The quality drugstore, “Pattara Pharmacy” is located in the Srichan Commune, Khon Kaen Municipality, on Prachasamosorn Road, which is the main route for transportation. There was a restaurant and a kindergarten next to the shop. In front of the shop was the Centara Khon Kaen Hotel, where the site is constructed as a commercial building with available area for use of 85 square meters and 10 square meters for the toilet.

2.2 Mapping and internal design of the store

The store is neatly designed, with a sparkling view from both inside and outside. The decoration was mainly done in a white tone, with bulbs to provide sufficient light, air condition installed and the drugs shelves placed on both sides of the wall with a counter on one side.

2.3 Inventory management technique

Applying the computer software called “Smart Drugstore ®” to manage products in the stock. The products are delivered on the “first in first out basis” to prevent the expiration.

3. Management feasibility

This is a sole-ownership business run by a pharmacist, which will help facilitating the operation. For the structure, it is comprised of one main pharmacist, one part-time pharmacist to stand by when the main is not available, and one assistant. There was a clearly defined scope of work of each individual. During the recruitment for new employees, qualifications will be strictly considered, as well as the performance evaluation which will be conducted at the later stage with compensations provided.

The responsibilities of the main pharmacist in the shop (manager) were to give advices and instructions on how to use the drugs, selling products to consumers, recruiting new staffs, arranging the staff training program, evaluate the performance, managing products on stock, checking and managing the expiring or infected products, controlling the expenditure, recording the profits or losses from operation for the evaluation, as well as responsible for all related documents in the store.

For a part-time pharmacist, the job is to do work assigned by the main, introducing the products to customers, selling the products, monitoring the operation of all staff members in the shop and reporting the results to the manager.

Assistant pharmacist is to do the work assigned by the pharmacist, helping to give instructions to the customers on how to use the products, as well as selling the products and managing the products on the shelves.

4. Financial feasibility

The Pattara Pharmacy required THB 2,100,000 investment with 5 years of work. Estimating the minimum wage by calculating from results obtained from the survey of consumers who will use the service of a newly-opened drugstore in the Srichan Commune, suggested the possible target group is group of people living in the Srichan Commune and affiliates. Total population of 4,717 people, of which 55.5% observed to be willing to use the service. Estimating the target group by reducing the willingness to use the service by 3.5%, in order to mitigate the discrepancy, which yields $4,717 \times 52\% = 2,453$ people.

According to the survey, observed that most of the candidates had an average expenditure on the drugstore service around 51 – 100 Baht per session. Taking an average of expenditure per session to use in the calculation, will give the estimated monthly income of $75.5 \times 2,453 = \text{THB } 185,189/\text{month}$.

Estimated yearly income of $185,189 \times 12 = \text{THB } 2,222,273$ and propose that the income will be growing at the rate of 10% per year from the previous one. The estimation of income of Pattara Pharmacy is shown in the table 1.

The net present value (NPV) is a positive figure at THB 373,290, while the internal rate of return (IRR) is at 10.61% exceeding the cost of capital (WACC = 5%). The payback period is 3 years 11 months and 10 days.

Based on the sensitivity analysis of the project, a 5% reduction in revenue will lower the net present value to THB 136,180, internal rate of return to be at 7.09% and the payback period of 4 years 2 months and 29 days. A 5% increase in costs will reduce the net present value to be at THB 215,090, internal rate of return of 8.26% and payback period of 4 years 1 month and 22 days. In the case where the revenue decrease and costs increase by 2% will reduce the net present value to be THB 215,519, internal rate of return to be 8.28% and the payback period of 4 years 1 month and 21 days.

Conclusions

From the marketing feasibility study, found it feasible by judging from the overall trend of the drugstore business, where a newly-open drugstore is required to have a pharmacist in the shop during the operating hours. The economic slowdown encourages people with minor illness for self-treatment with the drugs purchased from a store. With the aid of technology, the store management will become more efficient. People living in the Srichan Commune were experiencing higher morbidity rate due to the traffic congestion and an increase in numbers of population. The competition has become more intense, as more people living in the commune. The rationale behind the sales of healthcare products other than the drugs was due to the fact that people tend to look after their health better, where this action required a pharmacist on standby at all time during the store's operating hours. In addition, nowadays, hospitals, clinics and the convenient stores could effectively response to the customers' needs as the drugstore, thus, for those customers who wish to purchase the products could do so by using the service from these channels.

According to results obtained from the surveys, the pattern of service provided by the quality drugstore business, "Pattara Pharmacy" has applied the idea of "Marketing Mix: 7P" as follows.

For the "Product" aspect, emphasized on the quality of the drugs and other healthcare products and the need for having labels showing details of the products attached. The "Price" aspect emphasized on the quality of service rather than the cheap price. The "Place" aspect, the store is located in the Srichan Commune which operates daily from 7 a.m. to 10 p.m., including the online service for those who are online shoppers. For "Promotion" aspect, Pattara Pharmacist

provides a pre-medical checkup for customers, provision of brochures containing information on the diseases and how to use the drugs, as well as the membership system that provides special privileges for customers. The “Process” aspect emphasized on the pace of service rendered and the ease of following the instructions. The “People” aspect emphasized on the need for having a pharmacist to give instruction on the use of drugs and healthcare products and the assistant pharmacist to stand by during the store’s operating hours. The “Physical Evidence” which is the last aspect, emphasized on the need for having an “easy-to-notice” shop name tag and the neatly sparkling internal design.

The technical feasibility study was reported to be feasible, since the drugstore had suitable available space for use based on the normal drugstore structure. The tools used were properly selected, the mapping and design was done neatly, as well as having the computer software for the stock management and the application of “first in first out” technique to be used in the operation.

For the management feasibility study, found it feasible, as the organization structure was not complex. Comprising of one main pharmacist, a part-time pharmacist to standby when the main is not available, and one assistant pharmacist to do the work as assigned by the pharmacist.

Lastly, the financial feasibility study, found it feasible, as the Pattara Pharmacy Drugstore has a relatively short payback period of 3 years 11 months and 10 days, with the net present value of THB 373,290 and internal rate of return of 10.61%. This proves the attractiveness of investment in this project.

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Table 1 Income Estimation

Total Sales	Year 1	Year 2	Year 3	Year 4	Year 5
10% increase	2,222,273	2,444,500	2,688,950	2,957,845	3,253,630

A FEASIBILITY STUDY ON AN INVESTMENT OF INTERNET SHOP IN KHON KAEN MUNICIPALITY, MUANG DISTRICT, KHON KAEN PROVINCE

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ABSTRACT

The purpose of this study was to study a feasibility on an investment of internet shop Khon Kaen municipality, Muang district, Khon Kaen. The study focused on four aspects; marketing, management, technical, and financial. Data were collected by using questionnaire from the sample of 392 peoples whose age were within 15-24 years old and 8 related parties were interviewed. Results of the study revealed that the investment was feasible 1) in marketing study, the advantage stem from product were computers and accessories with a modern twist and with the promotion at any time. 2) In management study, the organization managed were clearer, with human resource of 4 people. 3) in technique study, the business located in municipality, near the Fairy plaza store with accessible transportation and parking area. 4) In finance study, Investment was 1,941,340 Baht. IRR would be 16%; NPV would be 761,697.15 Baht; and Pay Back Period would be 3 years 4 months and 2 days. It was, therefore, concluding that the investment would be feasible.

Keyword: Feasibility study, Internet Shop, Investment

Introduction

“Internet” is an information technology tool which is convenient for its users. Communicating through computer is popular worldwide because it is like a medium that connects every communication from all over the world to be together. People can contact and exchange information to other people through the internet.

In Thailand, it is found that using the internet is increasing every year. In 2013, there are 22.2 million or 35.0% of Thai internet users. It is expected that there will be more than 25 million users in 2014, and will be increasing more and more [2]. From the increasing rate of internet users in Thailand in 2013 which are 22.2 million people, there are a lot of internet shops or internet centers in every part of the country open for responding the increasing wants in using the internet. Groups of internet users can be divided into 3 groups; 1) Students who go to the internet shops for sending e-mail, chatting with friends, playing web boards (post and answer questions), typing reports, finding educational information, and the most popular one in the present time is playing online games. 2) Adults and working people is a group that needs to use the internet shops when they are not in the offices, and have to find the information urgently. 3) Groups of tourists who use the internet to contact to people in their own countries.

In nowadays, the internet shops focus only on providing online games service for satisfying customers' wants. It is found that majority of the customers are youths who are between 15-24 years old, which is the highest proportion of using internet; 58.4%. Next are a group of 6-14 yearold users; 54.1%, a group of 25-34 year-old users; 33.5%, a group of 35-49 year-old users; 18.7%, and the least is a group of the users who are more than 50 years old; 6.6% [2].

From studying general demographic situation in Khon Kaen municipal area, Muang, Khon Kaen, it is found that there is an amount of population in a group of 15-24 year-old users, who are a group of youths that go to the internet shops the most, is 17,869 people [1]. It is shown that in KhonKaen municipal area, Muang, Khon Kaen, there are more chances to grow the internet shop business. Therefore, the researcher is interested in studying feasibility in investigating internet shop in Khon Kaen municipal area, Muang, Khon Kaen in order to find feasibility and worthiness.

Objectives

In order to study the feasibility in investigating internet shop business in marketing, management, technical, and financial studies.

Methodology

The details of this study are as follows;

Population and size of samples

- General people who are in Khon Kaen municipal area, Muang, Khon Kaen, those are between 15-24 years old. It is found that there are 17,869 people [1] Specifying the size of samples in this time of studying, because of already knowing the amount of population, the following formula was used [3];

$$n = \frac{N}{1 + Ne^2} \quad (1)$$

when n is size of the sample

N is size of the population

E is error score of the data which is gathered from acceptable samples that a trustful statistic value of $e=0.05$. The samples that are used in this study are about 392 samples.

- Internet shops' owners who have run the business for 5 years and more. The researcher chose 8 samples from this group.

Tools in this study

- Questionnaire which is the researcher created for asking the samples. It is divided into 3 parts;

Part 1: General information of the samples such as gender, age, educational level, occupation, average monthly income.

Part 2: Behavior data of the samples in going to the internet shop in Khon Kaen municipal area, Muang, Khon Kaen.

Part 3: Data about factors that influence to making a decision to go to the internet shop for finding how much each of marketing factors affect to decision in going to the shop. Rating scale of Likert was used by specifying range of opinion level's mean score for translation. It is divided into 5 levels; score 1.00 – 1.50 means strongly disagree, 1.51 – 2.50 means mildly disagree, 2.51 – 3.50 means neutral, 3.51 – 4.50 means mildly agree, and 4.51 – 5.00 means strongly agree[4].

- Interview which was done by recording 8 owners exclusively without questionnaires for getting qualitative data about marketing, management, technical, and financial studies.

Collecting data

For data collecting, the researcher collected by using these following data;

Primary data is the data from interviewing the owners and providing questionnaires to the samples by specific random sampling. The researcher spent 1 month for collecting data that is from March 1 to April 1, 2014 by collecting all data from 392 samples. Then brought the data back to check again and analyzed by using program SPSS in order to find the statistic value. Moreover, the data from interviewing the owners was brought to analyzing data about marketing, management, technical, and financial studies.

Secondary data is the data that collected and searched from books, documents, academic textbooks, related researches, and searching more information from the internet for using in analyzing marketing, management, technical, and financial data.

Studying feasibility in marketing study: studying about marketing mix, generality, and competition by using analyzed tools such as Marketing Mix 7Ps, PEST ANALYSIS, Five Force Model.

Way of studying administrative feasibility by appropriately studying about organizational administrative, organizational management and staff choosing studies.

Way of studying technical feasibility by studying the location and choosing materials.

Way of studying financial feasibility by studying about payback period, net present value (NPV), internal rate of return (IRR), and speed analysis for making decision in investigation.

Results

Results of marketing studying feasibility

Results of studying from surveying by using questionnaires, the results are as follows;

General information from 392 samples. Most of them are male (68.6%), age are between 15-19 years old (78.1%), educational level are high school/vocational certificate (50.3%), occupation are students (95.7%), average monthly income are less than 5,000 baht (70.4%).

Behavior data of 392 samples. It is found that they go to the internet shop about 6 times a week (33.2%), spend 2-3 hours a time in there (26.0%), spend about 30 baht a time (36.0%), and for entertainment (82.7%), online games (48.0%).

Factors that affect decisions making to go to the internet shop of 392 samples by giving 5 levels of precedence. Then, finding the mean value for finding the factors that affect the decision making to go to the internet shop in 7 aspects found that

Product aspect is about tools' modernity (mean value: 3.92), the amount of computers on service (mean value: 3.88), and having complete equipments to use (mean value: 3.88).

Price aspect is about appropriate prices (mean value: 3.70), having several range of price (mean value: 3.57), and cheaper price comparing to other internet shops (mean value: 3.55).

Channel of distribution aspect is about being near community or school (mean value: 3.95), accessible transportation (mean value: 3.81), and having parking area (mean value: 3.55).

Promotion aspect is about discounting (mean value: 3.95), member's discount (mean value: 3.64), and collecting hours for free service (mean value: 3.95).

Procedure aspect is about using equipments or tools for upgrading service to be convenient of the internet shops (mean value: 3.71), running the procedure step by step and easily understandable (mean value: 3.68), and opening in the appropriate time (mean value: 3.65).

Staff aspect is about enthusiasm on service of staffs (mean value: 3.84), readiness to work (mean value: 3.75), and hospitality, friendliness, and getting along well with the customers (mean value: 3.74).

Physical aspect is having air-conditioners (mean value: 3.80), wide and clean place (mean value: 3.68), and good location and accessible transportation (mean value: 3.62).

Specifying marketing mix 7Ps

From studying questionnaires and interviewing the owners, it can be used in specifying marketing mix as follows;

Product aspect is about using modern computers, upgrading computer every 3 years, using Fiber Optic connecting program which is free software that most of them are online games, and snacks and drinks are sold in the shops for making more convenience to the customers.

Price aspect is about specifying prices for all customers to spend the same price rate as well as the other internet shops around. Channel of distribution aspect is about being near community or school, and accessible transportation.

Promotion aspect is about getting a discount for being members and collecting hours for exchanging free hours, having activities that continuously and always support the marketing for saving the old customers and making new ones.

Procedure aspect is about having programs controlling the computers in the shop systematically, and having coupons telling the customers clearly for letting the staffs taking care of the customers clearly and quickly.

Staff aspect is about having basic computer knowledge and service-mind, and being friendly and smiley.

Physical aspect is about decorating the shop in modern style, wide and clean.

Results of studying generality and competitive condition of internet shop business in Khon Kaen municipal area.

From studying generality of environment that affects to the business such as a labor cost, regulations and rules that allow people who are less than 18 years old can go to the internet shops at 2.00-10.00 PM in weekdays and 10.00 AM – 22.00 PM in official holidays that directly affect to the shops because most of the customers are people who are between 15-19 years old. Decreasing economical situation of Thailand caused by political instability, and rapidly developed technology; there are modern communicative system, both in basic telephone and portable phone like smart phone, including high speed internet and wireless internet like 3G which is developed to 4G soon. For computer, there are portable one (Laptop) and desktop one (PC).

For analysis result, the competition in this business is in a moderate level because there are many shops that ran the business before, and the product is not much different, that makes the bargaining power of the customers is quite high. Moreover, coming of the new components is in a low level because of high investment. The bargaining power of the suppliers is in a low level because equipments in the internet shop are able to find in normal IT markets, so there are many entrepreneurs of these equipments; no one has a monopoly in the business.

Approximately incomes are 1,788,800 baht in the first year, and marketing expenses are 30,140 baht in the first year.

Results of organization management studying feasibility

Organization Chart

It consists of 1 manager who takes care of company's administration in purchasing, accounting and finance, marketing, personnel, and staffs' services. Salary is 15,000 baht. Next are 3 full-time staffs that service and give some information to the customers, take care and clean the shops, and make a report's conclusion about the amount of using computers and inventory stocks for handing in with money to the manager to check. The salary is 8,000/person, and the whole expenses are 468,000 baht in the first year.

Finding and selecting staffs

From interviewing the entrepreneurs, they will announce hiring full-time staffs and website Khon Kaen link, so the shops found and selected the staffs from following topics;

- Staffs' resources: coming from the notice boards by noticing on the website Khon Kaen Link and posting the notice in front of the shop.

- Staffs has to have following qualities(job specification), a manager should have well computer and internet knowledge and skills, has ability in administration and personnel, has accounting and financial skills, and knows the business situation well for planning the appropriate marketing plans. For shop assistances, they should have Thai nationality, age more than 18 years old, at least high school or vocational certificates, well computer and internet skills, good personalities, service-mind, friendliness, gentleness, enthusiasm, and loyalty.

Result of technical studying feasibility

Location of the project

Location of the internet shop is located on Namuang road, Muang, KhonKaen, near Fairy Plaza store, the Siam Commercial bank, the Brain tutoring school, Bangkok bank, Chem-Ou tutoring school where is a good location. Transportation is convenient; there are many omnibuses. The customers who have motorcycles can park them in front of the shop, and those who have personal cars can park in Fairly Plaza's parking area.

Selecting equipments

Selecting equipments of the internet shop, the researchers considered from the computers which have to have qualities and efficiencies for being appropriate to the wants of the users. The shop chooses CPUs of INTEL Core i3 because they are high efficient, can support new programs in the future and efficient connection system, including using Fiber Optic system which is an efficient system in connection.

Result of financialstudyingfeasibility

Initial investment estimating in internet shop business can divide investment into 3 parts which are 721,640 baht of circulating fund, and expenses before running the business that can be divided as 12,500 baht of procedure expense, 208,000 baht of decorating expense, 984,200 baht of equipments and tools expenses, 15,000 baht of Office supplies expense. An initial procedure of the project, total investments is all of the owner's investments which are 1,941,340 baht.

From studying financial feasibility, it is found that the internet shop has 3 years, 4 months, and 2 days of payback period. A net present value (NPV) is 761,697.15 baht and an internal rate of return is 16%.

Project sensitivity analysis, our formulations of hypothesis are when the product capital increases and the income decreases in the same rates, which are 6.59%, they will affect to the project because it makes the present value a zero.

Conclusion

Feasibility of marketing study

From studying marketing feasibility, it is shown that there is feasibility in marketing because overall image of the internet shop is in a growing period, especially the shop that focus

on entertainment such as Game, www., and Chat. A one stop service with computers and high speed internet that is from customers' changed behaviors. It means the customers need a convenience. When considering the interest of the business by using Five Force Model, it can be concluded that this business's interest is in a high level, especially new coming entrepreneurs. However, those who run this business and do not want to leave it must develop themselves to survive in a strong competition. Therefore, the researchers have a prominent advantage for the competition which is modern computers and tools, continually promotion by specifying marketing expenses are 30,140 baht in first year, and estimated 1,788,800 baht of circulation in first year as well.

Feasibility of organization management

The researchers planned about management in many details of planning format, organizational structure and human resource. It uses a sole proprietorship format which consists of 1 manager and 3 shop assistances. Everyone is assigned work obviously. Salaries of all employees are 468,000 baht and social security is 23,400 baht in first year. Therefore, it is feasible in organization management study to open an internet shop in Khon Kaen municipality, Muang, Khon Kaen.

Feasibility of technical study

The researchers planned about technical study in many details of location that is located in Khon Kaen municipality on Namuang road near Fairy Plaza store and tutoring schools which is a good location because it is in a community with accessible transportable such as omnibuses. Moreover, there are modern equipments, the equipments and software are always updated. Thus, it is feasible to open an internet shop in Khon Kaen municipality, Muang, Khon Kaen by paying a commercial building 18,000 baht per month, which is 216,000 per year.

Feasibility of financial study

The result of financial feasibility is feasible because it is found from financial analysis that financial study of internet shop business investment project is worthwhile by considering from the result of criterion that is for decision making as follows; (1) payback period, it is found that the payback period (PB) of an internet shop business investment is 3 years 4 months 2 days. (2) Net present value (NPV), it is found that NPV at the end of the project is 763,423 baht. (3) Internal rate of return (IRR), it is found that IRR of the investment in internet shop business that is from 1,941,340 baht has 16% of the IRR. Moreover, the investor used his own money for investment, so there is no problem with the interest that has to pay to the creditor, and PB, NPV, and IRR are satisfiable. That means the investment of this business is worthwhile.

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GUIDLINE DEVELOPMENT OF CUSTOMER SERVICE AT KRUNG THAI PUBLIC COMPANY LIMITED, NONG SONG HONG BRANCH, AMPHOE NONGSONG HONG, KHON KAEN PROVINCE

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Abstract

The objective of the study was to investigate quality service development guidelines at the customer service department for Krung Thai Bank Public Company Limited, Nong Song Hong Branch, Khon Kaen Province by using 300 series of research questions. The study results showed that most respondents were female aged 51-60 years, graduating with a bachelor's degree. They worked as government officials or employees for state enterprises with salary of 10,000-20,000 baht. They came directly at the bank for services. The most frequently-used services were deposit/withdrawal. Their convenient time was from 10.31 am to 12.30 pm. Sources of information of the bank that they received were from friends or acquaintances. It was possible that they would have repeat service. Overall, there were different levels from high to low levels of customers' satisfaction and needs of the marketing mix. They were satisfied with a variety of services, the bank's location near their houses or workplaces, so it was easy to contact the bank. Other factors were service channels easy to approach, electronic equipment, convenient services, complete services, and clear signs of service centers. Employees smiled and were cheerful and enthusiastic to provide services. However, quality development guidelines should be improved, and operation results should be followed up continuously. In addition, giving rewards to officers could help standard services and increase new customer database.

Keywords: Development Guidelines, Customer Service

Backgrounds and importance

Nowadays, there is a gradually rapid growth of technology which causes changing lifestyles and businesses and more business competition for survival and business advancements. Therefore, any businesses should improve efficiency in many aspects: organizational change, policies and strategic plans, and importantly service development to attract customers and to meet consumer needs. Current circumstances full with business competition cause commercial banks as important financial institutions for Thailand's monetary system to adjust strategic planning, deal with changes, and develop service systems for retention of old customers and increase in new customers for advantages of the organization consistent with currently changing situations.

Krung Thai Bank Public Company Limited [1] is a commercial bank operating its business according to the law of commercial banks and under the securities laws. The Stock Exchange of Thailand is still a state enterprise playing an important role of developing the country under the control of Ministry of Finance, an organization affected by changes and advances. In 2005, there was a dramatic change of the bank: stepping into "The Convenience Bank" completely with all kinds of products and services. Customers could receive services from the bank everywhere and every time, 24 hours. Services were not close on public holidays. The bank had image changes: modern and lively service channels consistent with new generation's needs and expanding networks and customer service channels in communities. In 2014, there is still a growth of the bank: growing together with Thai society. New visions are adjusted to be consistent with currently relatively high competition of commercial banks and to become a leading bank of Thailand. Another aim is to build standard services for reliability of services provided by Krung Thai Bank Public Company Limited.

Krung Thai Bank Public Company Limited, Nong Song Hong Branch, Khon Kaen has been established since July 31, 2013. It provides services from 8.30 am to 4.30 pm, Monday to Friday (official days). It is located at the building no. 659, Moo. 16, Jenjobthid Road, AmphoeNong Song Hong, Khon Kaen 40190. It is the branch no. 1312. It consists of 8 employees: one manager of Nong Song Hong Branch, 5 employees at the accounting department, and 2 employees at the credit department. There are 10 service channels. The main point of the bank is that it is located at the center of the community and at the center of business such as schools, offices, and markets. Customers for bank services are entrepreneurs, businessmen, merchants, government officials, students, general customers, and agencies.

The researcher was interested in investigating service development guidelines at the customer service department for Krung Thai Bank Public Company Limited, Nong Song Hong Branch, Khon Kaen. It has started providing services almost one year. The aims of the study were standard services, new customer database, and benefits for the organization consistent with current changing circumstances of business.

Objectives

1. To investigate current conditions for customer service at the service department of Krung Thai Bank Public Company Limited, Nong Song Hong Branch, Khon Kaen Province.

2. To study service quality development guidelines for the customer service department at the bank

Problems for the study

Understanding current situations and studying service quality development guidelines at the customer service department, Krung Thai Bank, Nong Song Hong Branch

Expected results from the study

Understanding service quality development guidelines at the customer service department

Scope of the study

The particular samples were 300 customers at the customer service department of Krung Thai Bank, Nong Song Hong Branch, with the duration of the study from 1 to 28 February, 2014, Monday to Friday, at 8.30 am -4.30 pm.

Duration of the study

The duration was 5 months from January to May, 2014.

Methodology

It was applied research, descriptive research of social sciences. The data were interpreted, analyzed, and processed. The results were presented in the form of analytical description by employing descriptive statistics and explaining data distribution, frequencies, means of variables, and differences of other variables.

Population and samples

The population in the research included customers of Krung Thai Bank, Nong Song Hong Branch. There was sampling without using the principle of probability (No probability Sampling). Convenience sampling of customers at the bank was emphasized. The duration of the study was from 1 to 28 February, 2014. 300 series of questionnaires were distributed to all customers.

Research tools

First part of the questionnaire: General information of respondents

This part deals with general information of customers at Krung Thai Bank, Nong Song Hong Branch with the objective to collect primary data from respondents in 5 issues: gender, age, education levels, occupations, and salary ranges.

Second part: Customers' behavior

This part inquires about customers' behavior at Krung Thai bank. Each question provided multiple choices. The objective was to collect customers' behavior. Questions were characterized by scale rating to evaluate variables of opinions (simple scale). Respondents could give only one answer or more than one answer. The results were analyzed, processed, and presented.

Third part: Service quality development guidelines at the customer service department and factors of the marketing mix

Open-ended questions allowed respondents to write information they wanted, helping the bank improve and provide additional services.

Data analysis

Data were collected from the questionnaires and analyzed by the following statistics.

Descriptive statistics included percentage, mean, frequency, and standard deviation.

Inferential statistic used for hypothesis testing refers to analyzing statistical data.

The obtained data from survey based on the questionnaire were analyzed by the computer preprogram, SPSS software, to find the t-test and f-test for hypothesis testing.

Conclusions and discussion

Current situations of service at the customer service department of Krung Thai Bank, Nong Song Hong Branch

Most customers of the bank were female aged 51-60 years, graduating with a bachelor's degree. They were government officials or employees for state enterprises with the salary of 10,001-20,000 baht.

The study was consistent with the study of Uraiwong, C.J (2011) [2] who investigated customer satisfaction toward Krung Thai Bank service, Srichan Branch, Khon Kaen Province. Most respondents were female who were government officials or employees at state enterprises. Possibly because of social status, women were responsible for expenses in their family, so they needed to use services from the bank. It was consistent with the study of Jongsatitrug, K (2012) [3] who examined customer satisfaction of services provided of the Krung Thai Bank, Klang Muang Road Branch and founded that most respondents were female graduating with a Bachelor's degree and working as government officials or employees at state enterprises.

The study was also consistent with the study of Tharaphan, M (2011) [4] who investigated customers' behavior and satisfaction of services of the Krung Thai Bank Public Company Limited, Na Chueak Branch, Na Cheuak District, Maha Sarakham Province. Most respondents graduated with a bachelor's degree and worked as government officials or employees at state enterprises.

Concerning customers' behavior at Krung Thai Bank, Nong Song Hong Branch, it showed that most customers decided to come to use services by themselves. The frequently-used service was deposit. The convenient time was from 10.31 am to 12.30 pm. The chosen service channel was the counter. Reasons of using services were a variety of services. The people affecting their decision to come to the bank were themselves. Frequency of using services was every month. Sources of information about the bank were from their friends or acquaintances. They would

have repeat services.

The study was also consistent with the study of Jongsatittrak, K. (2012) [3] investigating customer satisfaction of services provided by Krung Thai Bank, KlangMuang Branch. Most customers used services of deposit and withdrawal. They came to the bank directly for services. They used services 4-6 times a month.

The study was related to the paper of Yoobumrung, K. (2011) [5] studying behavior, satisfaction and demand of customers on counter service at the Krung Thai Bank, Roi Et Branch, Roi Et Province. Customers decided to use services at the bank. Frequency of using services was 3-5 times a month. The convenient time was 11.01 am- 2.00 pm.

Service quality development guidelines

Overall, service quality development guidelines at the customer service department and the marketing mix of Krung Thai Bank, Nong Song Hong Branch, Khon Kaen caused a high level of customer satisfaction in many aspects. According to physical evidences of service, it showed the highest customer satisfaction: bank employees' smiles, politeness, cheerfulness, and enthusiasm. The study was consistent with the study of Kongrakchang, W. (2012) [6] investigating customer satisfaction of fast and quick services, empathy, and cordiality from bank employees and cleanness and beautiful decoration of the bank.

Recommendations

For further study, there should be a service quality theory. Service quality refers to meeting customers' need, service ability for customers' need or satisfaction after receiving services. Service quality depends on a gap between expectations and realization of customer about services which they received directly and indirectly. Customers' realization resulted from receiving services and service providers' giving information to customers. If services that customers receive are better than or as expectations, services are considered good quality. The study results were used as service quality development guidelines at the customer service department of Krung Thai Bank. The guidelines cause standard services and can be used for further service quality development.

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THE FEASIBILITY STUDY OF THE FLOWER PAPER KITS FOR DECORATING BOARDS

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ABSTRACT

This study was to study feasibility of the flower paper kits for decorating board, located in Wanorn Niwat District, Sakon Nakhorn Province. The study was covered Marketing, Production, Management, and Financial analyses. The analyses of general environment, internal environment, SWOT analysis (strengths, weaknesses, opportunities and threats), competitive environment, marketing mix, organization management as well as production and finance were conducted. Moreover, the marketing data via questionnaires, collected from 400 target samples, were also analyzed. The result showed that the flower paper kits were interested to be bought 75%. In addition, the analyses of management, production and finance were feasible. The initial investment were 350,050 baht. Net Present Value (NPV) was 487,682 baht. The Internal Rate of Return (IRR) was 44.04% with Payback Period in 2 Years and 11 days. In conclusion this project was feasible.

Keyword : Feasibility, Flower Paper Kits, Decorating Board

Introduction

Present, schools or departments has organized an exhibition label or placard to Showcase or knowledge of the students, teachers, and other. It will use to make colorful flowers, colored paper or craft pages. Decorate or showcase in exhibition. These include the basic core curriculum BE 2551, which is focused on teaching the media. In particular, Students doing a media report in class with a teacher, or label in Project Learning courses. Whether solo or group exhibitions, even board in the classroom. In addition to the course work, and content. The exhibition also includes a board about tradition and important dates of Thailand throughout the year as well.

This product is reducing cumbersome and times consuming by crochet exhibition board, the preparation of exhibitions throughout and sometimes consumers have time constraints. There is finished product decoration and more. To assist consumers in reducing steps and time spent on the project or decorative artifacts exhibit a more convenient board. With the production of finished products floral decorations made from colored paper or Sa paper. Currently, consumers purchased from the Stationery Department Stores or stationery store based provinces or districts. By most manufacturers as a manufacturer located in the central and northern most part. The goods produced in other countries there is no difference in the picture, too. Because business are conducted Flower Shop, Stationery, and Product Manufacturing in Exhibition of decorative paper from a northern distribution inside the store. The study observed the buying behavior of students, teachers Series furnishings products, including those involved in preparing the report or tag decorative board exhibitions. It has a habit of buying a ready-made theme. And tend to use more and more themed exhibition tag. According to the study, therefore, we see opportunities to do business. In addition, the study is based on the Scrap Book and favorite handmade decorations as capital. We would like to introduce Scrap Book used to create different products to attract consumers to choose from. The ready-made theme will add to the existing business, a stationery store. To study the possible trends in the distribution of decorative flower exhibition in marketing, production, management and finance.

Objectives

To study the Feasibility of instant flower paper kits for decorating board under the brand “Scrap It” was the possibility of study in marketing, Management, production and financial.

Methodology

How to study follow objectives are

1. Marketing

Analysis a Demand of The marketing mix consists of product, price, place, and promotion an analysis of the General Environment[1] an analysis of the Competitive Environment to analyze[2] the SWOT Analysis[3] and Consumers Behavior.[4] Questionnaires and a student population of teachers in the crematorium collected Marketing and Promotion Data. Calculating the population derives Sakonnakhorn total sample size of 20,728 people. The sample consisted of 400 sets of Convenience Sampling. The instruments used in the study were employed by the query, there are 3 parts: Part 1 General information of respondents, including gender, age, education, occupation, income, Part 2 asks the behavior and preferences of the respondents. The reason for buys Influential in the decision to buy the product. Opportunity is bring the goods to produce materials used. Form selection. Size is the chosen of items in each order. The cost is every purchase. Where customer can buy and interest in a new model, the three factors that influence the selection of items including: product, price, distribution channels and promotion.

2. Management

Analyses of the corporate management are recruitment Variations in operating the policy areas. The aim is to determine the pattern of management and operations. The findings will help to consider and evaluate. Investment decisions[5]

3. Production

Production is related information and then analyzes the suitability of the raw material procurement. Product Design Select a product to be produced. A product pack and the inspection are set standards and guidelines for the production.

4. Financial

This study estimates the initial investment. Operating costs and benefits of the project. The criteria are Payback Period (PB), Net Present Value (NPV), Rate of Return (IRR), and Sensitivity Analysis for investment decisions.[6]

Results

1. Marketing

1.1 Questionnaire

General information found to be 82.00 percent female, age 16-20 years is 52.75 percent to 51.25 percent. Students are 98.00 percent. Behavior and needs of your floral decorative exhibition finished shopping because of the convenience; friend or colleague to influence the purchasing of 48.75 will buy. Order to make a project report or 57.00 percent of your products are mainly made from colored paper is a 69.75 percent is set to 94.25 percent over the medium-size

(15x15 cm) by 51.50 percent, to buy. 4-8 sets of each product is 68.00 percent, the average cost of each purchase 51-100 Baht 39.50 percent frequency of shopping once a month, 36.75 percent bought goods stationery store nearby. Percent 100.00 and interested in buying decorative floral exhibition fancy paper, finished with 75.00 percent. Factors that influence how to choose decorative flower exhibition finished. Factors that influence purchase decisions in each aspect of the product is beautiful (mean 4.45), the price is a wide range of prices to choose from (mean 3.73), the distribution channels that can find it easily. (Mean 4.05), and the marketing campaign is always introducing new products (average 3.06).

1.2 PESTE Analysis

Analysis of the external environment, politics and law. Economic environment
 Social and cultural environment Technological environment Physical and Environmental Positive impact on the business.

1.3 Competitive Environment

Found that threats affecting business in a highly competitive is the threat of new entrants and threat of substitute products is low competitors such as competitors within the same industry. Bargaining power of seller inputs and bargaining power of buyers.

1.4 SWOT Analysis

Strength

- 1) Place in the distribution of decorative floral exhibition finished. The restaurant is a famous family business and well-known brand. It is a reliable place to buy high.
- 2) Located in communities, schools and government facilities. It is convenient for the service.
- 3) The study had to know how to make fancy paper flowers to those who have experienced the invention of paper. To enhance the decorative design floral exhibition ready at all times.
- 4) The most materials used in the manufacture of decorative finished exhibition. A material statement from business partners with their families, so they can buy raw materials on the cheap.

Weakness

- 1) Because the new operators to compete of decorative flower exhibition. The target group does not yet know it.

Opportunity

- 1) The government's policy promote small and medium enterprises (SME)
- 2) The advancement of technology help production. Technology and communication technologies can be used in the operation is easy and fast
- 3) The Ministry of Education has adopted the Basic Education Curriculum BE 2551

core course for the country. Focused on the use of teaching materials, teachers and students.

Threat

- 1) Stores a rival product from a northern distribution.

2. Management

The study for the preparation of management and personnel to determine the management structure of the business sells decorative flower exhibition. Divided into two parties: Management Accounting and Production are also defined salary. Defining roles and responsibilities the defining features of these locations. The organization has personnel with the knowledge and ability to work in various positions. According to their aptitude meets a defined position. It is planned to operate in accordance with the procedure.

3. Production

To study production in business sells dried flowers, decorative banners for exhibitions of sixth step in the process are for purchasing raw materials. Product Design Select a product to be produced. Cutting parts Assembling and The Inspection The product pack Storage to wait for disposal.

4. Financial

Studies on investment income, expenses, the cost of investment. The results of the study were considered to the possibility to investment or not. This study is the preparation of the financial statements and cash flow statements by assessing the feasibility of investment projects. The criteria for deciding the duration Payback (Payback period), Net present value (NPV) and Internal rate of return (IRR) and Sensitivity Analysis.

Conclusion

The study of flower paper kit business for decorating board has a total of budget is 350,050 baht to 100,000 baht. The salary was paid 504,000 baht to 78,000 baht utility value is the amount of 32,000 baht depreciated capital investment by the owner. Net present value (NPV) is 487,682 baht, positive values are return (IRR) is 44.04 percentage, and pay back period is 2 years and 11 days, it was concluded that the flower paper kits for decorating board is the possibility of investing.

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THE FEASIBILITY STUDY OF APARTMENT PROJECT NEAR KHON KAEN UNIVERSITY, NONG KHAI CAMPUS, NONG KHAI PROVINCE

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ABSTRACT

The study was the feasibility study of apartment project near Khon Kaen University, Nongkhai Campus, Nongkhai Province. Inspired by investor, who planned to construct the apartment for rent, because the number of room for apartment and dormitories does not meet the demand of the students. This study were to opinions and decision behavior in choosing accommodation of the residents and business environment. The Analysis includes marketing, technical, management and finance aspects of the business to help the owner for decision making in the project. The total investment of this project is 18,917,000 Baht. The study revealed the the Internet Rate Return of this project was 9.23 percent : Net Present Value was 2,383,524 Baht : Payback period was 13 years 8 months and 7 days. The result of the feasibility study of this project are found to be satisfactory for investment.

Keywords : feasibility study, apartment project

Background and significance of the study.

During the year 2549 to 2556 leasing residential business area Khon Kaen University, Nongkhai Campus and the neighborhood has increased. Due to Khon Kaen University, Nongkhai Campus has developed and is likely to grow in the future and has the potential to get a lot of additional students. And the study to study about the value of the investment found that if The investors have investment and bring it to invest in real estate to make the value of money is increased, which is better, its deposits with the banks. The investment in real estate will increase in value of property over time. The apartment business is also an investment in real estate. Moreover, compared the apartment business with other businesses and found that investing in apartments is likely to get a good rental returns than other businesses. And if decide to sell property <Apartments> in a reasonable period of time and price, it might get returns higher than deposits with the banks in interest rate of about 3 percent a year today.

The preliminary study shows that the apartment rental is a business that is particularly interesting. However, the every business has to start making risky investments. We should study various factors in terms of competitive factors and factors in demand of target customers, factors of the investment and the value of the investment. To study the cost of the project to worthy for investment or does not for the information in decision on the investment of the apartment rental business.

The objective of study

The feasibility study of apartment project near Khon Kaen University, Nongkhai Campus, Nongkhai province.

Definitions used in the study

1. feasibility study means to study and preparation of the documents containing in formations that is presented to the reason to support the correctness of the projects to ensure that to get the good projects. The good projects will include projects that can be practice and after practice will ensure that the benefits are worth the investment.
2. Apartment means the commercial rent with stay of 5 students are charged a fee to stay and are not the dormitory and would not manage by the academy must be legally registered.
3. Consumer means a consumer under the Consumer Protection Act. 2552 means that the buyer or the a person who receives service by the operator, or who has been offered or invited by an operator to buy products or receive service, and means including a person who use products or who receive service by an operator, was not even paying any compensation.

Methods of study

1. Studies of marketing

By sample population in this study are university students all level education Khon Kaen University, Nongkhai Campus 2,864 people <Resource: Office Service and Academic Development> and staffs Khon Kaen University, Nongkhai Campus.

Selected sample in this study, the researcher collected data by using a Non-Probability Sampling, Collected data by using a random Convenience Sampling, because of convenience in the time, cost and factors by collecting data from a sample in area Khon Kaen University, Nongkhai Campus. By all population for 2,864 people. Calculating size of the sampling, the researcher used a random sampling from Yamane formula <Taro Yamane, 1976: 580-581>.

The tools used in this study was to questionnaire, the researcher created to collected data about the attitudes, demand and factors in the selection for staying in an apartment of the respondents. Questionnaire has 3 part: as follows

Part 1 The general information of the respondents.

Part 2 Behavior of selection for staying today of the respondents.

Part 3 The factors that affect the decision of staying in the apartment of the respondents.

Share valuation the Rating Scale by divided into 5 levels by the degree of emphasis that influence the selection of the service is a priority at the highest level to the value score 5, a priority at the high level to the value score 4, a priority at the medium level to the value score 3, a priority at the low level to the value score 2, a priority at the lowest level to the value score 1.

The External environment studies

1. General Environment Analysis by use PESTE Analysis include analysis of economic factors, analysis of social factors, analysis of the political and the state policy factors, analysis of the technology factors and analysis of environmental factors.[3]

2. Industry Environment Analysis include industry analysis is an analysis of the scope of the industry, competition, number of competitors and analysis of the market trends will occur. Analysis of the ability in the match. Be used to analyze the forces affecting the industry. As follows, forces analysis of new competitors, forces analysis of the competitive strength of the business in forces analysis of the replacement products, forces analysis of the bargaining power of customers and forces analysis of the bargaining power of suppliers.[1]

2. Technical feasibility study.

Technical feasibility study. Include location to consider the suitability in price of the land. The suitability of the project place and facilities. The possibility of investing and building forms.

3. Management feasibility study.

In a study of the feasibility of management will have analysis of the resource management. Include labor management and public utility. A critical analysis of the factors affecting implementation. Guideline for the prevention and solve the problems conclude the possibility of management.[4]

4. Studies of financial feasibility.

4.1 Analysis of investment of the projects include land price, building, furniture price, and cash flow with the business.

4.2 Assumption the income analysis by about the lowest-income that expected the business can operate. Consideration from rate of increase of the university students and staffs Khon Kaen University, Nongkhai Campus.

4.3 Assumption cost analysis by about cost in hire employees and other expenses of the operation of the projects.

4.4 Analysis of financial and assess.[2]

<1> Calculate the payback period

<2> Net present Value

<3> Internal rate of return: IRR

<4> Payback period

<5> Break even point

<6> Sensitivity analysis

Results

1. Market feasibility study.

The feasibility study of apartment project near Khon Kaen University, Nong khai Campus, Nong khai Province. By the target customer are university students and staffs of Khon Kaen University, Nong khai Campus. The analysis general environment found that the factor of the politics and law on the economy of the state. In terms of trade, transportation, tourism, education, and to give priority to the education of the parents as factors that increase the amount of targeted customers. In addition, the technology is so important in very day life as a channel of promotion for rented accommodation.

The analysis competitive environment by using a tool called Five Force Model found that threatening condition that affects most business include of two factors, the intensity of competition between business. Because the operators of the residence, apartment to construct of new residence to accommodate growing demand. Another is the bargaining power of buyers or customers. Because the residents have more choices of apartments also have a various selection. Enabling operators to each store to create a high-impact their business and trying to find a facility to add to their business to respond customer needs.

The study behavior in selection the rental residence of university students and staffs of Khon Kaen University, Nongkhai Campus, the design of the marketing mix to respond customers need by apartment catering to design rooms that are equipped with basic convenience both indoor and outdoor sufficient. Rental fee 4,000 Baht per month is charge water supply to 25 Baht a unit, electricity to 10 Baht a unit, equal to the average cost of water supply and electricity of the competitors. The factors that influence the decision to resort to such accommodation located close to school or work and in the community. The location of the apartments is only 500 meters away from Khon Kaen University, Nongkhai Campus is dominated by rivals.

2. Technical feasibility study.

The feasibility study of apartment project near Khon Kaen University, Nongkhai Campus.

3. Management feasibility study.

The feasibility study of apartment project near Khon Kaen University, Nongkhai Campus register as a limited company with an authorized capital of 1,000,000 Baht structures of business is large and small, the design is a simple structure of organization. Including an accountant and a receptionist for 1 person, a security guard for 2 people and a maid room for 1 person by a project manager <The owner of project> as the control and supervision of the work.

4. The possibility of financial.

The feasibility study of apartment project near Khon Kaen University, Nongkhai Campus. Sensitive analyzed to effect of change found that in case of the hypothesis of reduced income. Because the number of visitors to decline with increasing expenditure. Due to the cost of operations increased 10% found that the net present value is greater than zero is 295,700 Baht, rate of return on investment than is 6.25% and the duration of the payback of the project is 16 years 3 months and 14 days. Found that income have an impact on the business the most.

A study of the financial feasibility result of the project to the construct apartments near Khon Kaen University, Nongkhai Campus. Is satisfactory consideration that "should invest" in an acceptable level under the current economy situation.

Conclusion

The feasibility study of apartment project near Khon Kaen University, Nongkhai Campus to study the possibility to respond the real need of consumers, study of technical and financial. Concluded that the project has the possibility of investing by the conclusions; as follows

1. The marketing possibility conclusion.

A study of the marketing feasibility of the project to the construct apartments near Khon Kaen University, Nongkhai Campus. The real target customers of the business are students who have a native habitat in other province and live outside the district of Nongkhai province, income around 5,000-10,000 Baht per month and are interested in leasing air-conditioned rooms and target can be used in apartment recently opened a new service, equipped with basic convenience, a comfortable parking, compare prices it is not different from the competitors. This project has the feasibility.

2. The technical possibility conclusion.

The location of the project from the land at the land office in Nongkhai found that area in front of Khon Kaen University, Nongkhai Campus has been estimated median price is the price 2,500,500 Baht a rai by making this area near Friendship Road Thai-Laos near community tambol Nongkomkoh and comfortable to travel to Khon Kaen University, Nongkhai Campus.

The building style is 4-storey building with a total of 60 rooms. Total living space of 1,600 square meters, by the 1st floor include the office for 1 room, the washing machine and drinking water room for 1 room, the shops for rent for 2 rooms, the room for rent for 10 rooms.

and the room for employee for 1 room. The 2nd to the 4th floor of the 15 rooms, each by measuring 3.75x5.85 meters or 22 square meters, which is suitable for occupancy of 1-2 people and all air-conditioned rooms with a balcony at the back to make room ventilated and get fresh air.

The room style should be decorated in modern, practical and beautiful, clean, bathrooms separate areas wet and dry, color to the light to make the room look more spacious. This project has the feasibility.

3. The management possibility conclusion.

The feasibility study of apartment project near Khon Kaen University, Nongkhai Campus register as a limited company with an authorized capital of 1,000,000 Baht structures of business is large and small, the design is a simple structure of organization. Including an accountant and a receptionist for 1 person, a security guard for 2 people and a maid room for 1 person by a project manager <The owner of project> as the control and supervision of the work. This project has the feasibility.

4. Studies of financial feasibility conclusion.

The feasibility study of apartment project near Khon Kaen University, Nongkhai Campus. There is a possibility of the financial from hypothesis in revenues have customers access service to the average 80 percent per month of all rooms found that the net present value is greater than zero is 2,383,524 Baht, rate of return on investment than is 11.1% and the duration of the payback of the project is 13 years 8 months and 7 days.

The results of study indicate that the project to build apartments in area Khon Kaen University, Nongkhai Campus with the possibility of marketing, management, technical and financial, which show that this project should be one investment project in the current economy and social.

Acknowledgements

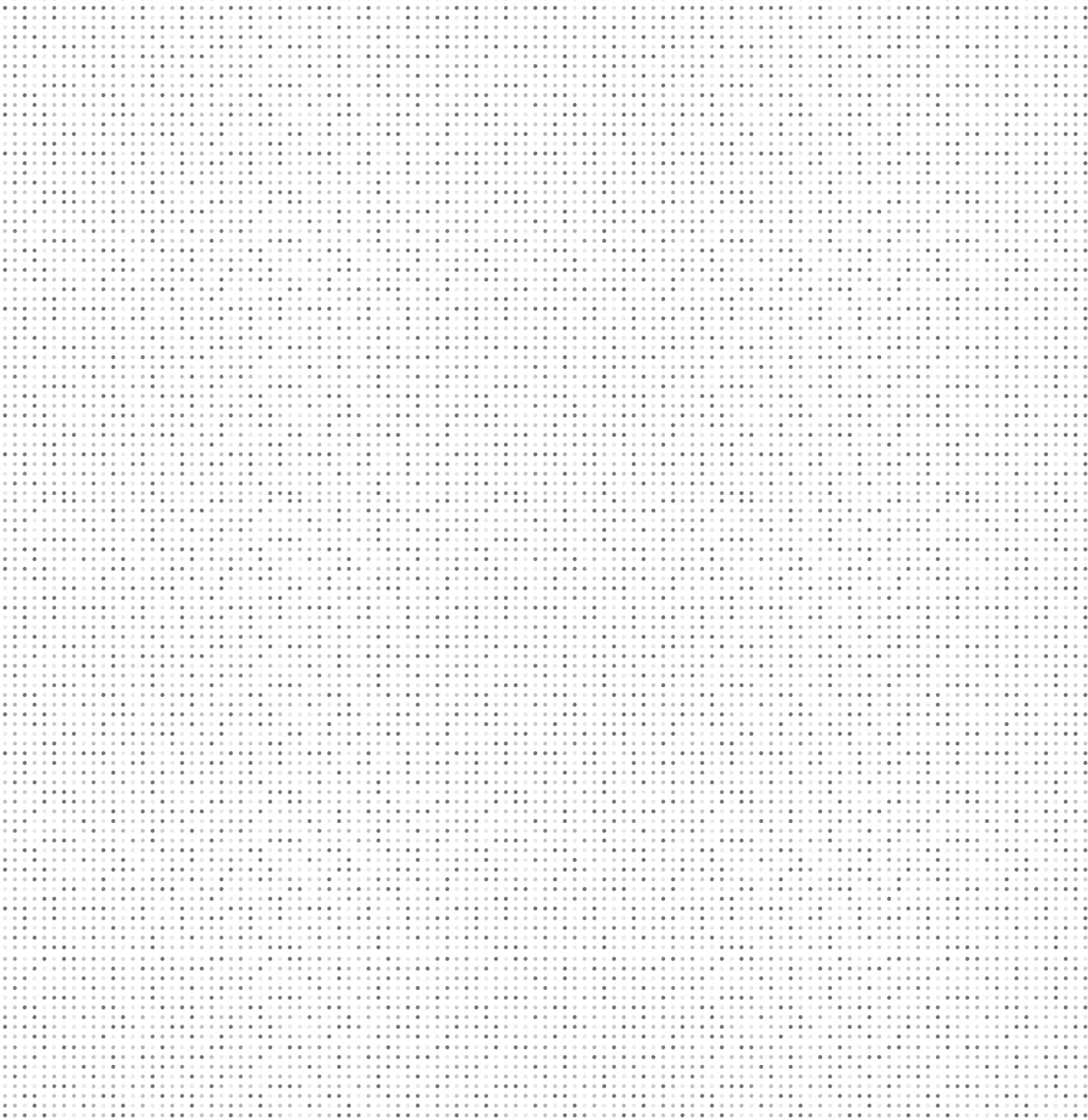
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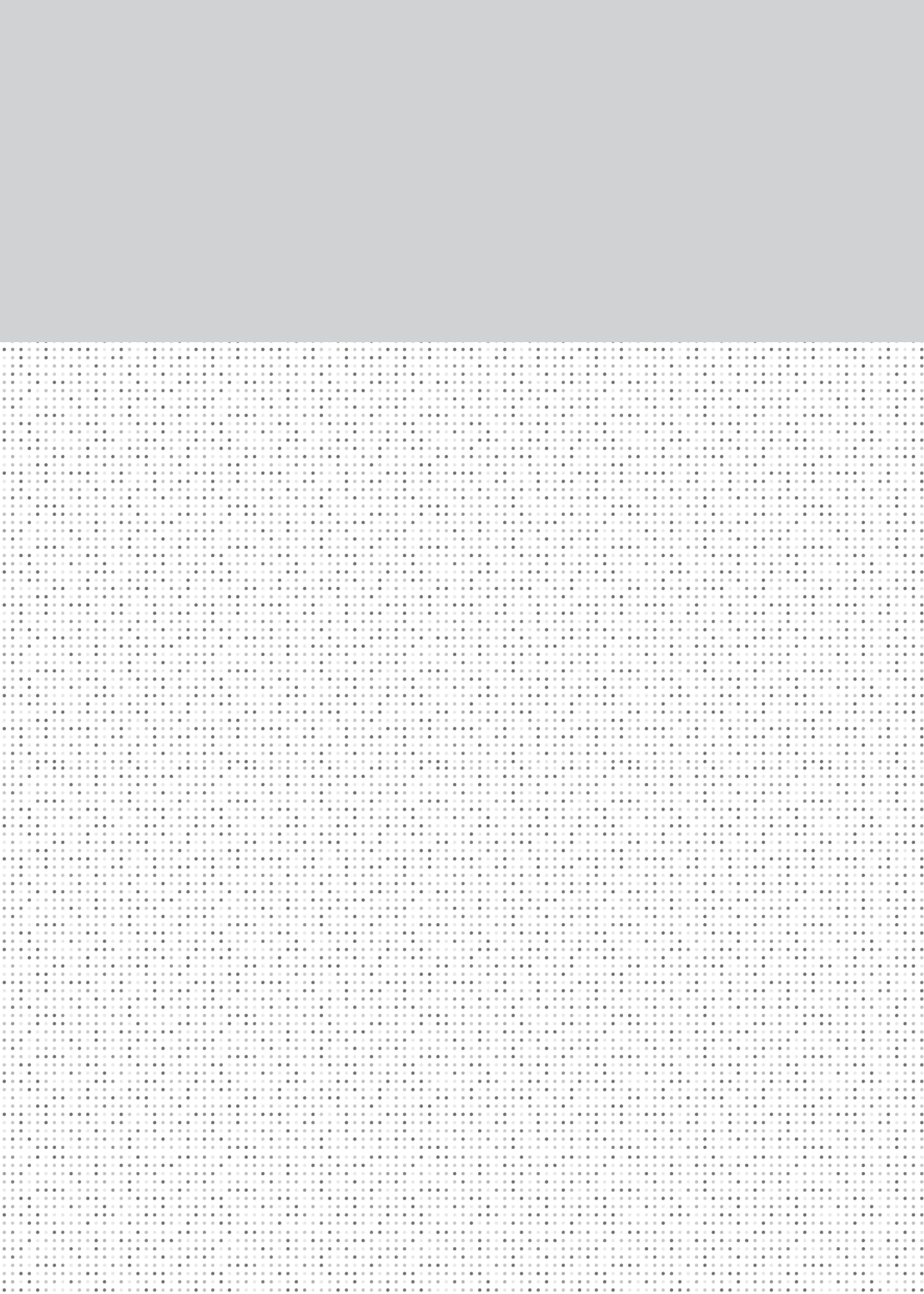
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ASEAN Community Studies





HEALTH FINANCING FOR UNSKILLED MIGRANT WORKERS IN CHONBURI PROVINCE

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Abstract

The article had objectives to study the health financing for the unskilled migrant workers of hospitals in Chonburi Province in the 2013 Fiscal Year and to find out the cost for each visit and the excess sum of the financing that cannot be reimbursed in each year. The population consisted of unskilled migrant workers who used the service from all the hospitals in Chonburi. The information was from statistical data of the Ministry of Health.

The findings showed that in the 2013 fiscal year, the total amount of the cost the unskilled migrant workers spent were 91,830,046.98 baht. Financing reimbursed by the insurance systems was 70,564,104.98 baht. Excess financing that could not be reimbursed was 21,265,942.00 baht. Therefore, 76.84 : 23.16 was the proportion of the reimbursed financing and not reimbursed financing in percentage. The proportion of the reimbursed financing and not reimbursed financing was also divided into outpatients and inpatients as follows: 74.63 : 25.37 and 78.36 : 21.64 respectively. For only the first quarter of the 2014 fiscal year (October to December 2013), the total amount of the financing was increased by 124.20 %. In fact, the proportion of the reimbursed financing was not different from the financing of the 2013 fiscal year. However, the proportion of the inpatients' financing which could not be reimbursed was increasing.

For outpatients, the average cost the unskilled migrant worker spent on each hospital visit was 391.36 baht. For inpatients, the average cost the unskilled migrant worker spent on each visit was 19,204.68 baht. In 2014, it was likely to go in the similar direction. It was also found that unskilled migrant workers were divided into two groups: (1) the group of 3 nationalities (Burmese, Laos, and Cambodian) and (2) the group of other nationalities. The nationalities had statistically significant influence on the number of hospital visits of both outpatients and inpatients. The type of outpatients or inpatients had an influence on whether the hospital could reimburse financing or not (million baht) at the statistical significance level of 0.05.

Keywords: health care, financing, migrant workers

Introduction

Economic and industrial growth in Thailand has increased rapidly. The influx of foreign investors has been the top in Asia. In addition, Thailand has been entering Asian Community (AEC) in 2015, so there has been increasing demand for labor. From the records of the Department of Labor [1], it was found that Thailand has become an aging society, and people of the working age have decreased. Migrant workers are the important force for the development of the country. Thus, there has been the import of lower-level (unskilled) workers from neighboring countries.

Based on the theory of Everett S. Lee (Theory Migration), it explains that factors leading to the phenomenon of migration are the drive of migrants' origin and the attraction of the destination. The drive factors of the origin are the poverty and land scarcity, and the attracting factors of the destination are higher wages and better economy. These facts agreed to "The Law of Migration" of Ernst Georg Ravenstien in 1885. It explains that technological and socio-economic environment development enhancing economic performance is a major cause for migrants to migrate from poorer areas to the areas with economic opportunity and a better life. An expected income 'model of rural-urban by Sjaastad (1962) and Schultz (1962) noted that the migration was the circulation of human capital which increased the human resources' production ability.

From the Theory Migration and an Expected Income 'Model of Rural-Urban, it was found that there were three nationalities of migrant workers working in Thailand. The migrants migrated to Thailand because Thailand had economic and political stability and better public health. Moreover, the push factor was the unemployment in their own countries and Thai 300 baht minimum wage which attracted migrants. Therefore, the migrant workers have been migrating to the capital source.

A migrant refers to a person who is not a Thai citizen. Migrant workers are classified as regular and irregular migrant workers. Regular migrant workers are defined as workers entering the country legally, and irregular migrant workers are defined as workers entering the country illegally. The migrant workers are also classified into two types, namely skilled migrant workers who are expertise in various professions and unskilled migrant workers who work without much knowledge. Some migrant workers from three neighboring countries, namely Burma, Laos, and Cambodia often flee to Thailand illegally. In 2013, 1,183,835 workers were the total number of the overall migrant workers. There were 1,155,826 regular migrant workers and 28,009 irregular migrant workers.

There were a lot of lower-level migrant workers in Chonburi, Rayong, Samutsakorn, Samutsongkram, Ranong, Phuket, and etc. Chonburi was a province in the eastern economic hub which was important in term of the travel service industry, agriculture, fisheries, so 116,890 was the total number of migrant workers consisting of 116,478 regular migrant workers and 412 irregular migrant workers. However, there were a lot of illegal followers. This has an impact on the public health system and the problem cannot be overlooked. Public health system is the most important policies to propel the country. Investment in public health is an investment in human resource development (Human Capital). Better Health care of people is important, and WHO (World Health Organization; WHO) defines public health as "the highest standard of health

given as possible, and health care is one of the fundamental rights of every human being without distinction of races, religions, political beliefs and economic and social condition". [1] This agrees to the development plans under No. 11 National Economic and Social Development Plan (2012- 2016). The plan is based on a holistic integration with "people-centered development". The government has to finance hospital care in the "National Health Insurance Fund" for the 47 million people equally including migrant workers who live in Thai kingdom. 1,200 baht is paid per head because Thailand has to follow the principles of the Universal Declaration of Human Rights agreements which are agreed among the country members. Orawan Rodsanwan (2003) found that this was consistent with 1997 Constitution which stated that Thailand has to provide the equality of basic public health services to all citizens including migrants. Health for All is a global health objective and the main element of Health Systems Framework is to provide health financing.

Public health services to migrants

The health financing consisted of prevention of diseases, expenditure in hospitals, promoting health and various rehabilitations. Factors influencing the illness and the cost include gender, genetic characteristics, way of living, environment, lifestyle, education, income, the nature of work, access to health services, and etc.[2]. There were two separate systems of health services:

1. The right to social security: Like all Thai registered insurers, migrant workers through verification process will be covered under the 1994 Social Security Act (the Communication Center Ministry of Labour). Migrant workers from Myanmar, Laos, and Cambodia must register for health insurance every year. They can have health insurance right only in the province they register. They cannot leave the province they register more than 15 days, except that they are sick. They have to use or submit medical certificate to the police station when they go back to their area. The medical fee is only 30 baht.

2. The right to health system: All people living on Thailand are covered by this right according to 2002 National Health Security Act. The rights everybody receives include immediate immunization of newborns or when there is a disease outbreak, or they can receive health care when they have initial symptoms. In the year 1998, migrant workers are forced to buy health insurance card for 500 baht and the price has risen steadily.

The health system regulations are to reduce the costs of health care of labor and to insure the costs for the hospitals. However, there are more than 50 percent of workers who are not entitled to health insurance. Sopat Hasuwannakit (2012) found that there were about 500,000 illegal migrant workers. They didn't have health insurance and this situation affected an outbreak of contagious such as malaria in the border of Thailand and the government had to bear the medical expenses of the health system. Owl Kae Too (2012) found that there were about 200,000 migrant workers who had relatively common infectious diseases such as diarrhea, respiratory infections, malaria and tuberculosis. Naeb Sudsanguan (2010) found that the status of the problems in health care of migrants come from the uncertainty in the government policy, problems of coordination among agencies and prejudicial treatment. Sompong Srakaew (2008) found that the main problem is that a lot of migrant workers did not have documents and health

insurance. Amaraporn Jornjun (2010) stated that patients who were carriers of germs in public hospitals are mostly migrant workers. The excess cost is the burden of the hospital in each year, so the state needs to invest more.

Illness is a major difficult problem for the migrant workers. According to the United Nations Principles on human rights. Thailand does not only have to control the spread of contagious diseases, but it also has to provide treatment to migrant workers who live in Thailand. The Ministry of Health and Social Security Bureau of National Health Insurance for health insurance provide help for the cost of the treatment and prevention of diseases which include vaccines and medical materials, chemicals and drugs for migrant workers who registered in the health insurance system, but there has been an increasing number of illegal migrant workers and their followers who are not in the system. After entering the Asian community, there will be free migration which will have an impact on budget and the access to the right of health insurance. Hospitals have to bear the burden of the costs which cannot be reimbursed. As a result, the researcher has been interested in studying the medical expenses of the migrant workers, the amount of the budget spent on the medical expenses each year, and the amount of the excess financing that could not be reimbursed. The results of the study can be used as the guidelines to search for capital source and improve the health service system to be suitable and effective for both Thai people and migrant workers. Therefore, the researcher collected the data from both government hospitals and private hospitals in Chonburi Province.

Objectives

1. To study the condition of the annual financing for migrant workers of all the hospitals in Chonburi Province of the 2013 fiscal year.
2. To study the financing for the treatment and the amount of the excess costs that could not be reimbursed and the amount of the cost the migrant workers spent on each visit.

Methodology

1. The researcher collected the data of the treatment of migrant workers from 12 hospitals under the Public Health Ministry in Chonburi Province and all private hospitals for the 2013 fiscal year and a first quarter of the 2014 fiscal year (October - December 2013), which were stored in the data files of the Office of Ministry of Health in Chonburi.
2. The statistics used for data analysis consisted percentage, average, and Pearson Chi-square.

The results of the study

According to the Ministry of Health [18] and the statistics of migrant workers treated in all private hospitals and 12 government hospitals under the Public Health Ministry in Chonburi, namely Chonburi Hospital, Bang Lamung Hospital, Laem Chabang Hospital, Banbung Hospital, Panthong Hospital, Sattahip Hospital, Bothong Hospital, Nongyai Hospital, Yanasangwararam Hospital, Koh

Sichang Hospital, and Kohchan Hospital, the top five diseases among migrants were ordered by the number of cases respectively as follows: 1) 95 cases of measles, the most common disease, 2) 90 cases conjunctivitis (eye disease), 3) 63 cases of sexually transmitted diseases, 4) 54 cases of food poisoning, 5) 23 cases of malaria. It didn't take long time to treat most cases of those diseases. However, the diseases, such as tuberculosis, AIDS, and some other diseases took longer time for follow-up and treatment. Both outpatients and inpatients were classified in 2 groups which were patients of 3 countries (Myanmar, Laos and Cambodia) and patients of other nationalities. The details are as follows:

1. Hospitals in Chonburi could give the services to the foreign clients as follows:

From reporting data through the standard file system of the Ministry of Health in the 2013 Fiscal Year, migrant outpatients from 3 nationalities (Myanmar, Laos and Cambodia) visited the hospital 85,474 times. The patients of other nationalities visited the hospital 9,954 times. Therefore, the treatment services amounted to a total of 95,428 times, and only in the first quarter of the 2014 fiscal year, the number of the times patients of both groups visited the hospital increased by 31 and 6.65 percent respectively, as shown in Table 1.

Table 1 Outpatients' statistics

Outpatients' statistics	Number of visit (Times)		
	Outpatients of three nationalities	Outpatients of other nationalities	Total
The 2013 Fiscal year	85,474	9,954	95,428
The 2014 Fiscal year (Oct-Dec 2013)	28,156	2,654	30,810

Source: Office of Public Health, Chonburi (6 August 2013)

Using data from the hospitals in the 2013 fiscal year, inpatients of the three nationalities (Myanmar, Laos, Cambodia) received 2,115 treatments, and inpatients of other nationalities received 722 treatments, so the total number of the treatments was 2,837 times. For only the first quarter of the 2014 fiscal year, 48.84 and - 36.94 percent was the proportion of both kinds of service users and this represented a different trend as shown in Table 2.

Table 2 Inpatients' Statistics

Inpatients' Statistics	Number of visit (Times)		
	Outpatients of three nationalities	Outpatients of other nationalities	Total
The 2013 Fiscal year	2,115	722	2,837
The 2014 Fiscal year (Oct-Dec 2013)	787	114	901

Source: Office of Public Health, Chonburi (6 August 2013)

From the above table, the data of the 2013 fiscal year were used to find out the relationship between the nationality of the migrant workers and the number of cases accepted for outpatient and inpatient by using Chi-square and the significance level was determined at 0.05. The Chi-square result was 642.80 which was over the 0.05, and $df = 3.84$. It was concluded that nationality of migrants influenced the number of cases accepted for outpatient and inpatients at the 0.05 level of significance.

2. Statistics of the medical costs of migrant outpatients – inpatients in each year

From the data reported through the standard file system of the Ministry of Health in the 2013 fiscal year, the cost of medical services of migrant outpatients of the 3 nationalities was 23,648,026.22 baht. The cost of medical services of migrant outpatients of the other nationalities was 4,223,406.26 baht. The total amount was 27,871,432.48 baht, and in the first quarter of the 2014 fiscal year, the proportion of the patients increased in both groups by 38 and 6.36 percent respectively, as shown in Table 3.

Table 3 Outpatients' Statistics

Outpatients' Statistics	Amount (Baht)		
	Outpatients of three nationalities	Outpatients of other nationalities	Total
The 2013 Fiscal year	23,648,026.22	4,223,406.26	27,871,432.48
The 2014 Fiscal year (Oct-Dec 2013)	8,157,800.00	1,122,980.00	12,113,299.00

Source: Office of Public Health, Chonburi (6 August 2013)

Using data from both government and private hospitals of the 2013 fiscal year cost report of patients who received services, the researcher found that the medical cost of migrant inpatients of 3 nationalities was 40,201,644.50 baht and medical cost of migrant inpatients of other nationalities was 2,491,028.00 baht. Therefore, the total cost was 42,692,672.50 baht. In the first quarter of 2014 fiscal year, service recipients represented a steady downward trend. The proportion was -9.62 and -12.85 percent respectively, as shown in Table 4.

Table 4 Statistics of patients

Inpatients' Statistics	Amount (Baht)		
	Inpatients of three nationalities	Inpatients of other nationalities	Total
The 2013 Fiscal year	40,201,644.50	2,491,028.00	42,692,672.50
The 2014 Fiscal year (Oct-Dec 2013)	9,083,411.00	542,725.00	9,626,136.00

Source: Office of Public Health, Chonburi (6 August 2013)

3. In the provincial areas, there were statistics of medical expenses that could not be reimbursed from migrant workers.

In fact, medical expenses that could not be reimbursed rose steadily in Chonburi from the 2011-2013 fiscal years. In the 2013 fiscal year, the amount of the costs that could not be collected from outpatients was 9,474,929.00 baht and that from inpatients was 11,791,013.00 baht. Therefore, the total was 21,265,942.00 baht. In the first quarter of 2014 fiscal year (Oct - Dec 2013), the medical cost that could not be collected from the outpatient was 227,909.50 baht, representing a decrease of -90.37 percent from the year 2013, but the medical costs that could not be collected from migrant inpatients was 6,545,829.00 baht. It was an increase of 122.06 percent in the 2013 fiscal year. Therefore, the total cost that could not be reimbursed was 6,773,739.00 baht, representing an increase of 27.41 percent, as shown in table 5.

Table 5 Cost of medical care that could not be reimbursed from migrant workers

The data that the medical expenses that could not be reimbursed	Amount (Baht)		
	Inpatients	Outpatients	Total
The 2010 fiscal year	1,493,565.25	677,516.75	2,171,082.00
The 2011 fiscal year	7,298,023.75	11,036,593.25	18,334,617.00
The 2012 fiscal year	8,786,412.50	11,874,117.25	20,660,529.75
The 2013 fiscal year	9,474,929.00	11,791,013.00	21,265,942.00
The 2014 fiscal year (Oct - Dec 2013)	227,909.50	6,545,829.00	6,773,739.00

Source: Office of Public Health, Chonburi (6 August 2013)

4. The percentage of medical expenses that could not be reimbursed for medical expenses of migrant workers in both the 2013 fiscal year and 2014 fiscal year (Oct - Dec 56).

The study found that the rate of migrant outpatients in the hospital was high. The proportion of medical expenses that could be reimbursed and those that could not be reimbursed from migrant outpatients in the 2013 fiscal year was 74.63: 25.37. The proportion of the medical expenses that could be reimbursed and those that could not be reimbursed from migrant outpatients in the 2014 fiscal year (Oct - Dec 56) was 98.15: 1.85. In cases of migrant inpatients, the proportion was 78.36: 21.64 and 59.52: 40.48 respectively, as shown in Table 6.

Table 6 shows the percentage of medical expenses reimbursed for medical expenses not reimbursed.

Patient's statistics	Reimbursed medical cost	per- cent	Not reim- bursed cost	percent	Total medical costs
Outpatients of the 2013 fiscal year	27,871,432.48	74.63	9,474,929.00	25.37	37,346,361.48
Inpatients of the 2013 fiscal year	42,692,672.50	78.36	11,791,013.00	21.64	54,483,685.50
Outpatients of the 2014 fiscal year (Oct - Dec 2013)	12,113,299.00	98.15	227,909.50	1.85	12,341,208.50
Inpatients of the 2014 fiscal year (Oct - Dec 2013)	9,626,136.00	59.52	6,545,829.00	40.48	16,171,965.00

From the table, the proportion of medical expenses reimbursed and not reimbursed of the 2013 fiscal year was used to find out the correlations between the type of migrant patients (outpatient or inpatient) and whether the medical costs could be reimbursed or not (million baht) by statistical calculation of Chi-square at a significance level of 0.05. The results showed that the Chi-square result = 12.97, which was higher than 0.05 and $df\ 1 = 3.84$. Therefore, it was concluded that migrant patients' type (outpatient and inpatient) had a significant influence on whether the medical costs could be reimbursed or not (million baht) at the significance level of 0.05.

5. The average cost of health care of both migrants of the three nationalities and that of other nationalities of 2013 fiscal year.

From the 2013 fiscal year report of the medical cost that could and couldn't be reimbursed from both groups of the migrant workers, the costs were calculated to gain the information of the average cost per a treatment. It was found that 391.36 baht was the average cost for a migrant outpatient per a service, and 19,204.68 baht was the average cost for a migrant inpatient. For the only one quarter of the 2014 fiscal year (Oct - Dec 56), the average cost per each treatment of outpatient was 399.51 baht per a visit and that of outpatient was 17,948 baht per a visit, as shown in Table 7.

Table 7 Average medical cost in treatment. (Not divided by nationalities and type of reimbursement).

The average medical cost (both reimbursed and not reimbursed)	Amount (baht/time)	
	Outpatient	Inpatient
The 2013 Fiscal year	391.36	19,204.68
The 2014 Fiscal year (Oct-Dec 2013)	399.51	17,948.00

Source: Office of Public Health, Chonburi (6 August 2013)

Summary and Conclusions

1. From the medical cost of health care for unskilled migrant workers in the hospital in Chonburi in the 2013 fiscal year, it was found that the total cost for the treatment of migrant workers in the hospital was 91,830,046.98 baht. The cost that could be reimbursed from health insurance was 70,564,104.98 baht, and the excess cost that could not be reimbursed was 21,265,942.00 baht. The ratio of the cost that could be reimbursed and could not be reimbursed was 76.84 : 23.16, and the ratio of the case of the inpatient and outpatient was 74.63 : 23.57 and 73.86 : 21.64 respectively. From the shown proportion and the statistics of the Department of Labor of December 2556, it was found that the total migrant workers in Chonburi was 116,890 people consisting of 116,478 legal migrant workers and 412 illegal migrant workers. These migrant workers caused the government to spend much state budget for health care. A percentage of the cost that could not be reimbursed was 23.16 %. This showed that a number of migrant workers could not have an access for health care. This was caused by the lack of documentation because these workers immigrated illegally. In addition, they had obstacles in getting various documents, so they couldn't have health insurance. A number of of these migrant workers were disease carriers who were the cause of contagious diseases in Chonburi. The hospitals had to cure these migrant workers who had no rights for treatment and so they became a burden to the hospitals that treated them.

In this study, the cost of health care for migrant workers in the first quarter of the 2014 fiscal year (Oct - Dec 56) increased by 124.20 %. The proportion of the cost that could and could not be reimbursed was 76.24: 23.76. This was not different from that of the 2013 fiscal year. However, the proportion of out-patient and in-patient was different, and they were 98.15: 1.85 and 59.52: 40.48 respectively. The situation in a single quarter of the 2014 fiscal year was remarkable. There was an increase in the proportion of the inpatients' treatment costs that could not be reimbursed. Chonchanok Likitwattanakit found that in Maesod Hospital from the year 2005- 2007, the migrant patients' medical cost that could not be reimbursed was higher than the medical cost that could be reimbursed and the hospital had to bear the burden.

2. From the results of the survey to find the average cost of health care for migrant workers in the 2013 fiscal year, it was found that a migrant outpatient's average medical cost (reimbursed and not reimbursed) was 391.36 baht per a treatment and that of an inpatient was

19,204.68 baht. In only one quarter of the 2014 fiscal year (Oct - Dec 56), it was found that the migrant outpatient's average medical cost (reimbursed and not reimbursed) was 399.51 baht per a treatment and the outpatient's medical cost was 17,948.00 baht per a treatment. The average cost for each treatment is likely to be in the same direction. However, the total medical cost increased because of the increase of the number of treatments. This indicated that it was probable that illegal migrants often got sick or had serious illness, so they needed special treatment and were accepted as inpatients. The proportion of inpatients medical cost that could not be reimbursed was relatively high. This was the burden of all hospitals. In the 2013 fiscal year, migrant outpatients and inpatients of the three nationalities (Myanmar, Laos, Cambodia) used 87,589 times of hospital service. Meanwhile the migrant outpatients and inpatients of other nationalities used only 10,676, times of hospital service. The proportion was similar for the first quarter of the 2014 fiscal year (Oct - Dec 56). Migrant outpatients and inpatients of the three nationalities (Myanmar, Laos, Cambodia) used 28,943 times of the service, but migrants outpatients and inpatients of other nationalities used only 2,768 times of the service, which was likely to increase by 129.08 percent.

The study found a significant correlation between the type of migrant workers' group (1. three nationalities consisting of Myanmar, Laos, Cambodia and 2. other nationalities) and the number of cases accepted for outpatient or inpatient at the significance level of 0.05. In addition, the type of patients (inpatients or outpatients) significantly influenced whether the expenses could be reimbursed or not (million baht) at the significance level of 0.05.

This meant that the cost in the health care for the migrant workers increased. The majority of the patients were migrant workers from Burma, Laos, and Cambodia. However, fewer migrant workers entered social security and health insurance system. Some of these migrant workers had serious, chronic or emerging diseases. Therefore, health care cost which could not be reimbursed has vastly increased and would become a burden for the hospitals. Currently, the hospital used the donations for managing the excess cost. Although the Ministry of Health has had a policy that all migrant workers register in the health insurance system, these migrant workers would enter the system only when they were sick. Therefore, the hospitals experienced problems with the enormous excess cost.

Suggestions

1. Government should provide information to employers and migrant workers of the three nationalities, and various agencies involved. There should be the strict enforcement of the rights of health-related insurance.
2. The government should find alternative financing in public health care. People must know the rights and duties and use the rights and duties reasonably and suitably.

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STUDY THE POLICY-DRIVEN TOURISM TO MAKE COMPETITIVE ADVANTAGE AND EXCELLENCE IN THE REGION : THAI AND MALAYSIA

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Abstract

This article aims to study the policy-driven tourism of Thailand – Malaysia. The data of environment and the preparedness of business sectors were analyzed to create a competitive advantage and excellence in the region. The article has information from 1) secondary sources including government policies, the National Tourism Development Plan of 2555 – 2559 B.E. Ministry of Tourism and Sport Strategy of 2555 – 2559 B.E., Department of Tourism, the Tourism Authority of Thailand, Tourism Malaysia Annual Report 2012, the tenth Malaysia Plan, Malaysia Tourism and etc. and 2) the interviews of 13 stakeholders. From the SWOT analysis of the preparedness of business sectors, it was found that the strength was that Thailand had good air transport infrastructure. The weakness was poor ground transportation infrastructure. The opportunity was Thailand's ICT infrastructure and opportunities of competition. The threat or barriers to competition of the tourism was the tourism infrastructure such as the lack of personnel who were proficient in the language and the differences in hotel quality and service.

Keywords: Policy-Driven Tourism/ competitive advantage

Introduction

From Travel and Tourism Competitiveness Index (TTCI) of the World Economic Forum, which is an indicator that reflects the development of the tourism sector of the country, it has been found that Singapore, Malaysia and Thailand are in the top 50 countries of tourism (Office of National Statistics). Now it is widely accepted that the tourism industry has become a major industry in the world economy. The tourism industry is growing rapidly. With high growth, it has evidence from the number of tourists which increases steadily every year. In the year 2556 B.E., the number of tourists worldwide reached approximately 1.087 billion. This number was 5 % higher than that of the past few years (UNWTO: World Tourism Organization). Tourism generates income and creates huge amounts of foreign currency, which affects the economy of the world. Tourism affects the regional economic integration and the changes in the financial markets of the world, causing the movement of capital, goods and services, including labor mobility. The tourism industry is regarded as a branch of the trade and services that are crucial to the economy, society and environment of all countries. (Ministry of Tourism and Sports, 2554 B.E.).

It is likely that the number of tourists is increasing, and there will be 1,600 million international tourists in 2563 B.E. The competition in the tourism industry today is far more serious. Therefore, driven tourism policy of the government in each country is a necessary part of competitive advantage. Governments of various countries have realized that tourism is like a tool for developing countries. The competitiveness for the tourism industry can be measured by the strength of natural resources, culture, safety, government support, cost and other factors that support tourism. The regions that will be popular tourist spots included countries in East Asia and Pacific and in Southeast Asia. Consequently, Thailand and Malaysia are competitors in the tourism industry. In addition, there have been changes in the structure of the market in Brazil, Russia, India and China, so their people have more revenue and potential to travel to Thailand and Malaysia. There has also been change in the structure of the world's population which contains elderly tourists whose number is likely to rise. Modern technology also enables young tourists to search for information and compare prices on travel through the Internet. (Ministry of Tourism and Sports, 2554).

In Thailand, tourism industry plays a very important role in the economy. It does not only generate revenue for the country, but it also contributes to other kinds of business, including restaurants, souvenir shops, hotels, transportation of various sectors, and etc. It certainly creates jobs and employment for the people in the country. Tourism industry generates a lot of money circulating in the country. It can also help the economy recover quickly after the country's economic recession. (Acharapun Wongruang, 2554 B.E.).

From the statistics, foreign tourists traveling to Thailand have increased steadily and they can generate enormous income. The statistics from the Department of Tourism showed the revenue from foreign tourists in 2552 - 2556 B.E. as shown in Table 1.

Table 1 The number of foreign tourists and the amount of revenue from foreign tourists in Thailand, 2552-2556 B.E.

Year B.E.	The number of foreign tourists	the amount of revenue from foreign tourists
	Number (head)	amount (million baht)
2552	14,149,841	510,255.05
2553	15,936,400	592,794.09
2554	19,230,470	776,217.20
2555	22,353,903	983,928.36
2556	26,735,583	1,171,651.42

Source: Department of Tourism (2557 B.E.).

Table 1 shows that Thailand's tourism industry continues to grow steadily each year. Thailand has faced different crises of both natural disasters such as floods, epidemics and etc. and political conflicts such as political unrest that can lead to violence. The political conflict makes tourists not be able to predict what might happen in the violence, so they felt insecure. Thus many countries lack confidence and remind their citizens of the risks if they travel to Thailand. These events have a serious impact on tourism and the image of security.

Meanwhile, Malaysia, Thailand's major competitor of the domestic tourism industry, succeeded in both the number of tourists visiting its country and the huge income from tourism. Malaysia was ranked 16th in terms of worldwide revenue. They had about 2% of the global market share in 2008 and the following table shows thousands of tourists and huge revenue generated from tourism in Malaysia. (Malaysia Tourism, 2557 B.E.) [1] as shown in Table 2.

Table 2 summarizes the number of foreign tourists and income from tourism industry of Malaysia in 2552-2556 B.E.

Year B.E.	The number of foreign tourists	the amount of revenue from foreign tourists
	Number (head)	amount (billion ringgits)
2552	23,650,000	53.4
2553	24,577,196	56.5
2554	24,714,324	58.3
2555	25,032,708	60.6
2556	25,715,460	65.44

Source: Malaysia Tourism (2557 B.E.) [2.]

Malaysia itself has a variety of tourism such as retail facilities, natural resources such as beaches, and isles, and cultural interest. There are also many activities held to attract tourists to travel to Malaysia.

To be a leader in tourism in the region, there must be the policy-driven tourism. To create a competitive advantage in tourism, Thailand which is similar to Malaysia but is secondary to it should use the policy to promote tourism to attract tourists travelling to Thailand. To be more competitive and to be able to strive for excellence in the ASEAN region, Thailand should also create uniqueness of tourism.

From the study of policy-driven tourism of Thailand and Malaysia, there is the implementation of the National Economic and Social Development Plan as follows:

Economic and Social Development Plan No. 11 of Thailand 2555 – 2559 B.E. for the Development of the service sector.

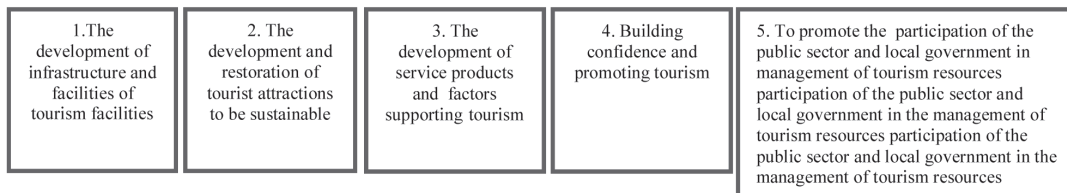
Office of National Economic and Social Development (2557 B.E.) [7] has established Economic and Social Development Plan No. 11 of Thailand to add value to the business with potential services, to raise the quality level of the tourist spots to meet the marketing and community's need, and to make these tourist spots the country's main sources of revenue. Tourism should distribute the revenue to the local people, and can be a tool to spread the benefits of development thoroughly and fairly. The followings are objectives of the plan.

1. To strengthen the competitiveness for service business based on being Thai, creation of innovation, and the development of knowledge.
2. To expand potential service businesses' production and marketing to foreign markets
3. To develop environmental factors that can help promote investment in domestic service and can attract investment from abroad to raise the quality of the people's life.
4. To restore deteriorated sites and enhance the quality of tourism in many areas to comply with the demand of the market and community.
5. To manage tourism with balance and sustainability.
6. To strengthen private sectors, local communities, and entrepreneurs of small business and community enterprises in the tourism industry.

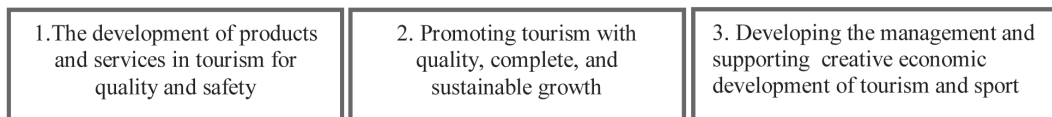
The government of Thailand has focused on the goals to increase the number of tourists and revenue from tourism. It aims to improve tourism in both structure and management of the tourism effectively. New forms of tourism are the aggressive marketing strategy. The government agencies related to tourism, such as the Ministry of Tourism and Sports, the Department of Tourism and the Tourism Authority of Thailand should cooperate to set policies and use all effort to promote tourism of Thailand. These activities can be summarized as shown in Figure 1.

Figure 1 Overview of the current Tourism Strategy

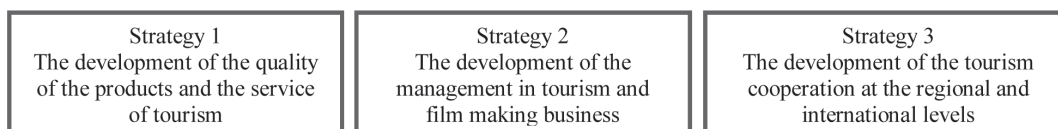
National tourism plan



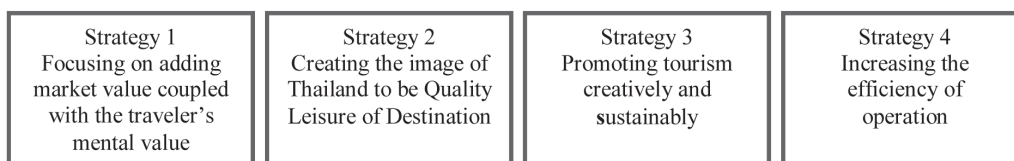
The Ministry of tourism



The Department of Tourism



The Tourism Authority of Thailand



Source: Tourism Authority of Thailand (2557 B.E.)

Economic and Social Development Plan No. 10 of Malaysia, 2011 – 2015 for the tourism

Malaysia (2011) [3] has established the National Economic and Social Development Plan No. 10, whose primary goal is to develop Malaysia to be a High Income Country. For tourism, the Malaysian government has a policy to improve and maintain existing tourist attractions and focus on promoting tourism. During the period of the plan, Malaysia has a goal to improve the position of the country to be top ten of the countries which have income from tourism within 2015. The strategies are as follows: promoting the use of different strategies to meet the needs of travelers with unique and distinctive travel patterns such as adventure, nature, cultural diversity, MICE and etc. There has been improvement of travel-related products. The target group is tourists. This helps to raise the level of the new or existing tourism products to be more outstanding. The development of outstanding tourism product needs the cooperation of the government and the private sectors. Tourism has been widely advertised and offices of Malaysian Tourism have been established in foreign countries, focusing on key markets, such as Russia, India, China and the Middle East. There has been the introduction of a breakthrough to ensure the sustainability and security in tourism products and activities (Tenth Malaysia Plan).

Under the competitive strategy of the tourism, indicators can be broken down into many components. According to Buhalis (2000) [4], his study shows that there are six factors that are used as a framework for analyzing tourist attractions. The framework consists of six factors:

1. Tourist attractions (natural, man-made, model, heritage, or special events)
2. Accessibility (both transport routes including routes, buildings and vehicles)
3. Facilities (Ease of accommodation and food, retail shops, tourism services, and etc.)
4. Packages (packages are predefined by middlemen and the employer)
5. Events (all events are available at the destination and what consumers will do during their trip)
6. Additional services (services used by tourists, such as banking, telecommunications, hospitals, etc.)

This is consistent with the National Tourism Development Plan 2555 - 2559 B.E. [11] It was found that the capacity of the tourism depended on the availability of government, the availability of private sector, and the availability of resources for tourism. This is also consistent with the World Economic Forum (2013) [5] which revealed that the index to measure competitiveness in travel and tourism depended on the variables of three broad categories which support or drive competitiveness. Three categories of travel consists of 1) Framework of tourism-related regulations which focused on the elements that are associated with the policy and provisions by the government, 2) Business Environment in travel and tourism, and 3) Human resources, cultural and natural resources. These three parameters are also divided into 14 sub-principles which are 1) rules and regulations, 2) environmental sustainability, 3) safety and security, 4) health and hygiene, 5) the prioritization of travel and tourism, 6) air transport infrastructure, 7) ground transportation infrastructure, 8) tourism infrastructure, 9) ICT infrastructure, 10) competition on price of travel industry, 11) human resources, 12) close relationship with travel and tourism, 13) natural resources, and 14) cultural resources.

From a study of Porter (1990) [6] in a competitive advantage of Diamond of National Advantage Model, a model to analyze the causes and create how to have national competitive advantage in the country, it reveals four factors as follows:

1. Production factor is a factor that is natural or can be created, but it will require investment and efforts. The condition of the production factor is the ability of the country to change the basic resources, such as natural resources to pose a competitive advantage in the industry.
2. Supply and demand conditions are the supply and consumers' demand in the country where the products of the industry can be produced. Three domestic demand characteristics of the market are market components, requirements, the trend to grow, and popularity of the domestic market. These will also influence the consumer market overseas.
3. Related and supporting industries is the strength of industry and related industries supporting and promoting the country to be a global industry leader. It can bring about an increase in production and pose a competitive advantage in the market.
4. Firm Strategy, Structure, and Rivalry are guidelines for each entrepreneur in the industry, and these may affect the competitiveness of the country as a whole. They also have both positive and negative effect. These elements are systematically related and can change

the conditions of the competition to be more potential and can propel the tourism policy of the country in the region, especially in Thailand and Malaysia which are the subject of interest of many public, private agencies or various entrepreneurs. The results of this study can be used as a guideline in determining policy or strategy to develop sustainable advantages and to be a leader of competitiveness in the region or in the world.

Objectives

This study was to examine policy-driven tourism of Thailand – Malaysia. The data were analyzed to study the environment of the business concerning the availability of the private sectors in order to create a competitive advantage and excellence in the region.

Methodology

1. To study the information from secondary sources (Secondary Sources of Data) includes government policies, the development plan of National Tourism Year 2555 – 2559 B.E., Strategies formulated by the Ministry of Tourism and Sports, 2555 – 2559 B.E. , Department of.
2. Tourism, the Tourism Authority of Thailand, the Tourism Malaysia Annual Report 2012, and the Tenth Malaysia Plan of Malaysia Tourism.
3. To interview 13 involved people, including two officials who work in the agencies under the Tourism Ministry, one staff of Suvarnabhumi Airport, two entrepreneurs of travel agencies, six tourists, tour operators, and 2 scholars.

The Results of the Study

From the analysis of the environment, the preparedness of the business sectors based on the index to measure the competitiveness of the travel and tourism including infrastructure, air transport infrastructure, ground transportation, tourism infrastructure, ICT infrastructure, and competitive pricing. This environment can be analyzed as follows:

Strengths

Air transport infrastructure

Thailand's Suvarnabhumi Airport, the main international airport is considered to have high potential and is capable of supporting up to 48 million passengers and it is known as a center of travel and transport in Asia. Because of its geographical advantages, Suvarnabhumi Airport is located near the capital of Thailand. It is about 25 kilometers from Bangkok and the airport also provides good facilities. In general, there is facility for Muslims such as a particular room for ritual prayers. The airport represents a universal and demonstrates the preparedness of the air transport infrastructure. Compared to Suvarnabhumi Airport , Malaysian International Airport of Malaysia is able to accommodate only 40 million passengers. In addition, Malaysia's airport has been built outside the city. It is about 60 kilometers away from the city, so it's quite a long time to travel to the city.

Weaknesses

Ground transportation infrastructure

Thailand has a problem in the logistics system. The transport system is not systematic and it lacks the links between bus, train and airport. The infrastructure and transport links to the cities that have tourist attractions, Skytrain and subway routes are not linked to the rural areas. The public transport system is not able to cover all areas thoroughly. There is also the problem of traffic congestion in cities. It wastes a lot of time to travel. The roads linking the city and the regional areas are still not good enough. People involved in transportation in Thailand still lack traffic discipline. The government lacks stringent measures in traffic policies and regulations. These were reflected by the statistics of accidents on the streets of Thailand. Thailand ranks the second of the world's deaths from road accidents. This is considered a failure in security measures on the streets of Thailand. Unlike Thailand, Malaysia has a good linking transport system of bus, rail, and airports, so it is convenient to the users.

Opportunities

ICT infrastructure

Information Technology, together with current electronic systems and advances in technology is the key to make a difference and to create value. And it is a way to have a better access to tourists. On the other hand, tourists can also look for or have an access to tourism information. This information technology makes more people to search and compare prices on travel through the Internet.

The price competition

The selling point of Thailand is that various consumer products including food, silk, clothing, jewelry, accessories etc., and souvenir products can be produced with 10 - 15% cheaper than those in Malaysia because certain raw materials are imported from Thailand. Although Malaysia has a good transportation infrastructure, everything must be paid. Malaysian people have to pay for everything such as car park and a very expensive motor way charge. Consequently, it is a good opportunity for Thailand to establish standards and fairness in pricing products and services to attract more tourists. In addition, there has been the expansion of low cost airlines which are popular for short distance travel. As a result, tourism in the region is likely to increase.

Threats

Tourism infrastructure

For service business, no matter it is a hotel, a restaurant and tourism business, one of the threat for tourism is that the staff have relatively poor foreign language skills. This is a barrier for competing with Malaysia because Thai personnel facilitating tourists can't fluently communicate with tourists. Unlike Thai people, Malaysian personnel have better language skills. This is due to the use of English as the official language in Malaysia. In Malaysia, even rural kids speak English well. This is Malaysian strength.

Hotels in Thailand differ quite a lot in terms of quality and service. The concentration of hotels is in Bangkok and in the main tourist attractions. While the leading hotels of Thailand have been recognized globally, there are a lot of complaints on the service quality of lower-grade hotels. The tourists complain that the rooms are uncomfortable or the rooms are not what they have reserved. The tourism business in Thailand is also fiercely competitive in price, and there is no control on the hotel's standard.

Summary

Thailand has a good air transport infrastructure which can accommodate a huge number of foreign tourists. The airport is also not far from the city. However, the ground transportation infrastructure is not good enough; therefore it should be developed to link all kinds of the transport system. For opportunity factors, Thailand has the ability to develop technology which is a key to make a difference and add more value to the tourism. The use of technology helps Thailand to reach more tourists and it encourages foreign visitors to have an easy access to travel information. Price competition in Thailand is also fierce, so products or good are relatively cheap. One of the threats of tourism business is Thailand's tourism infrastructure. This means that personnel do not have expertise in foreign languages which is important to communicate with foreign visitors. Another threat is that the hotels differ quite a lot in terms of quality and service.

Suggestions

1. Thailand needs to develop the country's transport infrastructure and there should be the development of transport network for regional level. The link of the routes should be consistent and support each other for travel ease. General measures should be determined for the safety on the road. Traffic disciplines should be promoted and there should be the development of facilities for tourism and for the people's needs. These developments will contribute to the development of tourism and transportation.
2. Thailand should strengthen and develop the potentiality of personnel of tourism and services. Tourism personnel should develop foreign language skills so that they can efficiently communicate with foreign tourists traveling to Thailand. This is the requirements that will meet the tourists' needs.

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A STUDY OF MOBILE FINANCIAL SERVICES (MFSS) : A CASE OF THAILAND AND SINGAPORE

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Abstract

This paper investigating the mobile Financial Services (MFSs) examines secondary sources of documents that analyse and discuss scholarly research, studies, and institutional annual reports. The purpose is to put forward an initiation based on such academic grounds in which the researcher is interested, particularly the MFSs. Due to the commencement of regional economic integration of the ASEAN Economic Community (AEC) in 2015, there will be free flow of skilled labours or mobility of labour forces. It follows that the use of emerging technologies to facilitate lives is essential, and this in turn effectively reinvigorates the economy within AEC. Considering the availability of communication technology and the success of such services, Singapore stays on top for embracing IT.

The comparison of Singapore and Thailand on the MFSs reveals that the latter should improve MFS providers/ agents to meet compliance requirements for the service reliability. Educating the customers to achieve confidence in the service is also necessary in which case this significantly differs from Singapore. The government should clearly define rights and responsibilities of the service providers as well as the customers to ensure the coverage of electronic payment service. Once Thailand is able to achieve efficient MFSs, it will yield a beneficial impact on the country and the ASEAN member countries as a whole.

Keywords: Mobile Finance Services

Introduction/ Problem Statements

ASEAN Economic Community (AEC henceforth) is a region-wide economic integration. It was structured primarily as a unified single production and market zone where the member countries open their borders to a much free flow of skilled labour as one of their chief targets. The AEC has attempted to make the progress in its efforts to standardise their skilled labour, and facilitated the labour force mobility of those qualified workers. That is to say, those who obtain a vocational training and certification body in their homeland are eligible to legally work in any member country, likewise the context of EU Neighbourhood policies where labours migration and circular mobility in the 27 EU member countries are eligible. No work permits are required, whilst the immigrant labourers are entitled to a social welfare payment and tax contributions, being on a par with domestic labourers. Furthermore, the immigrant workers are also allowed to bring in direct family members.

The International Labour Organization (ILO) estimates that at present there are 86million migrant workers worldwide. They send over \$ 160,000 million USD per annum back to families in their home developing countries. The remittances from such migrant workers are three times higher than foreign aids for development. Despite the enormous amount, Workers' remittances, the value of monetary transfers sent home from such workers residing abroad, are just 13 per cent of their total income. This suggests that the remaining income accounting for over 87 per cent of those migrant workers with a total of \$1 trillion USD, have been spent in the member countries where they work. The migrant workers then highly contribute to the economies of their host countries (Wilailuck Dhiranut, 2007).

Mobile Financial Services (MFSs henceforth) are considered crucial to stimulating the growth of consumer goods and services as well as facilitating financial movements. In 2015 there will be a free flow of skilled labour within the AEC. The project of free flow of skilled labour in seven professional designations has been piloted including these skilled professions: engineers, nurses, architects, surveyors, doctors, dentists, and accountants. It follows that the necessity of using the financial services will be higher. There is also a variety of mobile banking options for the users to choose from.

The development of mobile technology enables three billion people without bank accounts to access financial services (Christen, Rosenberg, and Jayadeva, 2004) via mobile phones. The mobile channel therefore accelerates access to financial services, and the rapid growth of mobile technology in offering financial services tends to be obvious (Business Week, 2009).

The MFSs offer fast, safe, efficient, convenient payment, thereby meeting the needs of service users, particularly those residing in the city centre who use of state-of-the-art technology in mobile services. MFSs also have a significant role in promoting access to financial inclusion (FI) services for residents in remote areas in that they are able to access the provider of financial institutions with ease (Bank of Thailand Team of the Payment System Analysts, 2014).

Mobile banking abroad provides several benefits to customers for handling their own financial matters via their mobile devices. Such new innovative services as linking one's mobile phone number with his or her bank account have been initiated. In other words, financial services

and transactions made on a mobile phone can be tied directly to a personal bank account, as this is packed with the effective security control, preventing hackers from stealing and hacking into their personal information. In addition, there is significant growth in the contents of mobile services, resulting in high confidence and trust in such services (Thai Post, 2008).

The development of the Thailand's payment system will be in line with the **line with nto their ersonal information** Financial Sector Master Plan 2, especially the payment system risk reduction will be made. This is achieved through Payment versus Payment (PVP) in that the local currencies can be settled for international transaction without the settlement risk arising from time zone differences. Technological advancement and active international financial transactions with in the AEC will also be made by 2015 (Bank of Thailand, 2012).

In 2012, the Payment Systems Roadmap 2012-2016, the third Roadmap in a series, was commenced. It has been carefully sequenced and formulated by the Payment Systems Committee (PSC) since 2004 in order to provide directions and guidance on Thailand's payment systems development. The development of Thailand's payment systems in the next four to five years will be primarily on three major areas, i.e. progression towards greater use of electronic payment system, cross-border payment systems connectivity, and payment systems stability. In 2012, there was a tendency for mobile phones, smart phones and tablets as well as usage of high-speed internet to increase significantly. This has enabled users to gain access to information and payment services faster and more conveniently, thereby stimulating the service providers to expand more services to those channels (Bank of Thailand, 2013).

In ASEAN, It was found that Singapore was rated the highest in terms of the readiness and capability of utilising information technology for business transaction. Thailand, compared with other member countries in South East Asia (Indonesia, Malaysia, the Philippines, and Vietnam), probably has the best mobile cellular tariffs readiness (Office of the Electronic Transactions Commission, 2012). Hence, Thailand could develop its potential for providing financial transactions over mobile phones (MFSSs), and compete on the services with the country that is rated as the best.

Purposes

To demonstrate the differences and similarities in the use of MFSSs by the two ASEAN member countries, i.e. Thailand and Singapore. The findings will be useful guidelines that should prove beneficial to connecting the services for international financial transactions.

Metholodogy

The study of mobile financial services (MFSSs): a case of Thailand and Singapore examines secondary sources of documents that analyse and discuss scholarly research, studies, and institutional annual reports to put forward an initiation based on such academic grounds.

Literature Review

Mobile Finance Services involve any financial electronic transaction services, e.g. e-Payment services, money transfer services, account balance checking, etc. Bank of Thailand gives broad definitions of MFSs as follows:

1) Mobile banking (M-banking) refers to banking financial services and transactions made on a mobile phone. Users need to apply for such services at the bank. The services range from interbank mobile fund transfer transactions, account balance checking, investing in traded funds, automated notification system, as well as bill payments. M-banking is part of electronic banking.

2) Mobile payment (M-payment) refers to financial services and transactions made on a mobile phone. The source of the funds used in the transactions is subject to the deduction from your bank account, or payments made using debit and credit cards, mobile wallet/ mobile money offered by non-bank service providers, especially mobile network providers. M-payment covers several financial transactions, e.g. domestic or international person-to-person funds transfers via M-money and electronic/ mobile commerce transactions (Bank of Thailand Team of the payment system analysts, 2014).

Concept of mobile banking

Offered by a financial institution, mobile banking financial services or the use of a smartphone or other cellular devices to do online banking tasks refer only to non-cash financial services and transactions using technologies integrated into mobile phones. These transaction activities can be done through high-speed internet offered in wider areas. The services ensure security and a top speed of data transmission over wireless networks. There are two types of mobile banking, i.e. mobile internet banking and data-only SIM card which allows you to access the Internet through a handset.

Wireless Application Protocol (WAP) is a type of service that is used to access information using the protocol over mobile wireless network devices. This kind of technology allows mobile devices to freely access information on the internet, and to receive new services right on their devices (IEC, 2002).

Data transmission via mobile devices using a SIM card or Wireless Internet Gateway (WIG) fulfils the gap between the Internet and wireless devices, e.g., via a short message service (SMS). It is commonly known as SMS-cellphone banking, and is one of banking services. A banking service provider will issue its customers a Subscriber Identity Module Card (SIM) for a mobile banking service. The customers then can do financial services and transactions right on their mobile devices via secure short messages service (Bank, 2003) (Brown et al., 2003). A banking menu can be downloaded onto the customer's SIM card, thus allowing convenient transactions. The customers are able to do as many transactions as they wish once they have finished one transaction. The service provider will charge the service on a par with a SMS charge. The differences between WAP and WIG are that the former often has a security and Protocol issues, and the service charge is more costly than WIG due to the fact that the charge depends on the customers' amount of internet use from their devices. The WIG, on the other hand, encodes the data into byte code

and transmits the contents to be decoded afterwards, thereby offering a more secure system. WIG mobile phone banking costs less than WAP mobile phone banking. That is, the service charge of WIG is charged per one transaction access regardless of time spent on the internet. The service charge then is calculated from SMSs (Brown et al., 2003).

The advantage of mobile banking is that it facilitates the customers better than receiving the service with a teller at the bank (Sylvie and Xiaoyan, 2005). No service time restriction; one can access the service 24 hours a day or whenever they wish to do so. Financial banking Privacy is also in a favourable light. Another mobile banking's prominent feature is wireless network. It is easy and convenient to carry a mobile device; sending and receiving the service can be done all the time given that the device is actively on.

Concept of Mobile payment

A change in commerce involves traditional off-line in-store retail and online electronic commerce (e-commerce), as well as mobile commerce that somehow influences an alternative goods payment. This suggests the more e-commerce business, the greater acceptance of mobile payment.

A new service type is offered right after the commencement of e-commerce. Financial banking has kept changing and developing in that banks have offered e-banking, followed by e-invoices, and the like. New business lines are also introduced; PayPal is one of them. It is an acquirer, performing payment processing for online vendors and other commercial users, for which it charges a fee. Other similar e-commerce business includes Perpercoin and Paystone (Dahlberg et al., 2008).

Thailand and overall index ranking

Thailand's overall ranking index of communication technology business in terms of its development compared to the rest of the world remains moderate. Compared to countries in Asia, e.g. Japan, China, India, Singapore, South Korea, Malaysia, and Vietnam, only India and Vietnam are ranked lower than Thai. Other countries outperform Thailand, especially Singapore. The development of the country's fundamental structures as well as training people to be well qualified and capable of communication technology are essential. The relevant enterprises, network operators, as well as the government sectors should also be developed and strengthened so that Thailand could demonstrate its ability to compete with the rest of the world in the near future.

The relative ranking of Thailand based on its development schema of information and communications technology networked readiness

Network Readiness Index (NRI) is part of Global Information Technology Report (GITR) conducted by World Economic Forum (WEF). It measures the propensity for countries to exploit the opportunities offered by information and communications technology (ICT). The NRI 2013 is

a composite of four components: Environment, Readiness, Usage, and Impact, as shown in the following table:

Table 1 Summary of Thailand based on its development schema of information and communications technology networked readiness: an intercountry comparison of 8 ASEAN countries (out of 144 countries worldwide)

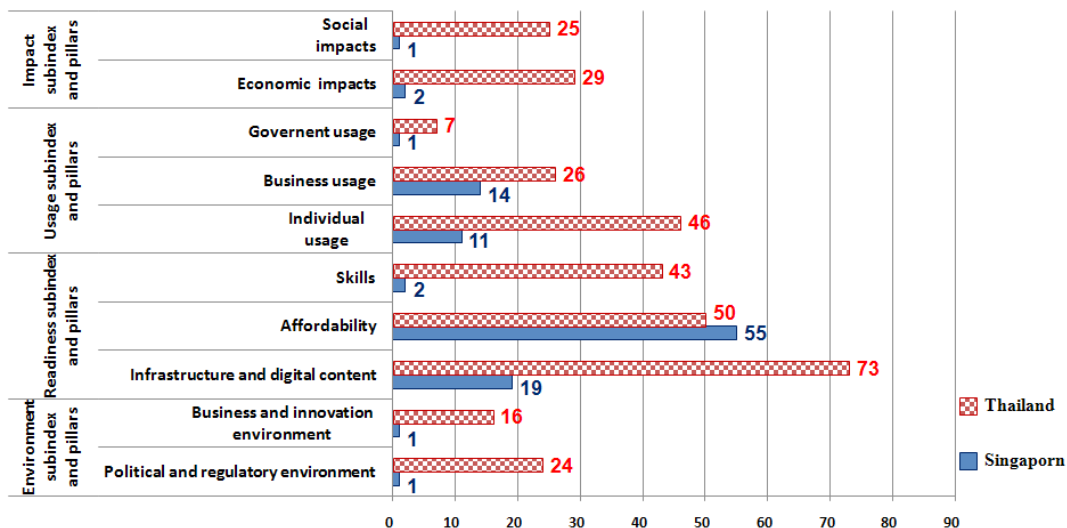
Country	The Networked Readiness Index 2013	Environment subindex		Readiness subindex and pillars			Usage subindex and pillars			Impact subindex	
		Political and regulatory environment	Business and innovation environment	Infrastructure and digital content	Affordability	Skills	Individual usage	Business usage	Government usage	Economic impacts	Social impacts
Thailand	74	81	52	71	45	76	88	63	86	108	67
Singapore	2	1	1	19	55	2	11	14	1	2	1
Malaysia	30	24	16	73	50	43	46	26	7	29	25
Vietnam	84	85	108	114	38	79	78	58	62	89	64
Brunei Darussalam	57	45	77	50	135	51	49	59	33	48	35
Cambodia	106	65	91	87	112	109	112	70	103	124	101
Indonesia	76	82	73	89	39	63	92	40	58	101	72
Philippines	86	98	100	84	82	73	95	47	67	56	76

Source: *The Global Information Technology Report 2013*, World Economic Forum

One of the top ten countries out of 144 which is in ASEAN is Singapore, ranked at the second place. This means Singapore leads the rankings in ASEAN countries. Meanwhile, other ASEAN countries, e.g. Malaysia is ranked 30th, Brunei the 57th, Thailand and Indonesia are ranked closely: 74th and 76th respectively. The lowest ranked country in ASEAN is Cambodia, ranked 106th. Myanmar and Laos were not yet surveyed for ranking.

Considering the rankings for exploitable ICT readiness, it appears that Singapore is the highest in ASEAN countries, in which case it deserves a careful study. The ICT is the key element of technological innovation, especially electronic banking which will become part of economic growth and expansion as well as promoting the quality of life of people. Thailand, in comparison with Singapore in terms of the Readiness Sub index, can be illustrated in the following figure:

Figure 1: NRI of Thailand in comparison with Singapore, according to the Readiness Sub index



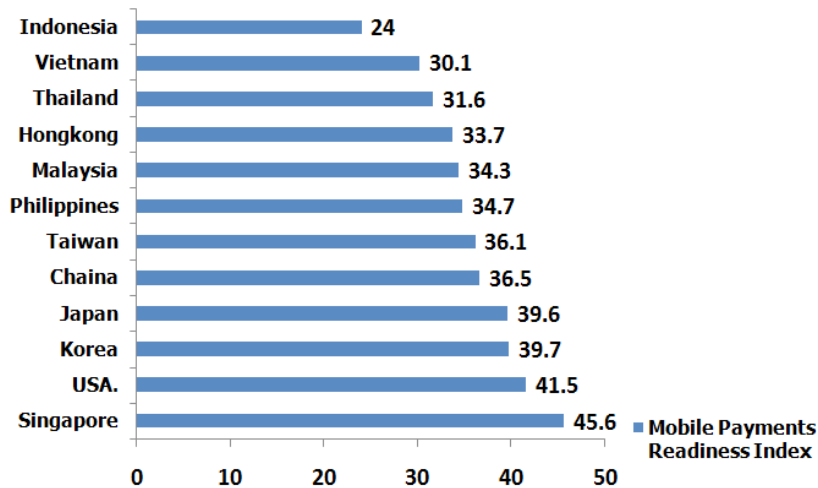
In the 2013 rankings, the Readiness Sub Index in terms of affordability, Thailand obtains the best rank of the 50th. In addition, the readiness in terms of Business and Innovation Environment and Business Usage, Thailand is ranked far lower than Singapore. What is more, the readiness in terms of Infrastructure and Digital Content¹ is also ranked among the lowest at the 73rd compared to the rest of the world. Compared with Singapore, there is the biggest gap in such readiness.

Mobile Payments Readiness Index

The MasterCard Mobile Payments Readiness Index (MPRI) gauges the readiness for mobile payments of 34 global markets by MasterCard. The scores obtained will be analysed to see the capacity to access such payment, infrastructure component, the availability of resources, trends and the change in mobile payment.

¹ Digital content is a type of content existing in the form of digital data. It is also called digital media. Forms of digital content include information that is contained or streamed in computer files, communications devices, televisions or cinemas in which the contents are digitally broadcasted (Office of National Economic and Social Development Board, 2002).

Figure 2: Mobile Payments Readiness Index in 2012



Source: Mobile Payments Readiness Index: Master Card 2012

From Figure 3, it appears that Singapore reveals the highest preparedness at 45.6, ranked the 1st out of 34 countries. Meanwhile, Thailand has the readiness score at 31.6, ranked the 20th out of 34. The index is comprised of six aspects of readiness:

- Consumer Readiness
- Environment
- Financial Services
- Infrastructure
- Mobile Commerce Clusters (M-Commerce)
- Regulation

Figure 3: The comparative scores of six aspects of readiness for mobile payments: Singapore and Thailand

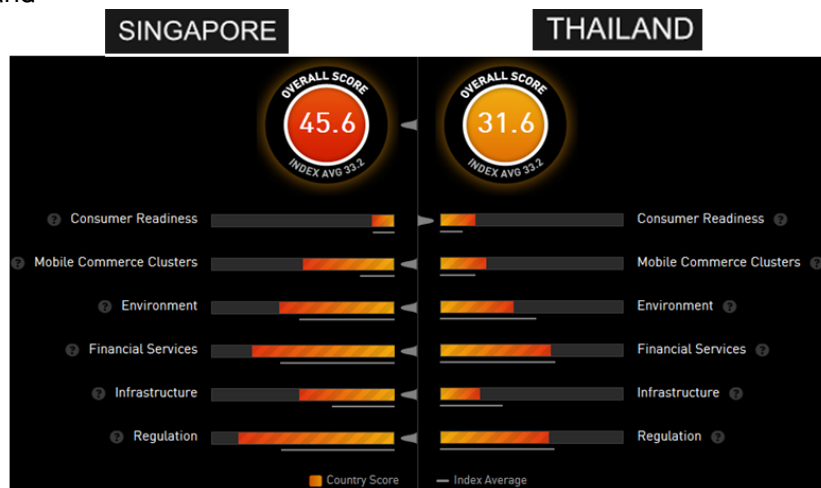


Table 2 A comparative analysis of the Networked Readiness Index (NRI) with regard to the six components: A case of Singapore and Thailand

Index	Singapore	Thailand
1. Consumer Readiness Singapore < Thailand	The Networked Readiness Index (NRI) of the Singaporean consumers reveals the average score, of which lower than that of Thailand, since there has been continuing mobile payments. The expectation is devoted to greatly facilitating commercial.	Consumers in Thailand show readiness and need for mobile payment service. The result from the survey reveals that the consumer readiness score was higher than that of Singapore, right above the average. There were some limitations on the service use, e.g. full coverage of all services and convenience of the service.
2. Mobile Commerce Clusters (M-Commerce) Singapore > Thailand	The consumer readiness score for Mobile Commerce Clusters (M-Commerce) was above the index average and was far higher than that of Thailand. In ASEAN, Singapore is the potentially leading provider of electronic commerce purchases of goods and services through mobile phones. In 2011, 25 per cent of Singapore's electronic commerce value came from services and transactions made on mobile phones (http://business.asiaone.com/)	Even though Thailand has been developed with regard to electronic commerce industry, there is a huge gap in such development, compared with Singapore. Although Thailand received the score higher than the index average, Singapore still has left Thailand behind. In 2011, there was a project development utilising the integrated approach of electronic banking and transactions. This was carried out by joint agency coordination where information and issues were exchanged. The Electronic Transactions Development Agency was a coordinator.

Index	Singapore	Thailand
3. Environment Singapore > Thailand	In this component, Singapore hit the score higher than the index average. The country pioneered the information technology-driven economy. To fulfil this mission and attract foreign investors, it had prepared viable infrastructure and information technology system before the mature electronic commerce. There are other factors that cause the rapid and continuing expansion of electronic commerce, e.g. high per capita income, the young's thorough knowledge and basic familiarity with electronic commerce due to the country's evidence of cultural mix of western and eastern	Thailand obtained the score lower than the index average and Singapore. Although Thailand has efficient ICT infrastructure e.g. Internet system, it is not as excellent as that of Singapore, owing to the limitation on network coverage. Nonetheless, the sustainable of such infrastructure can be traced; commerce and systems of local and foreign investment have been greatly facilitated. The technology to enhance the capacity to access financial services is ATM services. In terms of demographic factor, it shows a difference in education level. Cultural beliefs is also a factor that impacts the development of domestic Mobile Payment.
4. Financial Services Singapore > Thailand	Singapore demonstrates solid financial structure which appears more sophisticated than that of other ASEAN countries. A key factor to achieve the financial service hub is the capital market that has high depth and efficient financial liquidity. The country has also developed itself into the Real Estate Investment Trust (REITs), becoming the <i>second</i> -most active purchasers after <i>Japan</i> in Asia. Expectedly, its financial services are ranked the second out of 34 countries and thus the ranking is far higher than Thailand.	The financial services score of Thailand is just below the index average, and lower than that of Singapore. Compared with Singapore, Thailand has fallen behind with the development of nearly all aspects of financial services. Yet, Thailand's market size of the real sector surpasses that of Singapore. In Thailand, there is high financial demand to support the real sector, whilst Singapore is prominent in terms of the capital markets.

Index	Singapore	Thailand
5. Infrastructure Singapore > Thailand	Information Development Authority (IDA) was established in Singapore to develop <i>information</i> technology and telecommunications within <i>Singapore</i> and to support the growth of electronic technology companies and start-ups in Singapore The country aims to promote the development of high-speed broadband with low service charge, VAT free. The use of electronic devices, e.g. domestic mobile phones and tablets is encouraged. The service of broadband is provided to all segments of the population, resulting in the highest use of broadband at 165 per cent, and in turn the highest rate in ASIA In 1998, E-commerce Master Plan was launched by the government to make Singapore a hub for business. Under the plan IT2000, the project the Electronic Commerce Hotbed Program was introduced to stimulate private sectors to run electronic commerce in business operations.	ICT Infrastructure is the major weakness to the development of electronic commerce in Thailand Under the plan IT2020, the target of government policy is to provide high-speed broadband to every segment of the population, likewise other basic infrastructure. In 2015 and 2020, the growth of high-speed broadband penetration is expected at 80 and 95 per cent respectively of overall population who could make an access to such broadband. ICT Master Plan No.1 (2002-2006) targets successful electronic commerce, i.e. elevating electronic commerce transactions to (at least) 20 per cent per annum.

Index	Singapore	Thailand
6. Regulation Singapore > Thailand	Law enforcement that strengthens and promotes electronic commerce is as follows: 1. Electronic Transaction Act 2010 supports a universal system of the United Nations Convention on the Use of Electronic Communications in International Contracts 2005. It clarifies the effects of electronic contracts essential for services and transactions of e-commerce for the sake of reliability towards e-commerce business. 2. Spam Control Act 2007 gives an approach to prevent and decrease fraud cases.	Law enforcement that strengthen and promote electronic commerce is as follows: 1. Electronic Transactions Bill A.D. 2001 (Electronic Transactions Amendment Bill 2008) 2. Commercial Registration Act of 1956 enforces the entrepreneurs to be registered as a trader with the Department of Business Development (DBD). 3. <i>Direct Selling and Direct Marketing Act A.D. 2002. In this act, the entrepreneurs are required to do a registration of a trader at Office of the Consumer Protection Board for the consumers' confidence. There is an issue of law enforcement still.</i> In addition, the government should urgently enforce personal data protection law as well as regulations or guidelines in relation to e-mail correspondences to avoid e-mail spams. The security system to prevent personal data from fraud cases should be carried out.

Mobile payment (M-payment)

Mobile payment as part of MFSs provided by Non-banks has been steadily developed, e.g. pay-and-go mobile top-up, payment of bills, services offered by business partners, third party money transfer under the same network, withdrawals for and payment into account, withdrawals from a cash machine, as well as accessing application for ordering secure payments. Compared with M-money patterns abroad, however, it is found that Thailand displays a different pattern of business investments, especially interoperability².

According to business survey of MFSs conducted by Global System for Mobile Communications (GSMA) in 2012, it is found that most of the customers believe that more options for mobile payments will lead to growing popularity among the service users. The Consultative Group to Assist the Poor (CGAP) categorises six types of interoperability: 1) Interconnection with

² According to Bank of Thailand (based on its policy and direction for the development of standards related to electronic payment systems), interoperability refers to the ability of different information technology systems and software applications to communicate, exchange data, thereby offering a wider array of service options for the users.

financial institutions, 2) Platform-level interoperability, 3) Customer-level interoperability, 4) International mobile money interconnection, 5) Interconnection with financial institutions, and 6) Interconnection with other payment networks. The comparison of GCAP's Interoperability of mobile payment service providers between Thailand and other ASEAN countries (Malaysia and Singapore) reveals that Thailand falls behind those countries in almost every aspects.

Table 3: Comparison of interoperability levels of M-money service providers in Thailand and foreign countries, according to CGAP

Interoperability level	Thailand	Malaysia	Singapore
Option 1: Platform-level interoperability			N/A
Option 2: Agent-level interoperability		☐	☐
Option 3: Customer-level interoperability			N/A
Option 4: International mobile money interconnection		☐	☐
Option 5: Interconnection with financial institutions	☐	☐	☐
Option 6: Interconnection with other payment networks	☐	☐	☐

Source: Compiled by Bank of Thailand 2014

An analysis of interoperability levels of M-money service providers

1. Platform-level interoperability: none of the countries surveyed has been practiced, since MFS providers/ agents underestimate such a service due to the fact that investment to the service may not be profitable. In carrying out the service, IT system improvement and large-scale recruitment are essential. Also, service providers in fact are business rivals. Therefore, they must expand their client group before turning to interoperate with other service providers.

2. Interconnection with financial institutions: All of the countries surveyed could do such interconnection. However, cash withdrawals from M-money accounts in Thailand are restricted to banks that have mutual agreements. Meanwhile, inter-bank mobile top-up and cash withdrawals can be done with ease.

3. Interconnection with other payment networks: Singapore and Thailand offer virtual prepaid cards. In Singapore, those who obtain the card number could make bill payments and use online services. In Thailand, one has to make sufficient top-up prior to each transaction.

4. Agent-level interoperability: In Singapore and Malaysia, mobile top-up and withdrawals into own M-money accounts can be done at all shops offering such a service.

5. Customer-level interoperability: In Asia, only Japan permits customers to access their M-money account through any SIM. No data of such a service is found in Singapore.

6. International mobile money interconnection: In Singapore and Malaysia, customers could use the money services, interconnecting their technical platforms, e.g. FAST (Singapore), Faster Payments (UK), My Mobile (Malaysia). These enable them who are affiliated with one

service to send money from their mobile wallets to the mobile wallets affiliated with another service.

The aforementioned data gives a vivid picture of M-money service. As seen, Thailand has the lowest level of Interoperability among the countries surveyed. The reasons might be that there are few service providers, i.e. mPay and True Money, leading to unnecessary development of Interoperability. Each service provider has its own business premises and business partners. There are also some concerns over customers' needs and the IT system development issue.

Summary and suggestions

1. An approach to promote access to MFSs of Thailand in the next time frame is made. ICT infrastructure is not problematic for Thailand despite the evidence from the preliminary index ranking data. There is nation-wide coverage of 3G mobile network. The major issue is the delay in allocating spectrum due to the political issues in an amendment to legislation to merge the telecommunications and broadcasting regulators into a convergence regulator: National Broadcasting and Telecommunications Commission (NBTC), assignment of concessions and corporate changes, and requesting a spectrum allocation.

2. Commercial banks, non-bank financial institutions, and specialised financial institutions (SFI) should improve rules and regulations towards particular services through reliable agents. Educating the users to achieve confidence in the services and feedback follow-ups on service options for improvement are necessary.

3. In regard to mobile channels, Mobile money should be serviced via mobile phones, thereby exercising Platform-level Interoperability. Commercial banks' M-banking should offer more convenient inter-bank financial transaction services with lower fees.

4. In Thailand, it is found that people show lack of understanding of payment services, resulting decreasing efficiency of a payment service decision and lack of confidence in the use of electronic payment services.

5. The mobile payment service providers must meet the security standards for the sake of confidence in the use of electronic payment services. Seeking and designing decent and secure service options to fulfill customers' needs as well as providing information through advertising should be carried out. Other crucial factors that comprise customers' expectation include cost and convenience for the extensive use.

6. The government should clarify the rights and obligations of service providers and consumers, expand their range of electronic payment services, and regulate the consumer protection act related to electronic payment. For instance, service fees and all charges must be revealed to the consumers. Incurring risks, e.g. a risk of a loss, prior to the signing of the contract and agreement should be informed to protect consumers from taking unreasonable advantage of the service.

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