

The purpose of this study was to evaluate the CEFE –based entrepreneurial management training for small enterprises. The study was conducted using the participants who were the trainees in the Cottage Industries Management Courses. The aim of this course was to improve small businesses. The Cottage Industries Management courses were offered 3 times in the year 2000 in Chiang Mai province and a total of 73 people participated. The data was collected using personnel interviewing questionnaires and analyzed using the descriptive method, the result of the study are as follows:

1. The majority of participants who finished the courses were older than 30 years, married, female and years of education was lower than obtaining a bachelors degree. The majority had 3 years or more experience in business and most were the owners of their business. The majority were members of the Association of Thai Small and Medium Enterprises and a member of the Bank of Agriculture and Cooperative. Majorities of the participants' form of

business were informal organizations and were single proprietors who were engaged in their business for 3 –5 years. The main products were food processing, textiles and garments.

2. For the results of the effectiveness of the CEFÉ management training courses, the successfulness of the project was based on 2 indicators: 1) the usefulness of the training for participants and 2) the improvement in the participants business. After the 6 month training 80% of the respondents affirmed the usefulness and at least 50% of the respondents improved their business regarding sales volume, profitability, investment growth, increase of employment and cost reduction compared to their business before completing the training course.

The result showed that more than 80 % of the participants regarded the usefulness of the training in knowledge, skill and attitude particularly the knowledge was used to improve their business and made participants aware of their personal strengths and weaknesses. The usefulness of training in skill were to increase competence in doing their job and providing them with the usefulness of the training in terms of the attitude, the participants result showed an effective training had provided them with more confidence and satisfaction in running their business and giving them greater motivation to improve their performance.

The effectiveness of the training in improving the business by increasing sales, profit, investment, cost per unit and employees. The study results showed that more than 50 % of the participants only on sales and investment. The reason why less than 50% of the participants profits increased was due to economic conditions such as the unchanging prices of the product, the increase cost of the materials, and more competition in their area of business. Regarding the cost of the products, less than 50% of the participants were able to decrease the cost because of the increase in raw materials prices. And finally less than 50% of the participants were able to increase their employees due to the increase in the cost of labor.