

## ABSTRACT

Thesis Title : Study of the Guidelines of Strategic Marketing Planning for Silk Products under the Foundation for Promotion of Supplementary Occupation and Related Techniques of Her Majesty Queen Sirikit.

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Academic Year : 1997

The purposes of the study are the study of Thai and foreigner consumers needs in the features of silk products under the Foundation for Promotion of Supplementary Occupation and Related Techniques of Her Majesty Queen Sirikit, the study of the affected factors of purchasing decision making for the silk products and the study of the obstacles and problems for production and marketing of the silk products. The results of study use for advantage in establishing the strategic marketing planning for products, price, distribution, promotion, the other marketing strategies and production planning for the silk products of the foundation.

There are four groups of samples, 306 Thai consumers, 150 foreigner consumers, 15 producers and 50 sellers by simple random sampling. The study have conclusions as the following :

Thai consumers : Most of consumers buy silk products from the sources of production, exhibition center of the foundation, Jitralada store. They need the increasing stores for buying.

The favorite types of silk is smooth silk, the second is mudmee silk and the third is yokdok silk. The features of smooth silk that consumers need are both strong and natural shade, smooth , both thick and thin and width cloth. The features of mudmee silk that consumers need are both strong and natural shade, smooth cloth, both thick and thin cloth, width cloth and little

design. The features of yokdok silk that consumers need are both of strong and natural shade, smooth , both thick and thin , width , little design and gold yarn.

The top five of favorite shades are dark blue, sky blue, green, violet and pink, and red. Design, quality, shade, period of using, maintenance and price of cloth are the most of affected factors for purchasing decision making.

Foreigner consumers : The favorite type of silk is smooth silk , the second is mudmee silk and the third is yokdok silk.

The features of smooth silk that consumers need are both of strong shade, smooth , both thick and thin and width cloth. The features of mudmee silk that consumers need are both of strong shade, smooth cloth, both of thick and thin cloth, width cloth and little design. The features of yokdok silk that consumers need are both of strong and natural shade, smooth , both thick and thin , width , little design and gold yarn.

The top five of favorite shades are dark blue, sky blue, green, violet and pink, and red. Design, quality, shade, period of using, maintenance and price of cloth are the most of affected factors for purchasing decision making. The best sales of silk products is smooth silk, the second is mudmee silk and the third is yokdok. The top five of favorite shades are dark blue, sky blue, green, violet and pink, and red.

Sellers : The best sales is smooth silk. Shade of the best sales are dark blue, sky blue, green, violet, pink and red.

Average cost plus markup is the price determination. The different prices upon the quality, neatness, design and how to make it easy or difficult. The sellers have not sure to bring the silk products of the foundation to sell in their stores because their products have a good sales.

Not familiar, a few advertising and public relation. a few channel of distribution and still thinking about the higher price than the others are the reasons for affected using the silk products of the foundation.

Producers : Producers use the silk yarn from self production and importation. The favorite types of silk is smooth silk, the second is mudmee silk and the third is yokdok silk.

Six shades of the best production are dark blue, sky blue, green, violet, pink and red. In the recent, consumers become to need the earth tone.

Sources of silk yarn for buying, not the same standard, difference shade, silk yarn insufficient, high price and difference shade in one cloth are the main problems of production. The local producers still use the classical techniques to produce and lack of the same standard and quality control that are the reasons of high cost production. Using computer graphic design make the other producers better.

The pricing determinate after quality, design and neatness inspecting, grading and standardizing.

The excellent promotion takes from the supreme kindness of Her Majesty Queen Sirikit. She is the best personal public relation when she went to aboard for working and created relationship. Her grace dresses which made from silk products of the foundation appeared on the eyes of world.