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THE IMPLEMENTATION OF PRODUCT CREATION PROCESS
FOR SMALL FOOTWEAR BUSINESS IN THAILAND:
CASE OF BLUE WING ENTERPRISES CO., LTD

MR. WARITTHI TEERAPRASERT

A PROJECT SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR
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Mr. Waritthi Teeraprasert BBA (Finance)

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Project Committee

..... Chairman of Project Committee
(Lect. Chokeanand Bussracumpakorn, Ph.D.)

..... Member
(Sirikul Laukaikul, Ph.D.)

..... Member
(Lect. Sakol Teeravarunyou, Ph.D.)

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Project credits	6
Candidate	Mr. Waritthi Teeraprasert
Project Advisor	Dr. Chokeanand Bussracumpakorn
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Faculty	School of Architecture and Design
B.E	2553

E46976**ABSTRACT**

This study is focused on how to create a product line extension by the implementation of new product design and process within a none design-oriented small business in Thailand. The researcher studies the existing product creation process of a leading sport footwear company, Nike. The researcher has analyzed its systematic product creation process, the use of design and its design management capability. Some practical principles could be applied to small footwear companies.

The researcher selects Blue Wing Enterprises Co., Ltd as a case to study the problems of current business situation, the reasons the company cannot create its own designed product. As a result of this study, the researcher introduces an appropriate product creation process to the company as an enhancement for both design usage and design management capability.

The study suggests that to start integrating design into non-design company, it requires change management in three areas of design management: (1) Management and Planning, (2) Working Process and (3) Team and Resources.

Keywords: Design Management/ New Product Development / Product Creation Process/
Small footwear Companies, Change Management

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