

Project Title A Study of the Influence on Designs of the Thai Export
Oriented Ceramic Products

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Abstract

Ceramics is an old product of Thailand. It started off as a form of handicraft. Later it entered a manufacturing industry for domestic consumption, and in the end it rapidly turned into an export-oriented product. Lacking improvement of designs, Thai ceramic products can not compete with other exporting countries, especially when the markets are among developed countries that require the products with unique character.

In order to retain the market share the Thai ceramic products need to be improved. Study on the designs of these products showed that there were two main factors, one from an inside of the products. Therefore, manufacturers should pay attention to these factors which are raw materials, manufacturing processes and their functions. The other main factors are from an outside or from an environment around the products. They are design trend, features of competitors' products and demand of consumers. All these factors influence customers decision making. Therefore, the manufacturers should keep themselves well informed of the marketing situation, in order to help them develop their products in the right directions.

The improvement of ceramic products can be achieved through the upgrade of materials and technology for production, gathering of accurate marketing information, and most important of all is development of skilled designers, who are capable of creating the ceramics with unique Thai features.