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STRATEGY OF FABRIC DOLL, BAANSINGHA SUB DISTRICT, PHOTHARAM DISTRICT  
, RATCHABURI PROVINCE. INDEPENDENT STUDY ADVISOR : PROF. Dr. PITAK  
SIRIWONG, Ph.D. 73 pp.

The objective of this research was to study Strategic management and Entrepreneurship of fabric doll "Baan Singha sub district" business, Photaram district, Ratchaburi province. The concept was to search the problems that occurred in operations and find the solutions. The method of this research was interviewing deeply the business owners, who produced and distributed the dolls in Baan Singha sub district,, the medium producers, employees in the factory and the retail shops including the buyers for sale and the buyers for using. The highlight of Baan Singha community was as a source of production and distributed the dolls. The location of the shops was near thoroughfare that could attract to the travelers. We not only use the interview method, but we also use the observation by involving in the actual work activities of the production and distribution the dolls.

The result showed that the entrepreneurship of fabric Baan Singha doll was a Small and Medium Enterprise that started from family and extends to the community. Low-cost of capital was the strategy in producing dolls. To prepare the raw materials of Baan Singha community, the people in the community would combine their purchase orders, after that they would distribute the raw material into the local small producers. The quality of goods was suitable for price. There were more than 1000 varieties of goods, and there was the development of products to be innovative and fashionable continuously. The distribution was spread widely from person to person. There was a customer management to bring them back to repurchase products including having retail in the production area and using warehouse to be a sale area. The problem of this entrepreneur was the expansion of business, the amount of investment, the expensive of the land to expand the production, and lack of skill labor. The outcome of this business was to create the career and income to the entrepreneur and community around the entrepreneur area.

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