

Pattharapron Tawyotha 2012: States, Problems, Needs and Guidelines of Micro Community Enterprise Management: A Case Study of Cotton Handmade Weaving Group Based on Sufficiency Economy Philosophy in Sun Luang Tai, Jom Sa Wan Sub – District, Mae Chan District, Chiang Rai Province. Master of Education (Vocational Education Development), Major Field: Vocational Education Development. Department of Vocational Education.

Thesis Advisor: Assistant Professor Chintana Kanjanavisutt, Ph.D. 135 pages.

The purposes of this research were to investigate a states, problems, needs and guidelines of micro community enterprise management: a case study of cotton handmade weaving group based on sufficiency economy philosophy in Sun Luang Tai, Jom Sa Wan sub-District, Mae Chan District, Chiang Rai province. The study was approached by means of qualitative research. The target group was 7 persons of cotton handmade weaving group. The research instruments were interview form, observation form, and record form that include 4 parts: human resource, production, financial accounting, and marketing. Data collections were employed: 1) document analysis, 2) field data collection with in – depth interview, 3) observation and focus group discussion; Qualitative data was analysis with content analysis. The methods triangulation were documentary, interview, and observation.

The following summarize the finding:

1. The states of group management consisted of 4 parts: 1) human resource: group chart and regulation, 2) production: purchasing and quality control, 3) finance and accounting, : debit credit, and marketing: sale and booth in fair.
2. The problems of group management found that the people have not a knowledge for new product design, unique of fabric weaving, and packaging.
3. The needs of group management were state and private office for personnel training cotton weaving people increase, market expansion, budgeting, and computer.
4. The guidelines of group management were motivation, training, new weaving identity construction, sale promotion, learning center, and website.

The cotton handmade group used the philosophy of sufficiency economy in micro community enterprise management.

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