

Juntron Lersmongkon 2014: The Relationship between Product Development and Organizational Performance of Thai SMEs in Chon Buri. Master of Business Administration (Industrial Administration and Development), Major Field: Industrial Administration and Development, Faculty of Management Sciences. Thesis Advisor: Miss Kitiya Thassanabanjong, D.B.A. 164 pages.

This research of the objective is study on development of small and medium-sized enterprises all 3 sides in Chon Buri province, development of quality products. The development of product line, Design development of product. Including the relationship between the development of products with 3 sides of the performance measurement perceived of financial and customer. For entrepreneurial small and medium-sized enterprises. In Chon Buri province ,Using the survey data this research is 400 datasets completed questionnaires were returned, with 390 datasets of questionnaires with complete information that can be analyzed as the 365 series, representing 93.59 percent of all queries that have been returned. The statistics used for this study are the average and standard deviation and the Pearson correlation coefficient.

The research results founded that the Entrepreneurs of small and medium-sized enterprises in the province of Chon Buri. There are 3 sides promoted by product development with developing the quality of most products. Second followed by the development of product design. And final followed by the development of product line. And the relationship between to developed of products 3 sides with the performance of entrepreneurs small and medium-sized enterprises in Chon Buri province founded that 1. Development of quality products is associated with the operations in financial and customer. 2. Product line development is associated with the financial aspect only. Performance for the customer is not correlated with the product line development. 3. Development Design products correlated with performance on the customer aspect only. Performance for the financial is not correlated with the development of product design.

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Thesis Advisor's signature