

ABSTRACT

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FACTORS AFFECTING SUCCESS OF SMALL TEXTILE ENTREPRENEURS IN CHIANG MAI

By

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The objectives of this research were to study the factors affecting small textile entrepreneurs' success in Chiang mai. This research also studied the textile entrepreneurs' problems and the solutions. The population is the textile entrepreneur who have contracts with the industry office in Chiang mai province up to March 1999. The budget is not over 50 million bath. Descriptive as well as inferential statistical techniques are employed in the data analysis by SPSS for Windows. The factors affecting small textile entrepreneurs' are a profit and loss of business and Return on Investment [ROI]

The results show that 62.50 percent of the population is female, 37.50 percent is male, at an average age of 38.71 years. Most of them are married, earn bachelor's degree and have the textile's experience for 10.08 years. The first budget is not over 10 million bath. or at an average rate of 4.33 million. The fund source is from the commercial bank and own fund at 80 percent. The textile entrepreneur at 58.33 percent have the selling over than 25 million bath. They export to another country more than 60 percent of the products, the direct contact with the consumer at 81.82 percent. The export markets are Europe and America. Most of them produce the products in accordance with the buying order.

The opinion of the entrepreneurs towards the factors affecting small textile entrepreneur are the marketing factor, management, produce and budget, especially the products at mean of 4.21, the experience and quality at mean of 4.17, the machine and equipment at mean of 3.96, the salary of the official at mean of 3.92, the produce planning at mean of 4.29, the profit and loss at mean of 4.08, the selling analysis and expense at mean of 4.04, and the currency analysis at mean of 4.04.

The relationship analysis was made between the important level of the marketing, management, produce, budget factors and the personal factors of the textile entrepreneur with the return on investment and profit/loss of business by coefficient of correlation. The return on investment, ROI relates to the marketing, management, produce, budget factors and personal factors in low level. The relationship is less than 20 percent and that relates to the profit/loss and the marketing, management, produce and budget factors and the personal factor is also less than 20 percent.

The textile entrepreneurs should develop the products that have the essentiality to motivate the consumer. They should co-operate with the government to present the products and the government should help them about the intellectual asset because there are many imitations. They should support the villagers to have some knowledge about the textile education and set up a seminar about the textile entrepreneur in order to increase the knowledge for the management and product planning. The entrepreneurs should be interested in the budget analysis because its result shows the high mark and low mark including the problem and obstruction. They help to make a decision for planning and operating.