

Research Title	Agricultural product development to empower SMEs market potential by building product commercialization on research utilization approach
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Abstract

This project was conducted to complete the research methodology cooperating with 9 SMEs in the area of food industry. As the results of empowering the SMEs with respect to product development, added-value food production, marketing forecasting, elevation of business opportunity, and simultaneous coaching procedure, the concept of “See through commercialization via Research” was applied to achieve the ultimate goal of the selected SMEs and obtain the better performance of entrepreneurship. The 10 food products were analyzed as the role model to pursue the better marketing opportunities, and investigate the superior success direction of sustainable food business. As expected, all of 10 food products developed as the suggestion of their own company marketers have been potential to launch in the real market. The 10 strongly potential products have been capable to place order in the international and Thailand modern trade. Currently, these food products also remarkably display in the trading, distribute to the target markets, and have the opportunity to negotiate business in a world class exhibition. From the research, all of 9 selected SMEs could increase their average productivity more than 5%. Some of them could achieve to gain their average productivity more than 60%.

Key words: Agricultural Product Development / Empower SMEs Market Potential / Product Commercialization