

Independent Study Title

: Problems ,Obstacles and Trends
of Gemstones and Jewelry for
Export in Upper Northern of
Thailand

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Abstract

This Independent Research on "Problems ,Obstacles and Trends of Jewelry and Gemstones for Export in Upper Northern of Thailand" has the following objectives:

1. To study the problems and obstacles of the Gems and Jewelry Export Industry in Upper Northern Thailand.
2. To study the future trends of the Gems and Jewelry Export Industry in Upper Northern Thailand.
3. To study domestic and international market demands concerning gems and jewelry design

The sample group used in conducting this research was selected by using the Purposive Sampling Method. A total of 20

person were interview, six of whom are directly involved in the Gems and Jewelry Industry and fourteen of whom are invovled in the Gems and Jewelry Export Industry, but are not directly involved with export. Research tools used in collecting data comprised questionnaire concerning problems and obstacles faced by the Gems and Jewelry Export Industry, future trends for the expansion of the Gems and Jewelry Export Industry , future trends for the expansion of the Gems and Jewelry Export Industry and gems and jewelry designs preferred by domsetic and international markets. Data obtained was analyzed on computer using the SPSS/PC⁺ program to fined percentage value and hypothesis test was done using the Fisher Exact Probability Test, Chi-Square, Least Square Method, and Friedman Test for Analysis of Variance by Rank. Findings are as follows :

- 1.The biggest problem faced by the Gems and Jewelry Export Industry is that of marketing, followed by production and financing. Marketing problems are related to costs as price cutting is practised. Problems concerning production for export are related to quality. Quality is considered tobe poor and below standard and designs do not meet customer demands. Problems related to sales arise because producers do not know where they can exhibit their product abroad and they do not receive cooperation from government agencies. As for market outlets, producers are unable to locate established markets and are not

given information from countries that purchase their products. Production problems faced by the Gems and Jewelry Export Industry are mostly labor related. There is a shortage of product designers, raw materials and skilled craftsmen. Stealing each others workers also occurs. Investment problems faced by the Gems and Jewelry Export Industry are mostly related to credit sources which are difficult to locate, both at home and abroad. Furthermore, interest rates high and producers do not have sufficient collateral.

2. Export obstacles faced by the Gems and Jewelry Export Industry mostly concern export procedures which are thought to be complicated, time consuming and costly, while legal obstacles are related to trade privileges (GSP) which are considered obstructive.

3. Figures indicate that, there is a decline in the growth of the Gems Export Industry, was a 1.1 percent drop in 1992. And the figure indicate that, there is a decline in the growth of the Jewelry Export Industry, was a 0.45 percent drop in 1992.

4. Concerning gems and jewelry designs, studies reveal that markets in America prefer large and chunky jewelry, while markets in Europe, Asia and Thailand are not specific and are satisfied with all designs.

America, European and Asian buyers of Thai Gems favor rubies, while Thai is prefer diamonds.

Concerning jewelry and fashion accessories, most buyers prefer to purchase rings.

Concerning settings for jewelry and fashion accessories, most American and European buyers prefer 18 karat gold setting, while Asian and Thai buyers prefer settings to be in 24 karat gold.