

ABSTRACT

Abstract of thesis submitted to the Graduate School of Maejo University in partial fulfillment of the requirements for the degree of Master of Business Administration in Business Administration

NEED FOR PERSONNEL DEVELOPMENT OF THE HOME TEXTILE ENTREPRENEURS IN CHIANGMAI

By

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The objectives of the study were (1) to study personnel development needs of the home textile entrepreneurs in Chiang Mai (2) to find out the suitable personnel development approaches for the home textile industry.

Data were collected from 36 home textile entrepreneurs in 20 districts of Chiangmai by questionnaires and analysed by Statistical Package for Social Sciences (SPSS/PC) programme. The result showed that most of the home textile entrepreneurs were female of the age 41-50 years old, with the level of education under bachelor degree. Most of the home textile entrepreneurs in Chiangmai were categorized as household industry (labour less than 10) and registered as company limited (1,000,000-5,000,000 baht, asset value). Products manufacturing and distribution were conducted by the owner themselves and a majority of entrepreneurs had their business experiences for 4-6 years.

The findings showed that most of the problems that influenced need for personnel development were marketing, financial and production problems. The marketing problems identified was new product design while financial problems was lack of monetary circulation in their business, and production problems was the uncontrollable quality of the raw material. Those problems had affected on high production cost, limited and fabric design and production.

It was found that need of personnel development for home textile entrepreneurs were improvement of knowledge on distribution channel, sale promotion as well as efficiency of working capability. The skill needed were new product design, product development, production standardization and product techniques to help in cost reduction. The respondents viewed that they needed more positive attitude toward self - development, leadership development, vision development and conceptual development to better serve the customer.

Problems and need on marketing, financial, production, management and up to date technology were factors facing those home textile entrepreneurs to improve their capabilities and production potency as well as standard for domestic and international market acceptance.