

Abstract

Research Title : Problems of Printing business in Samut Songkhram Province.
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This research aims. To study the problems in the printing business. Each category in Samut Songkhram province. To study the problem in the six areas of cooperation. Problems in manufacturing Financial problems. Personnel issues. Management issues. Marketing problems. And related materials. Found that the printing business of manufacturing as a whole showed that Level, the problem remained with little problem. Mean equal to 1.8 problems, financial printing business as a whole showed that Level, the problem remained with little problem. Mean equal to 1.8 trouble printing operations personnel as a whole showed that Level, the problem remained a moderate problem. Mean equal to 3.0 problems in business management, printing of the overall level of problem that has many problems remained. Mean equal to 3.8 the problem of business printing of marketing as a whole showed that Level, the problem remained with little problem. Mean was 2.2, and finally the problems in the printing business as a whole showed that the raw materials. Level, the problem remained a moderate problem. Mean was 2.7.

Key word: printing solution / printing bussiness