

Abstract

This research aims to evaluate and follow the potential as well as extract the knowledge of management base on sufficiency economy of OTOP leaders. It is the qualitative research and supports by quantitative analysis. Primary data was from interviewing 8 sample groups. SWOT analysis, evaluation the potential of management of OTOP leaders as well as exchange knowledge between researchers, OTOP leaders and experts in sufficiency economy were used in this study.

The potential of management base on sufficiency consisted of production, marketing, organization and finance. Most OTOP leaders have 75 percentage increased in moderation, rationale, protection and marketing in organizational management. 73 percentage of OTOP leaders have developed their moderation, rationale and sustainability in marketing management. 93.5 percentage of OTOP leaders could raise their potential in moderation of financial management. They could decrease to borrow the money and much more economical as well as strictly investigated the spending of members.

The knowledge which can enhance the potential of management base on sufficiency economy are as follow; 1)analysis the potential of OTOP leaders such as the strength and weakness; 2)moral and ethics which OTOP leaders use in their operation such as kindness, hospitality and generosity; 3) community resource such as how to use and how to keep and 4) management consist of production, organization, marketing and finance.