

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

THE STUDY OF PHOTO SHOP OPERATION IN AMPHOE MUANG, CHANGWAT CHIANGMAI

BY

SOMSAK SRITHAPRA

APRIL 2000

Chairman: Assistant Professor Buncha Trivitayakhun

Department/Faculty: Department of Agricultural Business Administration and Marketing,
Faculty of Agricultural Business

This research was conducted to investigate 1) operation, management, marketing, finance and accounting as well as production of photo shops in Amphoe Muang, Changwat Chiangmai ; and 2) their problems and obstacles concerning such aspects.

The data were collected by means of questionnaires from 25 samples of photo shops, out of the total of 70, in Amphoe Muang, Changwat Chiangmai as well as from the records of Chiangmai Statistics Office during November 1 – 15, 1999.

The results revealed that more of the photo shop owners were male than female, married, 31 – 40 and 41 – 50 years old, had completed secondary school level of education and have engaged in photo shop business for 11 – 15 years.

The results of the management analysis showed that the owners planned to delay investment in the year 2000. Clear organization mostly did not exist. In the shops with clear organization, photograph printing section was common, but not financial section. Technical operation was carried out by family members and business owners directed, controlled and evaluated the business themselves.

The results of the marketing analysis showed that the best ingredients of marketing mix were quality and services. The photographs that served consumers' needs were those decorated. Most of the owners realized differences in standards of photo labs and Kodak was the best choice. The price system was controlled by the Chiangmai Photo Business Club and the existing prices were found to be suitable. The photo shops located in densely populated areas were advantageous. At present, there are too many photo shops.

The financial and accounting analysis showed that the source of fund was the owners' savings and fixed capital was allocated to color labs while circulating capital was allocated to paper, film and chemicals. Daily bookkeeping of the single pattern was used for taxation.

For production, efficiency of on-time delivery was emphasized. The photo shops developed, copied, enlarged photos themselves but had other shops produce frames. They did not deal with traditional portraits and stickers. On-time delivery averaged 93.40 % and loss in processing 14.60 %. Cost could be deducted by order in cash. Care was taken of workers' health and safety by providing good working environments e.g. air-conditioners and air circulation.

Problems and obstacles concerning management were found to be at a low level. The most frequent problem was planning, followed by lack of skilled labor and implementing the plan to achieve the goal.

Marketing problems were at a moderate level. The most frequent problem was competition in market share, followed by price competition and promotion support.

Problems in finance and accounting were at a moderate level. The most frequent problem was value added taxation, followed by lack of funds and provision of fund from various sources.

Problems in production were at a moderate level. The most frequent problem was loss in processing, followed by maintenance of quality standard and health hazard resulting from working environments.