

Research Title: The Development of Learning Process in Good Management and Product Design of Dhonburi District Community Enterprise by Community Participation for Enhancing the Strength of Sustainable Community Economy based on The Philosophy of Sufficiency Economy.

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The objectives of this research were to study 1) the conditions and factors of management and product design of Community Enterprise in Dhonburi District 2) to develop the learning process of good management of Dhonburi District Community Enterprise by Community Participation for Enhancing the Strength of Sustainable Community Economy based on The Philosophy of Sufficiency Economy 3) to develop the learning process of product design of Dhonburi District Community enterprise by case study, which are Bo-din folk cake community enterprise and Palm Leafed-Fishshaped Ornament community enterprise. The participants were leader and members of the community total 20 people. The research tools were in-depth questionnaire, guideline for focus group discussion, participation observation and non participation observation, and satisfaction questionnaire. For data analysis, the content analysis was applied. As the result of this research, it was found out that 1. The conditions of management of community enterprise are local wisdom, value and belief of religion and culture style, social network, and simple living in sufficient economy. On the management of the production, new knowledge for development further was found. For the finance, there is no system at present. However, marketing has been performed at the places that the products are displayed and the personnel are descended within the families. The promote factors are local wisdom, the relations in group and community, the value and belief in religions and art & culture. On the other hand, the obstacle factors are lack of product relations, product design, public promotion, and increasing of sales channel. 2. The development of learning process in good management had been done according to these steps: 1) Planning 2) Act and Observe 3) Reflect in 4 dimension of management: production, marketing, finance, and personnel starting from the analysis of needs, study of sufficient economy, workshop in finance, marketing and promote business heirs. As the result of development, it was found that for the production the Bo-din folk cake community enterprise had developed their product by decorate the top image of their product in many designs. Palm Leafed-Fishshaped Ornament Community Enterprise had better designs and packed the product in new style. Both groups have kept their account books of income and expense systematically and continuously. For marketing, the sale channels have been increased by online media and their business descendants of both groups joined together in development and descending the businesses. 3. The development of learning process of product design has planning on product analysis, training on the design of product image, action of developing and design the package and symbol, create visual arts and identities for product, communication on the story, background, value of culture and lifestyle in the brand symbol and packaging of the product of both community enterprises.