Abstract

 Model of Strategic Management for Enhancement Products Value Added of Pattanee Yala and Narathivard Small and Medium Enterprices (SMEs), Veil and Khapiyoh Turban Through Sufficient Economy Theory

The research objective is to create a strategic management model for product value enhancement. The research population covers both international samples and domestic samples. The 480 international samples cover both traders and consumers that come from the following countries: Malaysia, China, Dubai, Brunei Darussalam, Singapore, Saudi Arabia, Egypt, and Indonesia. The 1,689 domestic samples cover producers, stakeholders, and experts at pattern design. The statistical methodologies used in this research are qualitative statistics and Stepwise Regression Analysis.

The research found that international traders have strong demand of products from Pattanee, Yala, and Narathivard. The Middle-East traders have strong demand of black square veil. The South East Asia traders have strong demand of triangle shaped veil with the following colour, black, white, and ivory. Both of the earlier mentioned international traders also have demand of white Sudan shaped Khapiyoh Turban. The China traders have strong demand of rectangular and triangle white, cream, red and yellow/orange veil and black, white and green Khapiyoh Turban. The demand of products by international traders is in line with consumer behaviour in each country. Whilst the international consumers' product preference towards value of Veil and Khapiyoh Turban is low.

The research found that most of producers are a group of community who produce by product order and treat the job as sided line. The main problem of production is that they lack of products' pattern design knowledge. Most of products are marketed in Thailand about 80% of total production. The highest product value, by product price, is veil which is produced from grade A Bava cotton and Khapiyoh Turban embroidered with colourful silk tread quality A. The marketing channel is made through those who gave product order. The best selling products in domestic market are triangle yellow/orange veil and white Sudan shaped Khapiyoh Turban.

The forecasted equation of marketing attributes that affected buyers' decision towards Veil and Khapiyoh Turban, in form of normal distribution is:
$$Y = 0.458(F_4)+0.418(F_1)+0.200(F_2)+0.122(F_3)$$

The four attributes are Product (Fec_1), Price (Fec_2), Marketing Channel (Fec_3), and Marketing Promotion (Fec_4). The attributes have significant relationship with buyers' decision towards Veil and Khapiyoh Turban, with forecasted value altogether 95.70%.

The findings, related to product value added by pattern design, showed that the market responded well to veil with pattern design of rose flower, shoe flower, tulip flower, orchid flower, and Ylang-ylang tree, Khapiyoh Turban with pattern design of Turkey, Siberia, Norway, Saudi Arabia, and Hungary, respectively.

In the respect of Knowledge Management factors, it was found that the community has learnt from a group leader, product example given by customers, group learning at mosque and within family.

The result of product value estimation showed that a new pattern designed product has both higher quality and price than the old pattern design. After strategic management for product enhancement was carried out, it was found that the average product quality value of Khapiyoh Turban is higher by 1.13 and average price per unit increased from Baht 32.50 to Baht 173.33, represented 533.32% price increase. The average product quality value of Veil is higher by 1.62 and average price per unit increased from Baht 142.22 to Baht 1,003.33, represented 705.47% price increase. The incremental net revenue per month of producer, comparing between old and new pattern product design, increased by 66.66% and 80.95% for Veil and Khapiyoh Turban, respectively.