

<b>Thesis Title</b>	Potential Competitiveness with ISO/TS16949 Quality Management System and Lean Manufacturing of Automotive and Auto-Parts Industry in Eastern Seaboard Estate, Rayong Province
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## **ABSTRACT**

The purposes of this research were to study 1) potential competitiveness of automotive and auto-parts industry such as in-bound logistics, operations and out-bound logistics in primary activities and infrastructure in support activities. 2) influence of management to potential competitiveness. 3) influence of manage reasoning to potential competitiveness. 4) relationship between support activities of potential competitiveness and primary activities of potential competitiveness.

Population of this study was 60 employees in management level work for automotive and auto-parts industry who have done ISO/TS16949 or Lean Manufacturing any kind at least from 60 plants. By using Simple Random Sampling , samples of this study were 53 plants. The research methods to collect data were questionnaires. Data were analyzed by SPSS program for windows. The statistics used were percentage, arithmetic mean, Standard Deviation, One-way ANOVA, Least-Significant Different (LSD) for Post comparisons and Pearson product moment correlation at 0.05 level of significance The results were as follows :

1. Average plant's potential competitiveness such as in-bound logistics, operations and out-bound logistics in primary activities and infrastructure in support activities were at a rather good level.
2. The result of comparisons potential competitiveness about management it was found that hypothesis was significantly differences in their potential competitiveness.

3. The result of comparisons potential competitiveness about manage reasoning it was found that hypothesis was significantly differences in process of main activity of potential competitiveness only.

4. The relationship between support activities and primary activities of potential competitiveness that hypothesis was significantly correlates.