

Objective of this independent study is to understand in operation of construction product store in Tha Chi Lek province Myanmar for further development in selling strategies of Thai's manufacturers and construction product exporters.

Result from indepth interview of all business owners of those 10 construction product stores in Tha Chi Lek province Myanmar can be summarised as followed.

Most of enterprises are single business owner, operating their business for 11-15 years with approximately 11-20 employees. Basically, they are trading business.

Management - business owners do simple short term planning . Other managerial work for example organizing, staffing, directing and controlling don't have good and formal system support.

Marketing – Construction product traders in Tha Chi Lek, Myanmar always use pricing to compete with competitor, so they put highest priority on pricing strategy. Structural product group contributes 60% of all product and Decoration product contributes 40%. In term of channel of distribution, their main customers are house owners. In addition, they also sell to other customers ; constructors, retailers and government sectors. Business owners still do not focus in promotion and have little knowledge in marketing activities.

Product supply - all business owners import construction product from Thai exporter, transporting by car through custom in Mae-Sai, Chiang Rai province. Thai currency are used in this business transaction. They still lack experience in purchase planning and have no effective inventory

management.

TE132774

Financial and Accounting- business owners fund from their own money or borrowing from their relatives. They do simple accounting report, sell 60% in cash and 40% credit without credit limit. They also collect the debt by themselves.

Business owners have problems in lacking knowledge and experience in systematic management. Besides, they also affect from some government policies which are border closing and import quota.