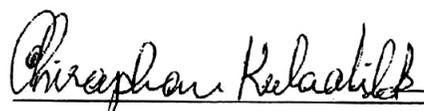


Sirikan Vongtee 2007: Strategies in Developing the Ancient Pattern Fabric Industry of Uthai Thani Province. Master of Economics (Business Economics), Major Field: Business Economics, Department of Economics. Thesis Advisor: Associate Professor Chiraphan Kuladilok, M.Econ. 135 pages.

The 9th National Economic and Social Development plan focuses on strength of economic base but Thai fabric weaving industry gets many problems. There are 3 objects : 1) studying of external factors which effect on Uthai Thani ancient patter fabric industry 2) studying of internal factors which effect on Uthai Thani ancient patter fabric industry 3) Strategies in Developing the Ancient Pattern Fabric Industry of Uthai Thani Province. They must apply 4 theories Five-Forces, A Holistic Marketing Framework, Marketing Mix and which concentrate in SWOT Analysis. Primary information is received from leader and member group's In-depth interview. Secondary information is received from related organization academic report and thesis. They are found descriptive analysis and average analysis.

There are 3 strategies which are applied in Uthai Thani ancient fabric weaving industry development. First Bangkok international and provincial working age by product demand, color, design, model and place researching. Second marketing resource development such as Uthai Thai ancient design copyright and quality warranty label Hi-End and highly individual and value added product branding. It should to be direct sale for forcing the price down protection by middleman and Below the line marketing such as Exhibition joining. It should be increased productivity but should train young generation and long term contract signing with raw material distributor for raw material shorten protection. In management producer should have good management system to protect duplicated working and PR document for visitors. Finally Government agency should drive the project and host design marketing and production training course. The agency should campaign for networking.


Student's signature

 25, 05, 07
Thesis Advisor's signature