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Abstract

The objectives of this study were to study the principles of mulberry tea business management and the structure of mulberry tea market in Changwat Khon Kaen by it is expected to be useful in developing of mulberry tea business so their become increasingly effectiveness The results of this study, it was concluded that :

Management of Mulberry Tea Business of Housewife Groups.

1) Production aspects : Every studied housewife groups produced 5,847 kg and the average cost of production was 70.09 Bahts. Most costs of production were the management cost : 42.80 percent were packing cost, telephone cost, traveling cost and 35.67 percent were raw materials cost/mulberry tea price.

2) Marketing aspects : Farmer housewife groups distributed mulberry tea products through 3 channels : 71.11 percent distributed to the middlemen who came to buy the products at the village, 16.14 percent distributed to the shops in Changwat Khon Kaen, and 6.75 percent distributed directly to the customers. All the distribution costs were 1,665,540 Bahts/year.

3) Financial aspects : Farmer housewife groups had their income from selling the mulberry tea in average cost 283.14 Bahts/kg and the average cost of production was 70.09 Bahts/kg. It made the absolute profit in average of 214.76 Baht/kg and it allocated the benefit to each housewife members in average of 214.76 Bahts per volume of the mulberry tea which each member sent them to the housewife group.

However, the business would proceed efficiently, it should have the preliminary capital investment 6,000 bahts per month. At present there was not any financial institutions lending the money to the housewife groups, it made the business grow slowly.

4) Organizing aspects : Housewife Groups shared the responsibilities clearly by electing 9 Administration committee includings: chairman, vice-chairman, public relations , financial officer and secretary of the group. In addition, there was a Central committee being responsible in other works such as marketing group, auditing and checking quality group, supporting the knowledge and credit group and general group.

The structure of mulberry tea market in Changwat Khon Kaen was a market that there was a few seller. The difference of the products depended on different production techniques and the obstructions were business intelligence, production technique and ability to find the capital investment.

Problems and obstructions the housewife groups were faced in many aspects including:

- 1) Production aspects which was not the best quality according to the production of housewife groups made the difference color of the mulberry tea so the price of the products was not good.
- 2) Preservation problem which caused damage from fungi and volumes of production were not constancy.
- 3) Lack of public relations continuously.
- 4) Packaging is not pretty enough.
- 5) Lack of capital investment source and
- 6) High cost of production.

Suggestions from this study were as follows:

- 1) Production aspects: Planning to produce by determining the definite volume of production to each member which would make the merchants be certain about the volume of production they would order.

- 2) Marketing aspects: Developing the packaging more beautiful and applying it to be the media about the knowledge of drinking tea from the mulberry tea is useful.

- 3) Financial aspects: Planning the expenses by proposing and controlling the budget. In addition, the government sector would search for the capital investment source to the housewife groups in order to support this business extending better and the training programs for the housewife groups continuously.