

SUCCESS FACTORS FOR BANGKOK BRAND DEVELOPMENT

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ABSTRACT

The Bangkok Brand products project was implemented by Bangkok Metropolitan to support the community product entrepreneurs in the area of Bangkok that could be selected to be the Bangkok Brand and made them to continually grow. The research objective were 1) to study the current situation of success factors in the Bangkok Brand products, the potential of entrepreneurs, production process, management and governmental supporting 2) to study the potential of entrepreneurs, production mechanisms, management and governmental supporting that affected to the success in Bangkok Brand products development and 3) to study guidelines for Bangkok Brand products development for continuous development that in-depth comments would be obtained, the quantitative sample groups were 340 Bangkok product entrepreneurs of 5 categories and in-depth interviewing with 15 related participants.

The research findings found that all group of the Bangkok Brand products entrepreneurs had the potential and trait of good entrepreneurs, highly capability staffs who created the competitive advantage and prioritized the development training. For production process, the entrepreneurs had planned and controlled the production well, having the ability to meet the needs of customers, created good product standards, to be good management group among in marketing, financial, business networking and risk management. The entrepreneurs were highly academic and technological supported from government sectors, funding supported and facilitated in regulations. The group of Bangkok Brand had success highly in among continually growth, innovation promotion and knowledge inheritance. The finding found that the government supporting the whole affected in descending order to the success of Bangkok Brand development, the potential of entrepreneurs, management and production process. For the overall effects found that the success of the Bangkok Brand development depended on the potential of entrepreneurs, production process, management and governmental supporting while production process depended on the potential of entrepreneurs only, the management depended on the potential of entrepreneurs and governmental supporting and finally the potential of entrepreneurs depended on the governmental supporting.

INTRODUCTION

The Bangkok Metropolitan had missions to take care the quality of people life in the area of Bangkok by undertaking various missions in accordance with national policies and plans that were prioritized in community economic development. The fifth Bangkok Development plan (1997-2001) was obviously and continuously implemented in knowledge development project and technical training, established and supported project entities/ group or network, marketing development and community funding. A community business center plan was established to support their products, set and developed community products to be a universal standard, research and development community products projects, funding coordinating center and Bangkok trade fair center were established. Under the ASEAN contexts that had free trade goals in goods, services, investment and free flow of labor and caused intensely economic competition. The Bangkok Brand producers and entrepreneurs had to adapt to the competitive environments, the lower production capacity producers could not compete and grow in the market. The various group needed to develop their potential in the both of knowledge and skills,

competitive competency, quality development and Bangkok Brand creation to be the strength and identities by applying the trademark “Bangkok Brand” with the selected and certified “Bangkok Brand” to their products. The background of Bangkok Brand products were continuously proceeded to the present, the number of Bangkok Brand products were little increased and some products were abandoned, therefore, the researcher was interested to study the success factors in Bangkok Brand products development, especially the potential of entrepreneurs, production process, management and governmental supporting to promote the Bangkok Brand products to maintain the local wisdom, adaptation and continuously development in both of the ASEAN and global level.

Research objectives

1. To study the current situation in the success of Bangkok Brand products development, the potential of entrepreneurs, production process, management and governmental supporting.
2. To study the potential of entrepreneurs, production process, management and governmental supporting that affected to the success of the Bangkok Brand products
3. To study the guidelines in the Bangkok Brand products development to continuously develop that were obtained from in-depth interviewing

Assumption

1. The success of The Bangkok Brand products development depended on/ influenced on the potential of entrepreneurs, production process, management and governmental supporting.
2. The production process depended on/influenced on the potential of entrepreneurs, governmental supporting and management.
3. Management depended on/ influenced on the potential of entrepreneurs and governmental supporting.
4. The potential of entrepreneurs depended on/ influenced on governmental supporting.

Limitation

The researcher focused on the factors that influenced on the success of The Bangkok Brand products development, the literature reviews and other researches contributed the researcher to determine the variables and limitation as following (1) the success of Bangkok Brand products development (2) the production process(3) the potential of entrepreneurs (4) management and (5) governmental supporting, the study was done during the year 2018.

Research population

The quantitative approach focused on all the group of The Bangkok Brand products entrepreneurs that were classified in a group according to The Bangkok Brand products classification criteria in year 2017, the qualitative approach on 15 target group who related the Bangkok Brand products at least 5 years old.

The statistical approached on research data

- 4.2.1 The analysis of fundamental data in sampling group for mean (\bar{X}), standard deviation (S.D.) by software package SPSS (Statistical Package for Social Science).
- 4.2.2 A path analysis was applied to analyze manifest variables model of factors that influenced to the educational administration according to national

education standards of educational institutions under the Office of the Basic Education Commission in the lower southern region of Thailand via AMOS software package.

- 4.2.3 A validation of the model was applied to measure the Goodness of Fit index, Chi-Square Statistics, Adjusted Goodness of Fit index, the Root Mean Square Residual and the root mean square error of approximation.

CONCLUSION

The results of success factors for Bangkok Brand products development could conclude the following,

1. The entrepreneurs data, The entrepreneurs of Bangkok Brand products were male

that were not much less than female, the age of almost entrepreneurs 40-60 years, the almost had bachelor degree background and to be selected with the Bangkok Brand in the first time, almost of the group had more than 10 years business durations while the group that had 3-5 years old and 9-10 years old of business duration were similar in amount.

2 The current situation of Bangkok Brand products, the potential of entrepreneurs, production process, management and governmental supporting

2.1 The success in Bangkok Brand products development which was determined by the continuous growth, promotion of innovation and the inheritance of existing knowledge for the next generation, all items had the high value that reflecting the success of Bangkok product development.

2.2 The potential of entrepreneurs were found that entrepreneurs had suitable characteristics at the very high score level in all aspects that included the ability of employees, a high competitive advantage both of product quality and pricing, while training development that was an important element of the potential of the entrepreneur was found at a high score in all elements.

2.3 The production process were the one of the variables that affected the success of Bangkok Brand products development and found that Bangkok product entrepreneurs could perform production well in all aspects, planning and production control which responded to customer needs and creating product standards.

2.4 The management: the Bangkok Brand entrepreneurs prioritized and managed well in all aspects of marketing and financial management. For the business networking issues, the entrepreneurs agreed that the same business networking membership was necessary, the entrepreneurs well understood and managed risk by situation analysis and up-to-date that they could set the goals from the reality.

2.5 The governmental supporting were the important factor that created the success of Bangkok Brand products, the research found that the entrepreneurs prioritized to governmental supporting in the high level, the government sectors should support in an academy and technology, create the plenty of the technological network communication and application, funding supporting and regulations facilitation development.

3 The potential of entrepreneurs, production process, management and governmental supporting that influenced the success of Bangkok Brand products development, was found that

- 3.1 The success of the Bangkok Brand products development depended on the potential of entrepreneurs, production process, management and governmental supporting.

- 3.2 The production process depended on the potential of entrepreneurs.
- 3.3 The management depended on the potential of entrepreneurs, governmental supporting and.
- 3.4 The potential of entrepreneurs depended on the governmental supporting

The total of direct and indirect effects of factors that influenced the success of the Bangkok Brand products development.

The direct and indirect effects among the variables that overall influenced descending respectively to develop on the Bangkok Brand products, the potential of entrepreneurs, management and production process but considering only the direct effects, influenced to the success of the Bangkok Brand products development, was found that the governmental supporting overall influenced descending respectively to the success of the Bangkok Brand products development, the potential of entrepreneurs, management and production process as well as the overall influence.

DISCUSSION

The results of the questionnaire analysis were consistent with a group of Bangkok Brand products in-depth interviewing and participants, so the issues of potential of entrepreneurs, if the entrepreneurs had a product creativity, they could make the product differentiation, the quality of products depended on the initiation ideas of entrepreneurs. Essentially, the potential entrepreneurs could catch up their business and self-development with the world. While the potential of entrepreneurs influenced to production process, the more knowledge and varieties, the more competition and adaptation to the world. The entrepreneurs had to develop both of the process and management. The entrepreneurs had to have visions, market orientation and looking to the future that contributed to the success of products. In addition, the ethical conduct of entrepreneurs with themselves and customers and also continuously increasing their knowledge and skills contributed to be successful. The production process was the least effective variable that influenced the success of Bangkok Brand products. If the products were manufactured in accordance with market demand, met the needs of customers or consumers and to be standardized product that showed the products were successful but the market creation and other development were influencing factors. The manufacturing that met market needs, the entrepreneurs had to study the market, production planning and quality consistency with technologies that contributed to be the success. While the management, the entrepreneurs and participants agreed with the grouping or entrepreneurial networking contributed the negotiation power, strength and corporation for the sustainable development. The entrepreneurs had to know the fundamental of investment for successful development. The governmental supporting obviously and high directly influenced to the success of the Bangkok Brand products development which conformed with experts and scholars that the government sectors contributed the private sectors to be strong, the strong private sectors could penetrate the local and international market. Making the strong private SMEs sectors with agility contributed the survival economy of country. While the entrepreneurs who had the skills but lack of the knowledge of management, finance, marketing and technology in manufacturing and marketing which they could not obtain but continuously governmental supporting in marketing, technology in manufacturing, packaging design, e-marketing understanding and online business were necessary. If the government sector did not promote the private sector, it would be difficult to do alone. At the same time, the government sector could certify the products standard to contribute the acceptance in products. The government officers, who responded to the Bangkok Brand products development, commended almost entrepreneurs who

lacked of knowledge in packaging to make the product to be interesting and confidence in online trading that caused by the delay of production and money transaction. The Bangkok Metropolitan could contribute to promote the knowledge, understanding and creating the products identity which would occur when the knowledge was delivered to these products.

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