

THE GUIDELINES TO EFFICIENCY INCREASING IN COMPETITION OF SALES AND DISTRIBUTION THROUGH E-COMMERCE SYSTEM OF THAI SMALL ENTREPRENEURES

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ABSTRACT

The large entrepreneurs had the readiness to implement e-commerce systems in sales and distribution for more competition that was different to the Thai small entrepreneurs who were unable to implement the e-commerce systems in sales and distribution as much as the large one. The research objectives were to study the conditions of sales and distributions through e-commerce system of Thai small entrepreneurs, study obstacles of e-commerce implementation in sales and goods liquidation of Thai small entrepreneurs and study the guidelines of competitiveness enhancing in sales and distribution of Thai small entrepreneurs. The research was a qualitative approach, interviewing the random sampled Thai small entrepreneurs. The finding found that Thai small entrepreneurs moderately implemented e-commerce systems that depended on cost and knowledge, the entrepreneurial decision making had the gap in the implementation of e-commerce systems in sales and distribution between the small and large companies. The problems and obstacles of implementation in sales and distribution of Thai small entrepreneurs was the inefficient internal management, the guidelines of efficiency increasing in competition of sales and distribution through e-commerce system of Thai small entrepreneurs were the information exchange and alliance networking for operational cost saving.

Keywords: efficient competitiveness, e-commerce, sales and distribution, Thai small entrepreneurs

INTRODUCTION

The shopping payment in daily life of Thai people had the various patterns such as cash, cheque and credit card. The financial businesses or institutes had all time transaction each other. In the past there were computer networks for the transaction, nowadays the development of technology and internet contributed the entrepreneurs made money payment through the efficient e-commerce system. The e-commerce system was the contemporary method to 24-hours electronic money transfer and also the consumers could access 24-hours of the goods, service and products advertisement that were the sales channels increasing. The e-commerce businesses promoted and supported the entrepreneurs the more of sales and goods liquidation, the large businesses implemented e-commerce system in sales and liquidation of goods but the small businesses implemented a little of e-commerce system to their businesses Economic Intelligence Center. Siam Commercial Bank. (2018).

The 99 percentage of operated businesses in Thailand were small and medium enterprises, therefore the small enterprises had the important roles to drive the national economic (Nada Wasi and et al, 2018). The e-commerce systems were implemented in sales and goods liquidation as an alternative promotion to small entrepreneurs for the competition in the present. The researcher was interested in competitive enhancing in sales and distribution through e-commerce of Thai small entrepreneurs to obtain the supporting data to decision making in direction determining of business operations in sales and product liquidation through the e-commerce systems.

Objectives

1. To study the conditions of sales and goods liquidation through e-commerce system of Thai small entrepreneurs.
2. To study problems, obstacles of e-commerce implementation in sales and goods liquidation of Thai small entrepreneurs.
3. To study the guidelines of competitiveness enhancing in sales and distribution of Thai small entrepreneurs.

The scope of studying

The researcher determined the scope of studying on the qualitative research methodology, a group of 20 main informants in-depth interviewing. The instrument was a constructed questionnaire and the area of the studying was Bangkok.

LITERATURE REVIEW

Ahmed, Rafiq and Saad (2003) indicated the managerial problems of the small entrepreneurs were the limitation on competition in products, budgeting, facilities, technology, human resource, investment risk, products, the competitive advantage, the interesting of target market, technological ability and profit. Boyatzis (1982) the god management which consisted of core competency that meant distinctive traits such as inspiration, characteristics, personal identities, social roles and knowledge. The capability of entrepreneurs to implement strategies efficiently that was necessary to consist of the ability and quality of personnel within the organization who had the skills and abilities that the organization needs including the efficient internal management system. These factors would enhance the competitiveness of Thai small entrepreneurs.

The e-commerce systems were the processes of manufacturing, distribution, marketing, sales or goods, products and services transportation through electronics media (WTO,1998), business commercial operations or trading on internet networking. The purchasers could select, price checking, made decision to buy goods via on credit cards with limitation credit automatically. The sellers could automatically proposed goods, credit line limitation checking, goods payment, the subtracted inventories and suppliers' coordination which were completely finished on internet networking (Somjai Suebsor and Pratchanan Nilsuk (2010). Therefore, e-commerce channels could contribute entrepreneurs, especially medium and small entrepreneurs to sell the more products not only the domestic market but the opportunities were expanded to aboard market without the established office also. The more Thai buyers were interested in online products buying from the aboard, the online buying was interesting issues. The growth of e-commerce contributed to Thai entrepreneurs but they needed to adapt themselves to implement the strategies on e-commerce in products online presentation that contributed their stores the more well-known in online channel as well.

METHODOLOGY

The researcher carried on the procedures that coordinated the main informants for interviewing and after that an appointment was approved then interviewed 20 informants and analyzed the data by content analysis, grouping and issuing, conclusion and findings presentation as following the issues.

FINDINGS

6.1 The conditions of buying and distribution of Thai small entrepreneurs through e-commerce.

The informants presented the opinions in the issues of sales and distribution via e-commerce systems and found that some of Thai small entrepreneurs sold and distributed goods via e-commerce systems in incomplete steps, because the operators had no the knowledge of presentation on e-commerce, delay on accepting orders that made the delay delivery and additional cost to customers. Therefore, customers turned to purchase goods with the large e-commerce entrepreneurs with low delivery cost, because the large entrepreneurs had a plenty of sales and bargaining power with the carriers. The small entrepreneurs had to have the knowledge, adequate operating capital to make decision in e-commerce to increasing sales and efficient goods liquidation.

6.2 The problems, obstacles of e-commerce implementation in sales and goods liquidation of Thai small entrepreneurs

The main informants stated that the c-commerce systems could not efficiently contribute to increase sales and liquidate goods if the internal business operations were inefficient. Applying e-commerce had to prepare the operators and systems to be ready to serve goods, price, monitoring and evaluating, orders receiving and payment which had to promptly operate in order to competing. The businesses especially small entrepreneurs should have the good internal system management before implementing the e-commerce system that was an important gap to implement e-commerce systems for sales and goods liquidation between small companies and large companies.

6.3 The guidelines of efficiency enhancing in sales and distribution of Thai small entrepreneurs through e-commerce system

The informants stated the important guidelines to increase the efficiency in competition of Thai small entrepreneurs were the information exchange had been done to contribute the small entrepreneurs having the information about goods and demanding, the information exchanging contributed the small entrepreneurs to be strong, opportunities sharing and alliance networking for operating cost reduction via e-commerce in sales and distribution.

Recommendation for further research

7.1 To study the impact of the e-commerce systems implementation in sales and products liquidation on internal business management.

7.2 To study the success factors of the c-commerce systems implementation on the small and medium businesses.

CONCLUSION

The findings found that the guidelines for increasing on efficiency in sales and distribution competition via e-commerce of Thai small entrepreneurs prioritized the information sharing among small entrepreneurs, indicated that the importance of information which perceived by entrepreneurs especially the importance of consumers information because the opportunities to make the consumers made decision or repurchase. The e-commerce competition conditions were important that the participants should realize and prioritize with the increasing of efficiency competition of small entrepreneurs so that small entrepreneurs could operate their businesses with efficiency and to be a part of national economic driving in the future.

The researcher would like to thank you 20 Thai small entrepreneurs for interviewing times in order to the researcher proposed the feedback information to other participants.

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