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The Factors influencing success of Local Textile Business in Thailand :

Review and Research Agenda

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Abstract

Business local textile in Thailand is a small business and more entrepreneur small operators . This small business causing revenue and the local employment and also woven fabric is a product that is based on knowledge of the vernacular. Creativity and workers with specialized skills as a result, the product is a product of culture. An identity that is different and unique but business local textile Thailand power is lost lower production volumes none is coming to take with to influence over successful at making it interesting to study literature review to identify the factors in order to make this business successful. This research aims to collect, analyze, synthesize, and present the factors that influence the success of business local textile Thailand. The database factor influencing the success of textile floor when Thailand. This is a business priority and this paper uses the analysis of documents and related research. This article was compiled and presented the factors that affect the success of the business expected to be the entrepreneurs of information to operate successfully.

Key words :

- 1) Success factor 2) Successful of business 3) Local Textile

Introduction

Business local textile are important to the textile and garment industry of the country and this business was established with Thailand. The total market capitalization of over 16,000 million baht create over 200,000 employment positions. Woven fabrics of cotton produced by the creators of the legendary local or various groups. The process is carried out in their group from cotton to silk to cotton to silk dyeing cotton, silk, woven by the few, or traditional looms the clothes each, each with a unique ethnic group varies (Wiboon LeeSuvan, 2550) and fabric Thailand has registered heritage intangible cultural continuously (Wironglong pommee, 2556). In Thailand have woven fabrics and many local textile wisdom. There are cultural and natural ingredients silk is famous in Thailand. Other than Thailand also has a rich cultural heritage can be dominant or difference, And as a single global market is likely to increase consumption-oriented culture combined with a strong support from the environmental protection which pushing to textile products from nature. This product has gained increasing attention. Thailand is well known and has been internationally acclaimed design more textile handicrafts (Institute of Textiles and Clothing, Thailand, 2557) from the mapping project of creative economy of Textile and Garment Thailand. Craft textiles and apparel is any product made or invented by hand, it is primarily used as a raw material, textile fibers or fabrics is a major undertaking, with unique local

knowledge or constructive. In response to traditional beliefs, religious or social identity. Handicrafts, textiles and apparel it is based on a functional basis and by major product for the purposes of applications including woven cloth clothes Jewelry, personal items such as purses, decorative scarf and souvenirs, and definition of the creative economy of UNCTAD and UNESCO creative textiles covering a range of handicrafts, textiles home and apparel in part any of the products invented essentially by hand make, and creation of intellectual or cultural currents from a focus on value. Creative culture environment and ethical society these trend needs of this group grow up. In 2553 Thailand exported handicrafts, textiles and clothing worth about 273 million US dollars (55-Master Plan for Textile 59,2554) the main export market is ASEAN and US which market share of these two groups representing approximately 60 percent of the value of total exports by exporting handicrafts, textiles and clothing these tend to grow. Local handicrafts group is more product textiles and apparel manufacturers with the largest number of local boards throughout the country. The production of handicrafts textiles counted as part of the lifestyle of the locals. In currently the production of handicrafts textiles main to gather loose of the people who abstained from work so well made professional. This group Experiencing business administration because not business plan and management system, lack of working capital to produce goods, lack of raw materials because local ingredients is not sufficient to buy from other sources especially silk. While woven fabric is in heritage pioneer group about production or designer products from local fabrics the emphasis on luxury and cultural values. The sample of business this group is silk Jim Thompson handicraft products under the program works and handicrafts such as Doi Tung and Poofa brand. This group experienced problems of the market for goods is still limited and competition from foreign goods such as silk from China and India the international market. The problem of insufficient raw materials issues found in this business of woven fabrics business is terms of funding Product development standard products and marketing these issues as a barrier to the development of handicrafts, textiles and garment industry of Thailand. The issues: 1) product and process 2) problems in management and marketing, 3) issue of domestic partnerships, and 4) the issue of cooperation with foreign countries. In particular, issues management and marketing it. Most enterprises are SMEs and small businesses that lack business skills and there was no research on the factors that influence a successful business homespun, Thailand.

Current businesses are faced with high levels of competition and have tend of caused by the deteriorating resources with less every day. This kind of operation the new economic model must look holistically more by bringing together several features in the business and also combining cultural economy technology and society the creativity and knowledge is an extremely powerful tool for economic and social. Therefore enterprises should focus on the present, "People" and "basic ideas" which is total, "Capital" in the assembly and key management processes to organizations and entrepreneurs. Different from other organizations and entrepreneurs to jointly innovate this is not just a product or service but also to the philosophy of how the mind works. The working atmosphere this contributes to the development of mutual benefit to create an advantage in the competition. The operator should have the effort and commitment to change and develop themselves continuously dare to think and act seriously with this capability to enable the creation of innovative sustainable

development process (Baron, 2002) because the creative process is a human skill or ability. Therefore improve the ability of the operator aim at finding different features that might affect a person's level of creativity. (Isaken, 1987; Davis, 1992).

Business success relies on many factors caused by internal resources or external environment organizations need to consider a variety of factors both internal and external to fit the available resources including the capital, technology and personnel. administration, etc. However the study reviewed the past. Also there was no research on the factors that influence the success of a business homespun Thailand. This article aims to gather and present elements of business success. The content of the review of research involving influential factors to business success of local textile business Thailand.

Literature Review

A business idea and Local textiles.

Local textiles Thailand is crafts a social partner in Thailand for thousands of years. Which has evolved from its traditional agricultural society the villagers on the availability of work in the field it will bring the materials such as cotton fibers, hemp fibers Hemp, hemp silk spun into yarn lead woven into fabrics dyeing and easily extracts from natural materials to bring household . Thailand has a geographical point of maritime trade between the East and the West since antiquity and have traded with European, Arab, India, China and Japan for a long time. The fabric is imported from far in the courts featuring a combination of production techniques from abroad. The world of the fabric of the past into the local fabric of many local rub all over the region, and unique only outstanding (Wimon angsuana wiwat , 2013) shows the wisdom of the arts community the group is the local handicrafts, textiles and apparel manufacturers with the largest number of local boards throughout the country. The production of handicrafts, textiles counted as part of the lifestyle of the locals. Currently the production of handicrafts, textiles, mainly to gather loose of the people who abstained from work so well made professional. As a result, this group this business administration because it includes samples loose, they are no business plan and management system ,lack of working capital to produce goods, lack of raw materials because local ingredients is not sufficient to buy from other sources, especially silk. While woven fabric Heritage Pioneer is in a group with production or designer products from local fabrics. The emphasis on luxury and cultural values are highly valued which a sample of households, this group is silk Jim Thompson handicraft products under the program works and handicrafts such as brand, Doi Tung and Chiang as an entrepreneur, this group experienced problems. The market for goods is still limited. And faced competition from foreign goods such as silk from China and India. SABMiller in the international market. The problem of insufficient raw materials. By any standard, such as raw silk obtained from young people can not burn. The issues he found. Woven fabrics business. In terms of funding Product development Standard products and marketing these issues as a barrier to the development of handicrafts, textiles and garment industry of Thailand. The issues: 1) product and process 2) problems in management and

marketing, 3) issue of domestic partnerships, and 4) the issue of cooperation with foreign countries. In particular issues management and marketing it. Most enterprises are SMEs and small businesses that lack business skills and there was no research on the factors that influence a successful business homespun, Thailand.

Woven fabrics of woven fabrics can be categorized into two types as raw materials for textiles and the creators of the first woven 1) fabric woven by the materials used, including cotton and silk, 2) a fabric by weaving methods. The name varies by package refraining from woven pattern on the cloth like satin fabric kit Mudmee fabric Ltd. Wah and mantles (Encyclopedia Thailand, 2013) and the materials used in weaving from plants and animals, such as silk, cotton fiber from the bark of various types, such as flax, hemp and other raw materials, the surface varies (Witee Panitpau, 2547).

Weaving a native of Thailand is weaving traditional native regions. Currently many of the traditional weaving patterns woven traditional symbols and particularly in communities that have immigrated ethnic groups. The uncluttered in various sectors of the art of weaving of these people was a unique group to this day if it breaks local fabric of these people by various sectors. In assortment of visualize divided as follows: 1) weaving the Lanna northern Thailand including Chiang Rai, Phayao, Phrae, Nan, Lampang, Chiang Mai and Mae Hong Son) especially among Thaiyonok ThaiYuan and Thai Lue ethnic group, a traditional Thailanna . It is believed that a settlement in a mountainous environment. The waterway Thailand ThaiYuan and women today still maintain the culture of textile patterns and designs are legendary. The woven fabric skirt ideally sighted and fabric techniques "kang" so the minority hill tribes such as hmong, moser, akha, lisu, yao and lisaw also has cultural fabric, mostly cotton and decorate their unique ethnic groups a silk flower woven silk skirt to raise ornamental gold with known among master class in the north, such as Chiang Mai and Lamphun, which held that an industry in the village many now a day 2) weaving in the region In the north central province including such as Phitsanulok, Phichit, Uttaradit and Sukhothai and South Central. (Uthai Thani, Chainat, Suphanburi, Nakhon Pathom, Ratchaburi, Saraburi, Lopburi, Thailand The people of Thailand, Lao Yuan and the pioneer in the history of Thailand. They are of many tribes, such as Thailand, Laos, the Tai Puan Song, etc. which migratory visitors due to war or other causes. Thailand, they also maintain a local identity, culture and save. The culture of women weaving techniques are ideally used for decorating kit and a pattern on the fabric to wear on special occasions used to make mattresses, pillows, blankets, handkerchiefs, cloths, etc. 3) weaving in the Northeast in the east there is a community based settlement areas with an abundance of streams, rivers, swamps or ethnic groups Thailand, Laos, the majority of the East spread in the provinces. Culture and tradition of women weaving the traditional long, almost every community each individual tribes is the nature and pattern of weaving strange own clearly. The Mudmee and silk, soft silk fabric kit among Thailand ethnic Lao in the East can be divided roughly as follows: the province of Nakhon Ratchasima, Chaiyaphum (mostly Laos, Luang Prabang) group, Nong Khai, Udon Thani, Khon Kaen (mostly Laos, Vientiane) group Nakhon Phanom, Sakon Nakhon, Kalasin (including the majority of the time.), Mukdahan, Maha Sarakham, Roi Et, Yasothon, Ubon Ratchathani province (mostly Laos Champasak Province)

and Thailand ethnic groups Laos. Thailand the Cambodian people, especially children. Scattered in Si Sa Ket, Surin and Buri Ram and a tradition of weaving a beautiful legacy for a long time. Especially in Surin province, a village famous for many different types of fabrics such as silk weaving village unfolds in Cambodia and Ho Sui twill fabric Burnham, the minister sago etc. 4) weaving in the South. The South has the famous weaving centers. The sources quoted weaving silver. Presumably influenced by the Muslim Arabs of trade since ancient times. And later raised funds raised fabrics, gold has become popular among the elite of the kingdom in central Thailand. Most textile weaving Nakhon Songkhla and Phumriang Chaiya district. Surat Thani Have been a weaving raised more famous in the past. In addition to picking cotton lace, then a traditional weaving together many of the South, such as woven cloth, cotton cloth, silk sarong fabric flower buds are smuggled ivory.

You can see that today a native of Thailand in various sectors was the conservation rehabilitation and development as well as be encouraged to be widely usable on a daily basis, so it may be produced in a local cloth mill industry. The company employs weavers acting hand weaving the design was to plant or company or silk yarn dyeing, weaving to finished. For quality control some have been bought cloth from weavers independent mediator, who was spinning, dyeing and woven fabrics patterned by the market demand in certain provinces group weavers gathered fabric spanning a career and carried out in such a cooperative manner of weaving handcrafts. However condition mentioned above, it is woven primarily for sale. Therefore, it will improve the quality of colors and patterns to suit the tastes of the market. Insights from the study 20 clusters of Thailand that could potentially compete with foreign countries. The textile is cluster silk crescent house is less offense catalog silk cluster indigo dyed cloth province production of indigo dyed cloth the market growth is likely to grow indigo cloth good. The product is made from natural products not toxic making it a requirement, especially in foreign markets that are more stringent in natural materials or toxic chemicals, consumer goods, and a cluster of silk Pak Nakhon Ratchasima silk production and processed products (clothing, home furnishings).

Ideas and research relevant to business success.

The definition of business success.

To do that whether they are individuals or organizations are demanding that success is based on expectations. The success of the operation is something every organization is important because the organization was set up to carry out various activities to achieve the goals that are set. The meaning of organizational success there are various scholars has the meaning provided in the manner of the success of the operation.

The success of the operation means the ability of an organization that can provide the resources are limited and can provide valuable resources from the environment (gold super Sharif, page 113), which corresponds to Megginson, Mosley and Pietri (1996) said that business success must be able to use resources in a way to be productive with minimal cost

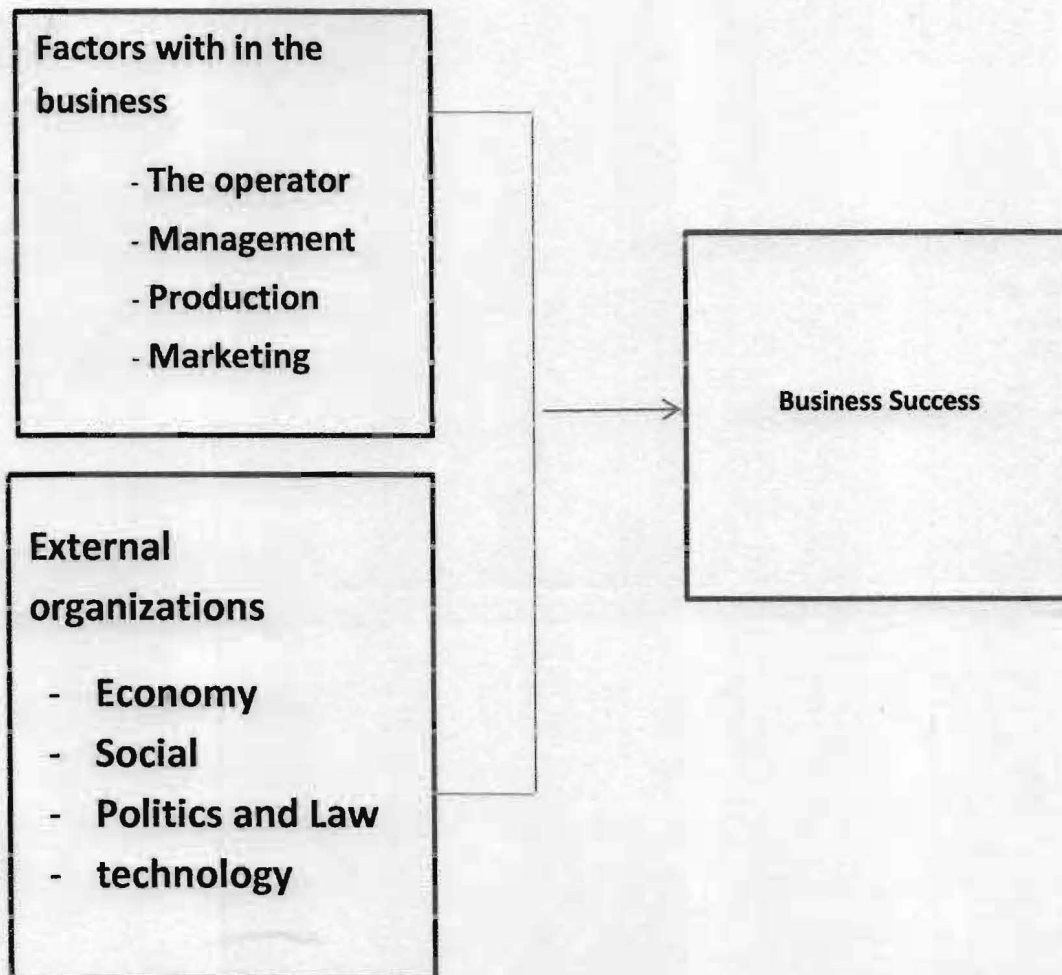
Key Success Factors is critical to making it or make it happen in order to achieve the vision or that it is a guiding principle, or how the organization will achieve the vision but the

organization is a major factor of success represents a concrete link operating at all levels to heading in the same direction. Officials and corporate executives know how to do anything to the achievement of the organization fulfill its vision. Key Success Factors as equipment training to identify and analyze the key factors that will accelerate the implementation of the best. In order to achieve superior business sector itself analysis of Key Success Factors what organizations need to focus to provide a basis to raise a higher performance is a measure of the efficiency of the implementation monitoring system with 7 aspects: 1. Commitment 2. Wisdom 3. Lifelong learning 4. Creative thinking 5. communication skills 6. problem solving skills and decision 7. Time Management.

Supapon promniyom (2542) found that factors contribute to success in the weaving business mudmee of women and the impact on rural communities: a case study of Na Pho. Buriram province were internal factors that contribute to success in the weaving business Mudmee 1) Inspired by the inherited from ancestors pursuing knowledge the idea would be weaving. The patriotic and popular in weaving patterns and colors in the silk cloth 2) attitudes are feeling the love of weaving business mudmee 3) learning is learning the system and learning the basic steps learning specialists and learning the profession 4) expectations for the profession. Entrepreneurs Silk Weaving wanted to earn money for the family. Creating local jobs folk art conservation of course, finding a career for themselves and reducing labor migration. External factors that lead to success in the business of managing silk weaving include 1) the manufacturer has to maintain high standards of production quality set production quotas 2) marketing network marketing to make a difference in our products from competitors' creating formal financial system 5) the participation of its members. The distribution of duties made Making division with an edge co-operation jointly solve problems 6) leadership to the people who work for the group. Dedicated capacity to create groups who are honest are acceptable is the influence as to the idea that all of its members, and who have the ability to work as a team creativity and to make better decisions

Supanit tomsaghnwong (2014) factors for success of business operators who have been selected ultimate products OTOP 5-star San Sai district, Chiang Mai province. The factors for success this business has two types of internal factors and external factors. Internal factors Management Human Resource Management Production Management Financial Management and marketing External factors include economic, social, political, and technology law.

The framework obtained from the literature.



Summary and Discussion

This paper demonstrates the importance of education of Thailand native fabric business and the factors that affect the success of new product development. The success factors can be divided into two major groups inside and outside the enterprise. The internal factors include ability of households Management of production and marketing and external organizations, including the economy, politics and technology. These factors are especially important in the textile business success and especially when the country will attend the opening of free trade in the ASEAN Economic Community or international level.

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