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The Development of International Trade Handbook of Privatization Tamarind Entrepreneurs

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ABSTRACT

The objectives of this study were to study the information of English for International Trade of Privatization Tamarind Entrepreneurs and development of International Trade Handbook of Privatization Tamarind Entrepreneurs. Population and samples were 10 entrepreneurs in Phetchabun Province, Thailand by purposive sampling and 10 interviewees too. The data were then analyzed by percentage, mean and standard deviation. The research results revealed that most of respondents were male, 51 – 60 years old, bachelor degree, experiences for exporting 6 – 10 years, and known in English languages. The Privatization Tamarind Entrepreneurs perception toward English language had significant to contract with firms or agency in Thailand. They wanted to take part in English Language for international trade training performed by Phetchabun Rajabhat University as soon as possible.

Keywords: International Trade Handbook, Privatization Tamarind Entrepreneurs

BODY

Introduction

Phetchabun is located in the lower northern part of Thailand. It has an area of 12,668.416. kilometer square. Most people are 85 percent of agricultural occupations and have important economic crops, namely sweet tamarind. The province's motto is "Sweet Tamarind City, Nam Nao National Park, Si Thep Old City, Khao Kho Commemoration, King Pha Mueang City". The sweet tamarind has a unique characteristic, such as the tamarind texture, beautiful color, sticky characteristic, soft, grainy and fragrant. Originally farmers sold products in tamarind pods but presently they sell the privatization tamarind. Today Thailand is a member of the AEC with a policy of free trade. Therefore, there are foreigners trading directly with manufacturers such as China, Malaysia, USA, Japan, etc. At present, the export business is done with foreign countries; exporters must know that many related matters for the benefits of doing business. The subject that must be learned depends on the



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product you want to export. Agencies are directly responsible for helping exporters. Entrepreneurs can learn more information from the Department of Export Promotion Ministry of Commerce, the Customs Department Ministry of Finance and units relating to foreign trade of commercial banks. From reality, the Entrepreneurs must have knowledge and know this product is a controlled product or not by any agency of the Thai government and there are laws or regulations that govern this product. They need to know the details about the country that wants to send the product to sell and know the needs of the market, the quality of the desired product and rules governing this item in any countries. There are parts of the logistics process for export, as well as services for export that can manage products throughout the process, both importing and exporting products efficiently, a promoting the potential for competition for international trade, the services that international cargo handling services offer to owners of products, ranging from handling of shipping routes and booking jobs to cargo owners

For this reason, it is absolutely necessary that is involved in supporting, promoting the development of the potential of entrepreneurs in trade communication. English language is a trade language that is a common language, with the concept of education said that learning takes place as soon as it is learned and is short-term may not be able to expand and expand Therefore, there should be a manual for self-study to be able to communicate effectively with trade.

Objectives

1. To study information of English for international trade of Privatization Tamarind Entrepreneurs
2. To develop the International Trade Handbook of Privatization Tamarind Entrepreneurs

Literature Review

1. Export

Export means the establishment that sells products that the business is produced by itself or collected from other production sites in Thailand and sent to sell abroad. The exporter means any juristic person or person under the jurisdiction of the exporting party which is the manager of exporting goods to foreign countries. Characteristics of the export business, factors influencing the export business are location, distribution, etc. The business needs different information and export promotion activities according to the steps of the export process. Level of relevance to exports consists of 5 steps: interested in exporting , export survey, export experimenter, who have limited export experience and experienced exporters. The problems of export have separated into internal problem, external problems, problems in operation. and problems in

acknowledging information which is consistent with the study of exporters. The problem of export is the lack of knowledge in marketing; do not know the market demand, lack of awareness of the assistance of various agencies and lack of knowledge of export value. The government's export assistance will be of assistance if the business knows its own export problems. The perception of export problems will vary according to the level of export. Businesses that are regularly exported will have better acknowledgment of problems such as understanding of foreign business, product standards and consumer standards, difficulty in collecting money. In addition, the level of export is different, also resulted in the capital of the operation as well. Marketing for export is an integrated marketing or integrated marketing of products or services which are produced in a country and sent to sell abroad. Marketing for export requires executives with knowledge and understanding of the global market and knows the application of various marketing skills.

2. Creating a handbook

The manual means a book or document used as a guideline so that users can operate on that matter themselves correctly. A good guide should look like. 1. The format has a suitable book size, character, easy to read, clear, with pictures, suitable for content and navigation. Each activity proposal is clear. 2. The content, the objectives of the manual are clearly defined, appropriate, specify the scope of content, written manuals, clear, easy to understand, content. Knowledge is appropriate to the needs. 3. Application is establish procedures, study manuals, clearly define activities, content and practice forms. It have appropriate evaluation activities for the content of the manual.

3. Related research

There is studied of the effects of fruits for export. According to studies, it has been found that exports in the form of fresh mangoes, about 24,000 tons, of which most markets are Japan, Malaysia, the Republic of Korea. Worth about 500 million baht, which the export price of fresh mangoes is about 20,830 baht per ton but still have many export problems such as 1. the quality of raw materials to be delivered is not as good as it should be. 2. short shelf life and there are many factors that cause damage 3. air freight to Europe and America is high that it was made more costly. The mention showed that the export was not successful yet, depends on many factors, such as logistic, if air transportation takes a short time, little impact, but the transportation cost is very high. Currently, the center tried to study and research for shipping by sea which loses low shipping costs but must extend the shelf life for longer. Research was regarding the satisfaction of the users of the export service to the cross-border transport operators within Mukdahan province, Thailand. The results showed that the respondents had most exported product types export of processed food and fresh;.

export processing period from 6 years up. The period of export operations that use cross-border transport services with operators in Mukdahan Province is 3 years but less than 6 years. The average export volume per week is 4-6 trips per week and the type of car. The most frequently used is the container truck. By giving priority to the characteristics of the transportation service at the highest level complete service provision. The research results on the development of English language learning by self for higher education students through learning teaching English for communication and study skills as follows students of Suan Dusit Rajabhat University. It has a low level of English language learning by themselves before using the student manual and the use of student manuals for teaching and learning Resulting in a higher level of English language learning by themselves and when comparing the level of self-learning English of each student who studied English for communication and study skills before and after using the student manual found that the difference was at 0.01 significant level, both overall and each aspect. English is a matter of personal ability that cannot be practiced but after living through meet a trader or people in various tourist destinations. Speak in English like Tenglish (don't care about Tense, switch to the wrong place), but communicate with foreigners without problems. Knowing that the key is actually " Practicing "purely.

Process

Two using methods are questionnaires and interviews.

Questionnaires were collected from privatization tamarind entrepreneurs, number 10 by the sampling. Data were analyzed by using percentage, mean and standard deviation.

Interview was conducted by privatization tamarind entrepreneurs who is experienced in tamarind exporting company or company representative, number 10, in five issues: 1) the issue of communication with the company or representatives 2) the issue of the need to use English for exporting 3) the issues of the need to have trained in the English 4) the issue of the convenience of dealing with company after learning English, and 5) the issue of the requirement of training English. The researchers used the record method and analyze the content.

Results

1. Data analysis results on the demand of English usage of privatization tamarind entrepreneurs in,Phetchabun Province, Thailkand.

Entrepreneurs respondents were male than female. (60.00 %) aged between 51-60 years (40.00 %) received his bachelor's degree (60.00 %) experienced in export 6-10 years (40.00 %t) and never learned English before (90.00%)

Comments about the importance of the English usage for business communication in exporting. The samples showed that English are very important at the high level. (mean = 3.81).

The ability to learn the language of the samples showed the low levels. While the need to use language at a high level.

Demand of English usage of privatization tamarind entrepreneurs. The high rate in 3 levels, namely personal level was high (80 %), social level is the highest (70 %) and national level in most (70 %).

2. Data Analysis from interviews with privatization tamarind entrepreneurs in Phetchabun Province. On 5 issues were found

1. The issue of communication with the company or representatives.. Interviewees were ten cases that is no problem because the company will send a representative to Thailand accompanied by a translator already.

2. The issue of the need to use English for exporting. Interviewees were ten cases showed that English usage is imperative but not much. However the future will still very necessary.

3. The issues of the need to have trained in the English. Interviewees were ten cases showed that they agreed that English is necessary, especially for future generations.

4. The issue of the convenience of dealing with company after learning English Interviewees were ten cases showed that English is important because it helps the business negotiations, justice and equality from company.

5. The issue of the requirement of training English. Interviewees were ten cases. Everyone agreed that they need to be trained to use language as simple as a preliminary conversation, listening, and speaking. However writing is not much need.

Conclusion

The results of this study found that privatization tamarind entrepreneurs in Province. A demand for English as media for communication with a company or a business representative of the company and the importance of the English language is at a high level. The results of that discussion.

1. Comments on the importance of the English. Using entrepreneurs as samples it was found that many commented that learning English is particularly important in the current high level business. Its role and importance in business dealings with the English in the very same.

2. The ability of English usage for exporting of enterprises is low level. Due to contact with company representatives of companies is often a sign language interpreter at the Thailand facility in particular. The enterprises showed that it is not

necessary to learn English now.

3. The demand for the English usage of privatization tamarind entrepreneurs is requiring training courses in English short course with an emphasis on speaking and listening but do not focus on reading or writing.

Suggestion

1. Extending the scope of population except from privatization tamarind entrepreneurs such as the owners of food store or souvenir shop, and tour companies in Phetchabun as well, to provide more information.

2. The results of this research have been made aware of the demand for English communication. So Phetchabun Rajabhat University should provide training course for the initial English entrepreneurs and for services to the community following the role of the local university.

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