



รายงานผลการศึกษาวิจัยฉบับสมบูรณ์

โครงการศึกษาวิจัยลักษณะความต้องการและ
การกำหนดรูปแบบศูนย์ธุรกิจครบวงจรสำหรับSMEs

โดย

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Abstract

The study of the need for business center and its model was conducted to find out the kinds and forms of supports SME operators needed to improve their operations. The main objective of the study was to determine business center model for implementation in provinces outside Bangkok. The form of management for the business center unique to Thailand and style of marketing management was also explored.

A total of 160 samples were drawn from 750 outstanding provincial small business operators. In-dept interview were conducted to explore the possibility of these business operators to supply their merchandises for distribution by the business center. The pilot project has been scheduled for commencement of operation by October 2003 at the Institute for Small and Medium Enterprises Development, Thammasat Unviersity at Rangsit campus.

It was found that SME operators faced several problems in their businesses. They did not possess modern production know-how. They also did not register brand names for the products which made it hard for consumer to recognize. The packaging was usually not suitable for mass marketing. The products were not competitive when displayed in modern retail outlets. Product quality was not consistent due to raw material, production process as well as other factors. The operators did not have good understanding of customer needs and other marketing knowledge. Many of these products needed new design to be more attractive to the consumers. The products were usually known and distributed only in local markets. They were not suitable for wholesaling, direct marketing, franchising or e-commerce. SME operators did not have adequate business knowledge and they did not form partnership to pull together resources to improve the operations. The financial resources they possessed were small and some of them even had some debts. This made it hard for them to acquire loans to improve their operations.

From the information collected, it can be concluded that SME operators needed the following supports:

1. A permanent channel for distribution of their products both locally and internationally.
2. The supports in the areas of production, marketing, business management and financial resources to be provided by the business center.

As discussed earlier, the Institute for Small and Medium Enterprises Development could be in the position to expand its present role to better serve SME operators by providing necessary supports as needed. As the Institute was setup with public fund, it was necessary for the Institute to be able to survive on their own financially in the second phase of its operation (2546-2550). It was important to expand its role to include the following:

1. To provide counseling on how to run a business.

2. To provide training in the areas of marketing and business management to SME operators as well as those who would takeover businesses from their parents.
3. To help secure financial resources for the operators.
4. To provide supports in the areas of product development and design to SME operators.

A business center should be set up to as a distribution center for retail sale, wholesale, director sale, catalogue sale, franchising and e-commerce. The business center should serve as a model to be implemented in other parts of the country. It will consist of a distribution center and a support center. The distribution center will serve as channel of distribution for SME operators while the support center will provide knowledge in the areas of production, marketing, and other areas of business management.