



Area Based Development Research Journal

Official Translation of วารสารวิจัยเพื่อการพัฒนาเชิงพื้นที่
Thailand Science Research and Innovation

Vol. 12 No. 5 September – October 2020

E-ISSN 2408-1752

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The Path of Marketing Channel Development to China's Market for Bang Bo Plaslid Products, Samut Prakan Province

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Received: 4 May 2020 Received in revised form: 31 July 2020 Accepted: 31 July 2020

Abstract

For non-domestic products, China prefers imported products from Thailand and the neighboring countries because of products standards and reliability. As Chinese people living in Yunnan province have a high tendency in consuming crispy processed fish, it is opportunistic for Thailand's processed ready-to-eat Plaslid products and attain market share in China. The objectives of this research are 1) to develop the packaging and brand image for Bang Bo Plaslid, and 2) to create alliance and trade partners at Jinghong, Yunnan province. This research employs the action research approach with participatory communication conducted with the 5 potential entrepreneurs, namely, Mae Amneuy, Sansomboon, Mae Nittaya, Slit-Slid and Aei-Tee. The process of activities consists of knowledge training, business analysis, production standards preparing, packaging and brand image development, business matching and provisional export trading. The activities take place in two geographical areas -- Bang Bo at Samut Prakan province for the production and Mae Sai in Chiangrai province for trading channel and transportation. The findings show entrepreneurs' understanding of export standards and preparation process as well as opportunities to do business with China. Their products have suitable packaging for export, well-represented brand image, and advertising media that links to Plaslid's identity. The entrepreneurs' cooperation under the name "The processed Plaslid entrepreneurs of Bang Bo - Lanna" brings strength and credibility to a broader public. Finally, establishing connection with alliance and trade partners in Chiang Rai province of Thailand opens up a trading channel to China and projected to increase 10 % of total sales of all products.

Keywords: Samut Prakan province, Bang Bo Plaslid products, China market, Marketing channel, Business alliances



Value Adding in Mon Ethnic Food of Mon Ban Sao Kradong Community, Phra Nakhon Si Ayutthaya Province

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Received: 5 May 2020 Received in revised form: 30 July 2020 Accepted: 31 July 2020

Abstract

The research aims to add value to chulta and roselle, the two local plants with sour taste and mucilage, commonly used as ingredients of Mon ethnic food. The participatory action research was performed with the participation of 32 people from Mon Ban Sao Kradong community, Bang Pa-in district, Phra Nakhon Si Ayutthaya province. The research process is divided into 3 phases. Firstly, the community's local plants product development is conducted by trying out the recipe, studying production process, checking product quality, food condition during storage, and cost estimation. Secondly, research data is shared with community and knowledge is transferred to community members. Thirdly, market testing is performed with general consumers and tourists. A unique product of the community is honey-flavoured chulta juice, which has been accepted for its appearance, color, odor, taste, texture, and its antioxidative property and phenolic content. Raman teas, which consist of chulta tea, roselle leaf tea, roselle flower tea, and Pikul flower tea with antioxidant activity are also well accepted. These products can be stored for over 3 months at room temperature. The research project has raised the community awareness of local Mon ethnic plants' value and importance. The chulta and roselle planted have been grown more broadly in order to serve as raw materials for value-added products. Finally, a local group established for producing and distributing these products leads to local employability and income of over 8,000 baht/month, as well as community tourism promotion.

Keywords: Phra Nakhon Si Ayutthaya province, Ban Sao Kradong, Mon ethnic food, Chulta juice with honey flavor, Raman teas



Marketing Mix Strategy Development of Ban Lai Kaew Karen Weaving Textile Group, Chiang Mai Province

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Received: 17 April 2020 Received in revised form: 14 June 2020 Accepted: 22 June 2020

Abstract

This research aims to develop a marketing mix strategy of Ban Lai Kaew Karen Weaving Textile Group, Chiang Mai province. The researchers applied Strategic Management of Marketing Mix concept and Participatory Action Research (PAR). The research was conducted in collaboration with members of Ban Lai Kaew Karen Weaving Textile Group, Doi Tao district, Chiang Mai province during 2016 – 2017. The proactive-marketing mix strategies implemented in the community consist of 1) Transforming the existing products to new products which possess Pwo Karen identity and developed 3 new product categories which include scarves weaved with thinner cotton thread and Eri silk thread, big bags, and small bags made of the community's weaving textile as raw material; 2) Setting higher prices and expanding into the middle and upper market segment; 3) Expanding marketing distribution channels by joining trade shows and selling in consignment stores; and 4) Promoting via television programs, magazines, and Facebook Fanpage. The proactive-marketing mix strategies result in higher income of Ban Lai Kaew Karen Weaving Textile Group from THB 336,000 to THB 715,000 per year, or an increase by 112.80%. Finally, the group is empowered to preserve the community old traditions and interest the public in visiting the Karen Weaving Textile Cultural Learning Center.

Keywords: Chiang Mai province, Ban Lai Kaew, Marketing mix strategy, Karen weaving textile group, Pwo Karen



Utilization of Longan Leaves (*Dimocarpus longan*) Waste after Harvest for Silk Dyeing in Yu Wa Sub-District, Chiang Mai Province

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Received: 13 May 2020 Received in revised form: 31 July 2020 Accepted: 1 August 2020

Abstract

The elimination of longan leaves (*Dimocarpus longan*) waste after harvesting by disposal, recycling into fertilizer or burning is the cause of air pollution in the community. Therefore, this research took initiation in utilizing longan leaves waste after harvesting for silk dyeing under zero waste concept in Yu Wa sub-district, Chiang Mai province. The research method contains the following steps: 1) studying problems and selecting the target area, 2) experimenting with dyeing and testing fabric dyed from longan leaves, 3) building the mutual understanding with the community, 4) brainstorming, analyzing and planning, and 5) disseminating knowledge. The experimental results from this study reveal that the extracted dye from longan leaves gives yellow to light brown color to silk fabrics. A comparison of pre-mordanting, mordanting and post-mordanting stages shows that post-mordanting gives the best results with stannous chloride, potassium aluminum sulphate and copper sulphate, yielding yellow to dark brown shades. However, ferrous sulphate gives out dark brown to black color shades. The tests of the color saturation to washing, abrasion, sweat, water and light reveal these properties at the high to highest level. The knowledge dissemination achieves the goal as the results indicate a very good level of local community members' application of silk dyeing innovation to their career. During the brainstorming process for product development, a challenge was identified with low potentiality of product formation. To resolve this, the local products were then re-decorated in tie-dyed appearance. The concept of local product redesign and development rooting in local tradition was educated to the community. After knowledge dissemination, the community has established a group on longan-leaves-dyed fabric products, which generates an additional income of 2,500-3,000 baht per month. In conclusion, the awareness of environmental conservation has been significantly raised.

Keywords: Chiang Mai province, Yu Wa sub-district, Natural dye, Longan leaves, Tie-dye fabrics



Development of the Seamless Healthcare System, Phan Hospital, Chiang Rai Province

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Received: 17 December 2019 Received in revised form: 31 July 2020 Accepted: 1 August 2020

Abstract

The objective of this research is to develop a seamless healthcare service system networking for Phan Hospital, Phan district, Chiang Rai province. The implementation was from October 2014 to September, 2019. Two groups of key informants participated in the study: 1) The service development team consisting of 22 nurses, physiotherapists, nutritionists, and 3 administrators, 2) The service recipients group consisting of 26 Village Health Volunteers (VHV), Community Leaders (CL), and Local Leaders (LL) and 53 patients and caregivers from the service recipients of Phan Hospital. The development of the seamless healthcare service system of Phan Hospital consisted of 1) The seamless healthcare service system under the work of the multidisciplinary, 2) The system of discharge planning of patients among the personnel in the hospital, Sub-district Health Promoting Hospital, community health center, and caregivers, 3) Data referral system and counseling system via VDO call and Line Application, and 4) Material support system, devices that facilitate the disbursement of medicines and medical supplies for patient care. The case managers and Hospital Homeward Working Committee are the links under the conceptual framework of knowledge management and knowledge exchange forum. The implementation resulted in a decreasing number of outpatients. The patient costs could be reduced. The patients received the services as if they were relatives, leading to patient's satisfaction and stronger bonds with the hospital. Finally, in return, the health personnel were validated professionally.

Keywords: Chiang Rai province, Phan district, Service system development, Seamless care, Care networking