

E-PROCEEDING

2019 Joint International Conference
UiTM - SSR University

12-13 Nov 2019

Jointly Organized by:



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Kedah
Kampus Sungai Petani



Suan Sunandha Rajabhat
University
Bangkok, Thailand

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Published by the Research Management Unit, Research & Industrial Linkage Division

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eISBN: 978-967-0314-93-8 ISBN: 978-967-0314-94-5

Printed by: Perpustakaan Sultan Badlishah
Universiti Teknologi MARA (UiTM) Cawangan Kedah

2019 JOINT INTERNATIONAL CONFERENCE UITM- SSR UNIVERSITY

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The Community Capability in Product Development for the Export of Nakhon Pathom Province to Malaysia

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INTRODUCTION

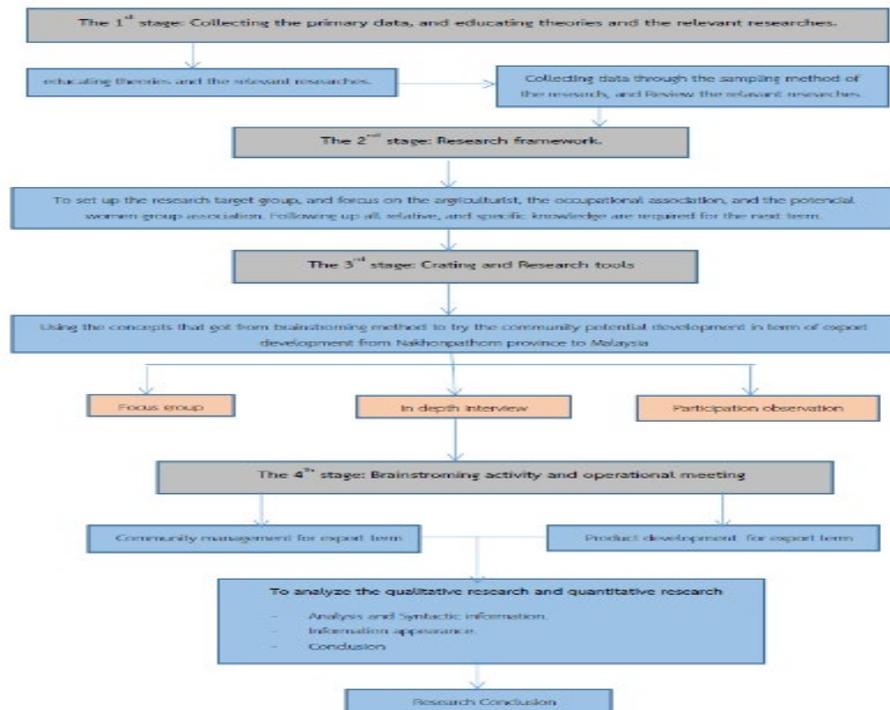
At present, the ASEAN Economic Community has made a joint agreement to eliminate the geographical boundaries between each other in ASEAN. Malaysia is a neighboring country among ASEAN members and is an important importer of Thai products. Malaysia imports products from many major countries and Thailand accounting for 5.8 percent (Source: Office of Overseas Market Development 1, Department of International Trade Promotion). It is expected that in the future, the value of trade between Thailand and Malaysia will continue to expand, in line with the good expansion of the global economy. However, Thailand is a large exporter of goods and services to Malaysia and is popular as a business opportunity to drive product and service development and to expand the market continuously. Nakhon Pathom province has a 4-year provincial development strategy, 2015-2018, by focusing on the development of agriculture and processing industries to add value to products with safety, international standards, and environmental friendliness. The study realizes the importance of Nakhon Pathom community potential in the development of products for exporting to Malaysia.

PURPOSE/AIM & BACKGROUND

The main objectives of the study are: 1) to study the capability and problems of communities in the development of Nakhon Pathom community products for exporting to Malaysia, 2) to study the consumer behaviors in Malaysia towards the Nakhon Pathom community products for exporting, 3) to develop guidelines for managing community businesses in the development of Nakhon Pathom community products for exporting to Malaysia, and 4) to improve Nakhon Pathom community products for exporting to Malaysia. The results of the study will display the knowledge on the community business management system that has a potential to enhance the community product development for exporting to Malaysia and strengthen community communities sustainably, and link international trade businesses.

METHODOLOGY

Local product development for export of Nakhon Pathom by conducting participatory research of the samples in the area to analyze the capability and problems together will lead to the development of their own products. The community business development bringing about the development of potential product models of Nakhon Pathom for export to Malaysia is focused. The research conceptual framework can be summarized as follows.



FINDINGS/RESULTS

Study methods for achieving the objective 1, to study the capability and problems of communities in the development of Nakhon Pathom community products for exporting to Malaysia, and objective 2, to study consumer behaviors in Malaysia towards Nakhon Pathom community products for exporting, have the following steps. Study Phase 1 – The Synthesis of past research paper. Step 1: Studying documents and analyzing basic information, Step 2: Creating research conceptual framework from literature revbas, Step 3: Designing tools for research instruments. Step 4: Organizing brainstorming activities and workshops. Study methods for achieving the objective 3, to develop guidelines for managing community businesses in the development of Nakhon Pathom community products for exporting to Malaysia, and objective 4, to improve Nakhon Pathom community products for exporting to Malaysia, are as follows: In evaluating the community business management model for product development in exporting to Malaysia, it is based on the idea of Stufflebeam, called the CIPP model, The products are classified into 2 levels: instant product and the impact of community business management development to improve products for exporting to Malaysia. For study methods for achieving the objective 4, to improve Nakhon Pathom community products for exporting to Malaysia, marketing plan for improving Nakhon Pathom community products for exporting to Malaysia is made. Moreover, strategies to create a brand of safe products leading to creating value added products in Nakhon Pathom are designed. The results from business environment analysis using SWOT technique are used to consider the guidelines for specifying the business plan, consisting of vision, mission, goals, and strategies.

Keywords: Community, Capability, Nakhon Pathom, Malaysia

eISBN 978-967-0314-93-8



9 789670 314938

ISBN 978-967-0314-94-5



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