Management Process Analysis based on the Samutsongkhram Province Community Identity

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***Abstract*—** This research analyzes the management processes based on the identity of the community in Samutsongkhram province from a sample of 123 people, divided instruments into two episodes, including the first one is the management of the OTOP producer groups and the second one is the availability of the product development. The nature of the query is the five-star rating scale. The data analysis uses a computer program to calculate the frequency, percentage, average, and standard deviation. The report's findings are:

1. The management processes based on the identity of the community found that

1.1 the controlling product : the overall was high, with mean scores of 4.07,

1.2 the planning: the overall level was very much, where the average score of 3.37,

1.3 the directing: the overall high level, where the average score of 4.15,

1.4 the organization: as a whole at a high level with a mean score of 4.00.

2. The state of readiness of operations to develop products based on the identity of the community found that the availability of the overall level of the mean score 4.08, which is considering that the producers are OTOP ready products such as mobile communications, with the highest average score of 4.58, followed by the availability of electricity, with the average score. 4.48 at a high level and the average minimum is a manufacturer who supplying the technology to produce a mean score of 3.45 on average.

***Keywords*—** Management; Manufacturing process, Community identity

I. Introduction

THE product development, product manufacturers, local knowledge should encourage a process of mutual learning is important, to be consistent and appropriate conditions, a process of thinking and collaborative process, either from the government or related agencies. as a way to contribute to sustainable development on the basis of self-reliance at various levels of the group's production community in Samutsongkhram province on 10th July 10 2014, which was found that the development tools, product development, the development of new forms quite a few, capacity is insufficient time to time, the product was damaged during transport easily, lacking the strength to manage the process and wait for help from the government [1].

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Local manufacturers in the world today would not have existed in isolation manufacturing skills alone are not enough manufacturers to integrate with government departments or agencies concerned to make words, the consultants advise on the management of the community [2], and its communities still lack the quality and workmanship are many products that do not have lasting value. They are due to lack of development in the form of a novel and lack the technology to be used for the production of quality products are preferred by consumers. This is consistent with research [3], which found that factors outside of producer groups are different, including product development, marketing policy of the competitiveness and customer satisfaction to determine. This should assist particularly in academic technology transfer to the local community, the potential of such technology, manufacturing, packaging, as well as improving the quality of products as well as knowledge in business management. In today's highly competitive market environment and the advancement of technology is fast making a new product in the market. Therefore, the development community is to manage the production of knowledge is crucial to the success can work faster. Thereby saving the material can change happens quickly, and very clear, is to use fewer resources [4], found that the need of the operator is not available packaging standard and quality because the packaging will need to employ mass production each time, according to industry So, if a small amount of production per unit cost of production is very high, and sometimes cannot plant because the production is not worth the investment. However, the inventories of the other ASEAN countries to market Thailand have without tax, which allow entrepreneurs to Thailand more competitive. But in the past to have the value of exports to imports from ASEAN than ASEAN, therefore, to encourage network the production network to provide can create the economy of scale, which makes competitively on the global stage [5], which found that the Community producer community has a problem with the product design and logo, which corresponds to 80 percent requirements and research development of SMEs are experiencing the same problem. By providing financial support to research and development in the private manufacturing sector to build their brand and product packaging has to attract potential customers to buy their goods.

Thus, the idea to analyze the management process of community-based identity management, planning, organizing, directing and controlling to enhance access to international standards in order to be accepted, leading to more sales ran to make a profit. In order to create an economic community to generate income for the family, which has a circulation of the economy in the community and

those involved have taken the results of this research. To improve management of the production process that can enhance the value of old products to the community to raise the standards of sustainable and acceptable to the market, both domestic and foreign, which also instilled the values of self-reliance, making Thailand the freedom of thought to innovate to ensure efficiency and effectiveness and sustainability further.

II. Objective

To analyze the management process based identities of the Samutsongkhram province community identity.

III. Scope of the Research

In this study, the researchers divided the scope of the study into two areas:

A. Study areas

In this study, the researchers determined the area of entrepreneurship and OTOP products on the identity of the community in the province of 177 persons in 2014, including the Muang, Amphawa and Bangkhonthi districts in this research.

B. Content

1. Study the types of products used by the local community's identity. The project was split by product type according to the strategy of the Department of Community Development, Ministry of Interior.
2. Content classification according to the study is as follows.
   1.1 Management process based on identity, community planning, organizing, directing and controlling the conditions and promoted by government agencies.
   1.2 Conditions of readiness to operate in product development.

IV. Methodology

This research is a survey research, analysis of quantitative data, where the researcher used the questionnaire below.

3. The population is the OTOP producers in the province registered with the Department of Community Development in 2014, with the three districts are Muang, Amphawa and Bangkhonthi districts used of local products, the professional community of 177 peoples.
4. The sample community OTOP products producers on the community identity in the Samutsongkhram province registered with the Department of Community Development 2014 There are three districts are Muang, Amphawa and Bangkhonthi districts. This is a profession that uses local products, a total of 177 communities selected by the manufacturers to choose the specific methods used, OTOP (Purposive Sampling) on the roster and the size of the sample from the open table below (Krejcie, R.V. and Morgan, E.W., 1970: 608-609), where there are 123 samples used in this data collection.

A. Research Tools

This research is a survey research using the information collected on this occasion. The tool is divided into two processes as following.

Process 1: Management of OTOP products manufacturer is management, including planning, organizing, directing and controlling, where the questionnaire used is the rating scale.

Process 2: State of readiness to operate in product development is characterized by a questionnaire rating scale.

B. Research Tool Creation and Development

The tools used in this research: Researchers conducted by the questionnaire, which is divided into eight stages respectively.

1. Principles were created for research purposes.
2. Learn from books, articles, research papers and interviews with relevant experience as a manufacturer of OTOP products to guide the creation of the survey questions.
3. To determine the scope of issues and questions in accordance with the objectives.
4. To conduct a questionnaire draft nature of the instrument used in the research.
5. To remove the draft questionnaire created to offer expert examine the details completely accurate and comprehensive content on all questions of the experts have to consider and examine and make recommendations then. The research has led to improvements.
6. To introduce a draft questionnaire made available to provide expert assessment. The knowledge and experience of the five questionnaires will determine the validity and appropriateness of content after it has been revised.
7. To introduce through amendments to the draft questionnaire. The expert then goes to try-out with 30 samples of non-sampling kit.
8. To introduce a draft questionnaire later. Bringing to try-out and analyze the sentiment was 0.86 after creating a research tool, and finally the completed questionnaire. The researcher used the questionnaire to collect information on how to collect and store data from the samples according to the following procedure.

C. Data Analysis and Statistics

The study is a quantitative research study and supplemented with qualitative information to support the analysis of the data and then analyze the content offer, as detailed below.

The level of development of the manufacturing process according to the identity of the community and the interpretation of the concept of a five-level Likert (Likert scales) and Raweewan (XXX, R.,1999) as follows.

5 Means Most
4 Means Very
3 Means Moderate
2 Means Little

1 Means Least

The criteria for the interpretation of the state administration are given below.

4.50 – 5.00 Means Most
3.50 – 4.49 Means Very
2.50 – 3.49 Means Moderate
1.50 – 2.49 Means Little
1.00 – 1.49 Means Minimum

V. Results

1. Management Process Based On the Identity of the Community

The controlling of the OTOP manufacturers found the overall level of the average score was 4.07, considering that they have control over product quality with the highest average score of 4.41, followed by the controlled use of tools and equipment, with the average score of 4.40, and the average level was very low regulated employees with the average score of 3.29.

The plan of the producers of OTOP found that the overall level of the mean score 3.37 considering the item was planning to use the material with mean scores of 4.33 up minor planning applications. Raw mean score 4.25, and the average minimum is moderate. Planned financing is 3.24.

The order of OTOP products manufacturer found that the overall level of the average score was 4.15, considering that they have the knowledge to do the job. With a mean score of 4.55, followed up with responsibility mean score 4.55 and the average level was very low attracting a mean score of 3.60.

The organization of manufacturers, OTOP found that the overall level of the average score 4.00 on an item that has divided the department and the responsibilities mean score 4.22 up down there. the properties of the mean score 4.12, and the mean score of the lowest level is a separate task into smaller tasks with a mean score of 4.22.

The control group of OTOP products manufacturer found that the high level mean score 4.07. When an item is found to have quality control mean score 4.41 up into a control tool and a mean score of 4.40, and the average level was lowest with control staff. a 3.29

The management of producer groups OTOP overall in the four found that the average score in all aspects.

2. The State of Readiness to Operate in Product Development

State of readiness in the implementation of OTOP products manufacturers found that the overall. In a mean score 4.08 on an item that manufacturers OTOP products with the availability of communication such as telephone, with mean scores of 4.58 is the highest, followed by the availability of electricity, with the average score is 4.48 at a high level, and the average minimum is a manufacturer is supplying the technology to produce a mean score of 3.45 on average.

VI. Discussion

1. Management Process Based On The Identity Of The Community.

The OTOP products manufacturers cater to a control group of OTOP products manufacturers of user equipment, which agreed with Mukda [6] and found that the agency should give advice production planning process, training for members to learn Screening tool Machinery and equipment used to produce the work, monitoring equipment before each use and maintenance tool used to extend the service life.

The planning materials, where the agency should provide knowledge, advice, training, development process improvement varied as assistance for other raw materials obtained locally to replace and transform raw materials left over from the production of value-added benefits worth, where the most or by creating a network linking the manufacturers of the same type or other types to allow for resource sharing including a financing plan. There should be funding a loan with a lower interest rate for the producer group should be trained in the preparation of financial statements in accordance with accounting principles valid [6]

The dictates of the manufacturer responsible for the OTOP products and incentives in line with Mukda [6] found that the relevant authorities should help to educate visitors about the structure. Defining regulatory practice group and there should be incentives for producers to liaise between the various agencies and pursuing opportunities to build a network to share a standard set of products that are produced in the correct direction.

In the organization of producer groups OTOP products are divided and division of responsibilities in accordance with the very highest Mekhum et al. [7] studies to develop the appropriate technology to manage production of OTOP on the local manufacturers have found that the people assigned tasks and responsibilities and a proper place to work, presents the features of the instrument and a separate task into smaller tasks., which agreed with Sittisom and Srimarut [8] that studied on technology characterization working group of the OTOP producers which was found to be the assignments and responsibilities are organized according to the work place.

2. The State of Readiness to Operate in Product Development.

State of readiness for operation of the producer group, which found that OTOP products of OTOP producer shortages in the supply of technology for distribution of OTOP products, has continued, therefore, the developing a distinctive and still traditional if they were to sell counterfeit goods are not or less.

Figures are in line with Sawangjit [9], which found that the production method is a very important effect on the success. Therefore, manufacturers need to develop a manufacturing process or the exchange of skills, together with a group of entrepreneurs who have had success.

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