

## The Development of Product Model based on the Creative Economy to Construct Value - Added of Community Enterprise in Nakhon Pathom Province

Thirasak Unaromlert<sup>\*</sup>

Jureewan Janpla<sup>\*\*</sup>

### Abstract

The research of The Development of Product Model Based on the Creative Economy to Construct Value - Added of Community Enterprise Nakhon Pathom Province was research and development by using Mixed Methods research. The population and samples used in this study was 1) the members of community enterprise, Nakhon Pathom province who produced fabrics and were willing to participate the activities, 2) the members of community enterprise, Nakhon Pathom province who produced water hyacinth baskets were willing to participate the activities, 3) prospective customers to test product concepts. The instruments that used in this study were structured interview and questionnaire. The data analyzed by descriptive statistics. The analysis of qualitative data was using content analysis. The results revealed those were followed;

The result of study and synthesis of ideas about constructing value-added of products were found that the designing of the products; first, the designer must be concerned about the principle of general design; it was function that should be considered in psychological function which is a direct benefit to the user. Another important aspect for the design on the product according to the concept of the creative economy was to increasing value- added and constructing value in total customer value which the benefit or utility of the product due to the different in competitiveness especially in the product competitive differentiation. The designs styles product different from the competition, and the difference will be valuable in the eyes of customers and to customer satisfaction.

Moreover, the result of studying problems and necessity in the development of the products from the community enterprise in Nakhon Pathom province were found that both community enterprises, Thai – Song – Dum woven manufactured and enterprise manufactured water hyacinth weave, needed the supporting in creativity products developing about launching new products initiatively those were differentiate and can be increased the products' value; at the high level (Mean = 4.42) and (Mean = 3.28). According to those problems, the researchers and the chairman of the community enterprise worked together for

---

<sup>\*</sup> Faculty of Education, Silpakorn University.

<sup>\*\*</sup> Faculty of Liberal Arts and Science, Kasetsart University.

finding out the variety of solutions those were; observed and attend excursion, work shop and training, brain-storming and expert revision, etc. The community enterprise members, Thai-Song-Dum woven, were brainstorming their ideas to develop 9 patterns; clothes, bags and scarves. The community enterprise of water hyacinth was brainstorming their ideas to develop 8 patterns; the plant pots, shoes, bags and dolls. Focusing on the customers' opinions towards products from Thai-Song-Dum woven were found that the respondents are highly satisfied with the products of computer carrying case/ documents. By contrast, the results customers' opinions towards the products from water hyacinth found that the respondents were highest satisfied toward the bags from water hyacinth.

According to the solution mentioned above, can be inferred the development of creative product of the community enterprise both of the community enterprise Thai-Song-Dum woven and the of water hyacinth in Nakhon Patom Province need the participation of 4 steak-holders were followed; (1) the member of the community enterprise who were specialist in local wisdom producing (2) coordinator; to gathering the cooperation among the steak-holders such as local developer, provincial entrepreneurs (3) The specialist in product developing , value-added, and marketing (4) related government and private sectors. All 4 steak-holders need to work together integratively. In addition, the roadmap of development should be rely on 5 principles were followed; (1) Participation Development that must be full participation (2) Community-based Development (3) Learning and Knowledge sharing (4) customers-based Approach and (5) Human Capital Development .

## Introduction

From the changing trends of the future world, which had expected to occur important changes such as the regional economy integration, the world economy center will be change the power to Asian countries more than that. It also had changed the financial world. The technological advances of human life. The problem of energy and the problem of threat about global warming. (Office of the National Economic and Social Development, 2009), It had affected to accelerate restructuring of the country's production and development of the new economy. The current economy of Thailand is likely to grow successively. The factors from the recovery of the global economy, including the stimulation continuously from the government and the good adaptation of the confidence economy system. (Department of Strategy and Economic Planning, 2009). Therefore in the future, Thailand's economy should be restructure to a higher level is an economy that focuses on efficiency – driven and innovation - driven economy. As shown in the national economic and social development plan No. 11 that had focused on the development of the cultural industries at the heart of developing

countries. The concept was presented as “Creative Economy”. To be instrumental for driving the economy of Thailand, which means the economy on the basis of the knowledge, education, creativity, and use of intellectual property linked with cultural background, the accumulated knowledge of society technology and society innovation. (Office of the National Economic and Social Development, 2009) Currently, the government had to support the creative economy seriously and had set the clearly guidelines. The goal is to make Thailand as “Creative Industrial Hub of ASEAN” and increase the economic value of the creative industries (Nattawot Pongsiri, 2010)

The government had attempted to adapt the economic structure every levels for according with creative economy policy; business industry, medium - sized enterprises, small - sized enterprises and the community enterprise. They were the affairs of the community about the products, services or any other action by the board of director that had attachment, sharing their lifestyle and combined for operations (Office of the Secretary of the Board of Community Enterprise, 2011)

Which from the registered office of the secretary of the board of community enterprise community enterprise as of March 31, 2011, a number of communities across the country, 70,064 of whom 1,181,714 members, the consideration of category of the community enterprise found that the crops production was the most 17,860, the second enterprise was the livestock production 11,891, the enterprise community of processing and products 9,330, the enterprise community of textiles / clothing production 8,616. It had shown that the community enterprises as the business community for interesting from the local community, in addition, the statute for promotion the community enterprise in 2005, to certify and set the board to support the province of community enterprise and support the development of community enterprises primary care in the operation completely. Including providing knowledge, cooperating each other, research about raw materials, resources, or knowledge of the community used to fit the business community enterprise and the local conditions for making preparedness to the business of community enterprise to higher level. (The Government Gazette, 2005: 9-10).

Although, the community enterprise were cornerstone of economic development of the country. However, the community enterprise was not a small and medium-sized business (SMEs) or cooperative and the communities’ enterprise, which were still not available in the commercial competition in both domestic and international. (Office of the Secretary of the Board of Community Enterprise, 2011) In the past, the establishment of community enterprises were still faces many problems. Especially, the value - added by the uniqueness

Thailand or the local knowledge had less. They had lack of design and brands or the directly brands of Thailand. So, the value - added for the products of the community enterprise, it was necessary to develop design and had a brand to move on. If we considered the community enterprise in Nakhon Pathom province, it was found that there were the total of 234 communities enterprise, which considering classify of the community enterprise found that the community enterprise of crop production, livestock and processed food products were the most. These were the communities' enterprise that had high commercial level. However, considering the communities enterprise that had moderate commercial level, but they had potentiality to be developed strengthen for the community included (1) the community enterprise of textile, such as the villagers of Banpaihoochang, which were Thai-Song or "Thai-Song-Dum" with the original settlement in Laos and immigrants to live in Nakhon Pathom province during the reign of the second to continue weaving it. The characteristics of fabrics woven were mostly black woven. It was called "Phathopaihoochang" and the villagers of Dontong, which were employed about the agriculture and the contractor. In 1995, they were leagued to weave for supplement career; the women in the village had the expertise and knowledge of weaving. It had woven, "watermelon", Mudmee fabric and plain fabric (<http://www.khonthai.com/Vitithai/C5.HTML>) and (2) The community enterprise of water hyacinth at Nakhon Chai Sri district and Bang Len district which were grouped together within the local, it was the career that had many kinds of products, such as fashion bags, lamps, baskets and other goods. The villagers had good skills about production. They were lack of development about new designs and the form of new products. The institution should be encourage, especially about finding the market and training to develop the form of product that had the unique and consistent needs of the market that had changed of life style.

Therefore, in order to preserve and inherit wisdom did not decay over time and solved the operation problem of communities. The researchers from the faculty of education, Silpakorn university which were not only educational agencies but also responsible for the operation related to the provision of technical services to the community and society. It had interested to study the development model development the products of the community enterprise and agencies involved to promote skills of businessmen in the application of local community; it would be importance fundamental to development economic of the region and the country.

## Research Objectives

- 1) To study and synthesize ideas about creating value-added products
- 2) To study the problems and needs in the development of products and fabrics of the Hyacinth communities in Nakhon Pathom Province
- 3) To develop components and patterns woven products and Hyacinth by creative Economy concept value added in the community enterprise, Nakhon Pathom Province
- 4) To test product concepts and wicker woven water hyacinth on the concept of the Creative economy for value added in the community enterprise, Nakhon Pathom Province and
- 5) To assess and improve the products and wicker woven water hyacinth on the Concept of the creative economy for value added in the community enterprise, Nakhon Pathom Province.

## Areas of study

### Content area

This research was the development of product model based on creative economy to construct value - added of community enterprise Nakhon Pathom province.

### Population and Sample

(1) The community enterprise who manufactured textiles in Nakhon Pathom province

The populations were the members of the community enterprise in Nakhon Pathom province that produced fabric which had 3 main groups comprising.

- The hand woven, Mueng district (2 groups).
- The hand woven, Bang Len district (1 group).

The sample groups were the members of the community enterprise in Nakhon Patom province that produced fabrics they were voluntary to participate in every steps; 3 groups of 10 – 15 persons, a total of 30 -45 persons.

**(2) The community enterprise who produced wicker from water hyacinth in Nakhon Pathom province.**

The populations were the members of the community enterprise in Nakhon Pathom province that produced wicker from water hyacinth, which had two main groups comprising.

- The wicker of water hyacinth group, Nakhon Chai Si district.
- The wicker of water hyacinth group, Bang Len district.

The sample groups were the members of the community enterprise. In Nakhon Pathom province that produced wicker from water hyacinth they were voluntary to participate in every steps; 2 groups of 10-15 persons, a total of 20 – 30 persons.

### (3) The prospective customers to test product concepts

The population and samples were the target customers who interested in the products, textiles and wicker from water hyacinth. In Bangkok area and perimeter by determining the sample groups from the Krejcie & Morgan table, it had the samples were 384 persons by accidental sampling.

### Conceptual Framework

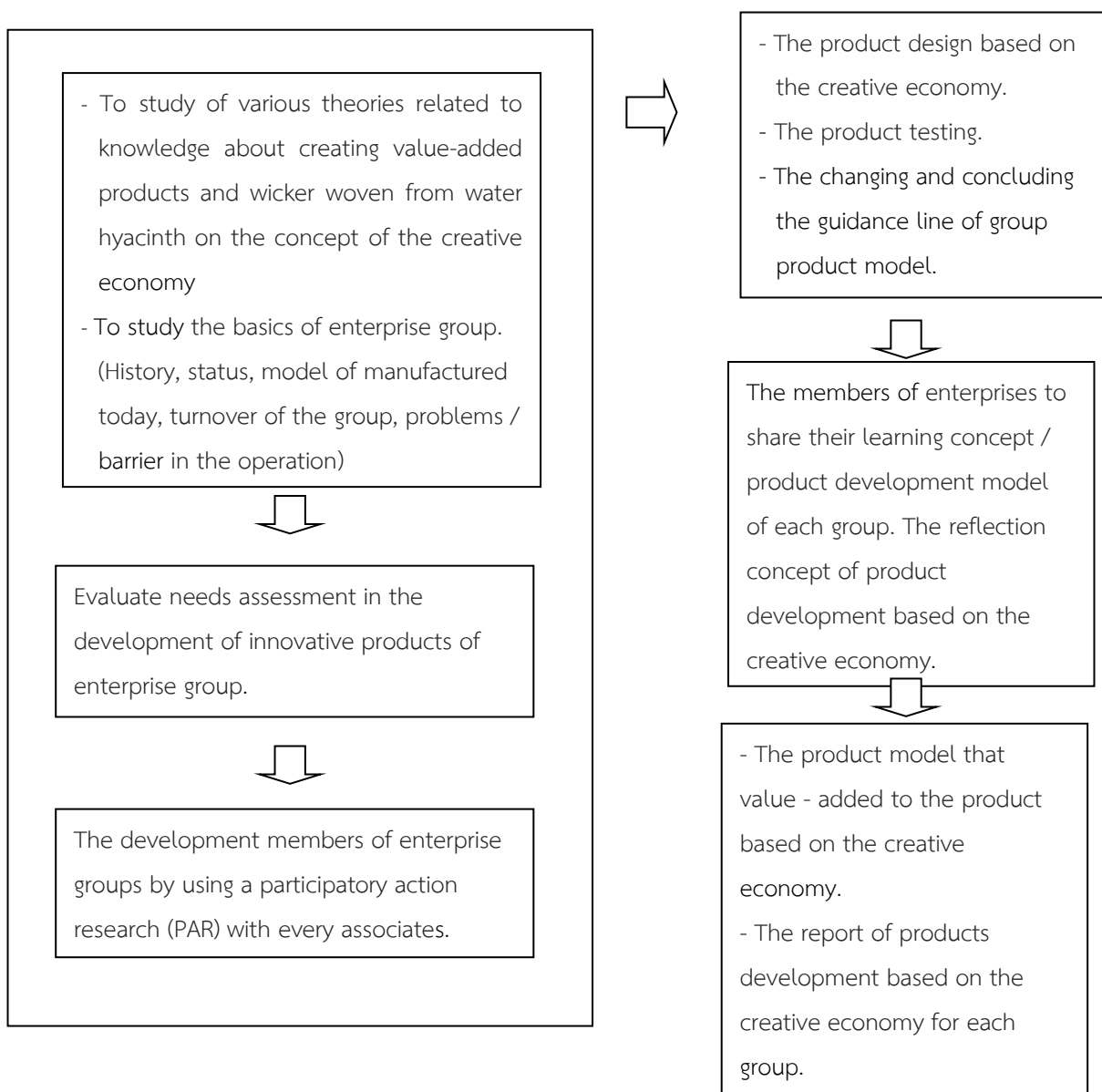


Chart 1 Conceptual Framework of the Study

### Benefits expected to be received

1. The knowledge about constructing value-added hand woven products and wicker from water hyacinth based on creative economy that could be use to guide for development of product in creative of community enterprises and small and medium-sized enterprises (SMEs).

2. The model of hand woven product and wicker from water hyacinth based on creative economy for constructing value – added to the products of the community enterprise, Nakhon Pathom province.

3. The conservation and transmission of traditional knowledge and the development of community enterprises in a competitive area, Nakhon Pathom province, it was base of economic development in the regions.

### Research Methods

The research of development of product model based on creative economy to value - added of community enterprise Nakhon Pathom province was research and development by using Mixed Methods research. The research had 6 steps as follow

#### Step 1 (R1) The study of knowledge and survey basic data.

1. Study of various theories related to knowledge about creating value-added of woven products and wicker from water hyacinth based on creative economy.

By studying from the primary and secondary sources;

- Texts, research and related documents.

- Depth interviews with experts, including expert's creativity about value-added products, design expert and developing expert. The experts from the office of cultural and 5 members of community enterprises committee.

2. Study of the basics of enterprises group, including history, status of group, the model of manufactured today, turnover of group and problems, barriers for operation in the current. The researchers surveyed the area for studying data by interviewing and focus groups discussion. The collecting data from the chairman and members from the five groups of 10 - 15 persons in amount of 50 - 75 persons.

3. The coordination with the chairman of the five groups for evaluating needs to develop the creative products by

3.1 To evaluate needs of the members.

3.2 To Brainstorm the opinions of the enterprise members to analyze SWOT to develop products.

**Step 2 (D1) The constructing model to develop**

1. The researchers were conducted in collaboration with the group planned to develop the potential of this group of enterprises to provide members with the knowledge, understanding and concepts in product development by

1.1 The management training about concept of value - added products based on the creative economy; the process, raw, pattern and the quality of product by lecturers or experts.

1.2 The study and observation in the successfully community enterprise that produced the woven and the wicker from water hyacinth. The researchers will be coordinated with the director of community enterprise to study for setting the topics in the study.

2. After training and study completely. The researchers gave the members of group brainstorming about product development and action plan to develop their products, present the guidelines for product development and action plan to the experts for examining the patterns and gave suggestions.

3. The members of each enterprise groups selected the products at least three types that had setting to develop the product for development the product model.

4. The experts examined the product model and gave suggestions.

5. The members of groups corrected the product model.

**Step 3 (R2) The implementation model**

After the members of groups developed prototype. The researchers would testing the new product testing with the target customers. The board of province community enterprise and the experts for testing the owning product by questionnaires and interviewing.

**Step 4 (D2) Improving model**

After the researchers reported the opinions of the target customers with the creative products that produced for the model in every parts, they would presented the result of testing about the new concepts of product for the member of group and it was the information for the members to brainstorm for improving the product model and the model to develop product that had been defined. The experts would be examined and gave the suggestions. The members of groups improved from the recommendation of the experts. Then, each group reflected guidelines and pattern to develop the product by the documents.



### **Step 5 (R3) The knowledge sharing**

The researchers team coordinated with the director of the community enterprise for planning and setting the meeting schedule to share, learn concept / of product development and reflected the guidelines to develop the creative products and evaluated the whole of project.

### **Step 6 (D3) Improving model**

After knowledge sharing between group, the members of group would be improve and summarize the guidelines and model to develop together again. Then they prepared to report the development of creative products for each group.

### **The research instruments**

1. The depth structured interview form used to interview the experts, the director and members of group.
2. The needs assessment form based on the creative economy.
3. The guidelines for focus group discussion to brainstorm of the members about analyzed the strengths, weaknesses, opportunities and threats (SWOT Analysis) for product development.
4. The questionnaires for testing of product concepts. The opinions of target customers toward the creative products that produced for the prototypes.
5. The questionnaires for evaluation the whole of project.

### **Data verification**

The researchers examined the data throughout the research of process for establishing credibility to the findings by triangulation (Denzin, 1970). The three types for verification: (1) the data triangulation, (2) the investigator triangulation and (3) the theory triangulation.

### **Data Analyzing**

1. The analysis of quantitative data by descriptive statistics, including frequency, percentage, mean and standard deviation.
2. The analysis of qualitative data by content analysis, typology and taxonomy and cause and effect analysis.

## Research result

### 1. The study and synthesis of ideas about creating value-added products.

The product development with the product design would be performed together by trying to find the creative new things, find to solve or the new answers that depend on advanced science, the production, choosing the materials and the principle to design.

In the definition of product design had 2 parts of the modernization of the improvement or development of the original. The pattern of products were divided into 5 types

1) The traditional style of the original, it was the design by maintaining the original that had since in the past or the ancient. The purpose may be targeted to the conservative group or used to decorate the environment to correlate compatible such as furniture, mirror frame and phone.

2) The ageless style, it was the design based on the fit between the old and the cutting edge. The shapes were not old and appropriated with the time.

3) The contemporary style, it was the design that linked between the old-fashioned or modern and mixed with the second generation of this application to suit the current conditions. It was a modern or current liked antique style that brought the materials to be produced or the form like this.

- The materials such as the textiles, antique sewing a garment modern design.

- The production methods such as the pottery or rattan used to design modern shapes the present.

- The forms such as traditional shape and applied to modern synthetic materials.

4) The modern style, it was the design that was compatible with the period rather to the present, look liked a modern or contemporary. The pattern was always changing.

5) The cutting edge style, it was the design that in a progressive of pattern, or materials, designed for the future by considering the data analysis would be possible in the future.

Good designed must adhere to the criteria of accuracy and it was necessary for the designers. It could be divided as follows: 1) the function, 2) economy, 3) durability, 4) material, 5) structure construction, 6) beauty, 7) personality.

In conclusion, the design about the product based on the creative economy for value-added. First, the designer must consideration the general design principle. The important were functions both the functional and psychological function by the targets

customers had satisfied such as the colorful of patterned so had more value and a touch of class that the symbol of status and practical function, which was a direct benefit for the user and could to touch. The important thing for designing products based on the creative economy for value- added. The total customer value which was the total of the benefits or utility from the products and it depend on the different of competition especially the product competitive differentiation would be design the styles of product that different from the competitors and the different would be have value in the eyes of customers and build satisfy for the customers. The value would be higher than cost or price by holding the principle that the value delivered to customers must be more than the price itself.

## **2. The study of the problems and needs to develop the woven products and wicker from the water hyacinth of community enterprise in Nakhon Pathom province.**

2.1 The community enterprise that produced Thai-Song-Dum woven had various problems parts at high level (mean = 3.99), they had the problem in the highest manufacturing part (mean = 4.19), followed by technology problem part (mean = 4.11), the financial problem part (mean = 4.00), and marketing problem part (mean = 3.78). It considered in the details could be found the most of the manufacturing part. The community enterprise had problem about the labors for production at the highest (mean = 4.31), followed by problem about the materials for production (mean = 4.27) and the problem of quality control and standardization of products at the low (mean = 4.04).

If we considered the need to develop creative products found that the community enterprise had necessary for development the creative products at the high level (mean = 4.30), with the need for development the creative products that had the difference for value- add the products at the highest (mean = 4.42), followed by the development of new products that had varieties (mean = 4.38) and the needs for designing of package for value- add and controlled the price of production were lower price (mean = 4.15).

2.2 The community enterprise that produced the wicker from water hyacinth had problems at moderate level (mean = 2.89) they had problem about technology at the highest level (mean = 3.31), followed by marketing problems. (mean = 3.10), the problem about production (mean = 3.07) and the financial problem (mean = 3.06). If we considered the details of problem about technology found that the community enterprise had problems with inaccessible technologies, such as tools, mechanism and equipment because of they had low budget (mean = 3.33), followed by the problem of selecting / developing adapted technologies, such as tool, mechanism, equipment for appropriating (mean = 3.29).

If we considered the need to develop creative products found that the community enterprise had necessary to develop of creative products at the moderate level (mean = 3.19), the need to develop the new products in the different and value- add at the highest (mean = 3.28), followed by the cost of production to lower the cost of competitors (mean = 3.27) and the need for finding information about the customer needs for using to develop and design the products, quality control of the product that had the lowest (mean = 4.13).

### **3. The development elements and pattern of woven product and wicker from water hyacinth based on the creative economy for value-added of the community enterprise in Nakhon Pathom province.**

After the community enterprise studied and trained successfully. The members of each group would be brainstorm for development product and planning to develop their products. They presented the guidelines to product develop the products and action plan after that verified the model by the experts and gave the suggestions. The members of each group turned back to develop the products followed

3.1 The model of Thai-Song-Dum woven based on the creative economy for value- added of the community enterprise in Nakhon Pathom province.

3.2 The model of wicker from water hyacinth based on the creative economy for value-added of the community enterprise in Nakhon Pathom province.

### **4. The testing of woven and wicker from water hyacinth product based on the creative economy for value-added of the community enterprise in Nakhon Pathom province.**

The results of opinions testing with the target customers towards the products from Thai-Song-Dum fabric woven found that the respondents were most satisfied about the carrying computers product (mean = 4.08), followed by the dress products and Thai-Dum-Rumpan t-shirts (mean = 4.05), It was considered the percentage of people who wanted to buy the products found that it had consistently with the opinions of Thai-Song-Dum fabric woven by the most of respondents had demand to buy the carrying computer (38.30 percentage), followed by the dress products and Thai-Dum-Rumpan t-shirts (35.00 percentage) and the bags (33.30 percentage).

The results of opinions testing with the target customers towards the products from water hyacinth found that the respondents were most satisfied about the woven bags product from water hyacinth most (mean = 4.31), followed by the footwear health product from water hyacinth (mean = 4.28) and the woven bag product from water hyacinth (mean of 4.25). It was considered the percentage of people who wanted to buy the products found that

it were consistently with the opinions toward the products from water hyacinth. The respondents wanted to buy the footwear health products from water hyacinth at most (51.40 percentage), followed by the woven bag products from water hyacinth (50.00 percentage) and the woven bags product from water hyacinth and the woven shoes from water hyacinth in the pattern 3 (42.90 percentage).

#### **5. The reflection concept of evaluation and improvement of product model, Thai-Song-Dum woven and crafts from water hyacinth based on the creative economy for value-added of the community enterprise in Nakhon Pathom province.**

5.1 The reflection concept of product development, the creative Thai-Song-Dum woven of the community enterprise found that community enterprise that produced Thai-Song-Dum woven had expected to acquire knowledge about (1) the creative production in terms of planning, weaving, tailoring and designing products, (2) the exchanging techniques from the other groups, and (3) the product that from research could be use and lead to sell actually. The actual thing came from the participation both knowledge and others. The sharing knowledge and products from the research, but there were things that did not expectations, such as the barriers to produce the new products, lack of knowledge of about sell, and ideas to design the products, some products were produced may not match the reality.

5.2 The reflection concept of product development, the creative wicker from water hyacinth of the community enterprise found that community enterprise that produced the wicker from water hyacinth had expected to acquire knowledge about (1) To develop potentiality products from water hyacinth for fitting the demand of customers by the creativity products could be value-added and shown the identity of local. The actual thing came from the expectation participation and gave the new products came from the creative thinking.

#### **Summary and discussion**

1. The result of research found that the product development with the product design would be performed together. It tied to search the creative thing, found the solution or the new answers. The problems lived the advanced science, production, the choice of materials and the design. The understanding of problems analysis, the thinking creative design and improving the product by the principles of design liked these 1) the role of function, 2) the economy, 3) the durability, 4) the materials, 5) the construction, 6) the beauty, 7) the special Personality, and the important thing for the design of product base on the creative economy for create value- added was constructed the value in their eyes of customers (Total Customer Value), which was the sum of benefits or the utility from products. The value of products would have the different in competitiveness, they consisted of the different of

products, the different of services, the different of people, and the different of appearance, especially the product competitive differentiation would be design the styles of products were difference the competitors, it according to the research of Supachai Singyabutr (2004) that studied the development products from woven cultural to products community industrial system: the case studied of Pempoonsub women's groups, Nachueak sub-district, Mahasarakarm province found that the development of a community woven was designed based on the market research and the potential of group, it made the new products according to market needs and developed woven fabric from the traditional pattern to the application pattern which was the market demand.

2. From the result of research found that the community enterprise who manufactured Thai-Song-Dum woven needs to develop creative products at the high level (mean = 4.30), they need to develop the new products with had the different and value-added the products at the highest (mean = 4.42) and they need about the packaging design (packaging) for value-added the products, and the controlling production costs to lower cost of competitors at the lowest (mean = 4.15). It according to the research of Siripit Wannapas (2008) said that the product development of community; types of fabrics and the products found many problems such as raw materials, quality and standard of products. The designing and development of products, management and marketing, research and development of knowledge and innovation and transferring training technology.

The community enterprise who manufactured wicker from water hyacinth had necessary to develop the creative products at the moderate level. (mean= 3.19), They need to develop the new products for the different and value-added at the highest level (mean = 3.28), followed by the controlling cost of production to lower cost of the competitors (mean = 3.27) and their need to search the information about the demand of the customers for using the development and the product designing and quality control of the products had the lowest (mean = 4.13). It according to Tanakorn Sirisukpoka (2012), she studied and analyzed the products of wicker from water hyacinth. The case study of Sainagm sub-district, Banglen district, Nakhon Pathom province. The results of study found that the process of manufacturing did not difference from the other group, but the part that was different from the other group would be different of materials. They blended and decorated to the new product and the important thing was the director of local crafts would be the leader for finding the market to sales and had effort to develop of product ongoing.

3. From the testing of the target customers opinions towards the product from Thai-Song-Dum fabric woven found that the respondents were satisfied with the carrying case

products (mean = 4.08), followed by the dress products and Thai-Dum-Rumpan t-shirts (mean = 4.05), and if we considered the percentage of people who wanted to buy the products found that had consistently toward Thai-Song-Dum woven by the respondents had demand of computer bags at the most (38.30 percentage), followed by the dress products and Thai-Dum-Rumpan t-shirts (35.00 percentage) and the bags (33.30 percentage). It according to Kantida (2007) studied the model product of craft from Mohom fabric found that the consumers wanted the craft products from Mohom fabric in 3 types, such as handbag, cushions and coasters. When setting the products 3 pattern of each type and studied the satisfied found that the handbags had the square shape that decorated by using rags of Mohom fabric that transcend from tailoring, cut in small pieces and using the collage techniques into the bags on both sides, the strap decorated by using the leather strap and using the wood pellets, shell buttons, millet to decorate had satisfied in averaged at the most.

The results of opinions testing from the target customers towards the products from water hyacinth found that the respondents were satisfied footwear health toward the bags product from woven water hyacinth (mean = 4.31), followed by products from water hyacinth (mean = 4.28) and considered the percentage of demand who wanted to buy the product found that it had consistency with the opinion toward the product from water hyacinth by the respondents wanted to buy the footwear health from water hyacinth in the second pattern at the most (51.40 percentage), followed by the bag products from woven water hyacinth in the fourth pattern (50.00 percentage) and the bag products from woven water hyacinth in the fifth pattern and the shoes from woven water hyacinth in the third pattern (42.90 percentage). It according to Partana Kongsamran (2007) was study the wicker product from water hyacinth One tumbon One Product of women's groups, Banmahanam, Chaiyaphum sub-district, Chaiyo district, Angthong province found that the product model that manufactured in four different categories: 1. Handbags, 2. Baskets, 3. Vases, 4. pillows, the main pattern that popular manufacturers include handbags because they were requirements of the markets. The handbags could be classified by rectangular shapes and circular shapes.

4. From the result of research to reflect the concept of development of creative products of the community enterprises found that the community enterprise were expected to gain knowledge on the subject (1) to produce creative products in planning, weaving, tailoring and product design, (2) to exchange of learning techniques from the other group, and (3) the product of research could be use and bring to actually sell. The most of actually happened from the activities based. It expected in terms of knowledge on various matters that

to exchange of learning and products derived from the research, but it had something follow to expect, such as barriers to produce the new products, lack of knowledge about sell channel and the ideas to design some products when they manufactured goods that may not exacted in the reality and the things that the enterprise brought to adapt in the occupation was knowledge and experienced to produce a product for selling and would be applied to exist products for quality, creative thinking and higher added value. It according to Siriwan Sereerat and team (2000) had identified key features of the product. Product design was related to the style of packaging. These factors would be affected to behavior for buying of consumers, the design was very important for products.

### **Recommendation for research**

#### **Suggestions in the research application**

1. From the result of research found that the Thai-Song-Dum woven products and wicker products from water hyacinth were the products that had identity of Nakhon Pathom. It should be seriously promoted from the public and private. It was able to generate revenue for the community as well.

2. The most of communities were still ways to design and manufactured products in the same pattern. It was lack the beautiful, modern and eye-catching for the buyer and from the survey of needs in the development of community enterprises found that the community needs to develop of the market in terms of both the educational needs of the market, product designed, marketing and promotion. Therefore, the government in Nakhon Pathom should be organized training programs about these.

#### **Suggestions for further research**

1. It should be research about the preservation Thai cultural community in the future for finding ways to encourage the young people in the community's awareness to conserve and preserve the unique communities in the production of the community.

2. It should be research about the best practice on the production of the enterprise community. As well as benchmarking with other enterprises community that had the best practice.



## Reference

- Chaima, Kanthida. (2007). "Development of Handicraft Patterns from Morhom Material." Master of Thesis. Khon Kaen University.
- Pongsiri, Nattawut. (2010). "HR CORNER." The Nation. (21 January): 3.
- Sirisukpoka, Thanakorn. (2012). "The Analysis Study of Product from Water Hyacinth Saingam sub-district, Banglen district, Nakhon Pathom province." Master of Educational Thesis. Srinakharinwirot University.
- Serirat, Siriwan and others. (2000). Principles of Marketing. Bangkok: Phetjaratseanghaengdhurakit.
- Singyabud, Supachai. (2004). "The Development Product of Cultural Woven to Community Industry: The Case Study of Pempoonsub Housewife Group Nacheak sub-district, Maha Sarakham province." The Research, The Research and Development, The Cultural Study Institute. Office of the National Culture Commission.
- Office of National Economic and Social Development. (2009). "The Explication Brainstorming Group Guidelines from Power of Thought to Creative Economy." Describing Documents of National Economic and Social Development Board.
- Office of National Economic and Social Development. (2004). "The Report of Studying the Development of Community Product." Access to 16 January 2014. From จาก [http://elibrary.nesdb.go.th/elib\\_book/The Development of Community Product/The Development of Community Product.pdf](http://elibrary.nesdb.go.th/elib_book/The Development of Community Product/The Development of Community Product.pdf).
- Office of the Secretary of the Board of Community Enterprise. (2005). Enactment to Promote the Community Enterprise 2005. Bangkok: Department of Agriculture Ministry of Agriculture and Cooperatives.
- Macroeconomic Strategy and Planning Office. (2009). The Summary of Economy in 2009 and Trend of 2010. Access to 16 January 2014. <http://www.oie.go.th/academic/The Summary of Industrial Economics 2009 and Trend of 2010>.
- Siripunbubpha, Sirithun. (2006). "The Study and Development the Pattern of Souvenir Handwork Product from Thai-Song-Dum Woven Phetchaburi province." Master of Educational Thesis. King Mongkut's Institute of Technology Lat Krabang, Bangkok.
- Wannapas, Siripat. (2008). The Document of Teaching the Development of Product Community. Noonthaburi: Sukhothaimathirad University Publishing House.