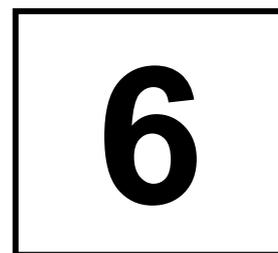


**THE PROTOTYPE BUSINESS MANUFACTURES OF ROASTED SWINE FOR
SELF-RELIANCE IN TAMBON TAKHAM AMPHOE SAMPHRAN
NAKORN PATHOM PROVINCE**



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ABSTRACT

This research study is focused on the Prototype Business Manufactures of Roasted Swine for Self-reliance in Tambon Takham Amphoe Samphran NakornPathom Province. This research aims: 1) to study the current situation of business Manufacture of roasted swine, 2) to study the business of producing product prototypes for self-reliance, roasted swine, Tambon Takham Amphoe Samphran NakornPathom Province. The samples used in the research is getting form 6 producers and 100 questionnaires, are used for customer purposes. The statistics are used in is to describe the results such as frequency, percentage, T-test., F-test (One-Way ANOWA).The results of research is found as follows. The current conditions in the business of manufacturing, roasted swine, Tambon Takham Amphoe Samphran NakornPathom Province, is passed more than six years with an average income per day 7,000–11,000 baht mainly pigs from farm suppliers. Production roasted swine, is more than 6 whole pigs in a day selling 6 days a week, at the price 250 baht per kilogram. Packaging the market No packaging used in the distribution. Using the services free tasting and mouth in the promotion, marketing and advertising. A survey of consumer satisfaction of roasted swine. Most have purchased products, roasted swine, once a week and the consumer have to prefer satisfaction about the marketing mix 4ps, products, price, distribution and promotion. The Overall was in the high level considering each side by sorting out the side with the highest average. Find the lowest product ($\bar{x} = 4.05$), the price was high ($\bar{x} = 3.66$) in the study. The distribution ($\bar{x} = 3.64$) in the study. Promotion and marketing ($\bar{x} = 3.32$) were moderate. Comparing satisfaction marketing mix personal factors of consumers differ statistically significant at the 0.05 level. When roasted swine products from the market to determine the scientific process microorganisms in food, including bacteria; E.coli, S.aureus and Salmonellae ssp. The resulte show that all samples not detect. When the data from the operators and consumers. This taken use a guide to the business of the next prototype products, roasted swine

Key words : Roasted Swine, marketing mix 4Ps, Nakorn Pathom Province

INTRODUCTION

The economic system of Thailand is based on agricultural sector. Agriculture is the main source of income and food security. (National Economic and Social Development Board, 2012) It generates a variety of benefits, for example,

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it is the source of job creation and food security, preserves the traditional way of life, alleviates poverty and reduces the effects of global warming. The 11th national economic and social development plan (2012–2016) is strengthened of the agricultural sector to support food security. (Phattawut, 2004). Measures will consist of encouraging efficiency and productivity in agriculture while the career and income security of farmers will be assured. Priority will be given to make food security at the family, and community. To develop an efficient and sustainable economy by upgrading production and services based on increasing the value of agricultural products along supply chains. Pork is an important food of produced in Thailand with annual pork consumption is 13–14 kilograms per person. The Annual pork consumption in Thailand is 13–14 kilograms per person. (Phajongjetana Sriwichian, 2002) The country's second largest pork production province, NakhonPathom, had once experienced a pork oversupply in 2007. The roasted swine menu was used to solve this problem. However, roasted swine is still being homemade and local products. Local agricultural products should be supported to create added value. This research studies on increasing the value of roasted swine for sustainable development in Samphran district, NakhonPathom province. The present problems, quality of products, and supports requirements for roasted swine production are identified. The results will be used to develop the prototype of roasted swine production.

PURPOSES OF THE ATUDY

The specific purposes of the research study were :

1. To study the current situation of business Manufacture of roasted swine
2. To study the business of producing product prototypes for self–reliance, roasted swine, Tambon Takham

Amphoe Samphran NakomPathom Province.

METHODS

Researcher Collect data from six (6) manufacturers and consumers from NakhonPathom Provice with 100 questionnaires and interviews about the marketing mix (4 Ps) as a research tool. The data were analyzed using the statistical software packages.

1. The research and quality in spection tools

Tools used in research, the study documents. Related to build aquery and interview the two series is set in the first questionnaire about the marketing mix (4 Ps) for the producers and the second is a questionnaire about their satisfaction with Marketing Mix 4 (Ps) of roasted swine posture.

- 1) Personal factors, including gender, age, marital status, educational level the period of occupation and average revenue per day
- 2) Information about the products, roasted swine.
- 3) Issues and suggestions regarding the production of roasted swine

The questionnaire consists of three parts: two for consumers. the first personal factors, including gender, age, marital status, educational level. And average revenue per month

The second opinion about the marketing mix (4Ps), including the product. The prices of roasted swine the distribution Promotion and marketing the guidelines set resembles a scale model of the five-level appearance of scales (Rating Scale) by way of Lima, Kurt (Likert Scale) levels to measure out a five-level configuration levels.

The three suggestions about desirable consumer products.

When a research tool, and then take it to the experts to examine and make recommendations on the validity of content (Content Validity) later led a research tool questionnaire was revised and then go to trial (Try Out). The sample has a feature similar to the population in this study consisted of 30 people, the results of a survey. A confidence value (Reliability) Luan saiyo and Aongkana saiyo (2540) using the method of calculating the coefficient alpha (α – Coefficient) by means of Cronbach (Cronbach) had the confidence to 0.86.

2. Data collection

The research was conducted to collect data by following these steps.

1) Explore roasted swine products from the market and from operators in the primary.

2) To explore the local market. Thakham Sampharn district, NakhonPathom province. the initial interview in order to avoid redundant because manufacturers sell many markets, but the same manufacturer.

3) Remove the questionnaire to collect information from manufacturers of consumer products, roasted swine and roasted swine. In Thakham Sampran district, NakhonPathom province, Including general information of respondents. Product Information Experts of roasted swine Information distribution Information and Promotion

4) All data were analyzed and the results are summarized below.

3. Data Analysis

Data were analyzed by a computer program. By calculating descriptive statistics Use a descriptive analysis (Descriptive Method) statistical techniques used were percentage, mean and standard deviation. T test (t-test) and test one-way ANOVA (One-Way ANOVA or F-test) if the difference was statistically significant. Test the difference in the way the pair of Scheffe (Scheffé) Luan saiyo and Aongkana saiyo (2540).

RESULTS AND DISCUSSIONS

The Prototype Business Manufactures of Roasted Swine for Self-reliance in Tambon Takham Amphoe Samphran NakornPathom Province.

Individual data of enterprises suckling pig. The majority found that 66.7 percent were male, aged 51 years or above 100 percent, marital status, education level, 83.3 percent. 66.7 percent in the primary period of occupation, roasted swine production total more than six years, and the average daily revenue 7,001–9,000 baht and 9,001–11,000 baht 33.3 percent.

The survey results, entrepreneurs and dealers about roasted swine Thakham District. NakornPathom province showed that all operators take piglets have come from other sources. The farm is a partner. Age of alive pork into about 4–8 weeks pigs live weight of 20–30 kg before turning Production and distribution of day six, each time in turn four hours available 6 days a week. The majority of the capital own careers. In one, a suckling pig production costs

2,300 baht to 800 baht profit. Workers in manufacturing products, roasted swine suckling pig per four people. At 250 baht per kg, mainly Most will be sold at the bazaar in the afternoon or in the distribution of households spent 5–6 hours. to dispose of packaging used in the distribution of food, it is generally wrap and plastic bags. The promotion offers free tastings and told to spread widely. (as show in Table: 1.) Roasted swine producers were six cases of occupational ancestors came from this tradition. The results of the research concluded that a business can thrive. High quality products but the lack of a clear and complete marketing plan.

Information consumers are mostly female. During the last 51 years, marital status, education, mainly in secondary / vocational. The average monthly income is between 5,001–10,000 baht all respondent shave purchased products, suckling pig fords. The frequency of purchase was one week/session. And most have never bought suckling pig from outside the community. And collect consumer information and satisfaction with the marketing mix (4Ps), roasted swine Thakham NakhonPathom all four sides contain the products, pricing, distribution. and the promotion of the market. Marketing mix (4Ps) the satisfaction of consumers with the marketing mix of product, to roasted swine was shown that product, price, distribution, and promotion were 4.05, 3.66, 3.64, and 3.32 respectively. For the produce, price, distribution, and promotion have satisfaction was high. The others were medium with consumer's satisfaction. (as show in Table: 2.) Comparing satisfaction marketing mix personal factors of consumers differ statistically significant at the 0.05 level. When roasted swine products from the market to determine the scientific process microorganisms in food, including bacteria; E.coli, S.aureus and Salmonellae ssp. The resulte show that all samples not detect. When the data from the operators and consumers. This taken use a guide to the business of the next prototype products, roasted swine. Procedure of roasted swine production of Thakham sub–district, Sampran district, NakhonPathom province (Show as Figure 1)

Part I General information about entrepreneurs and dealers

Table: 1 The survey results, entrepreneurs and Thakham sub–district, Sampran district, NakhonPathom province

| DATA | \bar{X} (N = 6) |
|---|---|
| – Source used to produce pig | There are pig Received from another source Farms are partners |
| – Age of pork for suckling (weeks) | 4– 8 |
| – The weight of the pig alive before facing (kg). | 20–30 |
| – The number of pigs for suckling per day | 6 |
| – The time for process roasted swine (hours) | 4 |
| – The number of selling days per a week. (day) | 6 |
| – Sources of funding of the occupation. | Self–financing |
| – The average cost to produce per once (bath) | 2,300 |
| – The average earnings per once (bath) | 800 |
| – Labor | 4 |

Table: 1 (continue)

| DATA | \bar{X} (N = 6) |
|---|--|
| - The price for sale per kilogram (bath) | 250 |
| - The cost alive pig (bath/kg) | 50 |
| - The place for sale | Home Entrepreneurs & Community market |
| - The time for sale | Afternoon |
| - The hours number for sale per day | 5 – 6 |
| - The packaging used in the distribution. | 5 – 6 |
| - Promotion | general Viral advertising / free tastings Service |

Part II General information about Roasted Swine Product

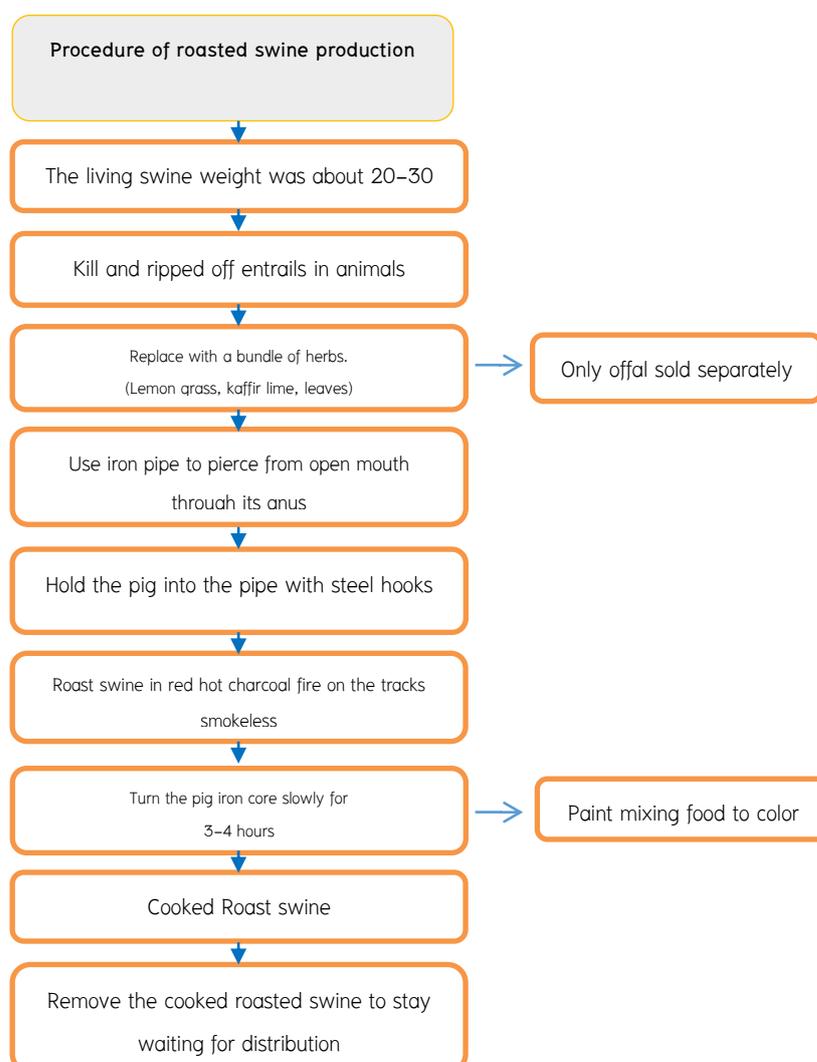


Figure 1 Procedure of roasted swine production of Thakham sub-district, Sampran district, NakhonPathom province



Figure 2 Roasted swine is on the fire.



Figure 3 Roasted swine business in Tha-Kham sub-district, Samphran district, NakhonPathom province.



Figure 4 Place for sale Roasted Swine.



Figure 5 Roasted Swine at Tha-Kham sub-district, Samphran district, NakhonPathom province.

Part III General Information about marketing mix (4 Ps)

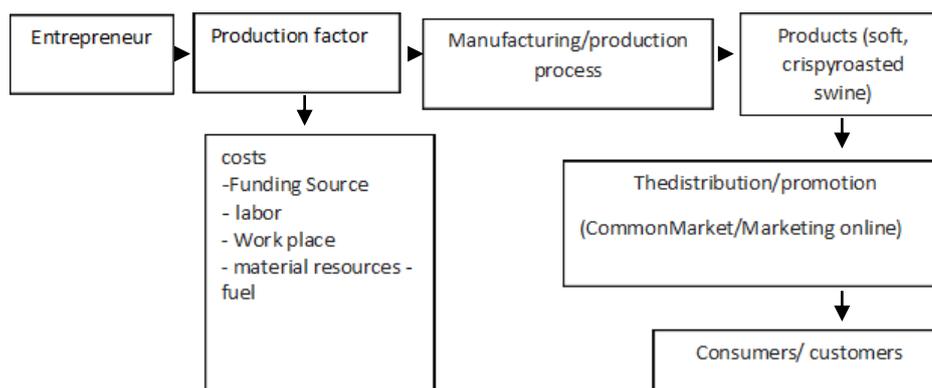


Fig 6 Forms of business products, Roasted Swine, Thakham. District NakhonPathom Province

Table: 2 The Table shows the mean and standard deviation of the marketing mix, the four aspects of consumer products, roasted swine, Thakham NakhonPathom Province.

| Marketing mix (4Ps) | \bar{X} | S.D. | Level |
|---------------------|-------------|-------------|----------------------|
| product | 4.05 | 0.56 | Very satisfied |
| price | 3.66 | 0.53 | Very satisfied |
| distribution | 3.64 | 0.53 | satisfied |
| promotion | 3.32 | 0.66 | Moderately satisfied |
| Total | 3.67 | 0.40 | Very satisfied |

CONCLUSION

This research aimed to survey of consumer satisfaction in Thakham sub-district, Sampran district, Nakhon Pathom province. To the marketing mix of roasted swine product pig in 4 sides found that consumer satisfied with the high level for three sides that are product, price, and distribution. In terms of marketing promotion consumer satisfaction is moderate. Result was product ($\bar{x} = 4.05$), the price was high ($\bar{x} = 3.66$) in the study. The distribution ($\bar{x} = 3.64$) in the study, according Chitraporn wanchai (2005). Promotion and marketing ($\bar{x} = 3.32$) were moderate according Supattarason Taweechan. (2008)

The result was shown that the manufacturer was not marketing plan and good business model such as plans, management plans distribution plan and promotion plans. Manufactures was not be managed in the same format. Then, the roasted swine career risk to loss. For the conserve roasted swine career, the master in business was created to solve the problem to generate revenue for the community, to be fully self – sufficient and to do anything with knowledge by the understanding of its ongoing business. The researcher led the result to transfer knowledge to the community about undertaking roasted swine products as a business model to be able to help themselves show as Fig 4.

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