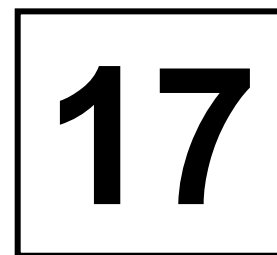


THE UPGRADE OF GRILLED SWINE COST FOR SUSTAINABLE DEVELOPMENT IN
SAMPHRAN DISTRICT, NAKHON PATHOM PROVINCE



Udomsak Kitthawee*

Wanpiti Thammasri*

Thitinat Sukonket*

Wilaiwan Chachikul*

Chamaree Kiangkarn*

Rattanaoporn Simat*

Weerachon Phuhinkong*

ABSTRACT

This research aims to explore and develop ways to promote income for grilled swine entrepreneur at Samphran District, Nakhon–Pathom Province in both directly and indirectly. The study employed a survey research, collecting data through questionnaire for grilled swine entrepreneurs, consumers, and all local governments. The result shows that all grilled swine manufacturers in Nakhon–Pathom province produce the product in house. Then all of manufacturers have been solve their problems by themselves. After that, some of them are success to solve their issues in career. Therefore, the survival must have good quality control by themselves. For the local governments, they ignore grilled swine although it is unique food in terms of taste and smell. With the promotion and development of convenient packaging should be the best to promote grilled swine. More is distributor and channels, more is benefit. The manufacturer may be own logo. The local government should promote grilled swine to accepted certificate standard such as ONE TAMBON ONE PRODUCT (OTOP).

Keywords: Grilled Swine, Marketing, Nakhon Pathom

* Faculty of Science and Technology, Suan Dusit University

INTRODUCTION

In 2014, pork production was estimated at 15.8 million pigs or 1,196 million tons while pork consumption reached to 1,176 million tons, which was equal to 17.9 kilograms per person per year (Swine Producers and Processors for Exporting Association, 2014). Meanwhile, more than 20,000 tons of pork and processed pork products or 3,805 million baht were allocated for exports, considered as 1.67 percent of the total production. Pork production was anticipated to increase consistently, particularly for domestic consumption. Nakhon Pathom, the country's second largest pork production province, had once experienced a pork oversupply in 2007. Consequently, the Farmer Assisting Measures and Policies Committee agreed to proceed with the pork market intervention, with a serious control over the entire piglet population expected to be processed into the grilled swine menu, in the same year. Regarding that fact, pig farmers in Nakhon Pathom were severely affected by the decreasing value of live pigs. To solve such problem, the local agriculture committee, in collaboration with the swine association and the swine cooperative in Nakhon Pathom, agreed to launch the 'Hong Kong-Style Grilled swine' festival, as part of the strategy to provide greater career opportunity and income for pig farmers and grilled swine entrepreneurs.

Kitthawee et. al. (2013) had conducted the study and assessment of Nakhon Pathom based grilled swine's quality and found some harmful germs in the product, but it was not difficult to prevent them from spreading around. As a result, Wankaew (2008) had studied the integration of food for competitive development in Sisaket province. The integration of food for competitive development unveiled the combination of various natural resources available in the local community, with reference to effective management plans developed by related parties. Taveechan (2008) had studied the variety of several products, considered as a strategic method of product development. It was understood that effective management plans could foster greater development of certain products. Taveechan (2008) also studied the guidelines in developing local sausage and processed meat products launched by local people of Ban Pon Palad in Sisaket's Phrai Bueng district. However, marketing factors influencing the purchase of such products remained relatively resilient.

OBJECTIVE

This research aims to elicit guidelines for marketing development involved in generating greater income for local entrepreneurs who run the grilled swine business in Nakhon Pathom's Samphran district, with both direct and indirect method.

METHODOLOGY

Target Market

In this research, target market consists of producers of grilled swine (8 entrepreneurs), heads of local organizations and officials of government organizations (target market is derived from certain groups of people living in Tha-Kham subdistrict, Samphran district, Nakhon Pathom province, THAILAND).

Research and Data Collection Method

Apart from observation and record keeping, this research relies mainly on the use of detailed documents, field samples, interviews and questionnaires

Research Procedure

The procedure of this research can be described as follows:

1. To understand problems and seek sufficient assistance for grilled swine manufacturers in Tha-Kham subdistrict, Samphran district, Nakhon Pathom offered by local government organizations. This process relies mainly on questionnaires and interviews consisting of general information of individual grilled swine manufacturers, problems of grilled swine manufacturing (8 entrepreneurs), customer satisfaction (50 samples), grilling tools, waste management and storage method.
2. To study the role of local government organizations in offering concrete support to the grilled swine business in Tha-Kham subdistrict, Samphran district, Nakhon Pathom aiming to drive economic progress for the grassroots level. Obviously, this process mainly requires the use of questionnaires (50 samples).
3. To explore the guidelines for fundamental economic development provided for the community. This process is exposed to the requirement of academic knowledge developed to offer to manufacturers of grilled swine in Tha-Kham subdistrict, Samphran district, Nakhon Pathom to ensure the development of mutual guidelines applied to strengthen the grilled swine business in the community.

RESULT AND DISCUSSIONS

The study on increasing the value of grilled swine for sustainable development in Samphran district, Nakhon Pathom province aims to elicit guidelines for marketing development involved in generating greater income for local entrepreneurs who run the grilled swine business in Nakhon Pathom's Samphran district, with both direct and indirect methods, as well as promote sustainable career opportunity for local residents described as follows:

Problems and Supports Required for Grilled swine Manufacturers

According to the research, questionnaires have been used to identify problems and supports required for grilled swine manufacturers in Tha-Kham subdistrict, Samphran district, Nakhon Pathom province.

It is generally found that a majority of manufacturers and entrepreneurs of grilled swine prefer a homemade-style of production even though many raw materials have been brought from outside sources. The net weight of a grilled swine varies from 11–15 kilograms, where the production cost has been allocated from individual household income. Manufacturers and entrepreneurs of grilled swine basically generate incomes of around 5,000–7,000 baht per day, in which 250–300 baht per kilogram is considered as selling price of the product. Obviously, homes and residences of manufacturers and entrepreneurs are considered as the marketplace of grilled swine and the peak selling period falls during the morning and the evening every day (Figure 1).



Figure 1 Grilled swine business in Tha-Kham sub-district, Samphran district, Nakhon Pathom province

Generally, a range of problems can be found in production cost, marketing and manufacturing knowledge. Production cost is directly affected by the fluctuation of piglet prices, but the selling prices of grilled swine cannot be increased according to the rising production cost. As a result, it is best to manufacture grilled swine at a certain amount expected to be sold out on a daily basis only. For distribution channel, quality and manufacturing knowledge of grilled swine, major problems arise from the lack of technological progress, such as the use of the Internet, required for greater marketing efficiency. Admittedly, manufacturers and entrepreneurs of grilled swine are incapable of applying proficient knowledge in improving the quality of grilled swine as almost all of them are determined to rely mainly on their local wisdom and knowledge inherited from their parents and previous generations.



Figure 2 Local consumption style of grilled swine

In general, consumer eat the grilled swine with rice and paste with sweet sauce in Figure 2. For customer satisfaction, a majority of grilled swine lovers are highly satisfied with its quality and taste. Regarding the average rates of the marketing mix including product, price, place and promotion, the satisfaction rates, from the maximum point of 5, are estimated at 4.05, 3.66, 3.64 and 3.32, respectively. A large number of consumers truly appreciate the freshness and hygienic packaging of grilled swine. At the same time, people are highly satisfied with justified selling prices of grilled swine as entrepreneurs have determined not to increase the prices unreasonably, particularly during the festive

seasons. The grilled swine eaters are also pleased with the distribution of the product even though place and time can vary in a day. However, consumers are moderately satisfied with the promotion as only ordinary services and public relations, for instance, make-to-order, home delivery and roadside advertising label, can be developed.

It is required to generate a relatively huge investment of around 5,000–10,000 baht in preparing tools and equipment required for the manufacturing of grilled swine. As the production of grilled swine, basically conducted in a house, requires the charcoal-grilling heat of 700–800 °C, the production area is unavoidably damaged by burned spots. Basically, grilled swine requires at least 3 hours in manufacturing and burned spots are something unavoidable (Figure 3). This is considered as one of the major reasons that hinder new entrepreneurs from entering into the business.



Figure 3 Grilled swine manufacturing

In fact, pig's hair is the only waste received from the grilled swine production. Pig's hair normally remains on the grilled skin and blood. To remove pig's hair, it requires the use of boiled water to scrape out the hair from its body. Admittedly, the waste cannot be reused or applied for any other edible benefit. Such waste, therefore, remains as a cause of environmental problem in the community.

Pig's hair cannot be disposed by burning as it is fire-retardant. However, there is no certain way in disposing the pig's hair, but let it decompose naturally. The waste of pig's hair received from grilled swine production is shown in Figure 4.



Figure 4 Waste of pig's hair received from grilled swine production

For the storage method, as grilled swine is freshly made, it cannot be kept for a long period of time as oily fat will easily cause rancid to the menu. Due to the limited production period of 2–3 hours and the tight selling time of 3–4 hours only, grilled swine is best to be consumed within a few hours after it is fully grilled or store it in the fridge. This is an inferior characteristic of grilled swine comparing to other low-fat food menus.

Roles and Responsibilities of Local Government Organizations towards Grilled swine Business

Local government organizations are fundamentally required to offer concrete support to the grilled swine business in Tha-Kham subdistrict, Samphran district, Nakhon Pathom province. However, their roles and responsibilities have still remained low. Manufacturers of grilled swine basically requires a range of assistance varying in budgeting, local economic development, sources of funding, cost reduction, marketing promotion and application of modern technology in order to increase business efficiency as well as ensure supreme quality for Nakhon Pathom-based grilled swine.

Guidelines for Product Promotion and Community Development

The manufacturing of grilled swine has become one of the most popular businesses in Tha-Kham subdistrict, Samphran district, Nakhon Pathom province. This unique business generates remarkable income for local residents, in which the recipe secret and cooking knowledge have been inherited from one generation to another. However, to ensure the success of this business, it requires effective marketing strategies and broader distribution channels.

The researchers have collected the data and information required for effective marketing strategies to serve as guidelines for product and distribution development.

Product

1. Develop and maintain the quality of grilled swine according to customer requirements as well as determine the standards required for each production process. This includes the selection of healthy piglets, grilling period and maintaining of freshness.

- 2 . Improve the aspect of selling product. It is widely understood that grilled swine made in Tha-Kham subdistrict, Samphran district, Nakhon Pathom is second-to-none, with its unique ingredients and recipe secrets.
- iii. Select the most appropriate packaging design that helps maintain the quality and freshness of grilled swine as well as increase attractiveness of the package to draw larger customers.

Price

1. Revise the pricing strategy from selling mainly in kilogram and unit to selling in grams or smaller amounts to offer a better choice for single or small-group eaters.
2. Seek easily accessible places of distribution with parking spaces that can perfectly facilitate tourists and local buyers at large.
3. Increase public relations channels via the Internet and other popular mobile applications.
- 4 . Partner with reputed restaurants to support group feast and out-of-home dining. Partnering with restaurants can guarantee a wider selection of food menus and reduce excessive production costs.

Promotion

1. Focus more on public relations via social media ensuring greater targeted groups of customers as well as reduce excessive production costs.
2. Promote the uniqueness of grilled swine made in Tha-Kham subdistrict, Samphran district, Nakhon Pathom province, with a telling story composed to describe the great quality of local food as well as the traditional lifestyle of people dwelling in the community.
3. Participate in local food exhibitions on a regular basis.
4. Use TV programs as further communication channels to promote local products to viewers at large.

CONCLUSION

According to the study, problems and difficulties occurred to the grilled swine business in Tha-Kham subdistrict, Samphran district, Nakhon Pathom province are required to be solved, with continuing assistance of local government organizations. In this research methodology, there are several problems such as low customer satisfaction, unstandardized grilling equipment, inferior waste management and short-standing storage occurred to the business. Admittedly, both manufacturers and consumers of grilled swine pork currently remain in small groups. They have to seek their own solutions in tackling problems and difficulties occurred to their daily operations. However, due to the limited number of producers and clients, demand and supply of grilled swine can be controlled and estimated easily. Despite the unique taste and quality, manufacturers and entrepreneurs of grilled swine in Tha-Kham subdistrict, Samphran district, Nakhon Pathom province never receive sufficient support from their local government agencies.

The researchers have collected data and information to be used as guidelines for sustainable development of the grilled swine business including great quality, attractive packaging, maximizing distribution channel, reliable delivery service and effective branding. Effective marketing strategies will convince customers to have greater recognition on grilled swine pork produced with differently unique styles of local manufacturers. In the meantime, local government

organizations are required to offer continuing support with certified community standards to outstanding entrepreneurs in the grilled swine industry.

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