

ABSTRACT

Research Title : Model Management Restaurant Business desirable in Salaya community, Budhamonthon , Nakornprathom Province

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This research aims to develop a model for the management of the restaurant business entrepreneurs in Salaya community, Budhamonthon , Nakornprathom Province. And to develop a model for managing the restaurant business to meet the needs of enterprises and consumers in Salaya community Budhamonthon, Nakhon Pathom Province. Mixed methodologies employed. This research is quantitative research and qualitative research. The samples The population living in Salaya community, Budhamonthon , Nakornprathom Province, 400 who received services at the restaurant. Questionnaires The statistics used in the analysis include. The percentage, mean, standard deviation. The results showed that those inquiries were mostly female, single, with a degree in bachelor degree. A career as a private company employees The average income of 5,000-10,000 baht per month.

The study shows that :

1. Development of the management of the restaurant business entrepreneurs in Salaya community, Budhamonthon, Nakornprathom Province. Most agree there should be a development model for managing the restaurant business.

2. Development of the management of the restaurant business entrepreneurs in Salaya community, Budhamonthon, Nakornprathom Province The overall level. The average value of 3.65 when considering the issue. In large and medium Sort by descending below the average. The price fixing Was good The average score was 3.78, the customer relationship management. Was good The average score was 3.76, the accounting system. Was good The mean score of 3.68 on the management front. Was good With an average of 3.64 in the marketing mix. Was good The mean score of 3.63 on the internal environment and the external environment. Was good The average score was 3.56, and inventory management. Is moderate With an average of 3.49

For qualitative research Using interviews depth to sample households restaurant business, which is located in Salaya, number 68, by the owner of the shop steward only by business owners gave their opinion that for the present. this competitive

restaurant business higher. The competition is mainly to reduce the price. The shop marketing strategies. Is to offer discounts to customers And Social Media strategy by opening channels to contact the store by using the ID-Line and Face book form for the business development of the restaurant business, restaurant owners have developed the restaurant business. This approach is both old and new business owners need to adjust strategies to gain market share. The result is a result, the operating results of the business and the sustainable development model, with the approach of the restaurant business.

Model Management Restaurant Business desirable in Salaya community, Budhamonthon, Nakornprathom Province. Find ways to manage the restaurant business. Can be used to benefit the community, businesses, restaurants in Salaya. Based on the management of the restaurant business is desirable.

Keywords : Model, management, restaurant business.