

Research Title : Raising the OTOP Products Packaging Standard to SMEs in
the Commercial Competition
Author : Miss Chananchida Yuktirat
Year : 2017

Abstract

The purpose of this research was to explore the local wisdom of Thong Muan and Kao Chae (rice in ice water), Tayang Community, Tayang Sub-district, Tayang District, Petchaburi Province. To explore life style and to find out the production process and its impact on the way of life of the local community using local wisdom to produce the Thong Muan and Chao Chae of the community of Tha Yang, on the day of the mill, the skilled and experienced producers began to decline, resulting in local wisdom of making Thong Muan and Chao Chae can be lost, including the popularity of people interested in making rice and corn curd down, resulting in the demand for bronze production down. The population and sample used in this study, the researcher defined the study area as the community product group by the single entrepreneurs and SMEs sample from the OTOP of 250 people using the opening Krejcie and Morgan's table (1970: 607-610), a sample of 152 people were sent. The researcher sent a total of 250 questionnaires and selected a complete and accurate version of the research protocol. The total of 160 people used to analyze this information. The study area selected for this study was a selective study area. The research instruments are divided into 3 parts, namely Part 1: Use Questionnaire, Part 2: Interview, Part 3: Experimental Development, Prototype, Packaging and Trademark. The researcher used the rating scale to determine the mean (\bar{x}) and standard deviation (S.D.). The results from the objective analysis were used as a guideline for inviting experts to the subgroup meetings and to summarize the findings from the meeting. The research found that.

The effectiveness of existing packaging is overall the mean was 2.09. The packaging design using materials the moisture content and air suitability were found to be 1.31, at the lowest level (1), followed by the presentation of the items that the competitors did not have an average of 1.38. Characteristic in letters or pictures has an average of 1.55, is low (3), and the product is dominant, is unique to the three

consumers. The product brand is easily recognizable with an average of 3.61, where the highest level should be encouraged to promote development.

Making the Thong Muan found that should be developed for sustainable business can be promoted to the Office of Small and Medium Enterprises (SMEs) systematically. The GMP standard is the food standard from the Ministry of Industry. The businesses stand quite well because they are trafficked by export and are kept for a long time and a lot of regular customers standing party. The highlight is trying to develop a modern product and taste is always delicious, strength is the cost is a lot, and coconut palm plantation is selling itself, the business is expanding. By expanding the larger shop-houses and requesting GMP standards by the Department of Industry, the goal is to expand the standard and expand the store to look more subsidized.

From making Chao Chae that makes it so successful today, is a local identity, delicious, do what you love, do good quality, honest should be developed for a sustainable business can be upgraded to the Office of Small and Medium Enterprises Promotion (SMEs) systematically should really be used. Now it's like upgrading because there are so many customers and being elevated, and now we're exploring how we can improve OTOP to SMEs and want a standardized house to stand. Nowadays, it is considered to be a good one because OTOP is very often but if it is very good at the festival. The business is standing at the present, is the mainstay of maintaining quality standards and always unique. The quality of rice kaleidoscope always think of new packages, and to the festivals, where the business is going from where it stands today to trying to go higher, where the goal is to export abroad, develop a unique style because Royal Khao Chae does not have only one person and want to have a standard house to go to the desired point with the development of new flavors to look strange, but the taste of Royal Khao Chae. The system of production and raw materials are hygienic and want the relevant agencies to help with the greenhouse online websites such as Facebook, as a way to increase distribution channels.