

**Research title** : Research Title: Management of Technology, Resources and Environment, of Community Business(OTOP) on the basis of Local Wisdom based on Sufficiency Economy  
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**Year** : 2017

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### **Abstract**

The purpose of this research was to study the process and method of producing soap and shampoo for herbs to create prototype and packaging design suitable for production management of OTOP community on the basis of sufficiency economy. The researcher divided the tool into 4 steps. In-depth interviews provide a guideline for interviews as set out for the purpose of the study, which includes issues in interviewing community history, procedures, techniques, and condition of shampoo production. The participant observation was also used to select the populations of preserved gooseberry producers from housekeeping group, Ban-Had Community, Ban-Lad District, and Petchaburi Province, Ban-Don-Yihom is the herbal shampoo manufacturer. The Don-Yihom community, Hnongjok Sub-district, Thanyang District, Petchaburi province group who has been granted a certificate of registration as The Don-Yihom community OTOP. The used samples used in the questionnaire are OTOP producers, community groups, SMEs of 290 sampling groups. The content is divided into 9 parts. (1) Study the impact on packaging development and branding, analyze the factors affecting the purchase decision of customers, the philosophy of sufficiency economy, information technology, environment and safety,(2) Existing packaging,(3) Use of community resources or local wisdom that is integral to the production, development, and construction of prototype,(4) Prototyping, designing and creating packaging and branding,(5) Data analysis as checklist,(6) Select frequency analysis method as percentage,(7) Ratio Scale,(8) Choose the mean and standard deviation of open data,(9) Choose the method of data analysis.

The research team has developed the design of soap mixer - herbal shampoo to develop soap products - herbal shampoo and collected information related to soap dispenser - herbal shampoo. The research tool was a sub-group meeting by analyzing the solutions to problems of management, design and production of packaging and branding to increase efficiency of OTOP production in the Petchaburi province.

By using sub-grouping method, it is presented to representatives of OTOP producers, manufacturers, experts, and stakeholders of 9 samples, which evaluate the suitability of packaging and branding, and defines the criteria for the interpretation of the rating scale (Rating Scale) to the average. The research found that.

The analysis of success factors in the development of OTOP operators found that most of the raw materials obtained from the community such as aloe vera, gooseberry, ginger, pea, apricot. There are people using the machine as a component by washing and then the herbs. Female workers alone, and in the extraction of herbs together, the machine will help to find that the capital sources now use capital themselves and another source of funding from additional franchises. Currently, more factories are being established.

The marketing has made a web site about herbal shampoo to sell points to people to know more. Success factors have been found to be sending herbal shampoo abroad in Europe. With industry-certified, innovative herbal shampoo is invented to balance the hair and scalp. The things that should be developed for a sustainable business can be elevated to the Office of Small and Medium Enterprises Promotion, where the small (SMEs) systematically found that the business management of herbal shampoo entrepreneurs from the OTOP community enterprises to increase and upgrade to small or medium enterprises as SMEs of Khun Kamolnant Srisawat. The concept of small businesses is now exploring some information on how to upgrade OTOP to SMEs, which now lacks information on this, and are not currently participating in the SMEs program. Nowadays, it is still not satisfied, which requires to develop more business, and finds out more about the product. This would try not to stay with the current standing business has found that the strength and strength of herbal shampoo is focused on the cleanliness, integrity of the product, everything must come out well and have a mixture of herbs, chemicals. Therefore, the product is the preferred of the common people where they are going from where you are today. The changing product styles to be suitable for the present age and to establish a learning center for herbs for the community, and villagers interested in training the herbs for the profession. The business will get to the point where you need to find sponsors and agencies to help get more stars.

The focus of new product development is on the development of the original product to expand the production process. The mean score was 3.99, at a high level. Marketing focus of new products was found that the importance or the evaluation of distribution channels, mean score 3.96, was at the high level. Lastly, the survey and target group of the market had an average score of 2.36, which was low. The level of innovation and technology of new product development is important to put technological concepts to the test with customers, which the average score was 3.50, very high. Finally, use the media or channels to promote using

technology. The mean score was 1.21, which was the lowest level. Analyze the factors affecting the purchase decisions of the customers. The beauty of packaging and logo, the mean score was 3.99, at a high level. Last sequence shape, shape and color of product, the mean score was 1.06, which was the lowest level. The price found the prices of products close to competitors have an average score of 2.72, at a moderate level. Last order is the price information of goods where the mean score was 2.19, which was low. The distribution was found that the location was clean and safe, with an average score of 4.37, at a high level. Finally, the use of information in distribution has an average score of 2.54, which is low. Marketing channels found that the discounts, giveaways and give the average score of 3.83, at a high level. Final order, booth and exhibition, the mean scores were 1.18, which was the lowest level.

The Sufficiency Economy Philosophy found that in overall the average score was 2.01, which was considered to be the highest in the community. Secondly, the community inherited the local wisdom with the average score of 3.99, at a high level. Finally, understanding the philosophy of sufficiency economy, the mean scores were 1.30, which was low.

On the information side, the product exhibitions had an average score of 2.16, and the last one. Survey design to collect customer requirements was 1.52, which was low. The technology, environment and work safety found. The light of work was rated at 4.39, a very high level. The last order of performance has a disruptive odor on the job. The mean score was 1.62, which was low.

The effectiveness of the existing packaging on the protection of the product was found at a moderate level. The average score was 2.63. When considering each item, it was found that contact with water, humidity or air, the average score is 2.78, moderate. Lastly, the product protects the product within the external impact has an average score of 2.35, which is low. The packaging as a whole, the mean score was 2.46. It was found that the products were packed in the right amount, with a mean score of 2.55, was moderate. Finally, the size of the portable, the mean score was 2.32, which was low. The ease of use of the product was found at a low level, with an average score of 2.32. The mean score was 2.47, at a low level. The last one was easy to open, with an average score of 2.19, which was low. The promotion of distribution was at a low level, with an average score of 2.37. When considering each item, it was found that using illustrations to help create interest in the product, the mean score was 2.52 at moderate level. . Finally, the packaging is beautiful, attractive to consumers when they see it. The mean scores were 2.26, which was low.

The use of community resources or local wisdom as a component in the production, in terms of raw materials and local labor, it was found that the overall average level was 3.02.

The mean score was 3.88, at a high level. Finally, using local biodiversity resources had an average score of 1.38, which was at the lowest level. As a whole, the mean score was 1.38. The knowledge transfer from the educational institutes or related organizations involved in the development of the applied production was 1.53, which was low. Finally, the number of times the knowledge transfer from the institution or the organization involved in the development. Production Request for Inspection, the mean score was 1.22, the lowest score. Eco-friendly production was found at a moderate level, with an average score of 2.70. 4.01, is on a very high level.

Lastly, there are reports or the record that reflects the environmental considerations and avoids the use of chemicals and environmental objects has an average score of 1.55, which is low. The optimal management of resources and energy was found at a low level, with an average score of 2.35. Indirect materials or power down without affecting product quality, such as: The use of reduced water to wash crops or agricultural produce. Due to the improved cleanup method, the plants or agricultural products are clean or of the same quality, with an average score of 2.81, at a moderate level, the last reuse of raw materials. Materials or equipment used to be processed by various methods for reuse, such as recycle of biodegradable material through composting process for use in agricultural areas. Or to remove the remaining rags from the product to develop new products, the average score of 1.59, which is low. The waste management process was at a low level, with an average score of 2.01. When considering each item, it was found that there was a waste and waste management process arising from the production process. Average score was 2.83, moderate. Secondly, the collection of waste and waste such as biogas, the average score was 1.19, the lowest level, respectively. The waste management was found that the overall score was low, with an average score of 2.01. When considering each item, it was found that the waste and waste management process from the production process had an average score of 2.83, at a moderate level. Secondly, the collection of waste and waste is utilized. For example, biogas has an average score of 1.19, the lowest level, respectively. Subgroup meeting in response to the suitability assessment form of the packaging and the first logo, it was found that the experts were at the appropriate level, with an average score of 3.97. At the appropriate level, the mean score was 3.55. The best fit was the average score of 3.977.