

Research Title : Style of Product Distribution of Plastic Woven Products Group at Baan Khumdin, Namsai Sub-District, Jaturapakpiman District, Roi Et Province.

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ABSTRACT

This research is a local research project with the objective of studying the context of the group of plastic woven product from Baan Khum Din, studying the problem of distribution of the group of plastic woven product from Baan Khum Din and to develop distribution channels of the group of plastic woven product from Baan Khum Din, Nam Sai Sub-district, Chatuphak Phiman District, Roi Et. The target groups were 30 people from woven basket product group of Baan Khum Din, and the tools used to collect data were in-depth interviews, group discussion, join the community, informal interviews and observations.

The research findings were as follows: 1) The context of the group of woven basket product line was as follows: The group of plastic products from Ban Khum Din with about 30 female members, ages between 21 and 60 were mostly farmers with experience in woven products from 1-3 years. The time of woven product was the period of absence from work or farming, where most members took the work to do at home but only a few were skilled, the products were produced in a small amount and not delicate. Most of products of the group were mainly baskets in small, medium, and big size with prices range from 50 - 200 baht (price of product = cost + labor not more than 15 Baht). The price depended on the size of the product which were not well known and would be sold to government agencies and interested parties. 2) The distribution problem of the group of plastic woven product from Baan Khum Din was found that 2.1) The group focused on selling the products in one way, namely selling the products to the customers directly. The customers were the government agencies and the general public who visited the booths of the Sub-district Administration Organization (TAO). 2.2) The group did not increase product distribution channels in other forms, such as wholesale, retail trade, manufacturing according to customer orders, consignment store or shopping mall. 2.3) The group

with no skills or knowledge to market, resulting to group could produce, but did not know who to sell. 2.4) The group with no public relation of the group products, such as public relation via the village voice on the line, publicized through Facebook application or public relations channels appropriate to the product of the group and 2.5) The group could produce products, but there were no major suppliers of the group, so the sales process of the group was not driven as it should. And 3) The patterns of distribution channel of the woven basket product Baan Khum Din were as follows 3.1) The group sold the products through the storefront, focusing on a unique storefront that could encourage consumers to buy their products. 3.2) The group increased product distribution channels in variety forms, such as wholesale, retail trade, and sales agents to increase distribution channels to consumers and 3.3) The group public relations through digital media using the 4.0 era, such as Line application and Facebook application to drive awareness and reach consumers more. The group of woven product of Baan Khum Din had been selling their products through Facebook application, the group had established a Facebook name. "Ban Krum Din Woven Products " in order to promote the group and products of the group to become more known to customers.

Keywords : Distribution Channels, Products of Plastic Line, Baan Khum Din Plastic Woven Product Group