

OTOP PRODUCT MANAGEMENT AT SNAMLUANG 2, BANGKOK: FROM POLICY TO IMPLEMENTATION DIMENSION

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Abstract- OTO product is an outstanding product from each village that has been supported by the local community and local government. The purposes of this research were to investigate the context of people who were involved in OTO products, to study factors influencing the effectiveness of OTO policy to implementation, and to study the problems and obstacles of implementation and the management of OTO products. This was a qualitative research which used an in-depth interview to elicit the in-sight information. The benefit of this research included the ways to increase value added into OTO product and management, to understand the problems and obstacles and suggest different ways to implement policy effectively and efficiently.

Keywords- Polity Dimension, Implementation Dimension, Product Management, OTO

I. INTRODUCTION

OTO is the acronym stands for One Tumbon (Town) One Product. This is the Thai government policy to promote the local products to sell in both domestic market and world market. By the help of the government in terms of information, market, management, and exportation, the product which is a unique product of each town based on local wisdom of each town and will be able to develop and sell in the large quantity which will create local jobs and local income distribution. This idea help to create strong community and independent community. As long as the local community can create their own jobs and have local income, there is no need to migrant to Bangkok to find the jobs. Moreover, the project provide the learning center of knowledge in terms of quality, marketing, management, and technology and so forth.

The development of OTO product was under the four strategies. First, it is the marketing and sales promotion which has the focus on e-commerce in order to match with the current market demand and capital market. The ability to respond to market demand by using the internet is cheap and effective or community and small entrepreneurs. Second, it is the focus on the quality. High quality may increase the cost in the short run but it will gain high satisfaction from customers and gain the market share in the long run. Third, it is the development of network of buying and selling. This network can help to bring buyers and sellers to meet each other and negotiate without the middleman. Fourth, it is about research and development. This is to help the OTO community to have better information to make a good decision of buying raw material and selling products with proper prices.

The research is often done by local university with the funding support from the local government. There

are three research questions. How to bring the OTO products from local place to sell in Snamlaung2 Park? What are factors of influence to implement the policy? What are problems and obstacles in implementing the policy?

II. RESEARCH METHODOLOGY

The government has a policy to promote the local product and to promote the local jobs as well as income distribution from the buying and selling of OTO products.

In fact, OTO product is an outstanding product from each village that has been created by using local wisdom and supported by the local community and local government. The main purposes of this research were to investigate the context of people who were involved in OTO products, to investigate factors influencing the effectiveness of OTO policy to implementation, and to study the problems and obstacles of implementation and the management of OTO products.

This research questions can be answer by the focus group and by an in-depth interview. This was a qualitative research which used an in-depth interview to elicit the in-sight information. The problems and obstacles of the OTO products was concluded by the analysis of many past research and past interviews as well as the interview from many local government officials, local entrepreneurs, and local chief an elder of the community.

The benefit of this research included the ways to increase value added into OTO product and management, to understand the problems and obstacles and suggest different ways to implement policy effectively and efficiently.

III. RESULTS AND DISCUSSION



From the findings, the information revealed that in order to make certain of the success of OTOP products, the local community must understand the process of drawing the customers to get their attention, desire, conviction, action, and satisfaction of buying the products. To be a loyal customers, the customers need to show their repeatedly buying the products again and again and willing to recommend other customers to buy the same products.



From the findings, it can be concluded that the success of the sales volume of OTOP products, number of customers, and level of customers' satisfaction all depend on four variables which are clear target policy, readiness of resources, knowledge and cooperation and management and marketing technique.

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