A development of sustainable and successful business model for Thai local products: The mixed crispy rice noodle, Phra Na Khon Sri Ayutthaya Province

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Abstract. The aims of this research are: 1) the community business of the mixed crispy rice noodle, 2) the opinions and satisfaction of Thai and foreign consumers on the mixed crispy rice noodle and 3) enhancing the performance of enterprises. This is a Participatory Action Research (PAR) using qualitative and quantitative data. The findings are: 1) Community Group choose online business because it is a new way of distributing the community products. This product should be worldwide to the consumers and the guideline for community business development. For the online business, it is possible to sell the products and can create value added marketing which it feel like a snack products, worth, and image of Thai local product. 2) For the product and taste of this product are the colours more beautiful and delicious. 3) Satisfaction Assessment is satisfied with the development of sustainable and successful business model for Thai local products: a case study of the mixed crispy rice noodle is the upper level. 4) Enhancing the performance of enterprises are the policy of the public sector about the civil state, the trend in consumption of goods made from natural materials and to support from the public sector that they will provide relevant agencies, cognition in product development, model, and packaging including the promotion and open the market for the mixed crispy rice noodle of community group to improve the performance of the enterprises.

1 Introduction

Local wisdom can create valuable products. There are many benefits to bringing knowledge to local people and to create economic benefits. Creating Economic value creation for local wisdom or transforming local wisdom into economic value by technology. Sufficiency economy is a self-reliant local community with knowledge from local wisdom. Under management in addition, the promotion of self-reliant capability by the public sector, such as regional products, featured products, and One Tambon One Product (OTOP)

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The key is the successful implementation of transforming local wisdom in the economics of local Thai people in the way of self-sufficiency or sufficiency economy. Always visible is a failure of marketing or the ability to create markets. The value of local wisdom developed and produced to produce economic value continuously.

Marketing issues are a major issue and challenge for development of Small and medium entrepreneurs (SME). The business has come up seriously to succeed or to grow stronger. That reflected is "can do but cannot sell" or "I do not know who to sell". There are only marketing channels for villagers to follow the temple and annual festival. It is traded only among the villagers including gift and souvenirs at One Tambon One Product Center.

Thai desserts in Ayutthaya named old and delicious is a genuine Thai recipe. The first survey of the research team found that. The Mixed crispy rice noodle of Baan Tha Wat have 15 producer groups in the community and the representatives of the manufacturers have been marketing their products, but there are still problems with the distribution of products, community products, and leadership. Product of Thailand In addition, the value added of the products was not successful. The leaders and villagers do not know how to do the market and Who's selling ?

The researcher recognizes the need for the local wisdom of the community to define "Business model" and learn. In order to transform the local wisdom into economic self-sufficiency under the sufficiency economy philosophy, it can be sustainable self-sufficiency. How to create a business model? For guideline the development of local wisdom products to expand and increase the family, community, and nation.

2 Research Objectives

- To study the community business of the mixed crispy rice noodle, Baan Tha Wat, Ko Kong District, Phra Na Khon Sri Ayutthaya Province.
- To study the opinion and satisfaction of Thai and foreign consumers towards the products of Baan Tha Wat, Ko Kong District, Phra Na Khon Sri Ayutthaya Province.
- To enhance the mixed crispy rice noodle the mixed crispy rice noodle's the entrepreneur of Baan Tha Wat, Koh Kong District, Phra Na khon Sri Ayutthaya Province.

3 Literature Review

3.1 Sufficiency Economy Theories of His Majesty King Bhumibol Adulyadej

Sufficiency Economy Philosophy is as follows: 1) apply timely, timely and timeless, that is to say, since the pre-1997 crisis and can be used as a guideline. Developed to step out of crisis and the development of the situation has changed dramatically; 2) Dynamic is the view that the situation in the world is changing all the time because of the connectivity of the various factors; 3) Focus on both short and long term for security and sustainability of development in such dimensions as natural, social and economic. (1) Sufficiency means tolerance, tolerance, including the need for a good immune system to have any impact on internal and external changes. (2) Moderation means moderation, not too little, in various dimensions of action, such as production and consumption in moderation to lead to balance and readiness for change. (3) Reasonableness means the decision about the level of moderation in dimensions must be rational by considering factors and related information as well as the expected results from such actions carefully. (4) Self-immunity means being prepared for the consequences from various changes. The philosophy of sufficiency economy and the application of this philosophy can be used as a guideline for developing a sustainable business model with a community business or community product. Use

moderation and reason. As well as having a good immune system is prudent in spreading the risk. And most importantly, are honest in doing business. [1-3]

3.2 SWOT Analysis

Developing organization into new ones in the future which it should have the Strategic planning requires a clear mapping process because organizations use their work strategy to achieve their objectives. The strategy of each organization is determined by the nature and nature of the organization. The organization determines the strategy must know the status or condition of the organization before the strategic plan. Therefore the good strategy plan is to achieve the objectives of the organization or to win half. There must also be a defined process. The right strategy for self the methods and techniques for analyzing the organization's condition and strategic planning processes are several. SWOT analysis process that is widely known and used.[4]

SWOT analysis consists of evaluating a firm’s internal strengths and weaknesses and its external opportunities and threats, as shown in table 1[5]

Table 1. SWOT Analysis

Potential Internal Strengths	Potential Internal Weaknesses
<div><div>-Core competences in key areas</div><div>-Well thought of by buyers</div><div>-An acknowledged market leader</div><div>-Cost advantages</div><div>-Better advertising campaigns</div><div>-Product innovation skills</div><div>-Proven management</div><div>-Better manufacturing capability</div><div>-Superior technological skills</div><div>-Other</div></div>	<div><div>-Lack of managerial depth and talent</div><div>-Missing some key skills or competences</div><div>-Poor track record in implementing strategy</div><div>-Falling behind in R&D</div><div>-Too narrow a product line</div><div>-Weak market image and distribution network</div><div>-Other</div></div>
Potential External Opportunities	Potential External Threats
<div><div>-Serve additional customer groups</div><div>-Enter new markets or segments</div><div>-Expand product line to meet broader range of customer needs</div><div>-Diversify into related products</div><div>-Faster market growth</div><div>-Falling trade barriers in attractive foreign markets</div><div>-Other</div></div>	<div><div>-Entry of lower-cost foreign competitors</div><div>-Rising sales of substitute products</div><div>-Slower market growth</div><div>-Adverse shifts in foreign exchange rates and trade policies</div><div>-Growing bargaining power of customers or suppliers</div><div>-Changing buyer needs and tastes</div><div>-Other</div></div>

3.3 Integrated Marketing Communication Theory

Integrated Marketing Communication Theory is the use of collaborative marketing communications tools to create powerful communication effects or a mix of marketing communication tools. Well together to implement marketing promotion,[6] the goal of

unified marketing communication is to target the target audience by Brand Communication For target consumers to know the product. This will lead to familiarity and confidence in one of the brands in the end. Key features of integrated marketing communications include: 1) long-term and continuous process; 2) motivational communication; this requires the use of a variety of media. The importance of motivational communication is not to create awareness. Accept and have memories only. But the goal is for consumers to behave as we want. This is due to the change in the mental network of consumers. 3) The goal of integrated marketing communications. That will focus on the desired behavior. It is aimed at creating behaviors that are not just creating attitudes or perceptions. But to consider brand communication as well, and 4) Focus on all brand communication methods. Comprehensive marketing communication tools consist of: 1) Advertising is information communication for the purpose of informing the news motivation and remembrance of goods. 2) Public relations. It is the communication of the organization with the different groups that affect the success of the organization. 3) Direct marketing. Is a reaction system Action of marketing Use one or more media to provide measurable response.[7] 4) Sales promotion. It is a short-term tool for buying or selling a product. The aim is to achieve immediate sales. 5) Sales by sales staff. It is a form of communication from the messenger to the direct recipient. 6) Event marketing Organize special events such as contest, competition, launch of new products, etc. These activities help create interest for consumers or the mass media to attract consumers to the point of purchase. 7) Seminar seminars are another tool for brand communication. 8) Exhibition. It is a communication tool that gives a direct understanding and direct response. [8-9]

The concept of integrated marketing communication (IMC) are the coordination of promotional efforts for maximum informational and persuasive impact on customers. Sending consistent messages to customers is a major goal of integrated marketing communications. As both information technology and customer interests become increasingly dynamic, the specific communication vehicles employed and the precision with which they are used are changing. The four possible elements: 1) Advertising is a paid non-personal communication about an organization and its products transmitted to a target audience through mass media, including television, radio, the Internet, newspapers etc. 2) Personal Selling is a paid personal communication that seeks to inform customers and persuade them to purchase products in an exchange situation. 3) Public Relations are a broad set of communication efforts used to create and maintain favorable relationship between an organization and its stakeholders such as annual reports, brochures, and event sponsorship etc. 4) Sale Promotion are an activity or material that acts as a direct inducement, offering added value or incentive for the product, to resellers, salespeople, or consumers, including free samples, games, rebates, displays, sweepstakes, contests, premiums, and coupons.[10]

3.4 Conceptual Framework

4 Research Methodologies

This research is Participatory Action Research (PAR). This research is using qualitative and quantitative techniques. The steps of the research following: 1) Contextual study and discussion group discussion and interview. 2) SWOT analysis. 3) Training to educate the community. 4) Survey of Thai and foreigners' opinions on the mixed crispy rice noodle. 5) Create engagement between researcher and community. 6) Publish appropriate business models by providing training to educators in the research community.

5 Discussions

Satisfaction found Baan Tha Wat Community is satisfied with the development of a community-based business model that creates sustainable success for local wisdom products. A case study of the mixed crispy rice noodle in the upper level because there is a possibility to sell products and to create added value to the market which it feel like a snack product, valuable, and presents the image of Thai local product. From Thailand in the past that it have influence the distribution channel online and profit from the distribution

Appearance found the community group is satisfied with the development of business models that create sustainable success for local wisdom products. A case study of the mixed crispy rice noodle in the upper level that is consistent with research by Rungnapa-ToUdom [11]. 1) Leadership factors. Most entrepreneurs have a vision that aims to grow. Ability to work creativity Have the ability to make decisions the technology is used in the business and honest in the business. 2) Management factors. Most entrepreneurs are proficient in agribusiness. Have a long trade experience. It is planned to operate to suit the season, financial planning, and distribution 3) Personnel Factors Procurement of personnel to work in the area. 4) Government policy in industrial promotion. Most medium-sized

entrepreneurs will receive government support 3R (Reduce, Reuse, and Recycle). It is noted that the establishment of the production of products must have quality control. Make products safe for consumers. Do not destroy the environment

The most common problems and threats are working capital management. Second is competition in the same business, including labor problems and warehouse issues. For customer satisfaction with the entrepreneurs is focused on the quality of the product and services that entrepreneurs provide to customers. Products are cheap. The location is convenient to travel. Marketing promotion of entrepreneurs will affect the purchase decision.

Promotion found the community group is satisfied with the development of community business model. In terms of the price appropriate to the product advertised as consumer awareness, in line with Anders Kolstad [12] research, it is found that: 1) sustainability should be treated as built-in rather than bolt-on initiatives. Sustainability initiatives in place of case studies are included in the core business model, which means it is connected to daily operations. The benefits of integration are related to products, infrastructure, customers, and finances. 2) Business case models are strongly influenced by the sustainability challenges associated with business and industry.

Advantages of sustainability are increased reputation, increased trust from stakeholders and investors, competitive advantage, reducing potential conflicts, affecting staff and positive recruitment. The problem is to be careful as well. Time is a challenge for leaders in the matter of decision. For example, core businesses may be expensive in short term view. And for global businesses, sustainability must be designed to fit different cultures and laws. It is important to consider sustainability as a challenge in itself, since it is difficult to balance the social, environmental, and economic well-being.

6 Conclusions

The finding are: 1) Baan Tha Wat Community Group, Phra Na Khon Sri Ayutthaya Province choose online business because it is a new way of distributing the community products. This product should be worldwide to the consumers and the guideline for community business development. For the online business, it is possible to sell the products and can create value added marketing which it feel like a snack products, worth, and image of Thai local product. From Thailand in the past that it have influence the distribution channel online and profit which it would make the worth for souvenirs. 2) For the product and taste of this product are the colours more beautiful and delicious. 3) Satisfaction Assessment is satisfied with the development of sustainable and successful business model for Thai local products. A case study of the mixed crispy rice noodle in the upper level because there is a possibility to sell products and to create added value to the market which it feel like a snack product, valuable, and presents the image of Thai local product. From Thailand in the past that it have influence the distribution channel online and profit from the distribution. 4) Enhancing the performance of enterprises are the policy of the public sector about the civil state, the trend in consumption of goods made from natural materials and to support form the public sector that they will provide relevant agencies, cognition in product development, model, and packaging including the promotion and open the market for the mixed crispy rice noodle of community group to improve the performance of the enterprises.

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