

ABSTRACT

TITLE : STRATEGIES IN IMPROVING THE BUSINESS VOLUME OF GRILLED CHICKEN ENTREPRENEURS AT BAN KAEN, KHAM KHUEAN KAO DISTRICT, YASOTHON PROVINCE

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The purposes of the research were 1) to study the general business environment of grilled chicken entrepreneurs at Ban Kaen, Kham Khuean Kao District, Yasothon Province, 2) to create strategies for increasing business volume for grilled chicken entrepreneurs at Ban Kaen, Kham Khuean Kao District, Yasothon Province, and 3) to assess strategies in developing the business efficiency of grilled chicken entrepreneurs at Ban Kaen, Kham Khuean Kao District, Yasothon Province. This research was carried out using a mixed-method. The results can be summarized according to the research methodology as follows: 1) The general business environment consists of aspects of the customers, entrepreneurs, and the nature of the store. Data were collected from a group of 12 entrepreneurs in total and the key informants were selected using purposive sampling. The research instruments were an interview form and an in-depth interview method was used. The results showed that most of the customers who came for service were from outside the area. Most of the entrepreneurs operate in the form of a family business and most of the shops' features were constructed for temporary use. 2) For creating strategies for improving business volume, the researcher analyzed the common business environment and created strategies using SWOT and TOWS Matrix instruments. The results showed that there were 2 main strategies and sub-strategies as follows: 2.1) A differentiation strategy consisted of sub-strategies including a product brand retention strategy, strategies for organizing public relations activities to promote sales over time, a landscaping modification strategy, and a strategy for creating a Ban Kaen Grilled Chicken check-in point. 2.2) A low-cost strategy consisted of a sub-strategy consisting of developing entrepreneur networks. 3) The assessment of strategies in increasing business volume was conducted by 3 experts using a strategy assessment form. The assessment results showed that the differentiation strategy was most

appropriate and potential and value were at a high level. The low-cost strategy was most appropriate at a high level of potential and value.

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