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13.	<b>Examination Of Service Quality Performance In The Social Insurance Service Business- A Case Study Of Suansunandharajabhat University, Bangkok, Thailand</b>	<b>44-47</b>
	➤ <i>Ganratchakan Ninlawan, Sudapornarundee</i>	
14.	<b>Study On Design A Vacutainer Needles Disposal Device</b>	<b>48-50</b>
	➤ <i>Palang Wongtanasuporn, Raja Ahmad Azmeer Raja Effendi, Rosjana Chanthasa</i>	
15.	<b>Effect Of Aquaerobic Exercise On Body Weightof The Overweight During Menopause</b>	<b>51-53</b>
	➤ <i>Wadee Pramkratok</i>	
16.	<b>The Study Of Exercise Behavior Of Suan Sunandha Rajabhat University</b>	<b>54-56</b>
	➤ <i>Jarosporn Pussakham</i>	
17.	<b>The Effect Of Combined Exercise And Meditation On Physical Fitness And Autonomic Nervous System</b>	<b>57-59</b>
	➤ <i>Thanadej Posri</i>	
18.	<b>Thai Wisdom Regarding Herbal Medication In Prevention, Care And Rehabilitation In Muay Thai (Thai Boxing) Fighter’s Physical Body</b>	<b>60-63</b>
	➤ <i>Vichit Suvonnopast</i>	
19.	<b>The Study Of 21st Century Classroom Requirement To Accomodate With Design Lighting In State Classroom With “RELUX”</b>	<b>64-67</b>
	➤ <i>Jitravadee Roongin Kunkar, Piti Anontapant, Pongpol Jaithiang</i>	
20.	<b>Development Of Printing Ink Made From Corn Flour And Coffee Powder For Screen Printed On Paper</b>	<b>68-71</b>
	➤ <i>Weera Chotithammaporn</i>	
21.	<b>Quality Analysis On Vegetable Oil-Based Offset Printing Ink</b>	<b>72-74</b>
	➤ <i>Krairop Charoensopa</i>	
22.	<b>Study Of Professional Need For Printing Technician Personnel As Required By Business Organizations In Bangkok Thailand</b>	<b>75-78</b>
	➤ <i>Wat Ploysri</i>	
<b>23.</b>	<b>Problems Within Printing Business Operations In Thailand</b>	<b>79-81</b>
	➤ <i>Apinya Mungaomklang</i>	
24.	<b>Development Competency-Based Training Course In Paper Packaging Design For Designer In Bangkok, Thailand</b>	<b>82-84</b>
	➤ <i>Suppawan Pankohlerng</i>	

# PROBLEMS WITHIN PRINTING BUSINESS OPERATIONS IN THAILAND

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**Abstract** - The study was aimed to comprehend the problems within the printing business operations in Thailand from various aspects including personnel problems, marketing side, monetary perspective, and manufacturing outlook. The research population embraced entrepreneurs who ran printing factories in Sinsakorn Industrial Park. Check-list questionnaires with rating scales was employed and the obtained results were analyzed through percentage, mean, and standard deviation (SD).

The finding showed that most issue stemmed from personnel problem. The most severe problem was the lack of knowledge and capability among staff, the mean showed 4.83. In terms of marketing aspect, market competitiveness was the most intimidating factor, the mean was at 4.69. With regard to monetary point of view, the cash flow limitation within the factory was somewhat moderate, the mean was at 3.48. Similarly, manufacturing problem was viewed as a moderate problem concerning the lack of state-of-the-art tools and equipment, the mean was at 3.40.

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**Keywords** - problem, business, printing business operations.

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## I. INTRODUCTION

A printing business comprised manufacturing operations and service operations together. Therefore, relevant factors for fruitful production and good customer service were to be brought into account. In order to be able to compete in the market and to achieve in the business goals including growth, high profit, and export expansion to other countries, ultra-efficient business management planning in personnel, machinery, tool and equipment were required.

At present, there were still pertinent issues found in the printing business operations, and they impacted to earnings, and growth of the company. Apart from capital that an entrepreneur needed to have from the beginning, other parts were also necessary to thrive and survive as well as to bring success to the business over a long terms. Those parts were internal problems that an entrepreneur needed to look into closely. The lack of personnel capability and knowledge in business management (Krairoop Charoensopa and Weera Chotithammaporn, 2012: 55) was one critical problem. Concerning a marketing problem, it showed entrepreneurs were still lack of marketing experience and knowledge. In terms of funding, there was insufficient cashflow that would allow the investment in state-of-the-art machines and good accounting. Lastly, manufacturing problem came from manufacturing cost control that was done without raw material control plan.

All those mentioned issues were very relevant and unavoidable to entrepreneurs on a daily basis, and required unceasing effort to fix in order to thrive and survive in the business while fulfilling the customers' need along with reducing manufacturing cost for better profit.

WichaiPayakkaso, the President of Thailand Association for printing technology promotion pointed out 4 major problems in a printing industry challenges in printing industry structure, problems in management, human resource issues, and obstacles in developing collaboration among private sectors.

RangsimaManopanasirir mentioned about 5 critical problems in printing industries which were manufacturing problem, raw material cost problem, outdated printing technology problem, personnel problem, and marketing problem.

Hence, the researcher was keen to look into those mentioned problems from the printing factories located in Sinsakorn Industrial Park. Nevertheless, there were 4 main aspects that this study was focused on to see the severity level on each of them personnel problem, manufacturing problem, monetary problem, and marketing problem.

## II. RESEARCH OBJECTIVES

To explore problems in operating a printing business in Thailand from various angles including marketing, funding, and manufacturing.

## III. RESEARCH EXECUTIONS

The population in this study were those entrepreneurs who ran printing facilities in Sinsakorn Industrial park. The research tool was a questionnaire which contained multiple choice answers and 5 rating scales – extremely high (5), high (4), moderate (3), low (2), and extremely low (1) (KallayaWanichpanya, 2006: 74). The researcher collected data using the

mentioned type of questionnaire and distributing it to the entrepreneurs in the industrial park. Then he assessed the answered questionnaire to generate statistical analysis via percentage, mean and S.D.

#### IV. RESEARCH RESULTS

The findings pointed out that the most common problem found in printing operations in Sinsakorn Industrial park was personnel problem, the mean was at 4.53. The lack of knowledge and competency among the staff was the most critical with the mean of 4.45, and followed by the lack of printing knowledge among entrepreneurs with the mean of 4.53.

Secondly, marketing problem was a runner-up with the mean of 4.16. The intense competitiveness in the market was a major issue, with the mean of 4.69. The lack of marketing staff, marketing plan, and unique selling point of the products were at the mean of 4.37, 4.10, and 3.51 respectively.

In terms of monetary aspects, all in all, the problem was moderate with the mean of 2.74. The limitation of the in-house cashflow was at the mean of 3.48. The lack of financing knowledge among entrepreneurs, too much credit terms to customers, and the lack of liquidity were at the means of 3.09, 2.29, and 2.10 in order.

Concerning manufacturing problem, in summary it was also moderate with the mean of 2.70. The lack of state-of-the-art equipment was at the mean of 3.40. The deficiency of production control, production planning, and raw material usage control were at the mean of 3.00, 2.26, and 2.14 respectively.

**Table 1 showed mean and SD of the printing business problem in terms of personnel aspect.**

Problem in printing operations	$\bar{X}$	S.D	Rating scale
1.Lack of capable and knowledgeable staff	4.83	0.8	Extremely high
2. Lack of skilled printer	4.47	1.0	High
3. Lack of disciplined and ethical staff	4.45	0.4	High
4. Lack of printing knowledge in entrepreneurs	4.39	0.5	High
Total	4.53	0.9	Extremely high

**Table 2 showed mean and SD of the printing business problem in terms of marketing perspective.**

Problem in printing operations	$\bar{X}$	S.D	Rating scale
1. High competitiveness in the market	4.69	0.5	Extremely high
2. Lack of marketing staff	4.37	0.4	High
3. Lack of marketing plan	4.10	0.6	High
4. Lack of unique selling point of the product.	3.51	0.7	High
Total	4.16	0.6	High

**Table 3 showed mean and SD of the printing business problem in terms of monetary issue.**

Problem in printing operations	$\bar{X}$	S.D	Rating scale
1. Lack of cash flow management within a factory	3.48	0.5	Moderate
2. Lack of accounting knowledge in an entrepreneur	3.09	0.9	Moderate
3. Too much credit terms to customers	2.29	0.6	Low
4. Lack of liquidity	2.10	1.1	Low
Total	2.74	0.6	Moderate

**Table 4 showed mean and S.D of the printing business problem in terms of manufacturing point of view**

Problem in printing operations	$\bar{X}$	S.D	Rating scale
1. Lack of production control	3.00	0.4	Moderate
2. Lack of cutting-edge equipment	3.40	0.9	Moderate
3. Lack of production planning	2.26	0.5	Low
4. Lack of raw material usage control	2.14	0.3	Low
Total	2.70	0.4	Moderate

#### CONCLUSIONS AND DISCUSSIONS

From the above findings, it was summarized as follows;

A major problem in printing industries for the factories located in Sinsakorn Industrial park was related to personnel problem. The most crucial issue found in it was the unavailability of competent and knowledgeable personnels. The marketing problem was also high due to high level of competitiveness in the market. Concerning monetary issue, the problem was somewhat moderate owing to the limitation of in-house cashflow. Lastly, the manufacturing problem was rather moderate because of the deficiency of cutting-edge equipment. All these findings were inline with those from the former research regarding the problems that entrepreneurs in printing industries in SamutSongkram province are facing (KrairoopCharoensopa and WeeraChotithammaporn, 2012: 55). According to this previous study, there was low level of manufacturing problem, and monetary problem as well as marketing problem. In terms of personnel problem, it was relatively moderate, so was the raw material problem. On the other hand, the overall problem in managing printing business operations was highly severe. All these were aligned with the another study conducted by Wanchai Sirichana et al. It was illustrated that a small-size printing factory usually faced difficulties in monitoring each work process and in bearing with the use of outdated machines. In contrast, a medium-size printing facility had difficulties in insufficient production manpower.

## SUGGESTIONS

### 6.1 Suggestion in bringing this research into use

The study should be conducted in printing industries situated in other Industrial parks.

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