

Economic Study Analysis

*Umbrella Making Center 1978 Co.,
Ltd.*

Chiang Mai, Thailand



Value added

- First time, villagers decorated umbrellas by using bark, late rite and carbon, mixing with resin then they get 2 colors, red and black.
- Nowadays they add more value with painting on umbrellas that make umbrellas more beautiful and attractive.



Trade Balance

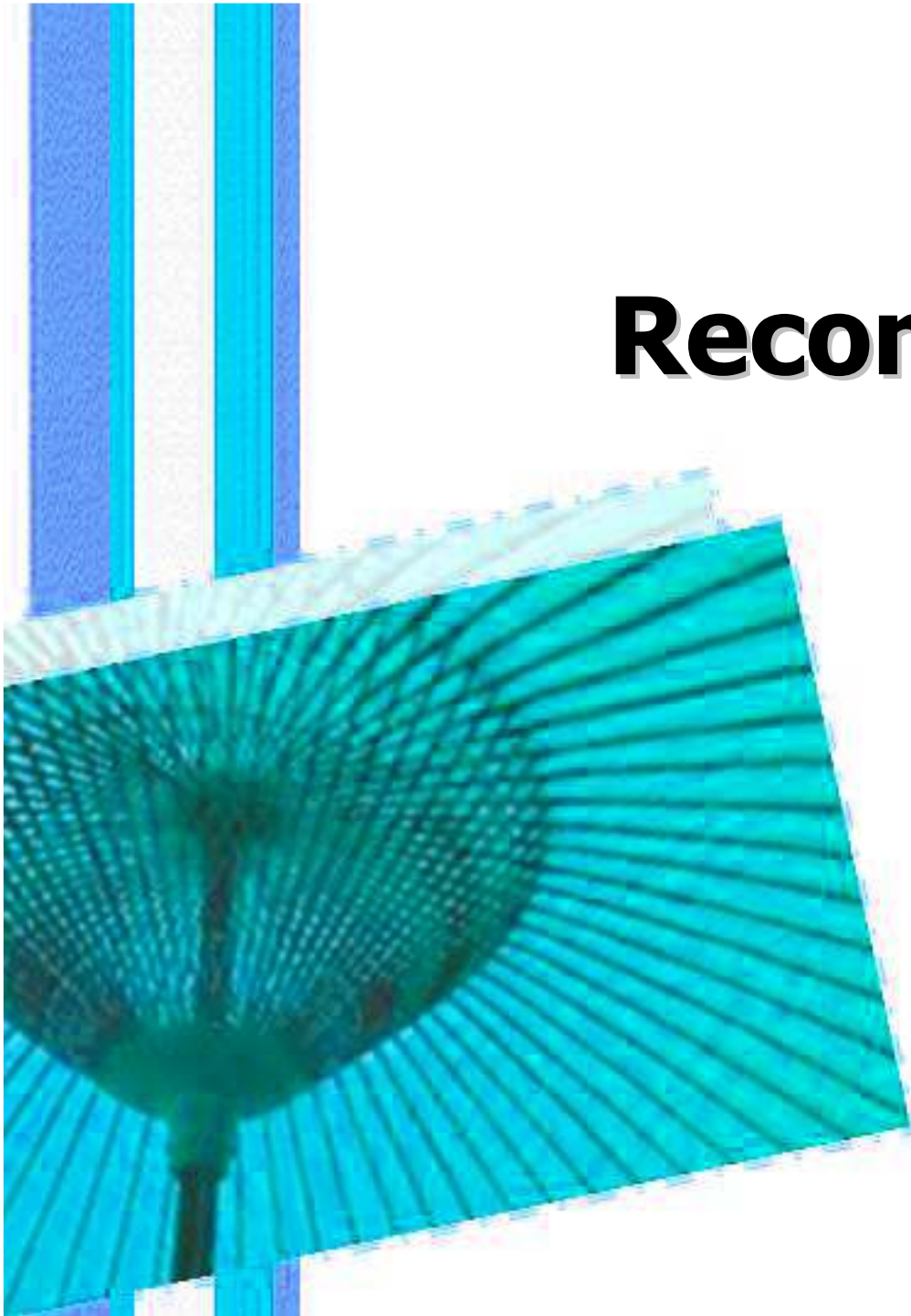
- The export value of paper umbrellas is quite low as compared with other handicraft products.
- Export value of paper umbrellas has no significant effect on trade balance of the country.
- Exporting value of paper umbrellas has a significant impact on community income and local employment as well. [Table](#)

Employment

- Making umbrellas requires a lot of materials and there are other villagers that make components and supply them to the company.
- Generate employment.



Recommendations





Recommendations

- The company should consider more about domestic market.
- The company should publicize the profitable and interesting of products to increase demand for domestic market