

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

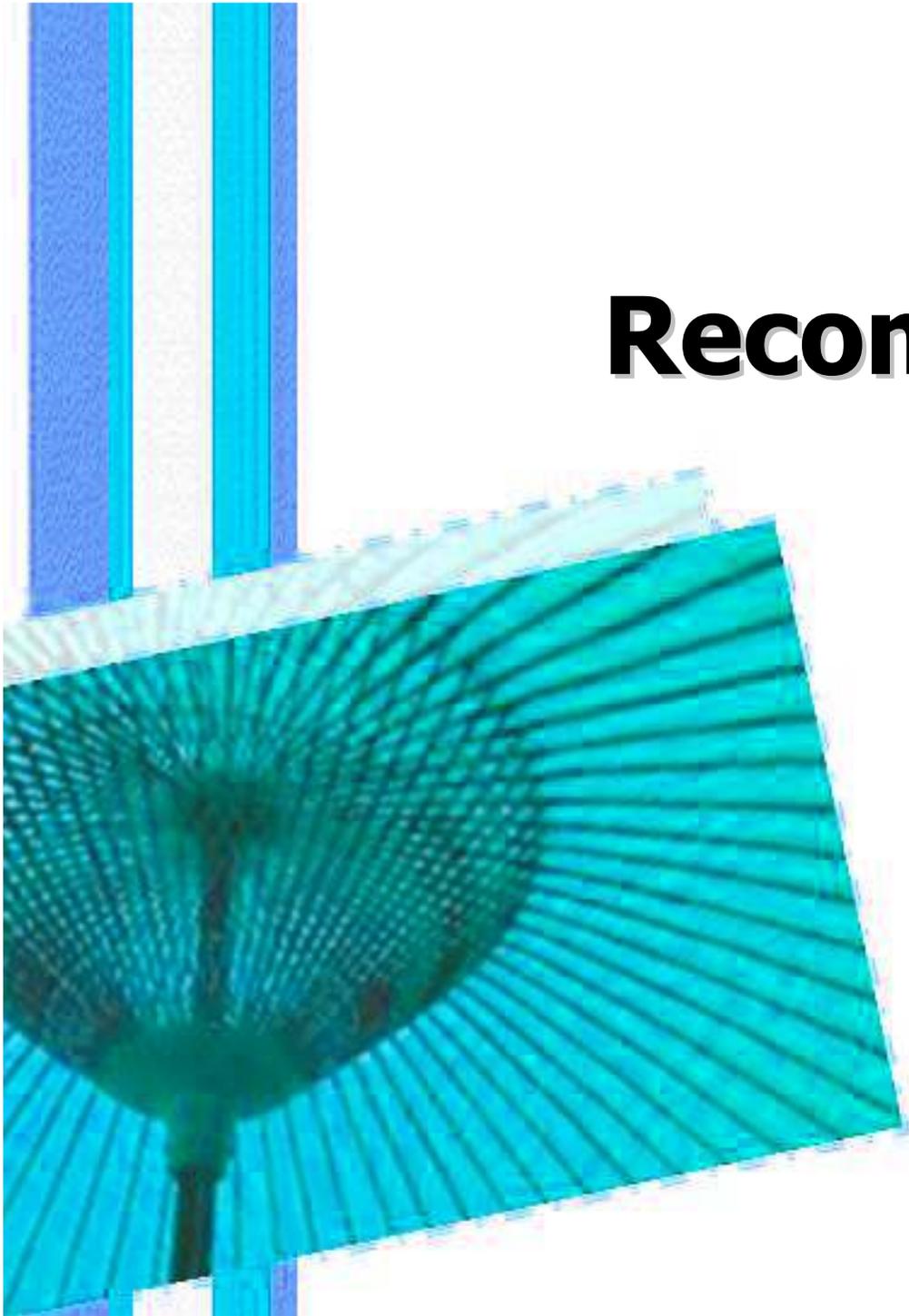
- The export value of paper umbrellas is quite low as compared with other handicraft products.
- Export value of paper umbrellas has no significant effect on trade balance of the country.
- Exporting value of paper umbrellas has a significant impact on community income and local employment as well. [Table](#)

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



A vertical decorative strip on the left side of the slide, composed of four rectangular panels. The top panel shows several colorful umbrellas (purple, blue, green) against a light sky. The second panel is a dense pattern of small, multi-colored umbrellas. The third panel shows a close-up of a large blue umbrella with a purple one behind it. The bottom panel shows a pattern of purple and blue umbrellas with floral designs.

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