

Industry Analysis

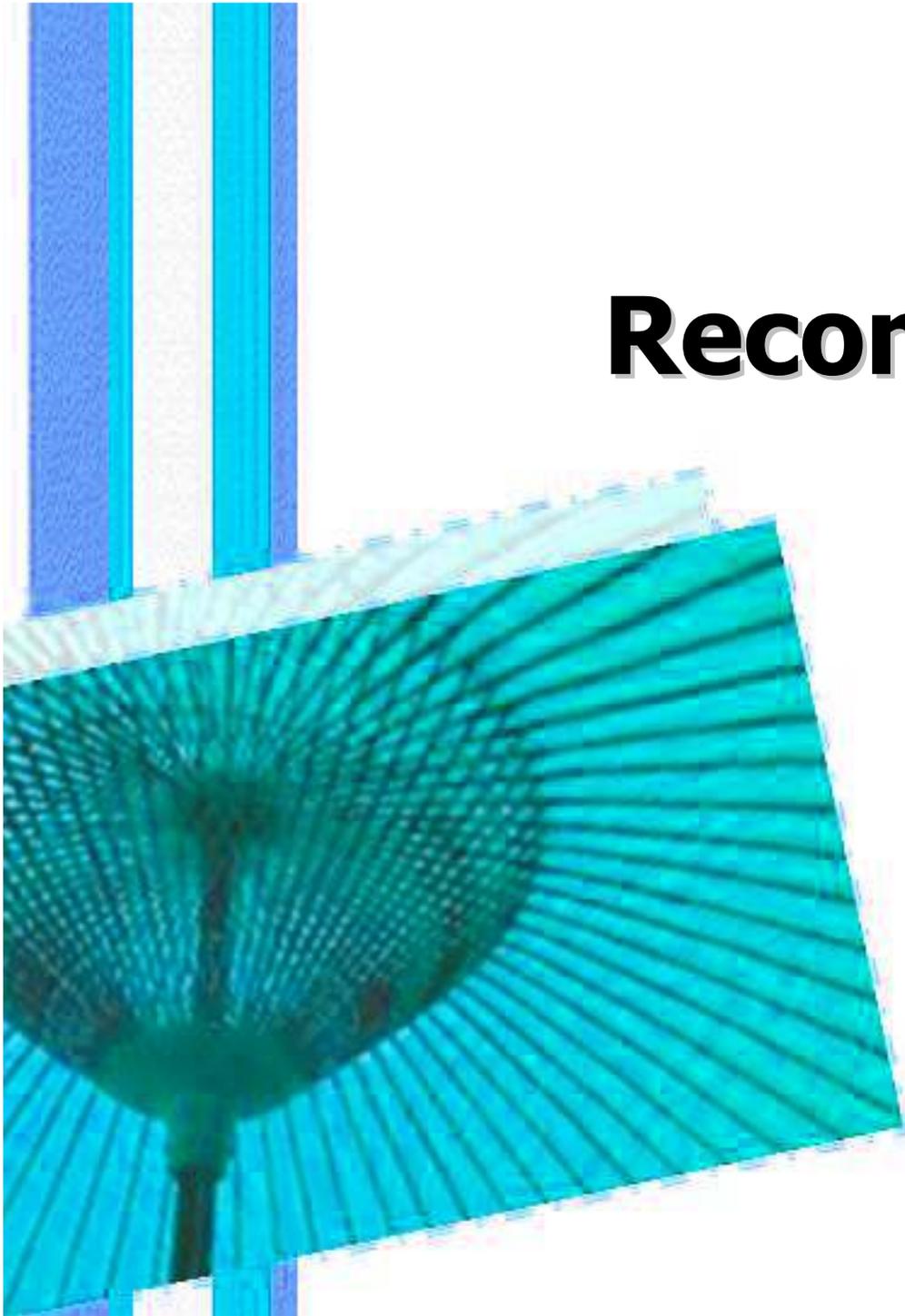
*Umbrella Making Center 1978 Co.,
Ltd.*

Chiang Mai, Thailand

Diamond Model

- 1. **Factors conditions:** factors that company can supply their customers and necessary to compete with competitors.
- 2. **Demand conditions:** The nature of home-market demand for the product or service.
- 3. **Related and supporting industries:** The presence or absence of supplier industries and other related industries that are competitive.
- 4. **Firm strategy, Structure, and Rivalry:** The conditions that show how companies are created, organized, and managed, as well as the nature of domestic rivalry. [Diamond](#)

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 many small, colorful umbrellas in various colors like red, blue, green, and yellow. The third panel shows a close-up of a large blue umbrella with a purple one partially visible behind it. The bottom panel shows a pattern of colorful umbrellas with floral designs on them.

Recommendations

- If the company coordinates with its stakeholders and form a cluster, it should make more benefits.