

# Introduction

*Umbrella Making Center 1978 Co.,  
Ltd.*

*Chiang Mai, Thailand*

# Situation Analysis

- **History of Bosang Umbrella**

- Pra Inthaa had taken holy orders at Wat Bosang.
- He saw the villagers making umbrellas which could protect the user from both sunshine and rain.
- He wrote down everything concerning the method of making umbrellas, from the method of making Sa paper to the various steps in umbrella making.



# Situation Analysis

- **History of Bosang Umbrella (Cont.)**

- When he returned to the temple, he persuaded the villagers to help him in his search and taught them every step of the method.
- Bosang villagers began to make more umbrellas, the work was a profitable hobby as a supplement to rice farming.
- Bosang umbrellas have been transformed into one of the symbols of Chiang Mai





# Situation Analysis

- **Background of Bosang Village**

- *Umbrella Making Center 1978 Co., Ltd* is the center of making umbrellas
- People can shop for umbrellas and other souvenirs and also observe the whole umbrella making process.
- The company exports umbrellas to many countries.



Four vertical strips of colorful umbrellas are positioned on the left side of the slide. The top strip shows purple and blue umbrellas. The second strip shows a variety of colors including red, yellow, green, and blue. The third strip shows a close-up of a blue umbrella. The bottom strip shows a mix of purple, blue, and yellow umbrellas.

# Economic Environment

- The company makes umbrellas majoring for export.
- Comparing exporting to foreign countries is 70% and the rest is 30% for selling in domestic.
- The uniqueness of Bosang umbrella is “hand made product”

# Technological Environment

- The company still maintain the local wisdom of making umbrella without applying modern technology to the production process.





# Socio-Cultural Environment

- Villagers still maintain Bosang umbrella culture until now.
- They maintain making umbrella process and decoration in the same way from the past.

