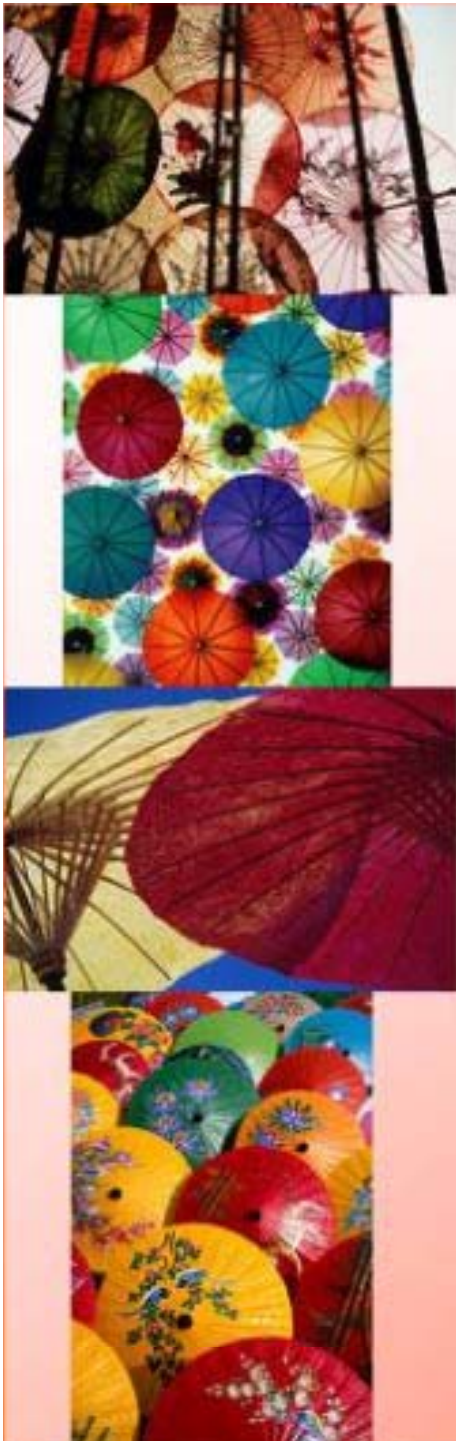
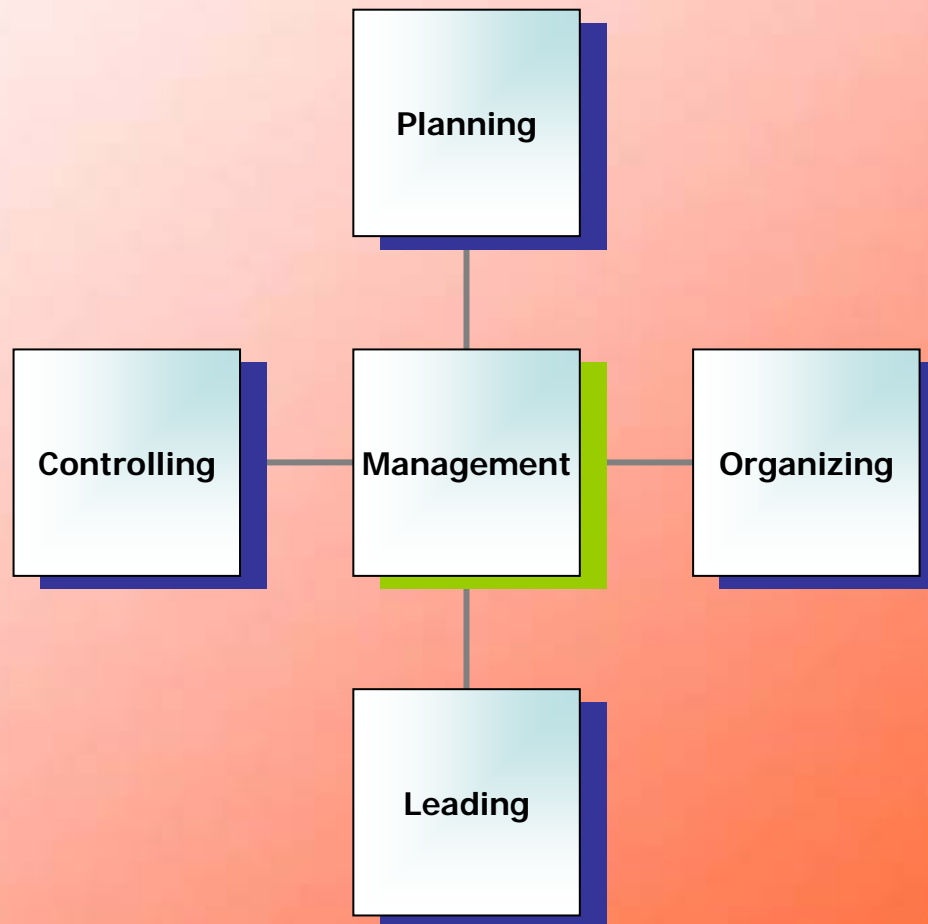


Management Analysis

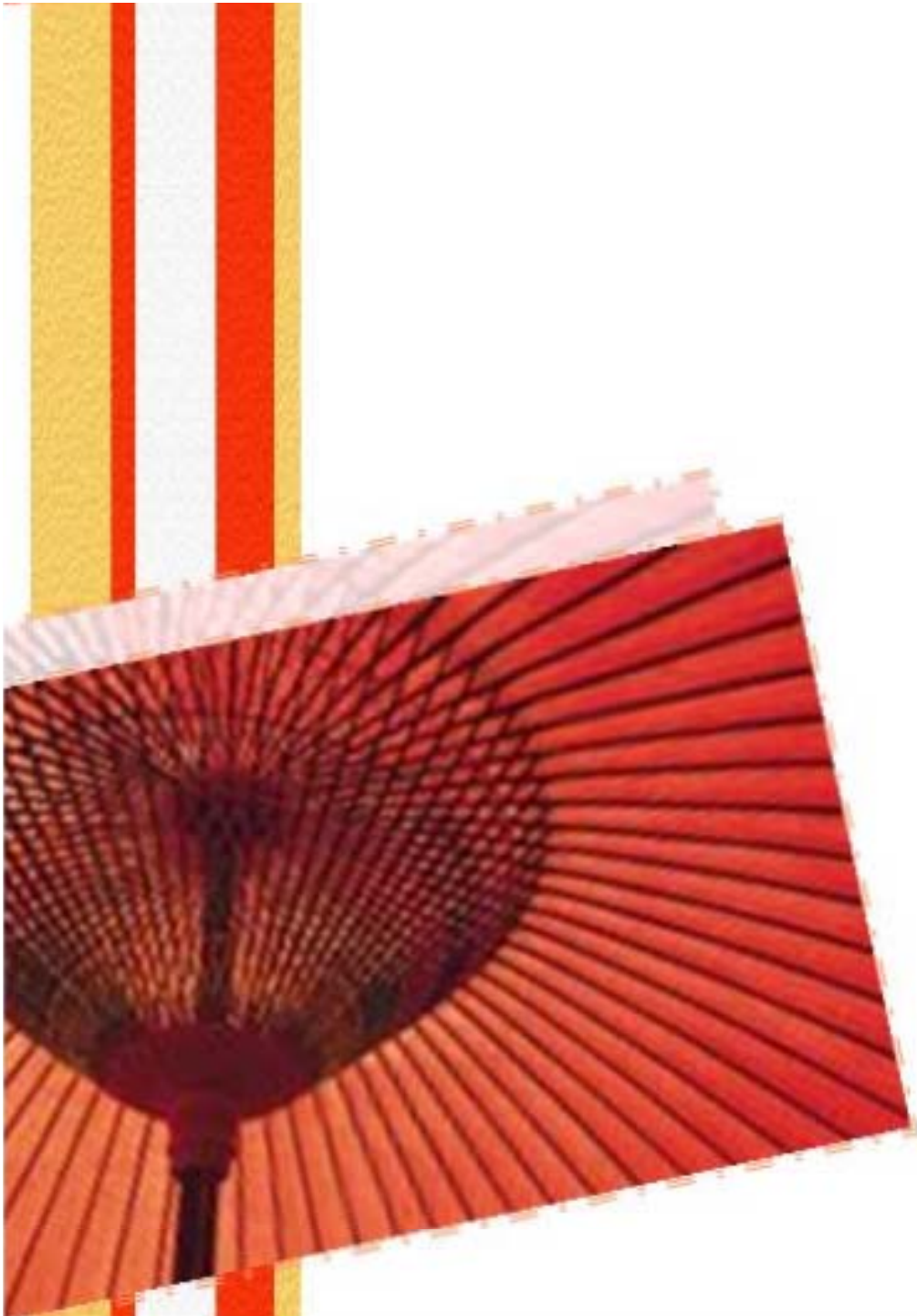
*Umbrella Making Center 1978 Co., Ltd.
Chiang Mai, Thailand*

*Pattama Wiriyasarid
478 57887 29*

Management



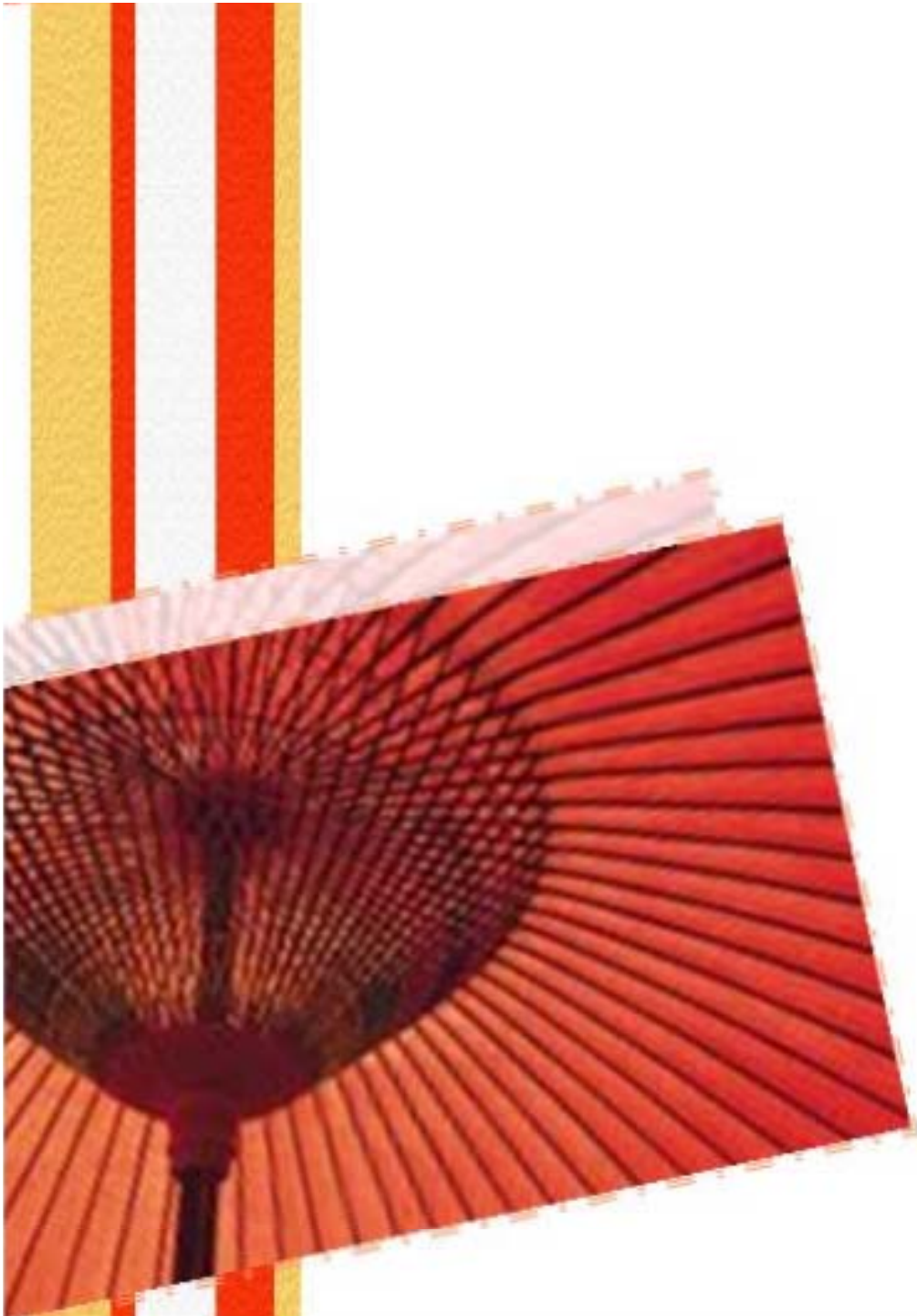
Planning



Planning



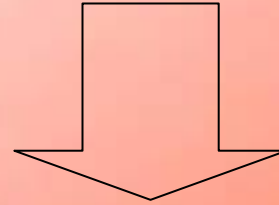
Organizing



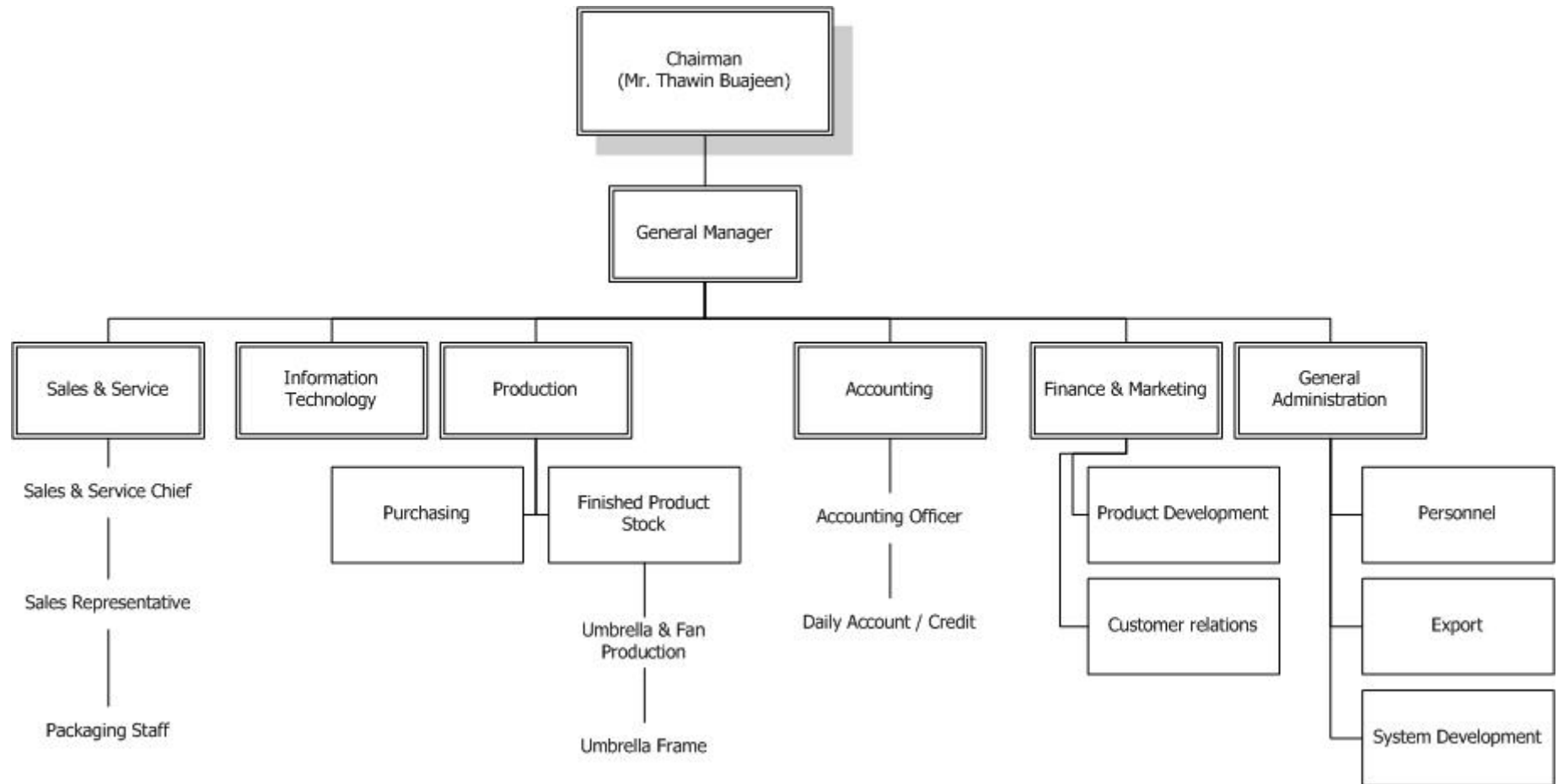


Organization Structure

- Functional Structure
 - They try to group similar or related occupational specialties together



Organization Chart





Corporate Culture

Northern Thai family style

- Harmony
- Compromise
- Warmhearted feeling among members
- Conformity to standard and customer satisfaction

Human Resource Management



A decorative vertical strip on the left side of the slide, composed of four rectangular panels. Each panel features a different arrangement of colorful, traditional Japanese umbrellas (wagasa) in various colors like red, green, blue, yellow, and purple, some with intricate patterns.

Human Resource Management

- Planning
 - Done by general mgr. and HR mgr. by considering production capacity, order on hand, and minimum wage rate
- Recruitment
 - Informal style since staffs and applicants are local neighbors but labor force from other regions tend to increase



Human Resource Management (Cont)

- Selection
 - Done by HR manager
 - Experienced person is the criteria that more important than educational background
- Socialization
 - The importance is increasing since the higher of labor mobility from other areas

A decorative vertical strip on the left side of the slide, composed of four rectangular panels. Each panel shows a different arrangement of colorful, patterned umbrellas. The colors include red, green, blue, yellow, and purple, with some featuring floral or geometric designs. The umbrellas are shown from various angles, some open and some closed.

Human Resource Management (Cont)

- Training and Development
 - On the job training with 3 month probation period
 - Besides needed basic skills for each job, employees also be developed by third language learning (ex. Italian)

A decorative vertical strip on the left side of the slide, composed of four rectangular panels. Each panel features a different pattern of colorful umbrellas. The top panel shows a dense arrangement of various colored umbrellas. The second panel shows a pattern of colorful umbrellas. The third panel shows a large, detailed red umbrella. The bottom panel shows a pattern of colorful umbrellas.

Human Resource Management (Cont)

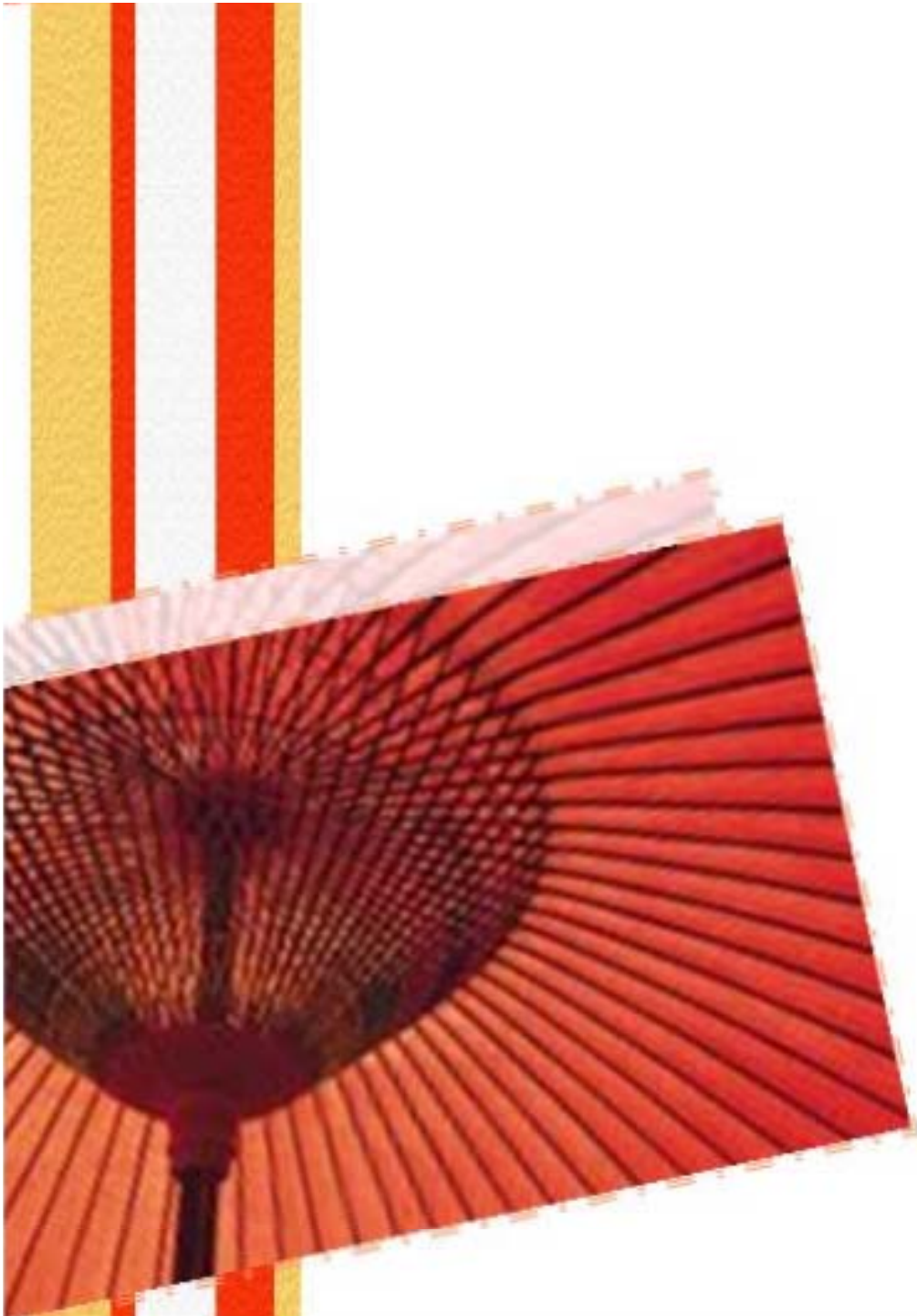
- Performance Appraisal
 - 100% inspection of quality and quantity of components produced by employees
- Promotion and Transfer
 - Way to grow vertically to higher level is quite difficult
 - If the performance is not up to expected standard, employee will be rotated to other departments

Incentives

- Sales Representatives
 - 1.5 percent commission from sale price
- Umbrella Painters
 - Customers will pay the extra service for umbrella painting



Leading

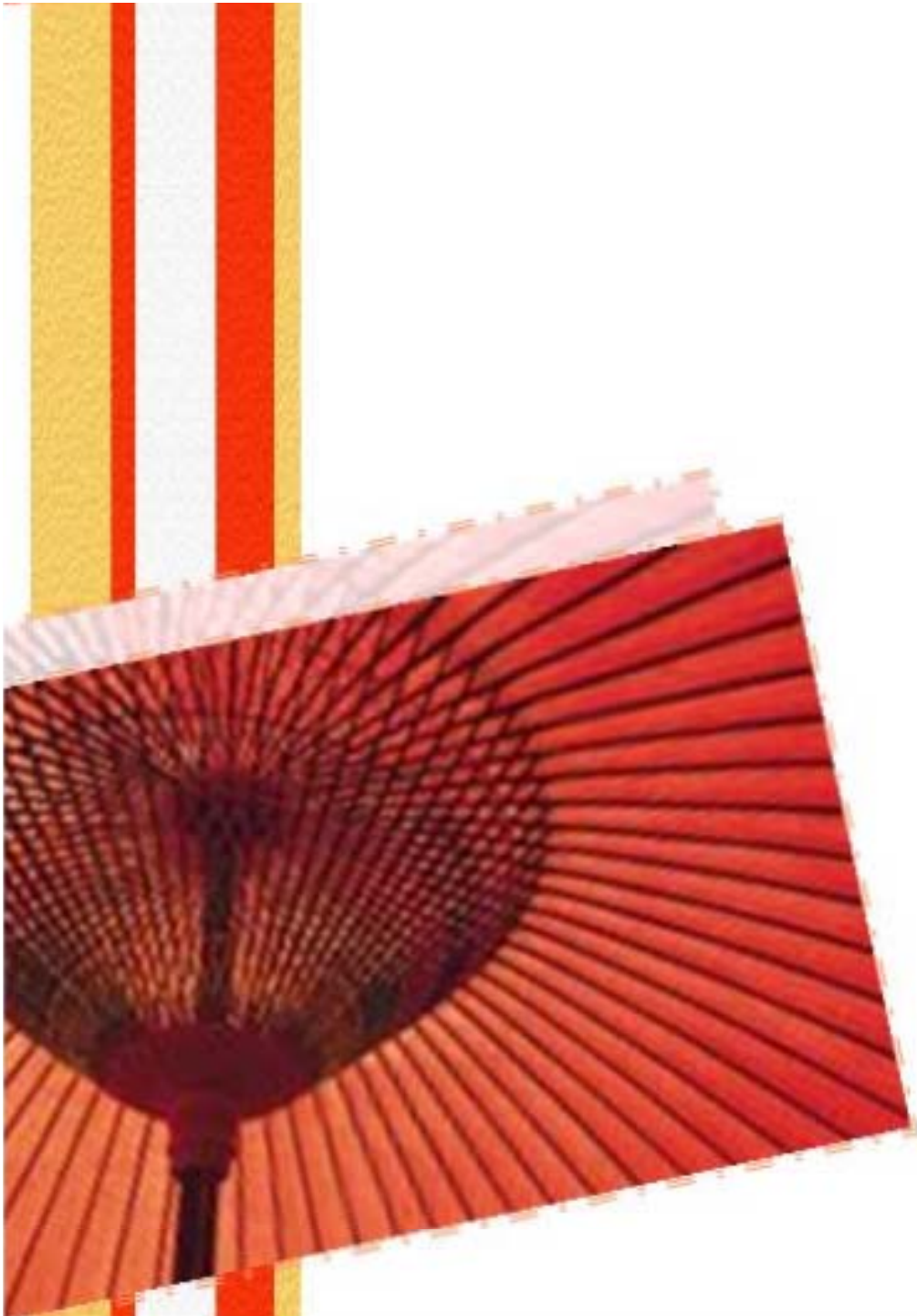




Leading

- Motivation – Free to create works
- Communication
 - One way → Internal announcement and letter
 - 2 way → Meeting or Personal discussion
- Leadership – Owner and Managers

Controlling

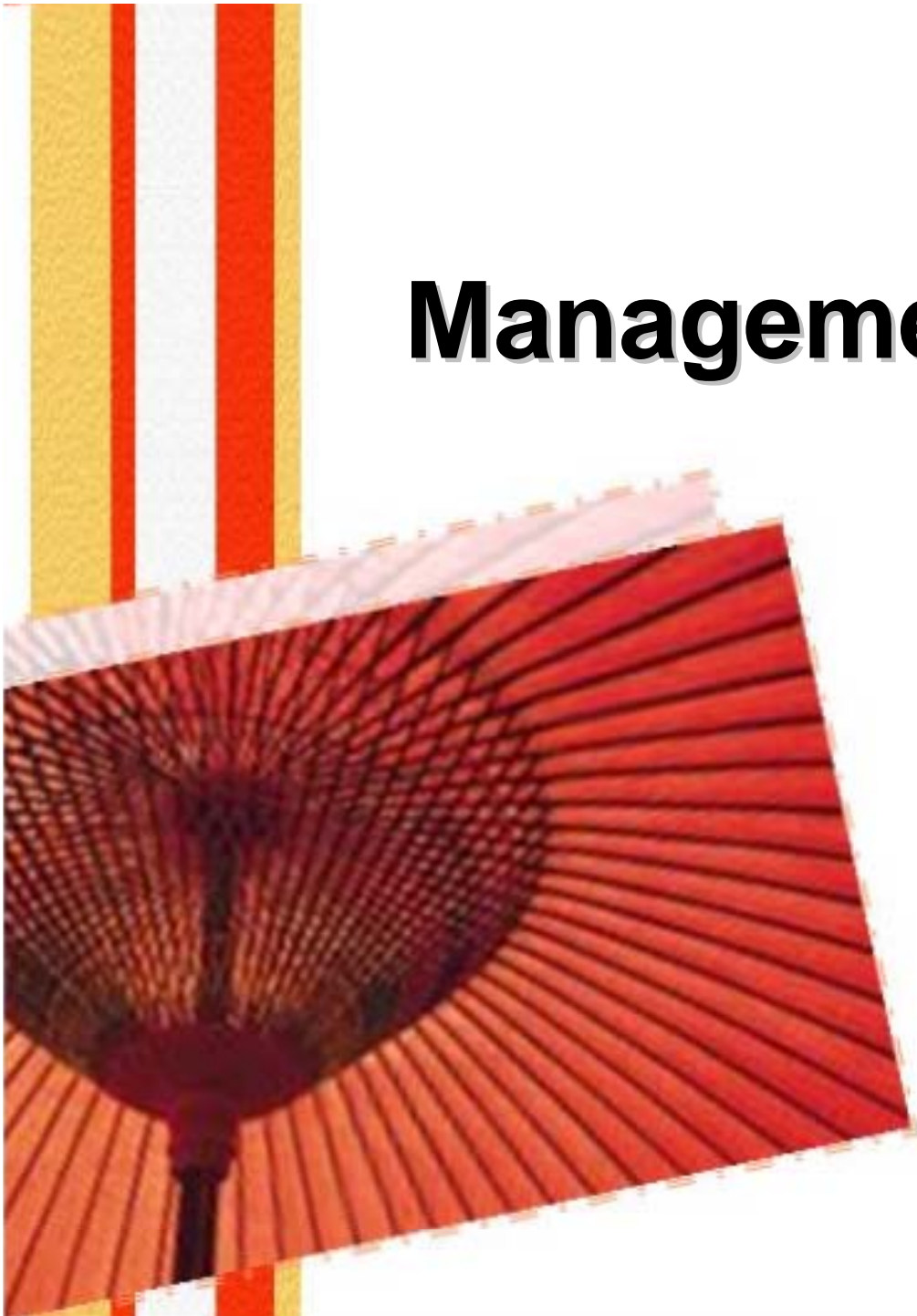


A decorative vertical strip on the left side of the slide, composed of four rectangular images of colorful umbrellas. The top image shows several umbrellas in shades of green, red, and white. The second image shows a dense collection of umbrellas in various colors including green, blue, yellow, and red. The third image shows a close-up of a large red umbrella and a yellow one. The bottom image shows a cluster of yellow and red umbrellas with floral patterns.

Controlling

- HR - Rules & Regulations
- Finance - Mgt. decision
- Production - 100% inspection

Management Strategies



The image features four vertical strips of colorful umbrellas on the left side of the slide. The top strip shows a variety of colors including green, red, and white. The second strip is a dense collection of many small, multi-colored umbrellas. The third strip shows a close-up of a large red umbrella and a yellow one. The bottom strip shows a cluster of yellow and red umbrellas with floral patterns.

Human Resource

- Since young labor is not interested in this kind of job
 - Emphasize on training and socialization to other region workers

Production

- Made to order
 - Do not have much inventory
- Sub-contracting
 - Hire or buy from other more skilled partners



Finance

- Source of fund is equity
- There's no policy of borrowing

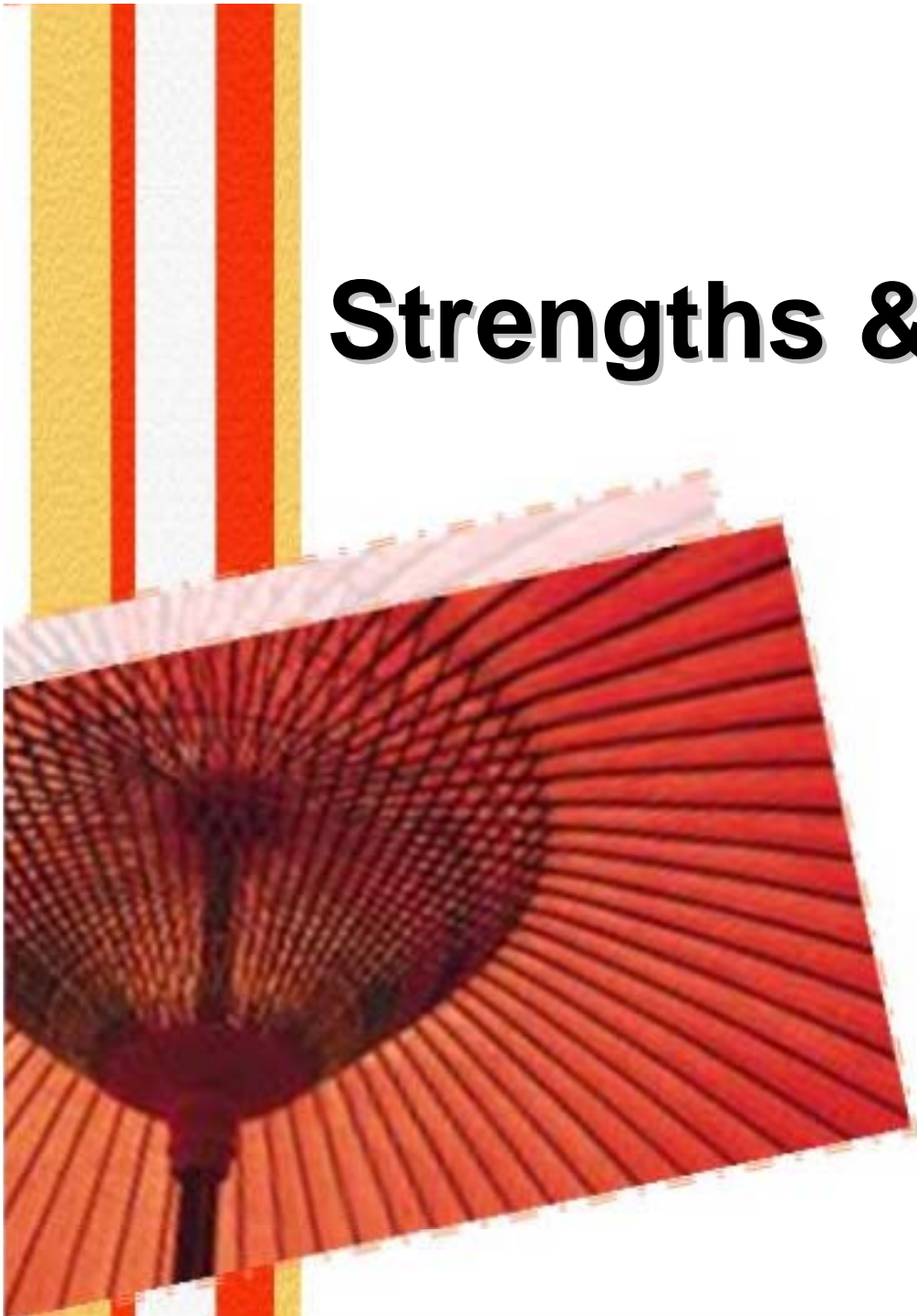


Environment

- Pollution from synthetic material such as lacquer or oil paint
 - There's not serious procedure to properly treat before releasing to outside
- Dust from drilling or trimming process
 - Separate the work of cutting, drilling or grinding to control area. Dust doesn't circulate to outside



Strengths & Weaknesses

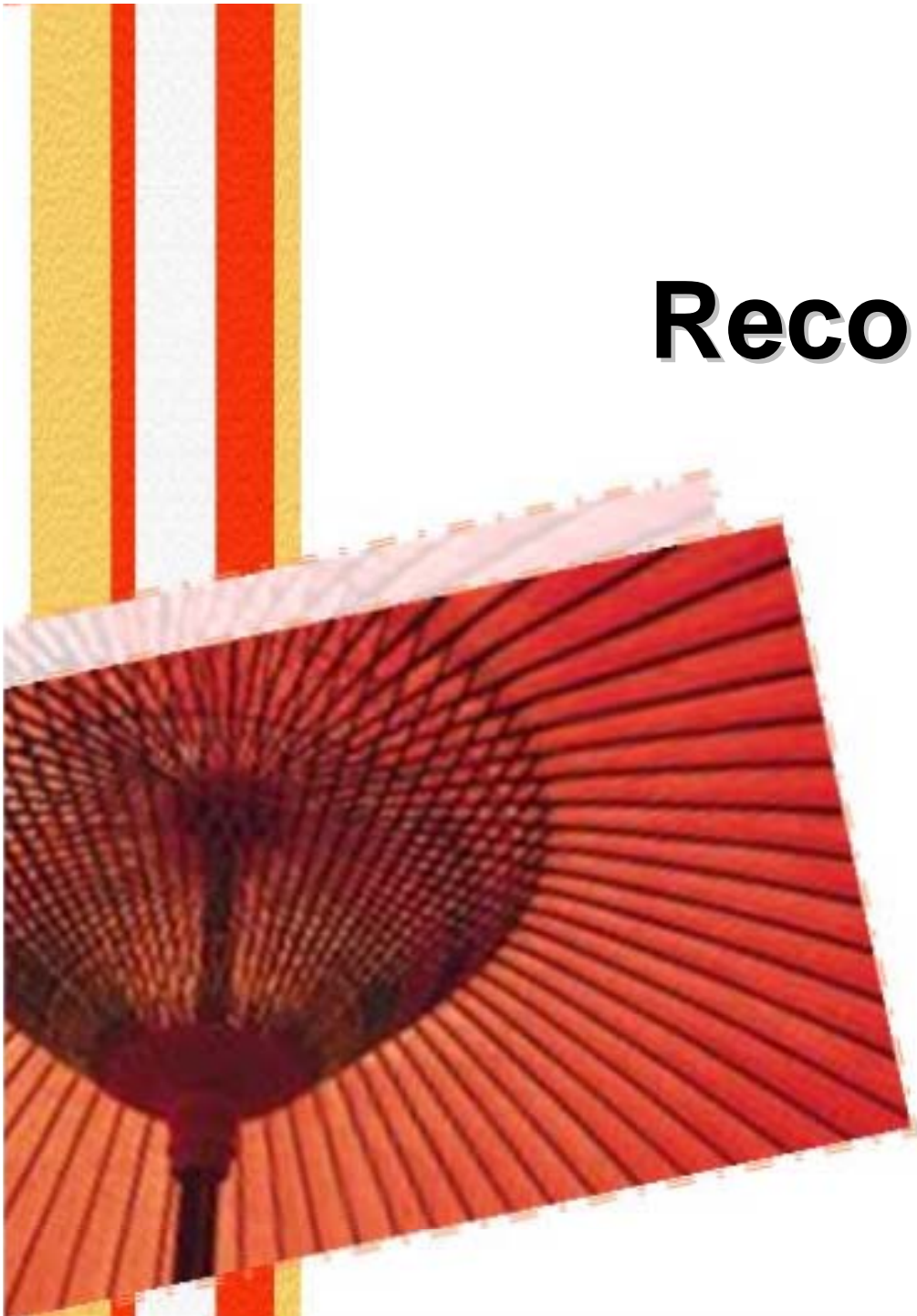




Strengths & Weaknesses

Strengths	Weaknesses
Business Originator	Traditional style of Mgt.
Sole proprietorship	Lacking of IT
Flexibility	Awareness of Eenvt. issue

Recommendations



Utilizing IT

- To make the organization work more systematically
- New channel of communication with customers via website





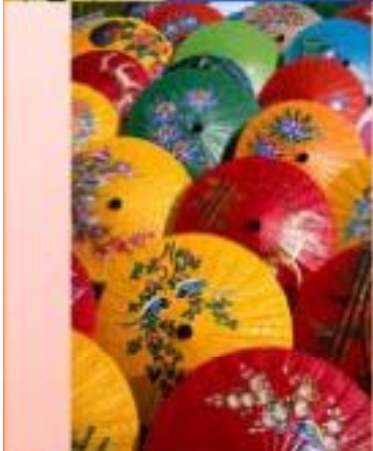
Awareness of Env't. Mgt.

- Management should give the information to all employees for the result of pollution and make them realize how important of this issue is



Umbrella Making Cluster

- Contribute cooperation among all makers
- Potential to affect competition in 3 ways
 - increasing the productivity of the companies in the cluster
 - driving innovation in the field
 - stimulating new businesses in the field





Community Forest

- To solve the problem of material shortage
- To create concept of social equity and sustainability
- The community and its members can benefit from the resources that they manage.
- This concept creates employment for local people also

Region and province	Total area	Total forest Area	Forest Area										Forest Plantation	Secondary Growth Forest
			Total	Tropical Evergreen Forest	Mixed Deciduous Forest	Dry Dipterocarp Forest	Swamp Forest	Inundated Forest	Beach Forest	Pine Forest	Bamboo Forest	Mongrove Forest		
Northern Region	172,271.3	98,058.8	94,477.8	19,873.6	66,291.3	8,062.1	-	-	-	93.2	157.7	-	1,943.9	1,637.0
Chiang Mai	22,117.3	16,468.5	16,282.7	4,973.7	8,985.9	2,322.0	-	-	-	1.2		-	130.9	54.8
Lamphun	4,475.5	2,710.8	2,634.5	75.9	1,848.5	710.2	-	-	-	-	-	-	40.5	35.7
Lampang	12,488.9	9,099.9	8,036.7	979.8	6,407.8	648.1	-	-	-	-	1.0	-	704.5	358.7
Uttaradit	7,834.2	4,733.1	4,645.7	749.5	3,522.8	373.4	-	-	-	-	-	-	47.0	40.4
Phrae	6,481.8	4,497.6	4,271.5	579.9	3,179.4	511.9	-	-	-	-	0.3	-	180.5	45.6
Nan	12,185.3	9,382.3	9,260.1	1,114.0	7,712.1	427.3	-	-	-	6.7	-	-	88.1	34.1
Phayao	6,184.3	3,482.1	3,433.6	866.1	2,114.0	453.5	-	-	-	-	-	-	34.6	13.9
Chiang Rai	11,581.7	5,369.4	5,304.7	353.5	4,807.4	86.6	-	-	-	57.3	-	-	17.1	47.5
Mae Hong Son	12,747.3	11,439.7	11,417.7	2,588.7	8,280.7	520.3	-	-	-	27.9	-	-	15.8	6.3
Nakhon Sawan	9,531.7	894.9	843.0	72.6	658.0	112.4	-	-	-	-	-	-	26.1	25.8
Uthai Thani	6,659.9	3,414.2	3,362.0	779.2	2,340.0	167.9	-	-	-	-	74.9	-	19.6	32.6
Kamphaeng Phet	8,630.6	2,138.0	1,955.5	311.8	1,595.9	47.8	-	-	-	-	-	-	140.3	42.2
Tak	17,264.3	13,333.4	12,787.0	3,951.4	7,593.8	1,173.3	-	-	-	-	68.6	-	17.0	529.3
Sukhothai	6,643.2	2,367.2	2,223.3	567.0	1,599.4	56.6	-	-	-	-	0.3	-	114.6	29.3
Phitsanulok	10,645.1	4,270.1	4,094.9	743.1	3,269.1	82.7	-	-	-	-	-	-	10.9	164.3
Phichit	4,281.6	13.3	12.5	-	12.5	-	-	-	-	-	-	-	0.8	-
Phetchabun	12,518.9	4,444.6	3,912.5	1,167.7	2,364.0	368.1	-	-	-	-	12.7	-	355.4	176.7

Source: Forestry Department, Ministry of Agriculture and Cooperatives