

Acknowledgement

This individual study report is a part of requirement for Master of Arts Program in Business and Managerial Economics, Chulalongkorn University. The objective of this individual study is to encourage the graduated students to apply their theoretical knowledge gained from this program in analyzing the real business.

From the field trip study in Chiang Mai, the group was assigned to analyze a company called *Umbrella Making Center 1978 Co.,Ltd.* which is located in Bosang village in Chiang Mai. Initially, the company was established in 1978 as a partnership and then transformed into a limited company in mid of 2005.

This study has covered all the topics associating in analyzing the company business starting from Macroeconomic point of views, Management, Production, Marketing and Financial analysis.

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