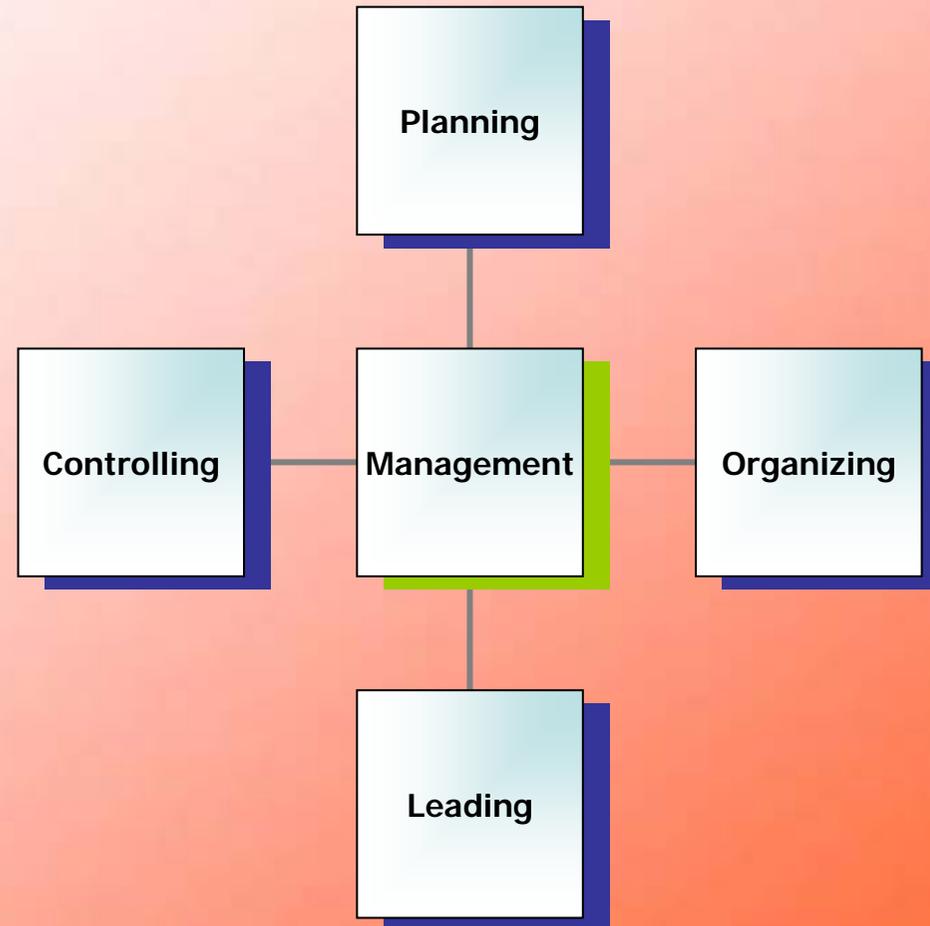


# Management Analysis

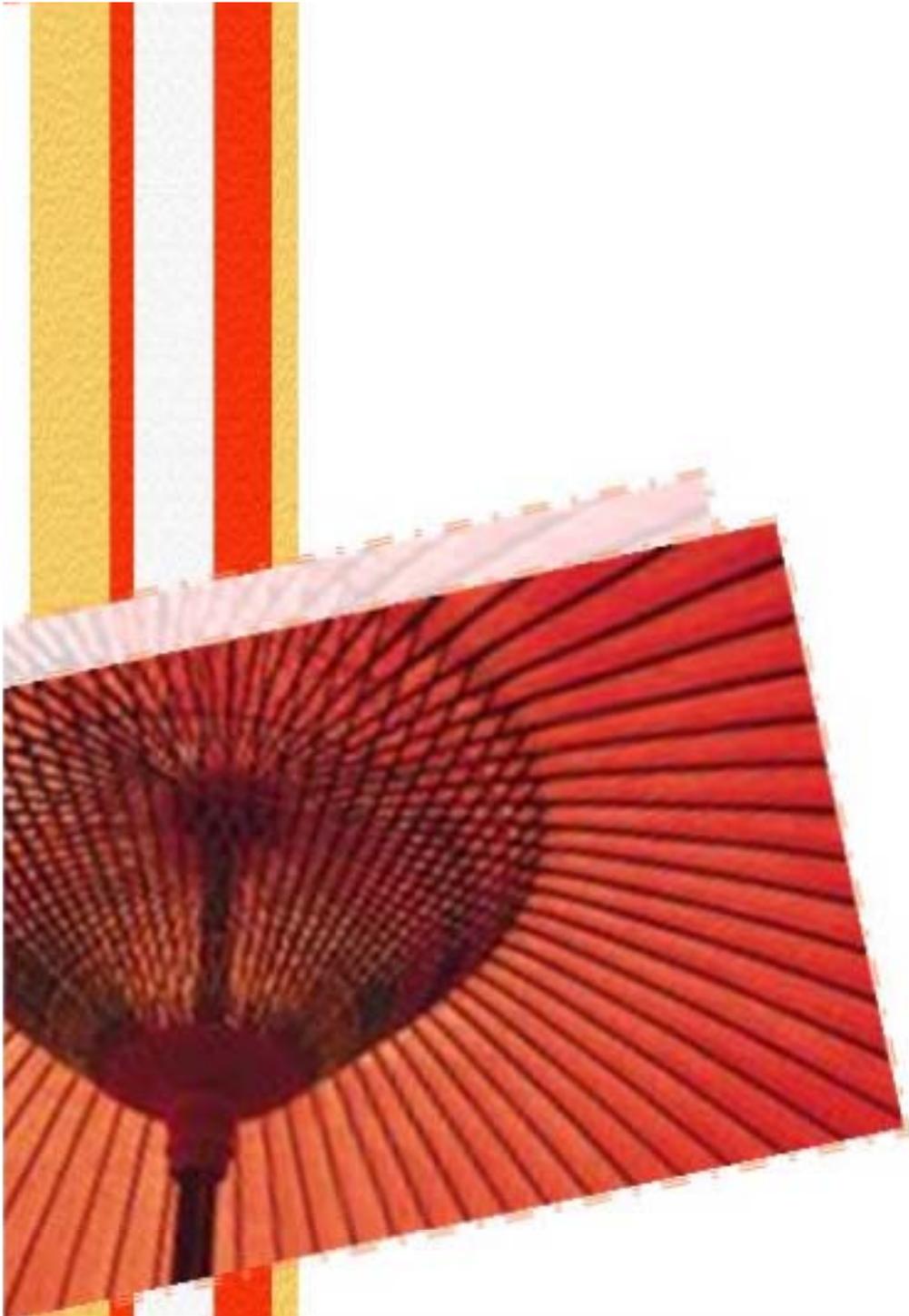
*Umbrella Making Center 1978 Co., Ltd.  
Chiang Mai, Thailand*

*Pattama Wiriyasarid  
478 57887 29*

# Management



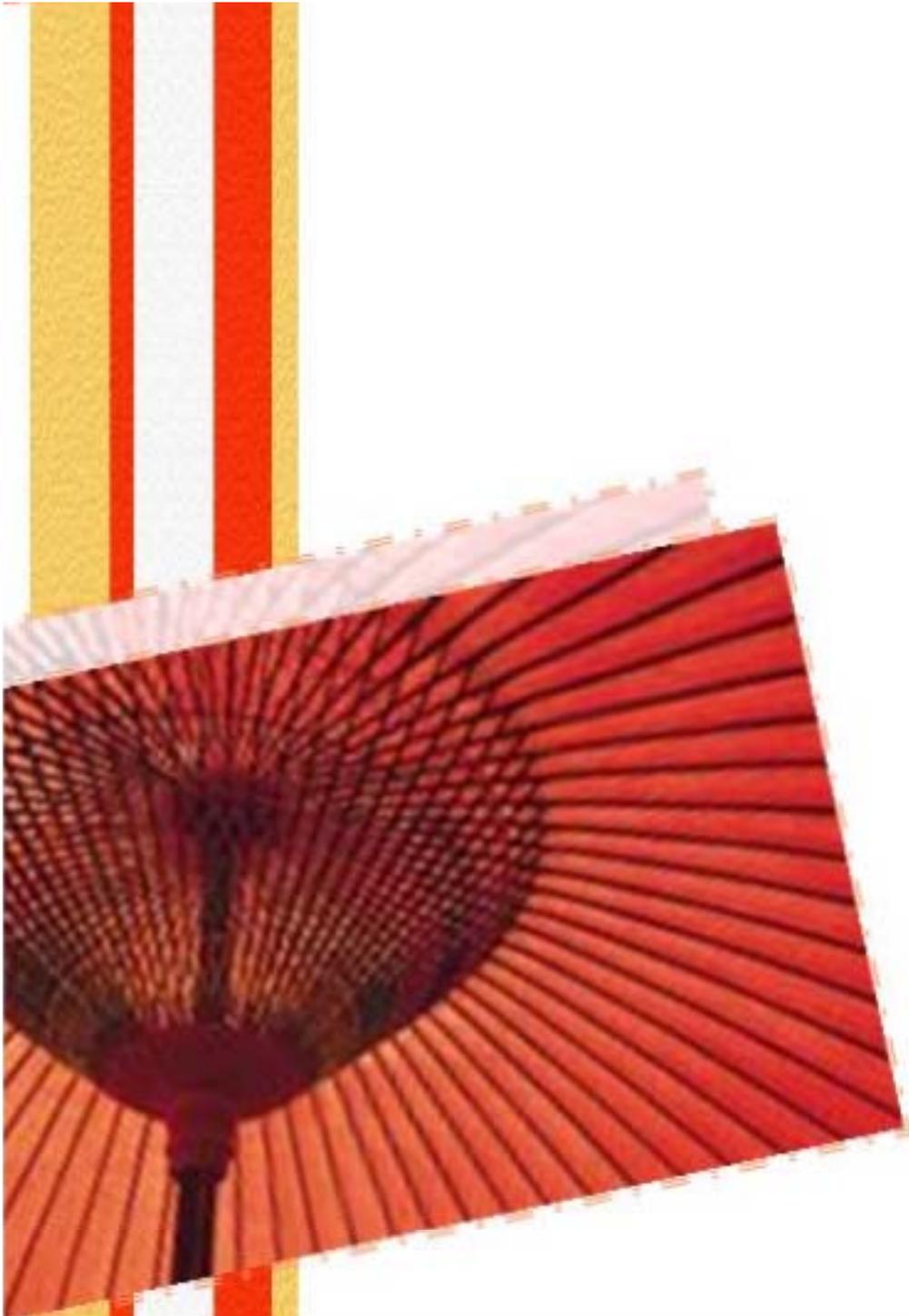
# Planning

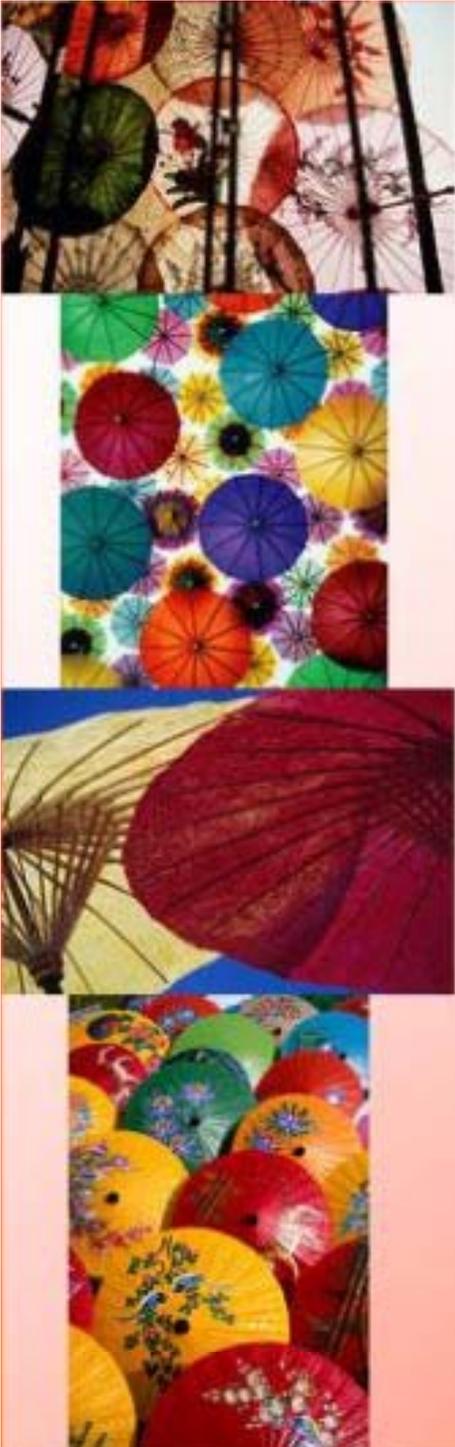


# Planning



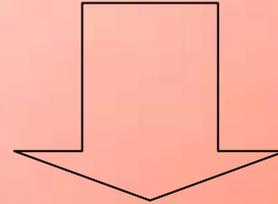
# Organizing



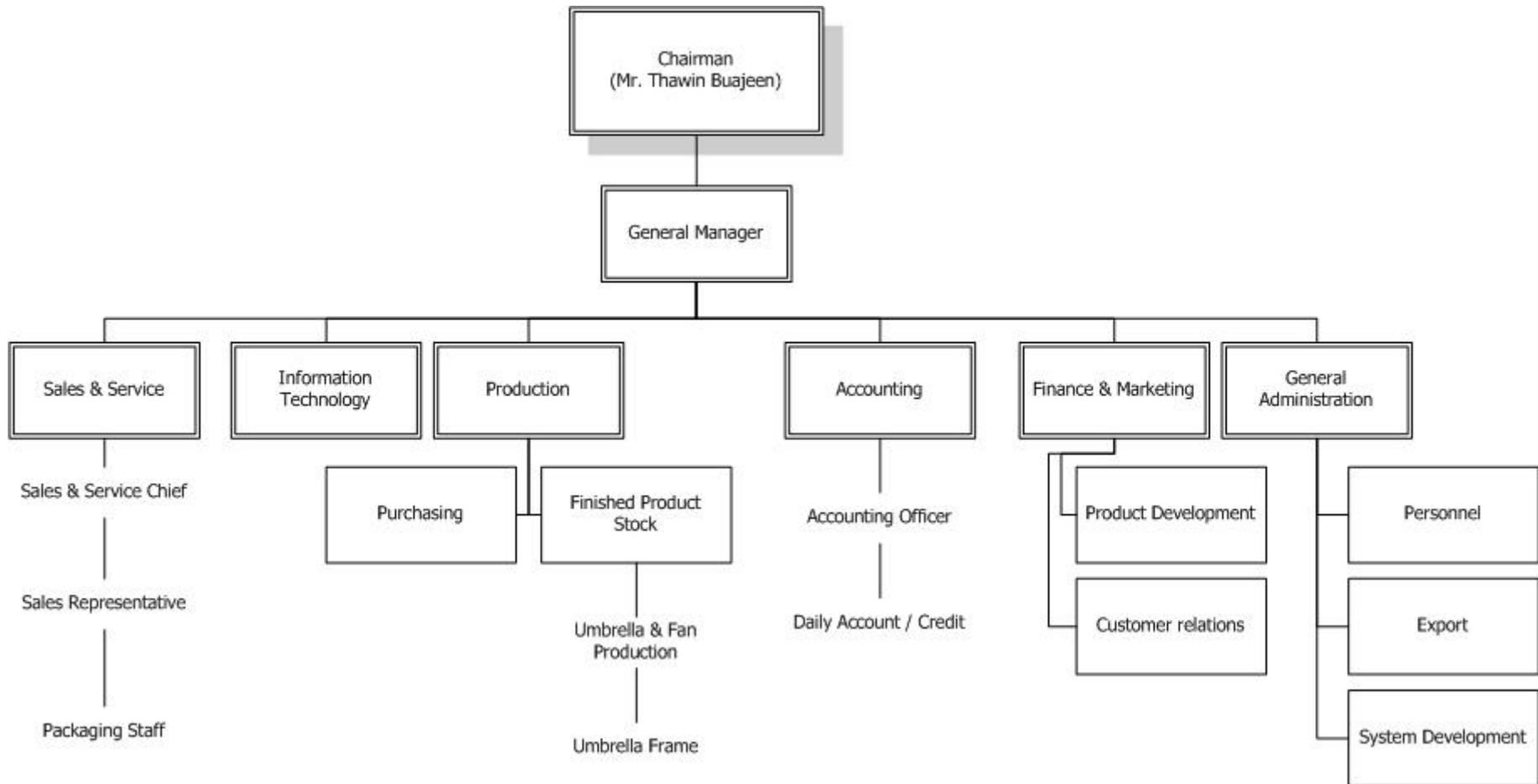


# Organization Structure

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



**Organization Chart**



# Corporate Culture

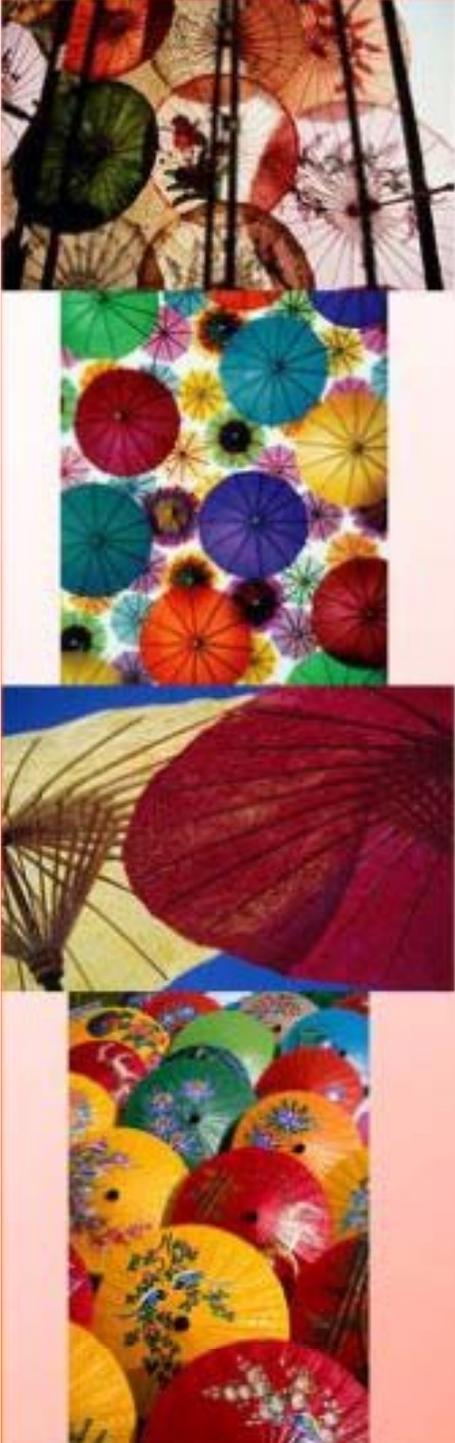
Northern Thai family style

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



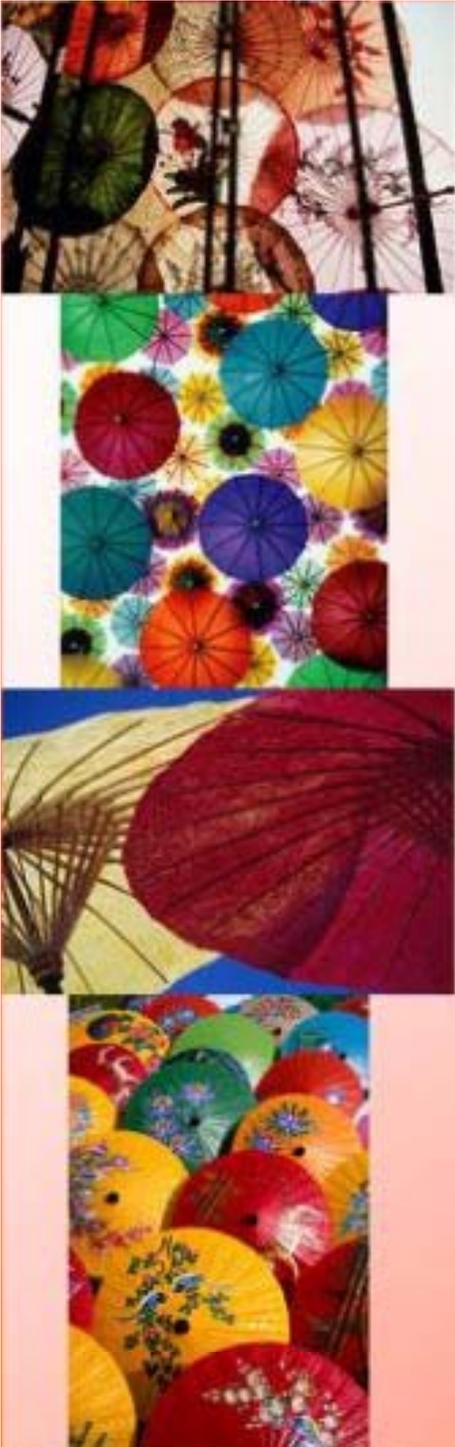
# Human Resource Management





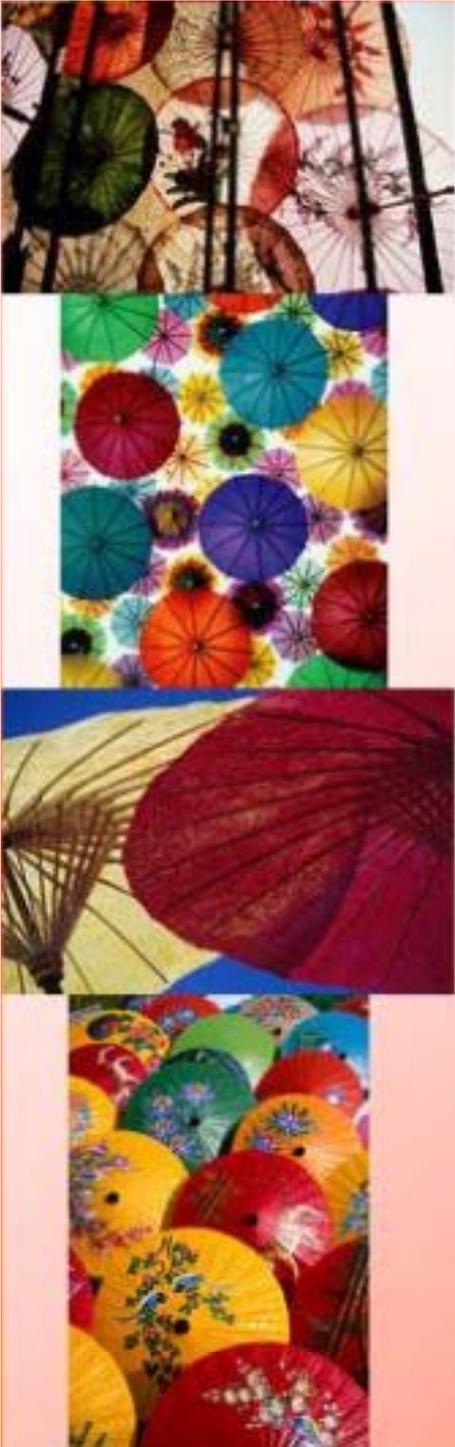
# Human Resource Management

- 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



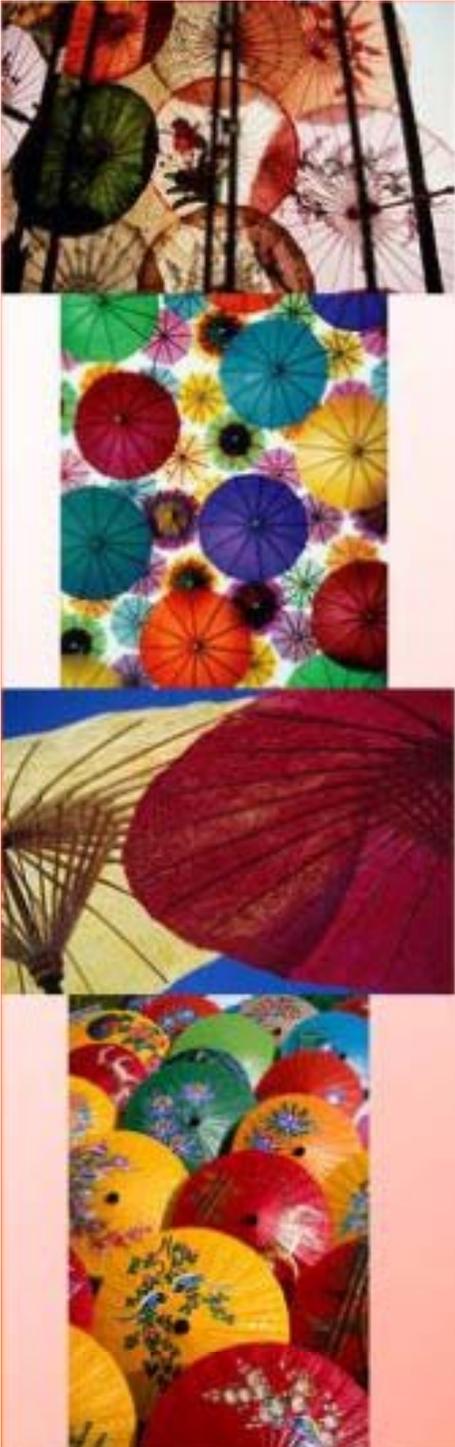
# Human Resource Management (Cont)

- 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



# 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)



# Human Resource Management (Cont)

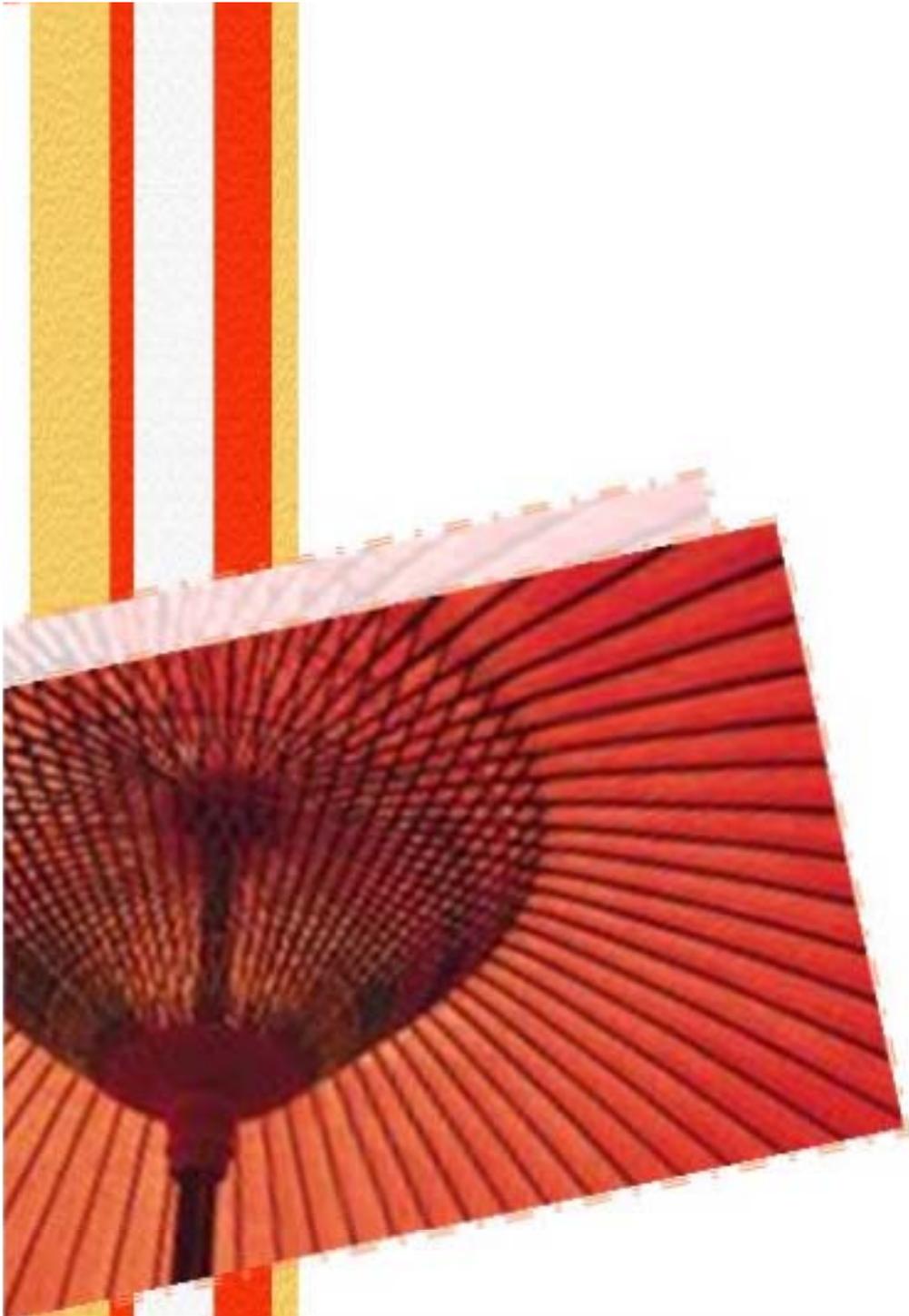
- Performance Appraisal
  - 100% inspection of quality and quantity of components produced by employees
- Promotion and Transfer
  - Way to grow vertically to higher level is quite difficult
  - If the performance is not up to expected standard, employee will be rotated to other departments

# Incentives

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



# Leading

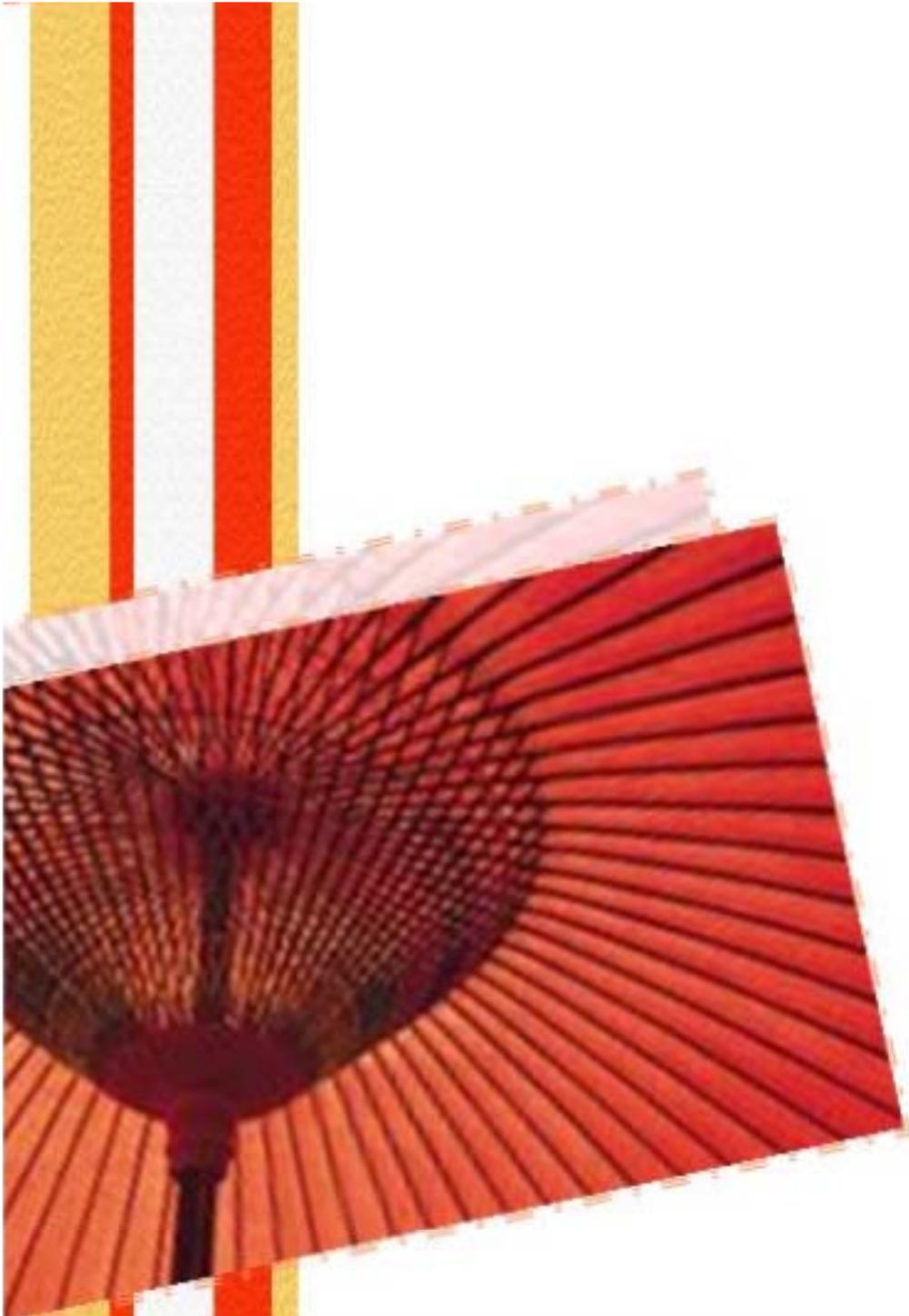


# Leading

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



# Controlling

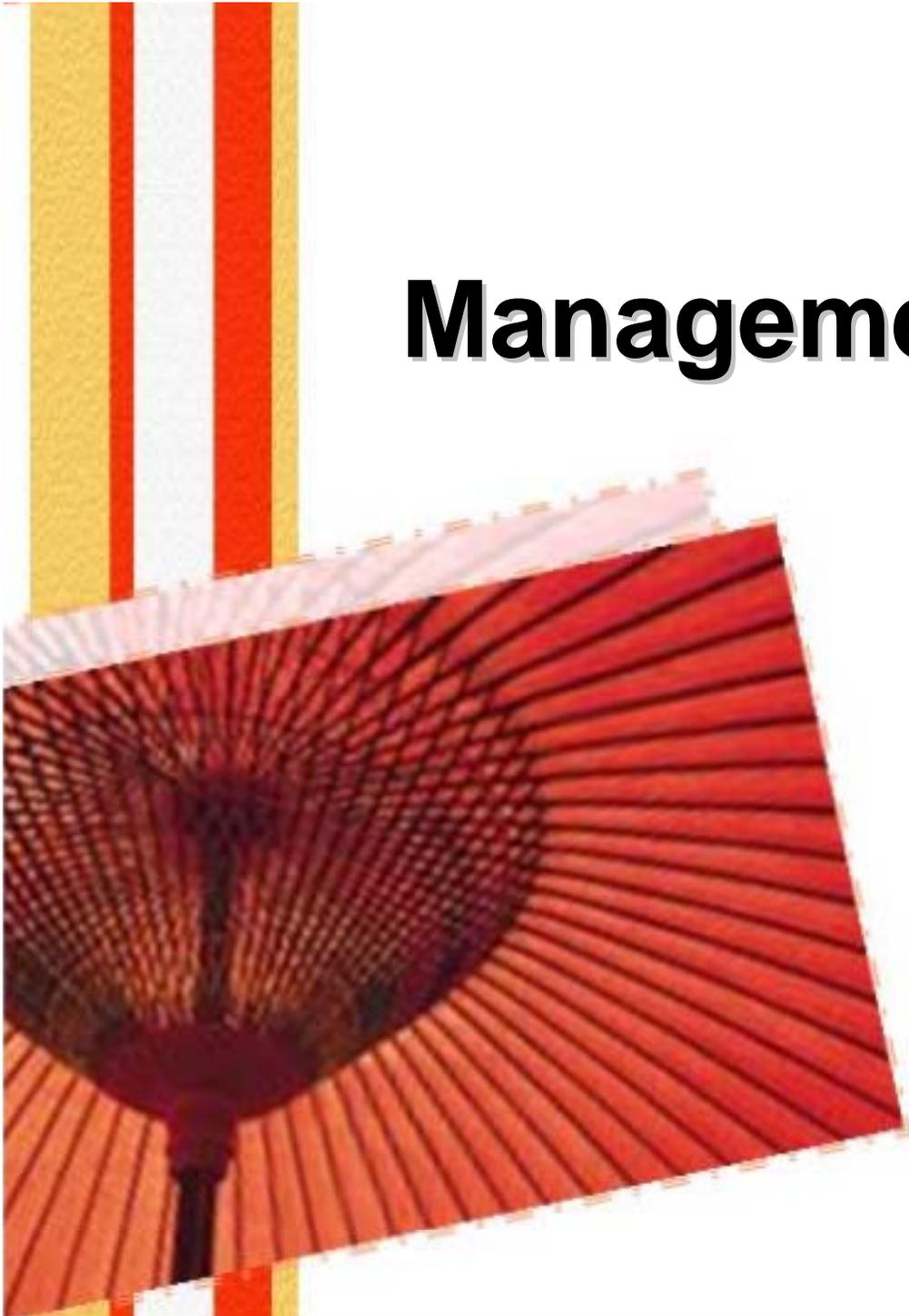


# Controlling

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



# Management Strategies



# 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

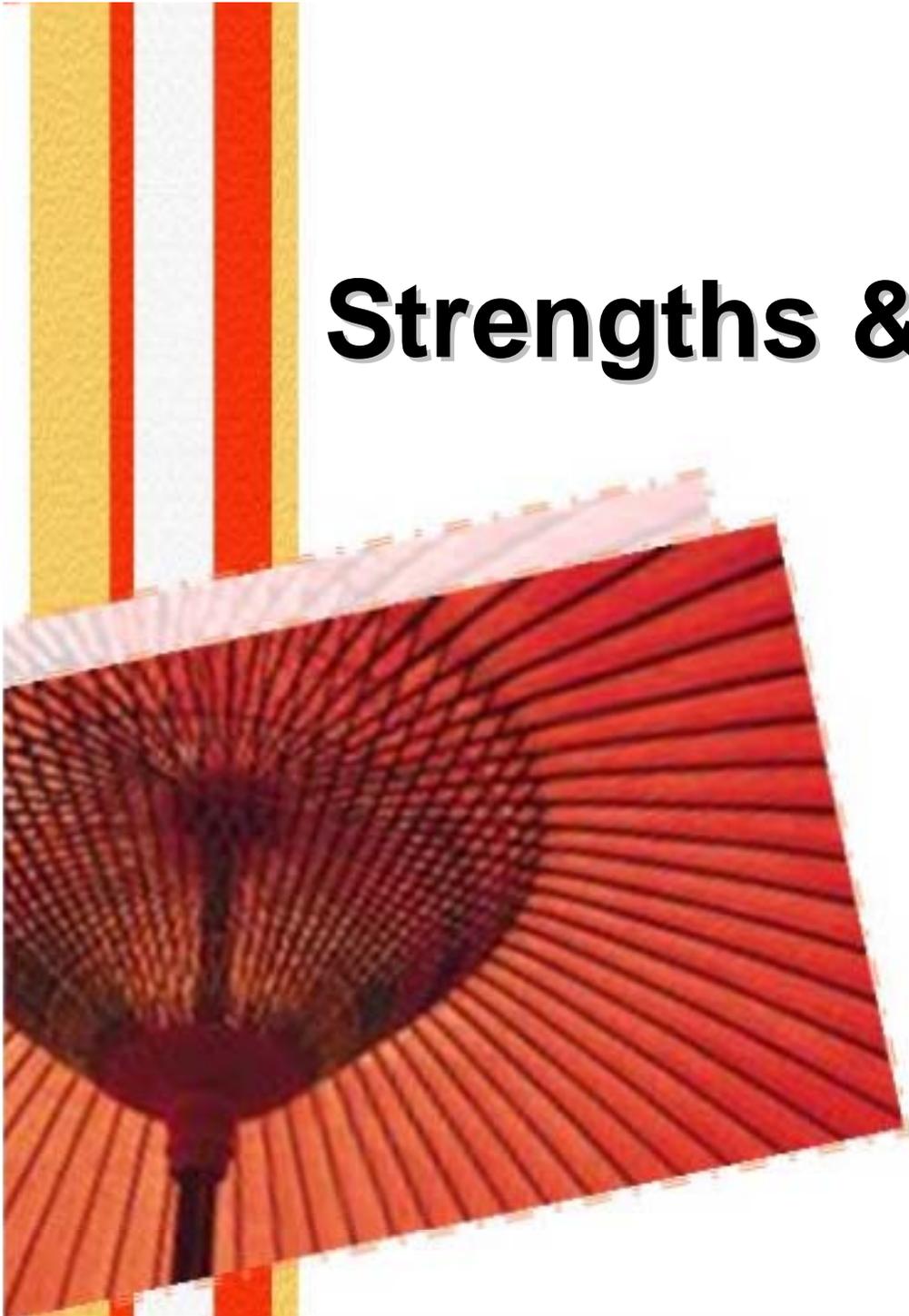


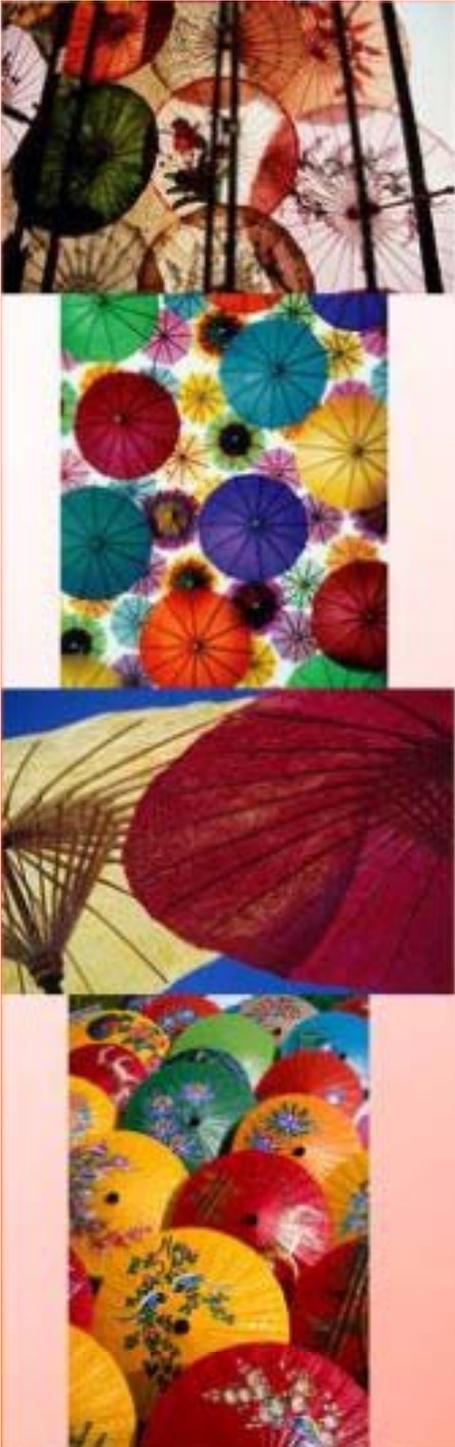
# Environment

- 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**

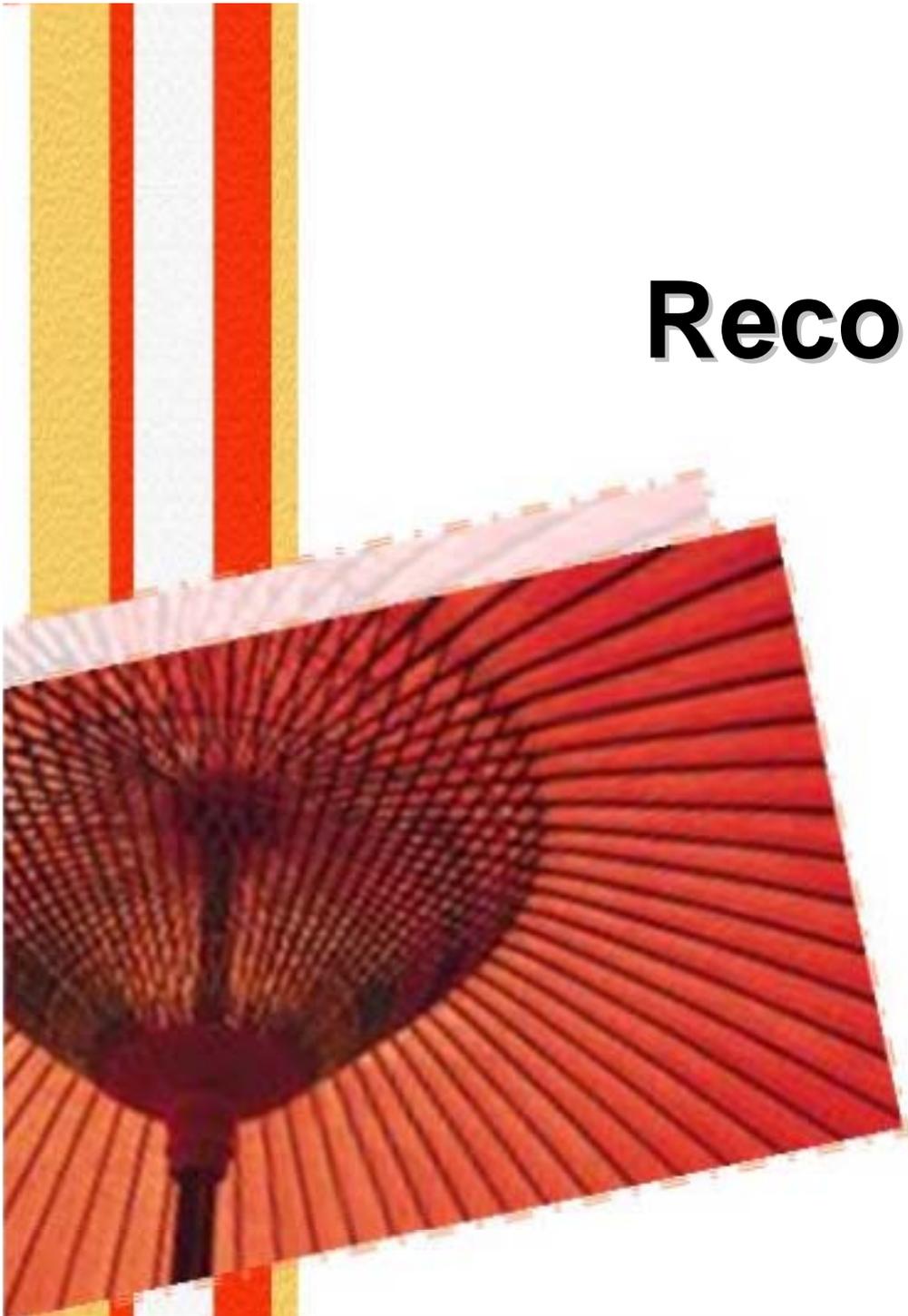




# Strengths & Weaknesses

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

# Recommendations



# Utilizing IT

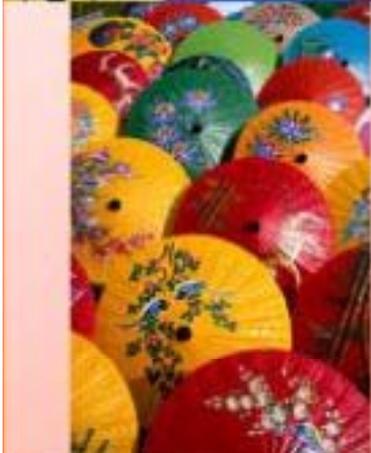
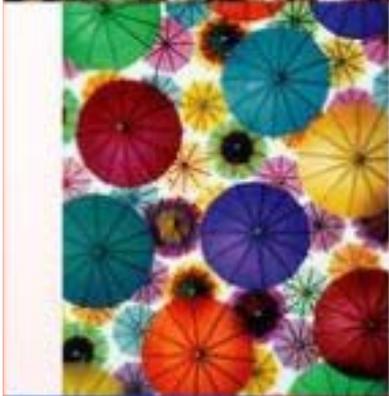
- To make the organization work more systematically
- New channel of communication with customers via website





# Awareness of Eenvt. Mgt.

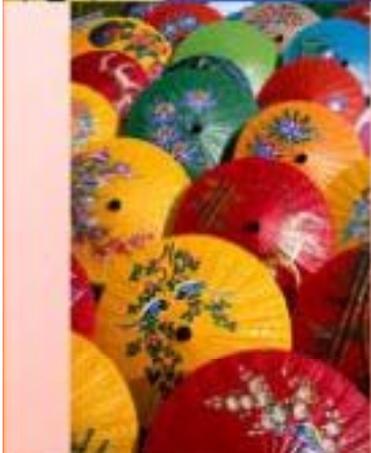
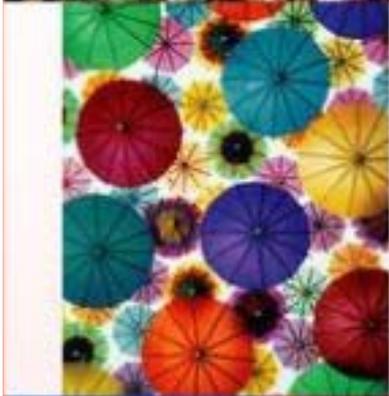
- Management should give the information to all employees for the result of pollution and make them realize how important of this issue is





# 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		
<b>Northern Region</b>	<b>172,271.3</b>	<b>98,058.8</b>	<b>94,477.8</b>	<b>19,873.6</b>	<b>66,291.3</b>	<b>8,062.1</b>	-	-	-	93.2	157.7	-	1,943.9	1,637.0
<b>Chiang Mai</b>	<b>22,117.3</b>	<b>16,468.5</b>	<b>16,282.7</b>	<b>4,973.7</b>	<b>8,985.9</b>	<b>2,322.0</b>	-	-	-	<b>1.2</b>	-	-	<b>130.9</b>	<b>54.8</b>
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