

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.



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.