

# **1 INTRODUCTION**

Silk is one of Thai traditional and famous products in foreigners' perception. Many tourists from around the world are willing to travel in a far distance to come to Thailand to watch and feel that how those unique products are made. Consider from revolution of Free Trade Area (FTA), many external threats from foreign country can easily approach Thailand silk industry, especially from China. China is the important competitor that claims to be the world number one in silk industry. Many of silk yarns and silk cocoons are imported from China to fulfill the demand for production in our country. As long as these situations still occur, the originality of our valuable Thai silk might be in danger.

In present, the most famous brand in silk products of Thailand is Jim Thompson, the brand that initially established by the American, Mr. Jim Thompson. Another brand that may have good reputation is Shinawatara Thai silk, a 100% Thai own company that has very good image in present. Except from those brands, there is another brand that is ready to grow up and get into the valuable market of Thai traditional cloth. That company is Jolie Femmes.

The Jolie Femmes is the brand of the product and the marketing name of the registered company, Cedro Production Co., Ltd. This company was founded almost 20 years ago in 1987 as the producer of Thai silk product which could maintain and improve its operation to turn itself into one of the well known silk maker in this time. Jolie Femme is registered the company with 10 Million Baht of capital.

Jolie Femmes factory is located in Sankamphaeng district, Chiangmai province where they can easily reach raw materials and labor sources as well as Chiangmai is one of the tourists attraction with various of tourism promotion and information.

Various products are available at Jolie Femmes, since they make effective use of their raw material. Start from plain silk sheet, Jolie Femme utilizes their useful resource of tailor to turn such silk sheet into shirts, pajamas, suit, and etc. The rest of silks were used to make smaller products such as pillow case, handkerchief, and key holder. All products sold are made by hand to reflect the value added design and emotions, thus the products can be sold at a higher range of price.

Jolie Femme is the clustered as a self-contained company which does most of the functions that exist in this industry. This company starts from growing mulberry trees, feeding the silk worm, preparing silk cocoon, hauling silk fiber, yarn threading, bleaching and dying, weaving, transforming, and finally tailoring under concept of handmade product. Moreover additional value can be added by their idea to make new pattern or new design of clothing.

As silk is the one of Thai identity product which has special characteristic that make Thai silk different from other silk. The Jolie Femmes has good chance to grow up to full of their potential in the future by support of the Government and of course their good will of operation.