

8 OVERALL SWOT ANALYSIS

Strength

- Chiang Mai is the favorite places of tourists and will be the center aviation of GMS in the future.
- Thai silk is a type of productions that are high in value because it is the handicraft production.
- Fast and easy in decision making due to its organization's style (Bureaucratic Organization)
- The Company has Strong management team who can control the financial statement effectively and efficiently.
- Salespersons in showroom are able to speak more than a native language such as French, Japanese, Mandarin, German, etc.

Weakness

- Usage of silk production in daily life is inconvenient due to the properties of the productions color, pattern, and clothing itself.
- Limited productivity because of manual operation, loss opportunity to increase sale volume.
- Low liquidity due to there are too low cash and cash equivalent and too high inventories.
- Jolie Femme provides very little promotion to their customers.

Opportunity

- Her majesty Queen Sirikit also promoted the uniqueness and beauty of Thai silk throughout the world. Consequently, foreigners realize on the value and tend to use Thai silk more and more.
- Foreign country has a continuous stream of demand to Thai silk regarding the quality of Production and its beauty.
- Deals with tour agents to bring tourists visit the shop.
- Government has supported the project "Bangkok the Fashion City", and the trend of fashion in Thailand are popular nowadays.
- The government has continuously supported tourism in Thailand this consequence in attracting foreign tourists to travel in Thailand. From the increasing of number of tourists, the sales volume of silk increase as well.

Threat

- Since Thai silk is the luxury, and unique productions, it has threat from substitute productions such as cotton which is the main market share of the textile industry
- All the FTA (e.g. Thai-Chinese, Thai-India) that concerns reduction of import tax might induce manufacturer to import both raw silk threads, and finished silk clothes from foreign countries instead of using local production.

- Difficult to compete with big brand in Thai silk business
- Lost order because of limited production capacity.
- From the point of view of teenagers that cloth made from silk is should be worn only in the official ceremony and it is suit for older. So, silk has not fit into the teenagers' fashion.