

Executive Summary

In Macro part, the tourism situation of Chiang Mai is getting better, even if tsunami disaster in the end of year 2004, some of tourists changed target from the southern of Thailand to Chiang Mai. The revenue from tourism would increase in this year. However Chiang Mai will get impact from GMS, the length of stay may be decreased.

At a glance through the silk industry, Thailand has been doing well in this industry. But for detailed analysis, Thailand will be fading away from the market if there is no improvement in the industry. The silk industry in Thailand is depending too much on tourists and sits very stable on this channel. Therefore there are some core developments that the industry should be taken into account quickly; first the raw silk materials should be agriculture more to lower the cost of production. Secondly there should be an involvement of machinery more on production but should preserve the identity of handicraft Thai silk as well. Third, there should be more people in the industry who concerns on value added and design to the products.

For production, concepts of “hand-made natural silk” that, make their product have some additional emotional value. As long as they can keep their concept and strengthen it through the conservation of originality for example the manual silk yarn preparation or the hand weaving they can get more opportunity from tourist promotion. One concern is the need of high skill labors in production line to produce better product and also to control better quality.

Jolie Femme is the well-known Thai silk company in Chiang Mai that offers the hand woven Thai silk fabrics and products to the customers. For long times in Thai silk business, Jolie Femme always improve and development many new product lines and decorative designs to the customers with premium price that make them differ from many existing competitors. 80% of target market is the tourists that know Jolie Femme through the agency tours and the rest is non-tourists. They always provide the promotion to maintain the current customers, attract the new customers in order to increasing market share, and earn maximize profits.

Management is one of the important functions in Jolie Femme, Jolie Femme tries to plan and drive its business to organization's goal which is making Thai silk product to become one of the most wanted products in the mind of customer. Furthermore Jolie Femme tries to manage and control the most effective workforce in every particular area and give the proper reward to them according to their performance.

From Financial analysis, the overall of Company's financial management is in a good trend. Such in the Activities ratios (except Inventories ratio), the Leverage ratios and the Profitability ratios show the highest ability to collect money, create sales without increasing the assets, control its debts not to reach to the crisis which the Company has a good credit for the creditors' view and appreciate the shareholder by creating higher margin each year as seen in the profitability ratios. Nevertheless, the Company still has the liquidity problems because of the low cash and cash equivalent and the high inventories that should be concerned.