**The problems and needs of batik business development capabilities in Narathiwat Province**

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**ABSTRACT**

*The purposes of this research are: 1) to study problems of the batik business in Narathiwat province and 2) To study the capabilities of development needs of the batik business in Narathiwat province. Samples in this study are seven groups of the owners of the batik businesses in Narathiwat province with 4 and 5 star national assessments. Data were collected through a series of questionnaire-based interview forms and Data were analyzed with statistical percentage basic. The results showed that the majority of Entrepreneurs batik were females ages 41 to 50 of high school graduation, earning monthly salary of 5,001-30,000 baht. A period of implementation of the batik business was 5-10 years. The number of the batik workers were over 20 people. Twenty one and four owners expanded their businesses in domestic and international markets, respectively. The operational problems of the batik business were insufficient funds, market behavior with demand uncertainty, a lack of advertising and public relations, insufficient knowledge of entering a new market, high rates of production losses, high employee turnover, inconstant government support and insufficient government public relations efforts. Business development capability requirements were financial and marketing skills training program, promotional marketing, internal and external markets, raw materials, knowledge providers, modern information services, public relations, and export promotion.*

**Keywords:** *The problems, need, capabilities, batik business*

**INTRODUCTION**

The Batik industry has flourish in Thailand for a long time. It has been producing in many provinces in South such as Yala, Pattani, SongKhla, Narathiwat and also in the central region of Thailand such as Bangkok. Besides, famous provincial tourism has also produced the Batik such as Phuket, Samui Island, Chiangmai, Pattaya and so on. However, the first entering of the batik widely spread from Southen border province that was influenced by Malaysia. The batik in Malaysia also has been influenced by Indonesia. Especially, Thai Muslim in Southen border province the technique and how to make Batik derived from Malaysia and they set up the household factory in their basement or medium industry for the workers between 50-100 people by allocating the work in each division mostly in Narathiwat especially Sungai Ko-lok district with highest sales during the year 1967-1979.

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| **Received:** 30/11/ 2016 | **Revised:** 24/02/2017 | **Accepted:** 5/04/2017 | **Published:** 28/5/2017 |

Nowadays, Batik painted design has been developing and widespread considerably as a result that is able to produce in several designs and can sell at the better price more than printed design. Therefore, the Batik industry in South moved to produce painted design Batik so it takes place the market competitions by showed particular format and identity unto some Batik have become very costly craft before. The favor cloth to produce the Batik include sarong, fabric pieces and various apparel such as clothing ready-made and so on. People in the southern border provinces they earn how to do the Batik by derived the techniques from Malaysia. Technique of making batik is a technique often conceal confidential and passed in the family. People in the southern border provinces, especially in Narathiwat Province, they study how to make batik by being employee in the Batik factory of their relatives in Malaysia then memorized the various techniques by observing and working experience. When they have got all the knowledge then they back to the hometown to set up Batik School. Most of them are located in Sungai Ko-lok District, Narathiwat Province. There is a large factory with split into divisions and also factory which located in the rubber garden as production areas. Depending on the financial status of the manufacturer. Batik fabric, the very popular one in Southeast Asia countries: Indonesia, Malaysia, Brunei Darussalam, islands in the southern Philippines and South of Thailand as well, especially in the 3 southern border provinces. The preparation of batik products as folk product and current market of batik have joined the project of One Tambol One Product "OTOP."

The Batik considers local folk art for long time in various countries such as India, Egypt, Japan and Indonesia. It is accepted that the famous one is Indonesian’s Batik. It has published to countries such as Thailand, Malaysia, Myanmar, Laos as well as Australia, Europe Countries and United State of America. As a result, the market of Batik and competitors in Batik business has relatively high as well. Thailand which is one of the Batik exporter which currently Batik products consider as popular product in the market, especially in the oversea as the one of Batik importer from Thailand, to distribute in the type of the finished product such as house decorations, Batik wall art, scarf, head scarf, clothes and table linen and so on. However, Batik market mostly sold to foreigner, tourists and export. Domestic use is few and Batik industry is still week including ability and production efficiency is lower than the domestic competitors, small and medium enterprises is lack of long-term loan that low interest rate; and important this is the entrepreneurs lack of marketing information, raw materials information, manufacturing technique information, and the lack of good planning.

Currently, economic situations in 3 southern border provinces is not normal condition because of unrest which is the main problem that the government tried to solve the problem continuously. Such issues affect the well-being of the people, lack of income and investment, including in a section in various aspects. The total area of the economy 3 southern border provinces to slow down. As a result, business batik is not success as it should be. The solution of economic policy and planning of development in 3 southern border provinces such as to create jobs and careers in 3 southern border provinces, including various projects that government projects have developed and campaign support from all parties both public private sector. Moreover, the people assist to support Thai product through the responsibility and relationship with the government institutions by arranging the exhibition of OTOP and export promotion and so on. The knowledge exchange, technical research between member of Batik producer and maintaining the standard and product improving in Batik business for developing and improving Batik marketing which is a part of economic development of the country.

The researchers has been interested on the study of problems and needs of business development capabilities in any field of the entrepreneur’s requirement, to get the ability of running efficient and effective business on growing the business which is to develop the capabilities in selling the quality product both domestic and international

**OBJECTIVE**

1. To study problems of the batik business in Narathiwat province .
2. To study the capabilities of development needs of the batik business in Narathiwat province.

**METHODOLOGY**

The research on the problems and needs of batik business development capabilities in narathiwat province. The scope of populations has been used in this research consist of Batik entrepreneurs in Narathiwat Province with 4 and 5-star national assessments which considered as one of the best OTOP that distributed about 7 owners in Narathiwat (Source : Narathiwat commercial office: 2014). All sample is the substitute for this research. The researcher was collected the data by the method of Purposive Random Sampling in accordance with interviewing from questionnaires. As Batik entrepreneurs include the group of Al-hameen Batik, Group of Ban Bango community, and the group of Batik Yada, Group of Aomanao Batik, Group of Bang Nara Batik, Group of Ban Batik and the group of Dahla Batik.

In this research, it is the interview from questionnaires which regarding general data, the problems and needs of business development capabilities in batik in Narathiwat Province and other suggestion that asking about the requirements and opinions of Batik entrepreneurs in Narathiwat Province.

**RESULTS**

The research of the challenges and needs of business development capabilities in batik in Narathiwat Province, is Survey Research and Description Research through using the interviewing from questionnaires in 4 sections as follows:

Section 1: Demographic information of respondents are consist of gender, age, education, income, business period, a number of workers and selling market. This study revealed more details of all respondents’ profiles as show in Table 1.

**Table 1**

Demographic information of respondent

|  |  |  |
| --- | --- | --- |
| Profiles of respondent | Frequency | % |
| 1. gender

male femaleTotal | 257 | 28.5771.43 100.00 |
| 1. age

41-50 years old51 years and overTotal | 527 | 71.4328.57 100.00 |
| 1. education

secondary school graduateDiploma / Under graduateBachelorTotal | 3227 | 42.8628.5728.57 100.00 |
| 4. income Less than 5,000 Bathbetween 5,001-30,000 Bathover than 30,000 BathTotal | 1517 | 14.2971.4214.29100.00 |
| 5. business periodbetween 5-10 yearsbetween 11-15 yearsbetween 16-20 yearsbetween 21 -25 yearsTotal | 21227 |  28.5714.29 28.57 28.57 100.00 |
| 6. a number of workers 5 -9 people10 -19 peopleOver than 20 peopleTotal | 2327 | 28.5742.8628.57100.00 |
| 7. selling marketinternal market international market | 73 |  100.00 42.87 |

Section 2: Data analysis of the challenges and needs of business development capabilities in batik in Narathiwat Province mostly consist of funds, market, production, workers, and government policy and promotions.

Funds: The challenges which found from the interview include insufficient funds, have no enough of working capital, cannot get back the money from the debtor and financial institutions/ bank are not released the credits.

Marketing: The challenges which found from the interview include the uncertainty of market demands, the decrease of purchasing power, better product from competitors, a location which far away from the main road, lack of advertising and public relations, insufficient knowledge of entering a new market And neighbor product have entered to the market.

Production: The challenges which found from the interview include costly raw materials and transportation, lack of up to date machinery and technology, lack of skilled labors, production quality do not meet the standard, no systematic production plan, high rates of production losses.

Labors: The challenges which found from the interview include unskilled labor, shortage of technical labor, lack of specialist, high labor turnovers and rare, inconstant train for the workers and the labors have no fundamental on pattern design as well as drawing.

Government policy and supporting: The challenges which found from the interview include inconstant government support and insufficient government public relations efforts and so on.

Section 3: Data Analysis on needs of business development capabilities in batik in Narathiwat Province by interview include the need of development of funds, marketing, production, and Government policy and supporting.

Funds: The needs which found from the interview include need the working capital support from financial institutions, training on capital and finance management.

Marketing: the needs which found from the interview include fundamental of marketing, business plan, planning, and marketing strategy, searching for a domestic and international market as well as the raw material market.

Production: The needs which found from the interview include training on product design, proficiency labor, and the need for the experts or knowledge provider who can provide them about the pattern development in Batik.

Government policy and supporting: The needs which found from the interview include government public relations efforts, ponder about the tax system, export support, and subsidy promotion, and hiring the consultants for any development.

Section 4: Suggestion found that the majority of needs that is government institution establish the training center, provide vocational knowledge to give them the fundamental that can create the job and to reduce youth drug abuse problem as well.

**DISCUSSION**

The result, the problems, and needs of batik business development capabilities in Narathiwat Province, can be discussed as follows:

1. Funds: Batik entrepreneurs mostly face the problem of insufficient working capital due to unacquainted of funds management, whether it is a matter of hiring staff and buying raw materials in the production of batik; And it is consistent with the research of Manop Chumoon (2010) that studied the development of the process in marketing management of กevelopment of Hand Woven Fabric product. Case study: Hand Woven Fabric group, Ban Donhluang, Meareang sub-district, Pasang District, Lamphoon Province,encountered challenges are insufficient working capital it because of the high investment for purchasing the raw materials and productions; and consistent with the research of Thiva Kaewserm (2008), the study of problem and needs of potential development of local and community entrepreneurship (OTOP), Phetchabun Province. It found that there is a problem of lack of capital for business expansion.
2. Marketing: for Batik entrepreneurs mostly confront the problems of inconstant market behavior due to currently the price of rubber is down that means the Narathiwat population income would be decreased and purchasing power is low. However, Batik entrepreneurs still produce their product. It is also the impact of the 5 province situations, it makes the customer does not dare to buy Batik products and if the Batik entrepreneurs move to distribute the products to another province which the cost must be high; And in accordance with the research of Manop Chumoon (2010) that studied the development of the process in marketing management of กevelopment of Hand Woven Fabric product. Case study: Hand Woven Fabric group, Ban Donhluang, Meareang sub-district, Pasang District, Lamphoon Province, encountered challenges of economic depression, as a result, the purchasing power is low, consumers to spend money as more economical. Moreover, the number of tourists decreased then the product distribution center of the group was affected as well. Besides, the problem of cut-price among them or the competitors brought poorly and cheap product enter to the market, lack of advertising and public relation efforts. Due to the fact that Batik companies have no website to help the customers can find them, inexperience in marketing and the promotions; And in accordance with the research of Thongpol Phromsakha(2013) , the study of Development Guidelines for Small and Micro-Community Enterprises in Songkhla Lake Basin presented that marketing challenge which most of the entreprenured are lack of advanced knowledge in management such as lack of distribution channel, advertisement, public relations, problems in doing foreign markets it is because of the lack of knowledge of the foreign language and so on.
3. Production: Most of Batik entrepreneur faced the problems of high rates of production losses due to the rainy season makes available production capacity was reduced, the humidity is a factor that makes the quality of the product does not meet the standards, and in accordance with the articles of Research and Academic Affairs, Faculty of Business Administration. Rajamangala University of Technology Srivijaya. (2014) the study of progressive management towards the ASEAN Community which found that management and production management with the inhospitable weather.
4. Workers: Most of Batik entrepreneur faced the problems of high employee turnover due to some worker who are in professional level and more experience has been resigned from company, in accordance with the research of Veerawan Tiyasiritanont (1999: Abstract), the study on human resource management in small business organization. Case study: Sahathai Khawassadukosang Co.,Ltd. found that the recruitment problem in access to work most are the organizations recruited and selected the workers then they do not perform as much as the organization expected, the prevalent of turnovers that causing the organizations have the idea to enhance the channel of recruiting to provide the staffs from various kind workers greatly.
5. Government policy and supporting: Most of Batik entrepreneur faced the problems of inconstant government support and insufficient government public relations efforts due to insufficient government public relations efforts to any company such as OTOP city exhibition, normally the booth quotas has been provided to Narathiwat province about 20 booths, but in 2015 Narathiwat province have received only 10 booths consist of 2 appliance booths, 3 food booth, 1 SMEs Booth, 1 herbal booth and 2 Batik booths which contradicted to the real number of Batik entrepreneur with more than 30 people. It is affected to the rest Batik entrepreneur who cannot release their products as much as they can which is because of it is not enough quotas for the booths; And in accordance with Thanyamai Chearakul (2014) that studied about problems and strategies for adjustment of the OTOP to getting ready to open AEC found that lack of support from the government, lack of earnest support from the government in the modern information related to the business.

The need of business development capabilities in batik the sample found that

1. Funds: The need of Batik entrepreneurs are to provide financial training due to simply manage the funds, in accordance with the research of Thanyamai jearakul (2014) have studied about the problems and strategies for adjustment of the OTOP to getting ready to open AEC found that the government sector provided the information and training to entrepreneur with the support of finding source of capital is low and create the opportunity to OTOP entrepreneur to access that particular source.
2. Marketing: The need of Batik entrepreneurs are the fundamental of marketing such as promotion, marketing strategy, and business planning and so on and to take that particular knowledge to satisfy customer needs and to manage the marketing as well, which are accordance to the research of Thiva Kaewserm (2008), the study of problem and needs of potential development of local and community entrepreneurship (OTOP), Phetchabun Province which found that needs of marketing information and coordination to the need in finding domestic and international market due to assist in market expansion and also to enhance the sales, the foreigner can more order Batik from Thailand and also to coordinate and negotiate with the client conveniently. In accordance with the research of Yupinporn Khamkhomkhate (2010) that studied on the analysis of potential of community enterprise. Case study: Suksantkarntho Company, Kamalasaiy District, Kalasinthu Province found that the company incline to develop their products to expand the product widely, to cover and satisfy the client needs broadly and thoroughly both in domestic and international. Furthermore, the needs of raw materials market due to the source of raw materials in Narathiwat with few market that probably the cost of capital would be high.
3. Production: All entrepreneur needs expertise to provide them the techniques for the guideline to improve of the various and new Batik design for example taking Batik cloth to make souvenir, bags made by remnant of Batik and so on. Moreover, in accordance with the research of Jarita hinthaw (2010), the study of the management of OTOP product with the case study: group of Maebansamakkheephattana, Ban Tamtau, Moo 1, Tambol Samakkhee Pattana, Arkasamnuai, Sakolnakhon Province, which found that even though the community has provided the better product but lack of effective management and strategy, it probably affected to community survivor also. The related research found that most of indigo-dyed cotton producer has been facing the problem and short of bleaching indigo dyed technology, the products do not meet the need of real market, lack of identity creation for adding value to the product. Therefore, the related institutions should provide knowledge to the groups which they can apply it to develop and add value to the products.
4. Government policy and supporting: all entrepreneur needs the up to date information, public relations due to they need the government advertise and broadcast the product to be recognized to the client instantly and thoroughly. And in accordance to the research of Thanyamai jearakul (2014) have studied about the problems and strategies for adjustment of the OTOP to getting ready to open AEC found that we should adopt the technology, Information technology and business networking. The entrepreneur should seek the partnership alliance in both of production and distribution. For the government also should promote the up to date information. With accordance to the research of Thiva Kaewserm (2008), the study of problem and needs of potential development of local and community entrepreneurship (OTOP), Phetchabun Province, which found that the majority of entrepreneur need the assist from the government sector on the design and branding to be recognized, requirement of export supporting due to the collaboration and cooperation between government sector, domestic and international market would help them for promoting Batik export.

**CONCLUSION**

In the research of problems and needs of batik business development capabilities in Narathiwat Province, the conclusion as follows:

Section 1: General information of interviewee include gender, age, education, average income, duration of operation, number of worker and source of market. Batik entrepreneur in Narathiwat, the majority is female, between 41-50 years old which study in elementary school, the average income monthly 5,001-30,000 Bath, the duration of operation id about 5-10 years. The amount of worker is at 20 people above, the source of market in domestic is 21 places and international 4 places.

Section 2: The challenges and needs of business development capabilities in batik in Narathiwat Province include funds, which is insufficient working capital; Marketing part, which is market behavior with demand uncertainty, a lack of advertising and public relations, insufficient knowledge of entering a new market, high rates of production loses, high employee turnover, inconstant government support and insufficient government public relations efforts.

Section 3: Needs of business development capabilities in batik in Narathiwat Province, when we ponder in any part include funds, which found that requiring of training in finance; Market which found that requiring for fundamental of marketing, marketing promotion, seeking the market both domestics and internationals and requiring the low-price of raw materials; In production which found that requiring of expert to provide them the drawing pattern; And in government sector and supporting which found that requiring the up to date information, broadcasting and export promotion.

**SUGGESTIONS**

The relevant agencies, both of public and private sector. Should be supported and developed products. Since origin of materials to goods. in batik in Narathiwat Province. Since the production process market expansion, both domestically and overseas to generate increased revenue for the community

**ACKNOWLEDGEMENT**

This research has done well. We appreciated to Batik entrepreneurs in Narathiwat Province who has provided the useful information and devoted the precious time in response to an interview as the result of to complete our research.

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