

Small and Medium Business Development Model (SMEs) that Affects the Success's SMEs in Muang Chonburi Province

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Abstract

This paper studies intended to study (1) the success of small and medium enterprises (SME) business operations, reflected by level of respect, reputation, and security. (2) internal and external development patterns that include financial systems, personnel systems, marketing systems, system management, customer management systems, economic systems, and competition. The political system and legal system and technology is critical to the success of small and medium enterprises (SMEs) business operations (3) the power of internal and external development pattern that influence the success of small and medium enterprises (SMEs) business collects Data was collected by using queries from SMEs in Muang District of Chonburi Province, registered with the Office of business development, Chonburi Province Year 2017 (Totally 1,560 firms) With simple sampling method. Results of the study are as follows: 1) Format to develop internal and external development patterns of business that are vital to the success of small and medium enterprises (SMEs) found that the business development model within the overview is important most level 2.) The success of SMEs business overview level, by found that the success of the entrepreneur. The small and medium enterprises (SMEs) business side to respect the most level 3.) Marketing system, customer systems, technology, finance and personnel systems can forecast the success of small and medium enterprises (SMEs) business security statistically significant at .001 can be forecast the success of small and medium enterprises (SMEs) business has the power to predict values by all 0.498 resulted in a positive direction with stability, except for the personnel system, resulting in directional stability.

Keywords: Business Development; Internal and external forms; SMEs

Introduction

From the economic crisis in the past year of economic expansion, the country has 1997 Thailand at a high level consistently in the past decade because of the country's economic structure, Thailand has changed greatly. Which structural changes from the branch to the branch management services and industry. These changes result in the small and medium enterprises (SMEs) caused by a strategic plan to promote the development of small and medium enterprises (2012–2016). The strategy supports developing 1 environment, conducive to business conduct. Strategy 2 enhances the capabilities of the competitiveness of small and medium enterprises. Strategy 3 to promote small and medium enterprise growth, balanced by the potential of the area. Strategy 4 empowerment of small and medium enterprises, the economic links between the countries under the vision that the development of small and medium enterprises and small and medium enterprises (SMEs) have become a critical infrastructure of Thailand country economy and play a major role towards developing countries, also help stimulate the overall economy, the growth of the domestic. The small and medium enterprises (SMEs) largely as a real economic sector of work of entrepreneurs in small and medium enterprises (SMEs), new burdens, there must be quite a few diverse operators must encounter some obstacles cannot be resolved or is unable to obtain loans from financial institutions support. And in the end must be aborted because parties could not bear the burden of the impact of this economic crisis. Several leading companies are foreign investors coming into the acquisition price. Most businesses that can come through it until today, Are the small and medium enterprises (SMEs) (Office of Small and Medium Enterprises Promotion, 2007) to the main economic powers of Thailand (Thailand's Economic Directions No. 3 (2012–2016)).

The current small and medium enterprises important element of our economic system as up to 99 percent of all small and medium enterprises can thus play an important role in sustainable development as the Foundation, is the primary mechanism to restore and strengthen the economic progress, including a mechanism to resolve the problem of poverty. The data confirm the economic role that Thailand is very critical to the economy, which has a number of small and medium enterprises (SMEs) in both countries to 2.65 million, representing 99.8 percent of all small and medium enterprises (SMEs). Employment, number of 11 million customers, or 83.9 percent of the country's total employment. The export value has 2.07 trillion baht. 29.9 percent of the total export value in both countries. Causing employment representing more than 77 percent of the total employment in both countries. Role in the creation of added value for the average value of 39

percent of gross domestic product and export directly, representing 29 percent of the total export value of small and medium enterprises (SMEs) are important to the economic system (Office of Small and Medium Enterprises Promotion, 2007) and causing the economic added value of not less than 3.86 trillion baht. 36.6% of value. Gross domestic product. The above statistics, it can be seen that small and medium enterprises (SMEs) plays a role in the business sector, in Thailand (Small & Medium Industrial Institute (SMI), 2011).

But the survey follows a group of small and medium-sized businesses, and government agencies in the year 2011 by small and medium enterprises (SMEs) and development consultant; found that the company that small and medium enterprises in the 100 are just 5% successful. The remainder. Aborted associates in the lifetime of the operation do not exceed 1–2 years of the Office of Small and Medium Enterprises Promotion has to assess the economic situation small and medium enterprises (SMEs) Thailand 2011–2012 compared with 1976, found that the number of small and medium enterprises (SMEs) that are canceled as the number of parties 6,663 average 36.23 percent increase per month, 666 so that small and medium enterprises (SMEs) are the backbone of business and economy, Thailand systems. The current economic conditions slow down the recession so small and medium enterprises (SMEs) entrepreneurs must have a method to adjust administrative, management. Market to maintain its survival by country the current economy, Thailand has started to rebound, but there are also other parties that also take part in order to make the economic system back to normal. Such conditions make current employment rates in both Government and the private sector low. The students who complete the most difficult job because there are very limited and think to veer into entrepreneurship in businesses small and medium enterprises (SMEs) with the now Government policy to promote and encourage people as more entrepreneurs make a great opportunity of interested persons, and is thought to own businesses have access to entrepreneurship in business small and medium enterprises (SMEs) easier. (Tor-udom, 2013).

Therefore, it is the reason researchers want to study whether the business format, what else is important and affects the success of small and medium enterprises (SMEs) is also an important business approach, one that is interesting in that it selects investment private career in a range of economic issues occur and competitive employment, such as in the present, and is also one of the channels that provide opportunities for talented people with initiative and entrepreneurial in order to seek success and progress in small and medium enterprises (SMEs) in the areas of research also

studies the success of entrepreneurial businesses, the small and medium enterprises (SMEs) in addition to marketing is the security aspects of respect and are a powerful reputation as a sustainable business growth by choosing to study in Muang, Chonburi area because the area, Muang, Chonburi is the EEC area. Of economic Transportation, tourism and employment, which has a trading business, small and medium enterprises (SMEs), business category? Business services and manufacturing business to assist small and medium enterprises (SMEs) so that it adapts to maintain their survival and create stable, sustainable business results from the studies are directed to improve the development of entrepreneurship in small and medium enterprises (SMEs) and provide a more efficient and effective.

Research Objectives

1. To study the success of small and medium enterprises (SMEs) business operations, which are divided into 3 categories: security, respect and reputable activities.

2. Development an Internal model and external development model of the banking system Personnel, finance, marketing, management, management systems, economic systems, political systems, legal systems and technologies that are critical to the success of small and medium-sized enterprises (SMEs).

3. To study the power of internal and external development model development influencing the success of small and medium enterprises (SMEs).

Research Methodology

This research is quantitative research in the form of a population survey research, this research is small and medium enterprises (SMEs) in the city. Chonburi Province. By relying on information from the office of business development, Chonburi province in the year 2017, by registration, as small and medium enterprises registered capital not exceeding 300 million baht. 3. The category is (1) the manufacturing sector. Registration number 161 (2) trade sector registered number 654 and (3) the service sector registered number 745 total of 1,560 parties to obtain samples that are appropriate, researchers have determined the size of the sample group, the concept of the number of samples, 310 owned by this research and researchers have used questionnaires as a tool in research consist of:

(1) Questions related to the business development model are a model developed by the internal personnel system, financial systems, marketing systems, and management systems. Development of external systems, customer, competitive systems, economic systems, political and legal systems, and systems technology. There are a number of questions in all 50 messages

(2) Questions about the success of small and medium enterprises (SMEs) include business entity's stability. Demands respect and reputation, there are a number of questions in all 20 messages.

By assigning a numeric gauge estimate there are 5 levels to determine the opinions of respondents who expressed very little altitude as follows:

Level 5 means the most commented

Level 4 means the very comments

Level 3 meant moderate comments

Level 2 means less comment

Level 1 means the level of minimal comment

Reviews the tools used in this research, the quality of the tools tested by analyzing the value of confidence (Reliability), by way of finding the coefficients α (Alpha Coefficient) according to the method of the Bach (Cronbach) found that (1) the personnel system $\alpha = .718$ (2) Financial system $\alpha = .898$ (3) marketing system $\alpha = .865$ (4) Management system $\alpha = .705$ (5) customers $\alpha = .745$ (6) competitive system $\alpha = .825$ (7) economic system $\alpha = .785$ (8) the political and legal system $\alpha = .748$ (9) technology system $\alpha = .788$ (10) Stability of the business confidence equal to the value of $\alpha = .756$ (11) the respect $\alpha = .805$ (12) Side of the famous $\alpha = .895$.

Researchers and students to help research the paging query manually (Self-Administration), by travelling to the location of the business, according to a list of names and addresses obtained from the office of business development, Chonburi Province. In this connection, the query can be stored the night anniversary 310 series.

Data analysis with a finished program. Processed by a computer. The statistics used in this research is a step-wise multiple regression analysis.

Results

Developmental patterns of small and medium enterprises (SMEs) that affect success. Amphoe Mueang Chonburi is intended to (1) The success of small and medium enterprises (SMEs) business operations, which are split into 3 sides, respect, fame, and security (2) Business development pattern to develop the internal and external development pattern of business include financial systems personnel systems, marketing systems, system management, customer management systems, economic systems, and competition. The political system and legal system and technology are critical to the success of small and medium enterprises (SMEs) businesses (3) the powers of the development patterns of the internal and external development model of business small and medium enterprises (SMEs) that influence the success of their business operations by small and medium enterprises (SMEs) are mostly small and medium enterprises (SMEs) business proprietorship 48.5 percent and 38.5 percent partnership with the number of employees does not exceed 68.4 percent 10-man format, business development is critical to the success of small and medium enterprises (SMEs) found that the business development side within the image is included in most levels. There is an average value equal to 4.85 when considered individually (1) found that aspects of the personnel system include personnel's knowledge of the capabilities of personnel, personnel work, diligence and discipline of our people. Average levels as much as 4.15 (2) include management systems, operational planning, and good. The ability to command and operational evaluation. The average equivalent to 4.03 (3) market includes product quality to set the location of the parties' distribution channels such as the campaign to publicize the PR trade discount to redeem or switch to public relations, distribution, or bundled and sales representatives have an average equal to 3.94 (4) (4) the financial system include insufficient funds can't borrow money from financial institutions. The lack of financial planning and lack of knowledge about financial planning. The average is equivalent to 3.15 for external development patterns by an overview level, very average equals 4.05, considering the list found that side (1) system technology includes technological advancements of technology, performance, cost and technology. Average levels at most equal to 4.08 (2) system, clients include analysis of the purchase decision of the customer and the item meets the needs of the customer. Customer satisfaction has an average service equivalent to 3.85 (3) the political and legal system, including promoting investment in small and medium enterprises (SMEs) business operation of the Government. The law is conducive to business operations of small and medium enterprises (SMEs), the Government has to change the average equal to 3.86 (4) race include a number of competitor's products competition. Pricing items for

various competitions and promotions of the competition with an average value equal to 3.85 (5) an economy include loan interest rates and the economy of small and medium enterprises (SMEs) employers and policy measures to promote the economy. This equals an average 3.74.

The success of small and medium enterprises (SMEs) business overall is at most levels. There is an average value equal to 4.95, when considering the side list, find that the success of a business, small and medium enterprises (SMEs) have average high levels without success, respect, customer acceptance, including recognition from business colleagues and accepted by society, with average levels at most equal to 4.95 is the stability of the company include security gains there is security personnel. Having an atmosphere, environment and good work. There is an average value equal to 3.85 and activities of company reputation include reputation. The reputation management reputations of quality work and a good corporate image. Average 3.83 equals.

The results of a multiple regression analysis found that the variables that can be taken as a. Forecasting the success of small and medium enterprises (SMEs) business entity's security systems, marketing systems, customers, technology, finance and personnel systems, systems which contain multiple correlation coefficient (R) is equal to 0.715 statistically significant at the 0.001 level, and the value of R^2 equals 0.495 prediction power, which means that the marketing system. Customer systems, financial systems and system technology, system personnel, as a prophecy could forecast the success of small and medium enterprises (SMEs) business stability by 49.5 percent. All result in the same direction, with the exception of stability. Personnel systems that result in the opposite direction, stability is therefore at 1.

Table 1 Shows the correlation coefficient between the multiple forms of business development with the success of small and medium enterprises (SMEs) business security.

Forecast variables.	B	Standard Error	Beta	t	sig
Constants	.924	.245		3.989	.000
Management system	.454	.070	.488	7.589	.000***
Customers system	.268	.081	.268	4.356	.001***
Marketing system	.210	.096	.198	3.456	.040***
F = 52.895***	R = .715	$R^2 = .495$	$R^2 \text{ adj.} = .485$	Std. Err. = .450	

***Statistically significant at the .001 level, **statistically significant at the .01 level, *statistically significant at the .05 level.

The variable can be taken as a forecast of the success of small and medium enterprises (SMEs) business security management system, customer and marketing systems, which have multiple correlation coefficient (R) equal to 0.707 statistically significant at the 0.001 level, and the value of R^2 equals 0.387 prediction power, which means that the management system, customer and market forecasts that the system can forecast the success of small and medium enterprises (SMEs) business side to respect the 38.7% table 2.

Table 2 The multiple correlation coefficient between the development patterns of business success of small and medium enterprises (SMEs) business aspects respect.

Forecast variables.	B	Standard Error	Beta	t	sig
Constants	.898	.278		3.689	.000***
Marketing system	.315	.058	.270	3.989	.000***
Customers system	.245	.085	.225	3.555	.001***
Personal system	.258	.080	.244	3.489	.001***
Management system	.265	.095	.356	3.569	.001***
F = 53.385***	R = .707	$R^2 = .387$	$R^2\text{adj.} = .377$	Std.Err.	= .545

***Statistically significant at the .001 level, **statistically significant at the .01 level, *statistically significant at the .05 level.

The variable can be taken as a forecast of the success of small and medium enterprises (SMEs) business side, with respect to the business marketing system. Systems, personnel, and management system which has the multiple correlation coefficient (R) is equal to 0.685 statistically significant at the 0.01 level, and the value of R^2 equals 0.445 prediction power, which means that the marketing system. Systems, personnel and administrative management system, as a prophecy could forecast the success of small and medium enterprises (SMEs) for business reputation by 45.5 percent. All result in the same direction with the reputation of the parties except the personnel system, resulting in the opposite direction to the reputation of the parties is therefore at 3.

Table 3 The multiple correlation coefficient between the development patterns of business success of the small and medium enterprises (SMEs) business side of famous.

Forecast variables.	B	Standard Error	Beta	t	sig
Constants	.985	.287		3.608	.001***
Marketing system	.488	.085	.471	6.687	.000***
Customers system	.385	.075	.286	4.669	.000***
Personal system	-.296	.099	-.209	-3.226	.002***
Management system	.198	.091	.166	2.569	.016*
F = 52.098***	R= .685	R ² = .445	R ² adj. = .428	Std.Err	= .556

***Statistically significant at the .001 level, **statistically significant at the .01 level, *statistically significant at the .05 level.

Discussion and Conclusion

Effects studies developmental patterns of small and medium enterprises (SMEs) that affect success. In Amphoe Mueang Chonburi, research can bring to the discussion results as follows:

1. Format to develop internal and external development models of business, small and medium enterprises (SMEs) are critical to the success of small and medium enterprises (SMEs) found that the samples and give priority to the development of internal images are included in most levels. When considering the side list, find the development environment in the business include financial systems personnel systems, marketing systems and management systems to manage every aspect of the system-level management systems and personnel have an impact on the success of most businesses, small and medium enterprises (SMEs), which corresponds to the research of consistency with Meechanan (2011) have done research on marketing strategy of enterprises, that flower is a success factor in business operation. Which market is regarded as the heart (Kotler, 2003) in business and research by Yamane (1973) found that entrepreneurs have business management by performing administrative duties 5 anniversary as planning, organizing, managing manpower, command and control, with most planning to by a factor in overall business operation level, when considering the side list, find that the sample group, there were factors in business administration (Management) are included in level one of the largest. When considering the average list messages found with the highest average include operational planning is clear at every step. This is because businesses of each size require-technical and administration varies. External form development system, personnel system, financial market system, system management, customer management systems, economic systems, and competition. The political system and legal system and technology overview found that the sample of the importance of the success of your business, the small and

medium enterprises (SMEs) are in many levels. Why, because the format for developing the business the environment is an important element that directly and indirectly affects business operations and the success of small and medium enterprises (SMEs). Jongwutiwes, Singhalert and Passago (2010), Have the research Factors Affecting the Success of Community Business Management in Mueang District, Roi- et Province Divided into 3 big factors 1) factors relating to business management, which are divided into 4 sides 1. Administration and management, production management, 2. Marketing management, 3. Management, and 4. Finance and investment.

A group of factors include 1. Leader 2. Committee 3. The participation of members 4. Labor 5. Build a network of communities about the factors including 1. the regulations. 2. External activities 3. Welfare. The research found that the factors that affect the success of the business community. In Muang District Roi Et is 1. Leader 2 . Create leadership networks 3 . Administration and management of the side Board 4. Statistically significant group level. 05 2) Overview the success of small and medium enterprises (SMEs) business level ($\bar{X} = 4.95$) by finds success, respect is on many levels ($\bar{X} = 3.58$) is the stability of the business ($\bar{X} = 3.83$) and famous ($\bar{X} = 3.80$).

3. The success forecast of small and medium enterprises of security companies is the financial customer marketing technology system. And personnel are a system that can predict the success of the security of small and medium enterprises, 38.7 percent of the customer business market. and the financial system technology results in the same direction except for the stability of the personnel system that affects the stability, of why the development of marketing, finance and customer technology can be financially profitable to small and medium enterprises. But for those who may see long-term results in the company's profitability. which is not in business, only operating for less than 4 years, such as the small and medium enterprises sample group of this research established in 2007, which corresponds to research that corresponds to the Enterprise Development Network Research Institute medium and small enterprises in Songkhla the University of Small and Medium Business Entrepreneurial Potential Studies (SMEs) to support trade liberalization. A case study in Songkhla province. The research results showed that industrial market production factors support the trade liberalization policy of the organization and the opinions on financial liberalization and are also consistent with Yu's research. Small & Medium Industrial Institute (SMI) (2013), There is an issue of the ASEAN Economic Community to support information technology. Small and medium industry management systems (SMEs) of entrepreneurs in the south found that the success of the business comes from the use of information technology to support current operational activities to

help build competitiveness, applied to production activities and procedures in accounting activities and accounting financial activities, which can be seen that all 3 Activities are essential basic information for any business operator. To have software related to such activities because of the speed and convenience of running a business reduces costs and increases profits, which sees all 3 activities with basic information necessary for business operators. Packaged programs are related to such activities. This causes convenience and speed in doing business, reducing costs and increasing profits.

4. Personally predicted the success of small and medium enterprises, respecting the customer management system and marketing system is a forecast that can predict the success of small and medium enterprises, 45.5 percent respect the reason. is when the organization has the ability to manage market analysis, customer demand, and product manufacturing that responds to customer needs and creates customer satisfaction will be an organization that is recognized by both customers and society, such as Lulia (2013) study of Small and Medium Enterprises–Accounting Modernization of Challenges and the Economic Upswing in Period of Needs led to the creation of website design software that shows account transactions with the aim of spurring the adoption of modern technology to assist management. increased accounting standards Based on data from European sources and used to collect data by interviews and statistical computations, small and medium enterprises (SMEs) are important to the overall economy in both developed and developing countries. This software is a medium for collecting, sharing and meeting accounting information. Government officials, executives, suppliers of raw materials, production buyers, employees, investors and shareholders, are the main causes of the organization in the development of information systems.

5. The private forecasting of the success of small and medium enterprises' food service market is famous. Systems, personnel and administrative management, as a prophecy that could forecast the success of small and medium enterprises for 42.6 percent of sound name by which system the customer and market management system. Results in the same direction as the reputation of the parties except. Personnel systems that result in the opposite direction to the reputation of the parties. The reason is to manage both internal and customer marketing management systems is considered something that is important to create strong foundations and business. The reputation of the business, but for the people, might be the limitations of smaller organizations, especially in this research sample groups, mainly small enterprises that have the

number of employees is lower than 5 people, 75 percent is a very small enterprises, therefore, do not invest in human resource development, including training, welfare, good brought fame and image research and image consistent of Promsaka Na Sakolnakorn (2010) Study of Organizational Development of Small and Medium-Sized Enterprises in the Northeast of Thailand in the year 2010, which is a qualitative study on entrepreneurs of small and medium enterprises in the Northeast region. 30 to analyze the problems and difficulties of the operation include government policies and support access to funding sources, knowledge of labor and marketing, which are guidelines to improve from experts as two guidelines include: 1) environmental development organization is the Government's policy and the support and development of policy loans for enterprises, 2) internal corporate environmental entrepreneurs need to do the following: The development of accounting systems and financial management of enterprises. The cognitive development of enterprises Human resource management in the establishment. Marketing management. The strategy to develop between the Organization and the use of information technology in enterprise development.

Suggestion

Research in developmental patterns of small and medium enterprises (SMEs) that affect success. In Amphoe Mueang Chonburi using the 3 sides include respect, reputation, and security. Are there suggestions are as follows:

1. Policy and Implementation

1.1 Problems and solutions when operating a business that the coordinator has no understanding of the business of the members, including the online trading system and terminal applications, bar (Barter Card mobile app) gives the operator increased benefits.

1.2 There should be a system of Exchange that should have come from the volunteer who helped coordinate the Exchange operator's multiples, such as cooperation with universities or educational institutions of State agencies. In an exchange of enterprises and medium enterprises.

1.3 Operators of small and medium-sized businesses need to know the business or products of their own and are actively interested. Find the consultation tools, marketing assistance and cooperation comments accepted. Have the back data (feedback), so be aware that relevant issues and find a solution and entrepreneurs are aware of the shortcomings of their own. The business owner must have the integrity to establish a standard in itself, not aim for the business owner to exploit the partner

1.4 Grouping for exchanges of entrepreneurs should give members together will be able to buy and sell at a price lower than the market. Has extended a credit line to a member more than a partner who is not a member of the.

1.5 Operators of small and medium enterprises (SMEs) should help themselves with honesty, in itself, to establish a standard does not aim to deliberate or survive alone. Need help to create the best commercial standards for the reputation of the business that will be able to bring our customers the most income.

1.6 Business owners should be required to study related to their own business offering to compare business benefits and the overall economic cycle country.

2. Suggestions for further research

2.1 Because this time the research was conducted only on small and medium enterprises (SMEs) limited the trader categories to a section of the population, including those used in research. So, to make a difference it should study all operators across the country.

2.2 In this study defined the cause of the problem and the solution, but not yet studied in depth the factors that are associated with the model that influence the development of small and medium-sized businesses. Therefore, there should be specific, in-depth studies of causes and solutions to policy.

2.3 There should be a study of the performance of small and medium business development after the trial system to exchange goods. Domestic Thailand.

2.4 Should do a comparative study of the development of small and medium-sized businesses after a trial using the barter system, in a province or a region.

New knowledge

The results of the successful management study of entrepreneurs of medium-sized SMEs are summarized from the study of theory and management factors, consisting of management control, organizational structure, command and planning. opinion on control the sample group gave the most importance, followed by planning. Organizational Structure Management and command, respectively, which was in line with pointed out that Strategies based on managerial functions have a direct influence on the business success of small and medium enterprises. The results of the test revealed that management-based strategies influence the success of small and medium-sized enterprises.

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