

FACTORS INFLUENCING THE DEVELOPMENT OF AUTOMOTIVE PARTS' MAKERS ON 4.0 ERA IN CHONBURI

Sopark Kulsu

*Graduate School, Suan Sunandha Rajabhat University
Bangkok, Thailand*

ABSTRACT

The research objectives aimed to study factors influencing the development of automotive parts' makers. The quantitative research approached by in-depth interview on factors that influenced the development of automotive parts' makers in Chonburi, the population represented entrepreneurs who represented in automotive parts industrial estates in Chonburi. The ten of the sample were collected by purposive sampling, the research instrument represented structural in-depth interview for data collection. The data analysis was performed with the data synthesis and extract to remain issues for research answering.

The finding found the development of entrepreneurship of automotive parts in Chonburi should develop in product development according to the market's needs, performance development in the international market, products design, capital management and personnel development in knowledge and skills including supporting the social enterprises.

INTRODUCTION

The crucial competition in domestic and abroad of automotive parts industry caused the automotive assemblers had to response their customers' needs by quality, competitive price and timely delivery.

Maintaining the quality, efficiency, manufacturing cost reduction and business sustainability were the key business competition, automotive parts industry represented the competitive industry with the complexity in manufacturing, the various of parts, processes, tools and machines. The good production planning and maintained quality contributed the output that met the customers' needs, the loss from processes that affected from human, machines, raw materials, methods, management and timing should be improved and rectified to meet the production planning (Ekkachai Kuptawatin, 2008). Plastic injection molding was popular plastic molding because of high productivity and precision. The good injected plastic products without defects depended on injection mold design, the characteristic of raw materials and the crucial factors such as calibration, clamping, injection temperature, injection speed, holding pressure and mold temperature (Wanwisa Duantakulsilpa, 2009).

LITERATURE

The key entrepreneurial characteristics as following;

1. Need for Achievement

The entrepreneurs possessed the enthusiastic desire in doing business, the success of business and life that represented the key factors, because there was no desire like that that meant no power for achievement. This desire was the obvious noticeable that was not the

needs of other people in properties, money, honor or an extraordinary level of ambition. The reason of having this desire caused entrepreneurs faced many barriers in operations and formidable obstacles. If there was no desire to be successful in an entrepreneurial life, then intense dedication for doing business would not occur and caused the unsuccessful business. Significantly, business creating was established from the heart which reflected the temperament including the entrepreneurial emotional expression.

The entrepreneurs foresaw the feasibility and consideration in business opportunities and devoted the energy, heart and all capabilities for doing business without thinking about difficulties, even though on the path to doing business was not as smooth as you thought. But the entrepreneurial spirit of success caused them overcome the hardships that arose and learnt from mistakes of previous works by implementing mistakes as experiences to rectify them correctly to achieve stable success.

2. Risk Taking habits.

Many people believed that being an entrepreneur was consistently at significant risk, therefore many people deterred since the beginning or abandoned the then return to remain an employee. This belief might be untrue because two-third of business owners retained a secure or temporary position in other firms, they would not devote all of their resources to their own business until they were maturity or decided that was a worthwhile investment to perform that. Most entrepreneurs possess a knack for assessing risks before initiating operations. They made every effort to minimize the operational risk as possible and then decided to take action because they recognized that producing an incorrect decision on a significant risk causing business interruption.

Therefore, they assessed the situation in their business operations and performed on the basis of more negligible risk, however the risk until now been and carried out concurrently with the precaution. If the risk occurred again, they should stop and think carefully before making a decision. Entrepreneurs knew about business and risk, were inseparable and were aware how much risk should be taken, because the risk of doing business is extremely minimal or too minimal less than 50%, they could not be good entrepreneurs and had to be employed as a salary man. However, accepting a risk of more than 80-90% remain not a pleasing thing because it might be mistake, entrepreneurs who wanted success with moderate risks with success or failure. This level of risk did not exceed the ability of entrepreneurs to achieve success.

3. Creative thinking and made great dream came true.

The creative thinking represented the most significant characteristic that entrepreneurs should possess the creativity of successful, entrepreneurs had to be creative within the practical framework. They had the ability to seek for opportunities that no one could identify and transformed the imagination to remain a reality regardless of many people would not realize. Another distinctive feature of successful entrepreneurs that was superior to the other people represented watching something with the pleasant touch and glorious dream to made dream and come true. While the other people would watch at some parts only, scholars believed the extensive view observing that caused by the process of data collection related to the business environment by carefully considering details that produced entrepreneurs an explicit picture of the business at the beginning and the end point. After that it caused an enormous activity by being a successful entrepreneur in addition the result of having the courage to invest in a business with calculated to achieve good returns.

4. Never giving up

This characteristic occurred because entrepreneurs confront by various obstacles. The successful entrepreneurs were people who failed in the past and never give up. The mistakes or fails could not cause them to hesitate to their intention; they believed many fails conducted

them climb up to the top. When they gained the genuine success, they were appreciated their victories. Entrepreneurs who never failed in the past, they got the experience in life and business. They knew hardship was like a garment of success and the more difficulty they encountered, the more value of clothes. They know that the more failures they earned, the ladder of success was higher where the top of the ladder obtained the extreme place to conquer but before having passed the experience of these, many people were in pain.

5. Self-confidence

The key entrepreneurial characteristic represented the self-confidence and concepts of business performing, even if the surrounding people such as closed relatives, friends, bankers or partner did not believe in them. Successful entrepreneurs must have confidence that they could accomplish whatever he intended to produce. One day the confidence of entrepreneurs did not occur by itself. It was produced from the entrepreneur's extensive experience. Creative entrepreneurs broadened diverse experiences from the work they did during their careers, someone received the basic of work in the previous firm and working with other people before. These partial experiences were acquired that could be unimplemented in reality because it lacked the sound principles of management and entrepreneurs lacked confidence when implementing those methods in practice. Many people believed that the way to improve up confidence by learning from working represented the cost of doing business at a minimum price and taking a shortcut with the most worthwhile results in business. While some entrepreneurs started from zero, no money, no properties, no friends, no knowledge or nothing but only the confidence. They thought only the confidence could establish a business that you appreciate and require to be happened, therefore started working according to what they believed and then struggled to achieve the desirable goal.

6. Decision-making abilities

Many people believed any person had distinguished abilities from other partly due to the ability to make individual decisions unequally, the entrepreneur was that one person who had the ability to make decisions that were different and stand out from other people. One of the reasons represented an instinct in entrepreneurs that indicated when it should be decided or not, especially making decisions on crisis. The entrepreneurial decision making processes had been deeply screened as result of accumulating experience in their past lives and investigating the environment. Most talented entrepreneurs believed that occurred success or failure came from their own decisions. The result of the decision even if it was unsatisfactory or accurate, it was a matter that everyone could accept. If it was incorrect decision, it was considered a learning that helped you in advance and promoting a stable future, but if it was the accurate decision then it was considered to generate more confidence. On the other hand, some people who believed in almost everything except himself. They believed in the fate, economic conditions and external environment that were determinate factors of success or dominated by external factors, most people liked these were unsuccessful entrepreneurs.

7. Looking change as an opportunity

Most entrepreneurs looked change as normal thing, while general public considered it the disaster because it returned a person's life from a delightful life to be the poor shorty. Entrepreneurs looked change as essential thing for life and someone eagerly sought the change, because they looked the change as a significant opportunity in life, the beginning of recent things. Taking advantage of change in technology, legal or behavior of individuals obtained the key of innovations that the entrepreneur needs them very much. The changes in the Thai economy occurred many years ago that caused much unemployment and many businesses had to shut down, but many start-ups occurred that represented first step of becoming a talented entrepreneur in the future.

8. Patience for uncertainty

Every entrepreneur had to be ready to accept the pleasant or terrible unexpected circumstances as well as uncontrollable factors like economic factors, weather, a change in consumer behavior which represent factors that affected the business. Entrepreneurs were aware of these situations that no one would make any decisions and be patient to wait for the best or move, they should move carefully. However, the entrepreneur life was different from others; they proceeded under their styles with unclearly definition. No one could define plans for each entrepreneur; many people could win the success without life planning.

9. Having a strong enthusiastic

The desire and good ideas distinguished entrepreneurs from other people because people knew that successful entrepreneur had originality in situations that other people cannot do. Many people had good ideas, but lacked of desire to succeed. Good entrepreneurs should follow their own ideas and started to follow the concept at the right time; they possessed a desire to be more successful than others although there might encounter many obstacles. However, being a good entrepreneurship not only to carry out their mission, entrepreneurs had to succeed completely, the desire to make their work flawless as well, pay attention to details of the product or service quality for customers' satisfaction.

10. Time represented money.

Good entrepreneurs prioritized the value of time, because they thought they achieved the valuable return and no required investment just woke up early or beds time later than other people. They thought every job was urgent and characteristics like these made employees to be unhappy because of contradictory attitudes.

METHODOLOGY

The research objectives aimed to study factors influencing the development of automotive parts' makers. The quantitative research approached by in-depth interview on factors that influenced the development of automotive parts' makers in Chonburi, the population represented entrepreneurs who represented in automotive parts industrial estates in Chonburi. The ten of the sample were collected by purposive sampling, the research instrument represented structural in-depth interview for data collection. The data analysis was performed with the data synthesis and extract to remain issues for research answering.

RESULTS

The finding found the development of entrepreneurship of automotive parts in Chonburi should develop in product development according to the market's needs, performance development in the international market, products design, capital management and personnel development in knowledge and skills. The social enterprises' supporters such as government agencies supported fundamental information to determine the truly required supporting information and time frame of operations including problems solving, preventive guidelines for business interruption and sustainability in the future.

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