

# Supply Chain Management of Community Products in Ranong Province

Watanyu Choopak<sup>1</sup> and Suwat Nualkaw<sup>2</sup>

<sup>1</sup>Suan Sunandha Rajabhat University, 1-U-Thong Nok, Dusit, Bangkok, Thailand

<sup>2</sup>Suan Sunandha Rajabhat University, 1-U-Thong Nok, Dusit, Bangkok, Thailand

E-Mail: <sup>1</sup>watanyu.ch@ssru.ac.th, <sup>2</sup>suwat.nu@ssru.ac.th

## Abstract

Supply chain management is a critical process for enhancing production efficiency and product distribution, especially in the context of community products that focus on promoting local economies and creating business opportunities for communities. This article explores the supply chain management of community products in Ranong Province, a region rich in cultural diversity and natural resources. The objective of this study is to investigate and analyze the challenges in managing the supply chain of community products in Ranong through a qualitative research methodology, including interviews with local entrepreneurs and the collection of relevant documents. The analysis revealed that the supply chain processes in Ranong face several limitations, including weak market network connections, a lack of knowledge in global business management, and limited access to financial resources. However, the development of network collaboration and enhancing supply chain management skills for local entrepreneurs is key to improving the efficiency and marketability of community products in the future. Furthermore, fostering collaboration between the public and private sectors is essential for improving the overall supply chain management.

**Keywords:** Supply chain management, Community Products, Ranong Province, Local Economy, Development

## 1. Introduction

In an era where international trade and global markets are rapidly expanding, the management of logistics and supply chains has become a critical factor influencing the success of businesses across all levels, from large corporations to small and medium-sized enterprises. Logistics and supply chain management not only enable businesses to efficiently move goods and services from one point to another but also play a pivotal role in enhancing competitive advantage, reducing costs, and meeting customer demands in a timely manner. Effective logistics and supply chain management can provide a significant competitive edge in today's fast-changing business environment. Organizations that can manage their supply chains efficiently are better able to adapt to market demands quickly while minimizing risks associated with uncertainties in production and delivery processes. Moreover, a flexible and responsive logistics system helps foster customer satisfaction and maintains positive relationships between businesses and their customers.

Supply chain management refers to the process of overseeing the production and distribution of goods efficiently. It involves the integration of suppliers, distributors, and consumers to ensure smooth movement of products and services. Community products, on the

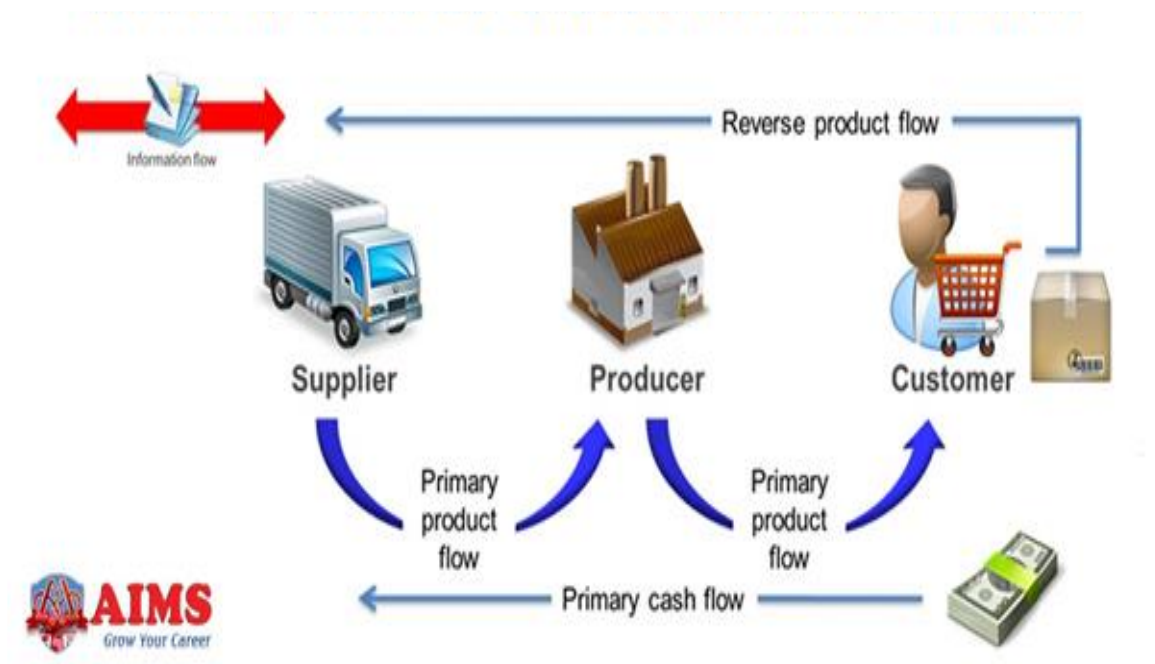
other hand, are unique local goods and services that can create added value and strengthen the local economy sustainably. Ranong Province, located in southern Thailand, boasts a variety of natural resources and a strong cultural identity, providing significant potential for the development of community products for local and international markets. This study aims to examine the supply chain management of community products in Ranong Province to identify factors that can enhance the products' potential and foster economic stability within the local community.

### 1.1 Research Objective

1. To study the supply chain management of community products in Ranong Province.
2. To analyze the challenges in managing the supply chain of community products in the area.
3. To propose strategies for improving supply chain management for community products in Ranong Province to enhance sustainability.

### Research Conceptual Framework

Figure 1: Research conceptual Framework of Supply chain management



Source: AIMS Education, UK (2024)

## 2. Methods

This study employs a qualitative research methodology, gathering data through in-depth interviews with local community product entrepreneurs in Ranong, including producers, distributors, and relevant governmental agencies. In addition, secondary data was collected from documents such as research reports, government policies, and statistical production data. Structured questionnaires were used in the interviews to obtain detailed and analyzable information.

## 3. Results and Discussion

The findings reveal several limitations in the supply chain management of community products in Ranong, including:

1. **Lack of Market Network:** Many community producers face challenges in accessing efficient market channels, limiting the expansion of their products.
2. **Financial Access Issues:** Local entrepreneurs experience difficulties in accessing adequate financial resources to expand their businesses.
3. **Lack of Business Knowledge and Skills:** Many community producers lack the knowledge required to manage businesses at a competitive level in larger markets,

The study suggests that fostering collaboration between public and private sectors, providing financial support, and offering supply chain management training for local entrepreneurs are essential measures for overcoming these challenges.

## 4. Conclusion

Supply chain management for community products in Ranong Province is vital for enhancing the local economy and increasing the value of local goods. However, sustainable development requires integration between government and private sectors to build market networks, provide business management training, and offer financial support to local entrepreneurs. Effective supply chain management will enable community products in Ranong to expand their market reach both domestically and internationally.

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