

SUPPLY CHAIN MANAGEMENT FOR COMMUNITY PRODUCTS FROM BANANAS CASE STUDY THA SAE DISTRICT, CHUMPHON PROVINCE

Nipawan Poojom *, Wannee Sutthachaidee **, Karnnapat Chumkad *
& Kevalin Poomkhachon ******

, **, *, **** Lecturer of College of Logistics and Supply Chain, SuanSunandha Rajabhat University, Bangkok, Thailand.*

*E-Mail: *Nipawan.po@ssru.ac.th, **wannee.su@ssru.ac.th., ***karnnapat.ch@ssru.ac.th, ****s62127339005@ssru.ac.th*

ABSTRACT

Abstract— The objectives of this research were 1) to study the characteristics of the dried banana business, a community enterprise of Father Ta Hin Chang farmer's group, Chumphon province, 2) to study the problems and obstacles in the dried banana business supply chain, and 3) to use the SCOR model. It is a suggestion to increase the efficiency of the operations of the Dried Leb Manang Banana Product Business Group. The research model is qualitative research (Qualitative), using concepts and theories, models referring to processes in the supply chain, SCOR Model as a research framework. The research area was the Father-in-law Hin Chang Agricultural Housewives Community Enterprise, Tha Sae District, Chumphon Province. The main data provider was the Father-in-law Hin Chang Agricultural Housewives Community Enterprise, 40 people using purposive sampling. dried banana business The research tool was an in-depth interview. Data were analyzed by content analysis and descriptive writing.

The results showed that (1) The occupational group has an operational plan based on experience. Then purchase raw materials and produces. (2) The raw material procurement occupation group starts by surveying the number of raw materials remaining and checking customer orders and then calculating the number of raw materials that must be ordered based on experience. There was a shortage of raw materials for Banana Leap Mue Nang. (3) Most professional groups produce both according to customer orders and waiting to be sold. Found a problem with high production costs and delays in the production process. (4) Occupational groups do not record data and will choose the delivery method according to customer needs. There was a problem with the product being damaged during transportation. (5) Most professional groups do not return the product.

Keywords— Supply Chain Management, Dried Banana Products, SCOR MODEL

INTRODUCTION

A community enterprise arises from the gathering of people in the community to conduct business at the local level. This is a small but important business that can contribute to the country's economy. At that time it was not accepted by the government or private agencies. Because it has no form and is not a legal entity under civil and commercial law. Subsequently, the government has issued a law supporting such operations that will solve the overall problem of the country's economy. Including solving the problem of poverty of the people. Therefore, a business operation that is suitable for the country is born. By combining traditional ideas with modern ideas to create a sustainable business. Community Enterprise (Community Enterprise) is a community affair related to the production of products. Provision of services or other activities carried out by a group of persons with ties have a

collective way of life and work together to do the said business no matter what kind of juristic person or not a juristic person to generate income and for family self-sufficiency Communities and between communities (Chiranuch Channarongkul. 2017, p.1)

Community Enterprise, Father-in-law Hin Chang Agricultural Housewives Group is one of the community enterprises of Chumphon Province which people in the community Most of them are farmers who grow bananas, so there are a lot of products that exceed the demand of consumers. therefore processed to preserve food and add value to the Leap Mue Nang bananas of Chumphon Province It is a dried banana product that creates a career and income for people in the community Subsequently, Salui sub-district agriculture has gathered to be a community enterprise group of father-in-law and father-in-law of Hin Chang farmers' housewives On the year 1998 AD and has been developed until now. But most of the members are still struggling with supply chain operations. From upstream to downstream The problem is management planning. Raw material procurement, production, storage management, as well as distribution processes to meet customer needs. As a result, the management of the supply chain is inefficient and the products are insufficient to meet the demand.

For the above reasons The researcher, therefore, chose to use the SCOR model to study the supply chain management of the dried Leb Manang banana business of the Community Enterprise of Father Ta Hin Chang Agricultural Housewives Group, Chumphon Province, from planning, procurement, production, storage, and distribution. To be aware of the problems and obstacles in the operation. and to provide suggestions for enhancing the operational efficiency of entrepreneurs. Including guidelines for the development of the supply chain of the dried banana business.

Objectives of the research

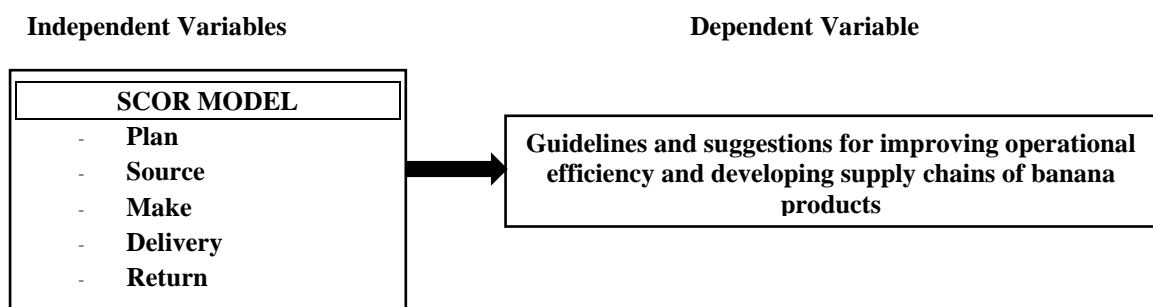
1. Study the nature of the supply chain of dried bananas, community enterprise, Father Ta Hin Chang farmer's group, Chumphon province, starting from the process, planning, procurement, production, delivery, and return of the product.
2. Study the problems and obstacles of the dried banana business supply chain of the Father-in-law Hin Chang farmer's community enterprise, Chumphon Province.
3. Use the SCOR Model as a suggestion to increase the operational efficiency of entrepreneurs. in the supply chain dried bananas, community enterprise, Father Ta Hin

Research Scope

Determine the scope of study into 3 aspects: content scope Population scope and scope of time which are detailed as follows:

1. Scope of content A Study of the Supply Chain of Dried Banana Business Community Enterprise of Father-in-law Farmer's Group, Hin Chang, Chumphon Province
2. Population boundaries Community Enterprise of Father-in-law Hin Chang Agricultural Housewives Group, Chumphon Province, 40 cases

**Diagram 1
Conceptual framework**



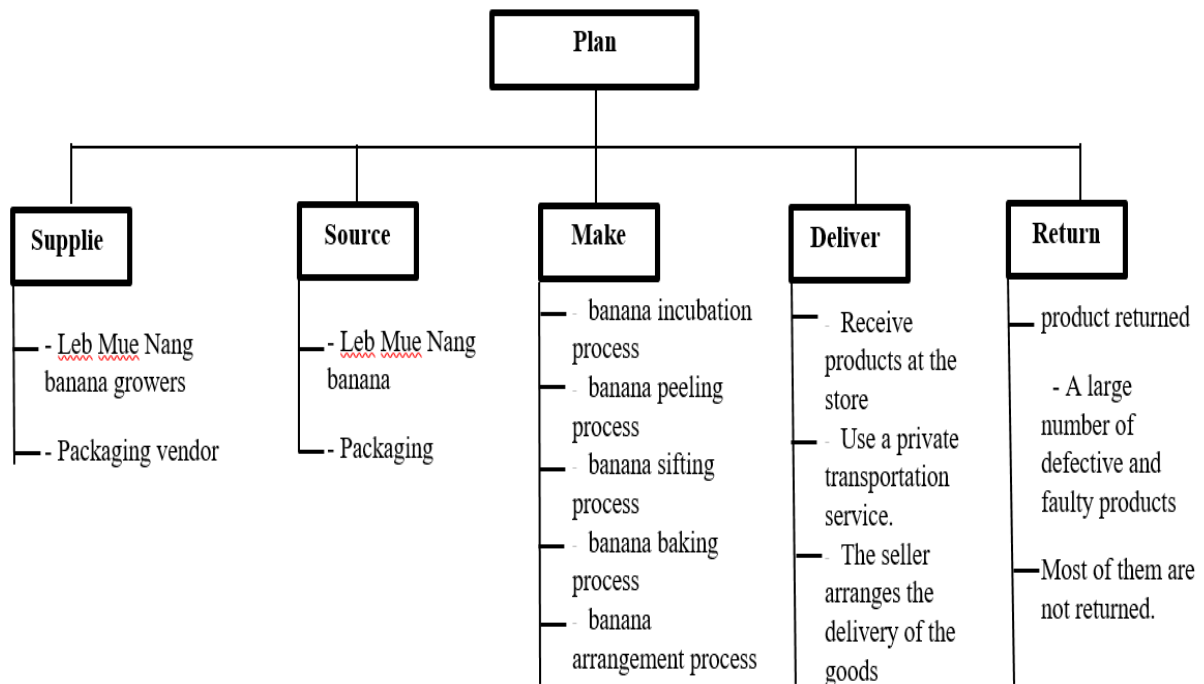
RESEARCH METHODOLOGY

1. The main informants in the research were entrepreneurs in the community enterprise, Father Ta Hin Chang Farmer's Group, Chumphon Province. The informants were selected by purposive sampling, emphasizing the target group that operates dried bananas. Samples were collected for 40 cases. The criterion used for selection was community enterprise members of the father-ta-hin-chang agriculturist group, Chumphon Province, with work experience of 2 years or more.

2. Tools used in the research The researcher has studied and collected primary data sources (primary data sources) as data collected from dried banana business professionals. Community Enterprise of Father-in-law Hin Chang Agricultural Housewives Group in Chumphon Province The tool for collecting data is in-depth interviews. structured Which consists of 6 parts, part 1 is general information about the interviewees part 2 is production planning of dried bananas part 3 raw materials for the production of dried bananas part 4 production process of dried bananas part 5 is The delivery of dried banana products and part 6, the return of products from the customers of dried banana products.

3. Analysis of the data from the interviews was used to analyze the data employing content analysis (Content analysis) divided by content of the SCOR Model starting from planning (Plan), procurement (Source), production (Make), delivery (Delivery) and Returning goods (Return)

Diagram 2
Banana Products Supply Chain Management Process Diagram



RESEARCH RESULTS

Representatives of 40 dried banana business professionals have interviewed mostly females who Graduated from junior high school the representatives of the professional group, dried bananas are the main occupation Most of the occupational groups have a period of time to join the community enterprise group between 3-5 years. Both occupational groups produce dried bananas according to customer orders and wait for distribution. The operational process of the occupational groups can be summarized as follows.

1. Plan (Supplier)

Most of the dried banana business has no planning. Follow experience without setting goals or production timelines and without clear production numbers. In which the group that plans work will plan only the basics in terms of the division of work according to the expertise of the group members. The work of each day will follow experience and expertise. Including no record of the details of the plan and the actual work results. As a result, performance cannot be measured.

2. Procurement of raw materials (Source)

Dried banana business professionals carry out procurement as if they were doing a normal daily routine. There is no purchase plan. The raw material procurement process for dried banana professionals starts with surveying the number of raw materials remaining and checking customer orders and then calculating the number of raw materials that must be ordered according to their own experience. Since it is not difficult to buy both inside and outside the area, the lead time for orders is relatively short. Dried banana professionals purchase bananas and packaging by cash and bank transfer from local vendors. Except stickers purchased outside the local area. Criteria used in selecting distributors are quality and convenience. There is no record of any procurement of raw materials. Usually, order bananas 1-5 times a month from local sources. Dried banana occupational groups have a shortage of bananas Higher packaging costs and problems with insufficient capacity for bananas or congestion in the processing area because there is no allocation of space proportionally

3. Production (Make)

Most of the dried banana occupation groups produce according to customer orders and produce for sale. To produce most of the customer's orders, the production process begins 7 days after receiving the order. The banana professional group will start by checking the quantity of main raw materials in stock and whether there is enough quantity for production according to the order or not. If the raw materials are sufficient, production will begin according to the order immediately. In the case of insufficient main raw materials or not ready for production, The professional group will proceed to purchase raw materials or wait for the raw materials to be ready to start production. When the required raw materials are obtained, the production process begins. However, ripened bananas can be pre-processed without having to wait for customer orders. because after processing the raw materials into dried bananas can also be stored for a long time without spoiling Consistent production, continuous production every day. Production quantity 100 – 200 kilograms per time Most professional groups do not record production information. Few have recorded information on production volumes. Produced Because each production volume is not able to remember, use experience and focus on simplicity There was a problem of production not being able to keep up with orders due to lack of production planning. It also faces the problem of power outages. Each store is close to the other and uses electricity in the same area when the power goes out. This results in interruptions or delays in the production process.

4. Delivery

Dried banana professional groups will choose the type of transportation according to the needs of customers who place orders, both picking up products in front of the store and delivering through private companies. The group of dried bananas does not record information about transportation because each shipment is small in volume and can be remembered and the delivery receipt is kept as evidence for customers after delivery. Dried banana professionals had problems with damaged products during transportation and delayed delivery.

5. Returns

Most of the dried banana occupation groups do not return the product. This is a problem that occurs during transportation causing the product to be damaged or broken during transportation. The professional group will send a new product to replace the damaged product without returning the product from the customer because the volume is small and not worth the cost of returning the product. Some groups have returned, but this is not very common. It will be in the case of orders from wholesale or retail customers. The product has a dried banana color that does not meet the needs of customers or only has flaws The customer will send the dried bananas back to the

private transport company at the shop's expense. The group will solve the problem by selling it to other customers or selling it in front of the store at a cheaper price than usual. In the event that the customer agrees not to receive the product, the shop will pay back.

RESULTS AND DISCUSSION

From the research on Supply chain management of dried banana business Community Enterprise of Father Ta Hin Chang Agricultural Housewives Group, Chumphon Province by using the SCOR Model from the process, planning, procurement, production, delivery, and return of goods. able to discuss the research findings

1. Planning (Supplier)

Occupational groups do not have a plan, it is just an operation based on their daily work experience. Then, raw materials are purchased and manufactured. When there is no planning, the results cannot be measured. Solution The dried banana business group must learn to write a business plan. The writing of a business plan is important to make the business successful. Dried banana businesses must learn to write a business plan. Business plan writing is important to make the business successful. This is in line with Sulabee's research. Angsuthornphaiboon (2016) has studied and researched business plans to create new businesses. Preparing a business plan for women's jewelry, which study and preparation of a business plan Make it possible to set clear goals in terms of ideas and guidelines for operations. There is an analysis of the business situation. competitive advantage to formulate a strategy to meet the strengths of the product and fix the weaknesses to be in line with the intended purpose and planning in various ways to suit the business

2. Procurement of raw materials (Source)

Professional groups will purchase raw materials both in cash and via bank transfer from local suppliers. The criteria used in the selection of distributors are quality and convenience. The raw material procurement process starts with surveying the number of raw materials remaining and checking customer orders and then calculating the amount of additional raw materials to be ordered based on their own experience. Until there is a shortage of banana raw materials that affect production and cannot meet the needs of customers, which is in line with the research of Boonthawan Vingwon Chaiyut Lertpachin and Khajornsak Wongwirat (2011). conduct a study Supply chain management of organic vegetable community enterprise of Hang Chat District Lampang Province The results of the study showed that the obstacles of the summer weather resulted in problems of vegetable growth causing insufficient production for distribution. And the cost of packaging is higher, with most of the packaging being ordered from the same source. When the price of packaging is higher, most professional groups have encountered the same problem. Solution: The professional group must have a plan for the procurement of raw materials by recording each purchase order to know the cost and use the information. The purchase order was analyzed to reduce production costs. Maintain an inventory to know the number of raw materials available and to help identify some of the shortages to prevent operations from losing production time. The space is allocated into proportions to be convenient and organized. And sourcing banana raw materials from outside to reduce the competition for banana raw materials from local suppliers among themselves.

3. Production (Make)

Most of the professional groups produce both according to customer orders and waiting to be sold. Found a problem of high production costs and power outages that resulted in delays in the production process. Solution: The occupational group must have the plan to record the details of the production plan. Operational goals are the quantity required to produce and customer orders that must be produced each day. And the professional group must check the condition of the cabinet to make corrections every 6 months or 1 year. The professional group must keep cleaning regularly to keep the incubator clean and ready to use.

4. Delivery

Most professional groups in the transportation of goods do not record data and will choose the delivery method according to the needs of customers in line with the research of Thanaporn Samantong (2019) who has conducted a study on Supply chain management of Surin hand-woven silk to upgrade it to be an OTOP PREMIUM product. Make an appointment to pick up products at various locations or delivery through public and private transport channels There was a problem with the product being damaged during transportation and delayed delivery. Solution: The professional group must select by considering the shipping company from the criteria of quality service and in the process of packing the product into the box must be firmly packed with cushioning to reduce the chance of causing The product to be damaged during transportation before reaching the customer and returning the product. Most professional groups do not return.

It shows that the dried banana business group does not systematically plan each process. There is no clear goal setting in all aspects. Planning information is not recorded. The planning process is an important precursor to other processes. that contribute to efficient work processes As a result, it is unable to measure and control operations in other areas such as quality, production capacity, efficiency, customer satisfaction, etc. When the professional group lacks good planning, it affects other processes as well, since every process of The supply chain has a consistent relationship with each

RECOMMENDATION

researching the Supply chain management of the dried banana business The Father Ta Hin Chang Tha Sae Distri ctagricultural Housewives Community Enterprise, Chumphon Province has important suggestions that will lead to further research. can be summarized as follows

1. There should be additional sources of raw materials for the group with dried banana occupations. Community Enterprise of Father-in-law Farmer's Group, Hin Chang, Chumphon Province
2. The SCOR model should be used for research with community enterprise groups in other banana-type products such as bananas, bananas, bananas, bananas, and bananas.
3. As this research is a study of supply chain management in the dried banana business. Community Enterprise, Father-in-law Hin Chang Agricultural Housewives Group Chumphon province only Next time, it may be to study the supply chain of other community enterprises in the same district or the same province. to be compared

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