

Logistics Process of Pineapple's Leaves Product in Prachuapkhirikhan Province

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Abstract : The product design is important to the development of SME towards the global, because it made to the quality product to react the needs of consumers and could reduces cost in the production, making it more profitable. As a results, the business are competition advantage for more marketing. It also enhance image of product and firms to build its own brand products to be acceptable. The product was designed should be shape, size, colorful, and direct of target consumers. This is method to add value products to get popular and effective, because the beauty is first satisfaction which come from main shape and color of the design product, but the product was designed need to hold data and law combination of shape and color between artistic theory and satisfaction of consumers together. The design must consider the safety of life and asset of consumers the most important. From to use of designed products should be to consider the cost savings, convenient distance, transportation, routes (land, water or air) of living space on transport (capacity, volume, width, length of the car, truck and container, etc). The packaging must be can to prevent not damage of the products. If products is more large , maybe to design new packaging, which can easily disassembled for make smaller package such as designing the assembly. Products must be packed in the container for size standard for save costs, as well as the buyer can make transport and assembly of products to fit easily on your own.

Keywords : logistics process , pineapple's leaves product, product design, satisfaction of consumers

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