

Fundamental Problems in the Operation of the Automotive Parts Industry Small and Medium Businesses in the Greater Bangkok and Perimeter

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Abstract : The purposes of this study were to: 1) investigate operation conditions of SME automotive part industry in Bangkok and vicinity and 2) to compare operation problem levels of SME automotive part industry in Bangkok and vicinity according to the sizes of the enterprises. Samples in this study included 196 entrepreneurs of SME automotive part industry in Bangkok and vicinity derived from simple random sampling and calculation from R. V. Krejcie and D. W. Morgan's tables. Research statistics included frequency, percentage, mean, standard deviation, and T-test. The results revealed that in general the problem levels of SME automotive part industry in Bangkok and vicinity were high. When considering in details, it was found that the problem levels were high at every aspect, i.e. personal, production, export, finance, and marketing respectively. The comparison of the problem levels according to the sizes of the enterprises revealed statistically significant differences at .05. When considering on each aspect, it was found that the aspect with the statistical difference at .05 included 5 aspects, i.e. production, marketing, finance, personal, and export. The findings also showed that small enterprises faced more severe problems than those of medium enterprises.

Keywords : automotive part industry, operation problems, SME, Perimeter

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