

## Critical Success Factors of OCOP Business Model in Pattani Province, Thailand: A Qualitative Approach

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**Abstract :** "One College One Product" OCOP business model is launched by the Vocational Education Commission to encourage college students to choose at least one product for business venture. However, the number of successful OCOP projects is still minimal. The objective of this paper is to identify the critical success factors needed to be a successful OCOP business entrepreneur. This study uses qualitative method by interviewing business partners of an OCOP business called Crispy Roti Krua Acheeva Brand (CRKAB). This project was initiated by three female alumni students of the CRKAB. The finding shows that the main critical success factors are self-confidence, creativity or innovativeness, knowledge, skills and perseverance. Additionally, they reiterated that the keys to business success are product quality, perceived price, promotion, branding, new packaging to increase sales and continuous developments. The results implies for a business SME to be successful, the company should have credible partners and effective marketing plan.

**Keywords :** new entrepreneurship student model, business incubator, food industry, Pattani Province, Thailand

**Conference Title :** ICBETM 2014 : International Conference on Business, Economics and Tourism Management

**Conference Location :** Stockholm, Sweden

**Conference Dates :** July 14-15, 2014