

## Knowledge management of trade supply chain Thailand - Lao PDR. Vietnam and China to enhance its competitiveness in the agricultural entrepreneurs Loei Uttaradit and Nan

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**Abstract:** The objective of this study 1) to study the needs and potential of entrepreneurship in agriculture. Loei Nan and Uttaradit provinces 2) knowledge of the supply chain, trade, Thailand, Lao PDR. Laos, Vietnam and southern China. The research process by creating and bringing innovation into practice. 3) to evaluate the innovations used in the agricultural business, increase competitiveness. Research is mixed (Mixed Research). The samples Entrepreneurs in agriculture is rubber, sugar cane, rice and corn in the upstream, midstream and downstream provinces. Uttaradit, Nan, and 400 people were involved. By creating innovative academic staff handbook and relevant business and trade associations showed that 30 agribusiness operators. In the middle there is a need to bring the knowledge of supply chain management, trade used to increase competitiveness, such as product development, processing, and production is intended to export to the market last year. years. Laos, Vietnam and southern China, especially water operators have the potential and desire to develop the business of manufacturing for export. The introduction of knowledge management, supply chain being used in the business of agriculture. By province and Uttaradit Manual or innovation applied to business is divided into three parts: the management of agricultural business (upstream, midstream and downstream) Part 2 is the planning, implementation and controlling of business enterprises. And finally the evaluation of business operations in the province. Uttaradit and Nan Assessment guidance manuals to business operations can reduce the cost of not less than 5 per cent and satisfaction to partners no less than 90 percent of enterprises have a need to know and can be managed. supply chain applications in business. This to promote fostering research is useful and beneficial. And relevant agencies empowerment and recognition in the race to develop plans on managing supply chains in agribusiness in Loei Province and Nan The participatory research process. Training knowledge Provide instruction and lead to trial and evaluation and to expand further.

**Key words:** *Knowledge supply chain management, Trade, logistics agriculturet Thailand-Laos-Veitnam-China, Competitiveness of the agriculture logistics , Supply chain agricultural. Loei - Nan and Uttaradit province, Thailand*

### INTRODUCTION

The results of the research The study of supply chain trade routes in northern Thailand, Laos - Vietnam - Guangxi Autonomous Region. China found that knowledge is important. Appeal chain stigma trade of agricultural products. consumer products And tourism are vital to empowering the car to compete with operators in the border region that is in contact with the neighboring countries of Laos - Vietnam - Guangxi Autonomous Region. China So it is very important to

bring knowledge to convey to a group of entrepreneurs in three provinces yet. Uttaradit And Nan Through a process of knowledge management Systematically The research, knowledge management, supply chain trade to enhance their capacity for entrepreneurial and agricultural goods. And a tour of the province Uttaradit And Nan Its purpose The agribusiness entrepreneurs. consumer products And a tour of the province Uttaradit And Nan Knowledge can be applied to the supply chain management business.

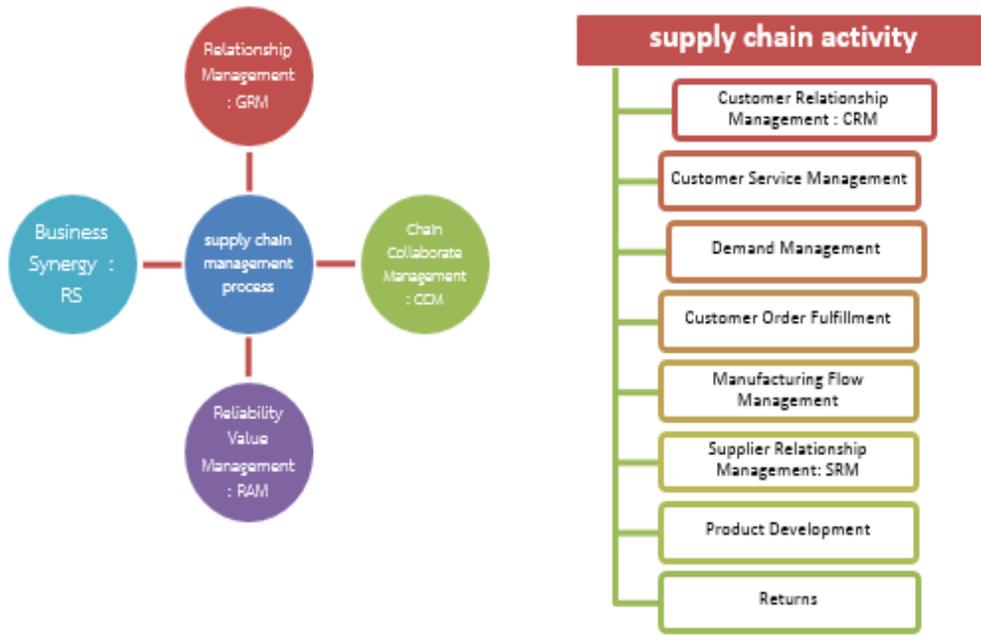


Fig. 1. Knowledge of supply chain management.

The operators of agricultural businesses. Consumer products Business tourism in the province Uttaradit And Nan Knowledge and supply chain management can be applied in business. Consumer products Business tourism in Loei Province. And Nan The participatory research process. Training knowledge Provide instruction and lead to trial and evaluation.

**METHODOLOGY**

The study combined quantitative questionnaires and interviewed 400 entrepreneurs and 100 Stage 3

Research Scope 3 Nan, Uttaradit, Thailand, and yet the concepts used in the study. The concept of knowledge management Supply Chain Management Concept development and entrepreneurship. The concept of import and export. The operators of agricultural businesses. Consumer products Business tourism in the province Uttaradit And Nan Knowledge and supply chain management can be applied in business. And to enable the relevant authorities to promote fostering empowerment in the race and get to know the plan.

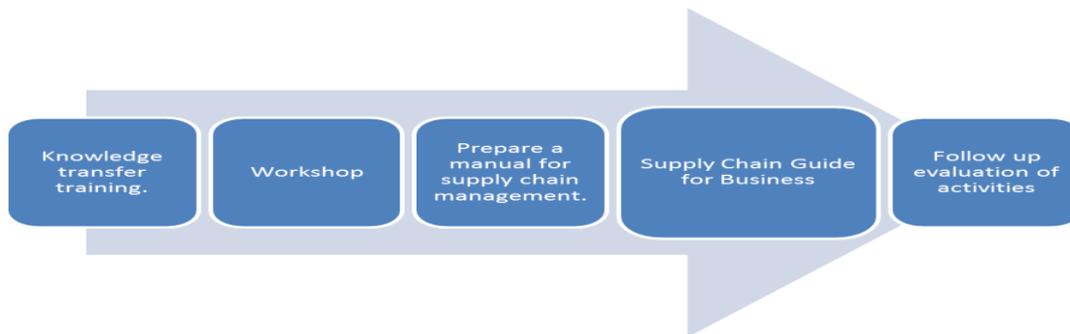


Fig. 2 Diagram showing the steps to develop entrepreneurial activities.

In this study, the model was used to study the potential of entrepreneurs in agriculture upstream, midstream and downstream the three provinces of.

**RESULT AND DISCUSSION**

The operator 3 in Loei Province. Nan and has the potential to develop a body of knowledge on supply chain management of agricultural products include

rubber, sugar cane, cassava, maize and rice. Products are shipped to the country's sugar cane, cassava and corn per cent in the province has to import most exports.

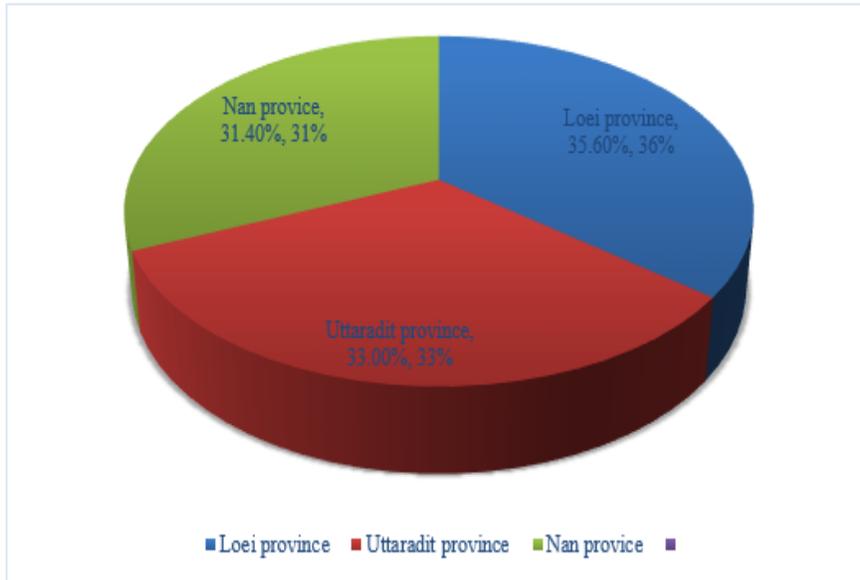


Fig. 3. introduction of supply chain knowledge to the business

And considering each product in each province, the provinces have the knowledge to use in corn, 41 percent Uttaradit operator Oi bring knowledge of the

supply chain to the highest 41 percent and Nan operators. to bring awareness to the timber supply chain to the highest 39 percent on the diagram below.

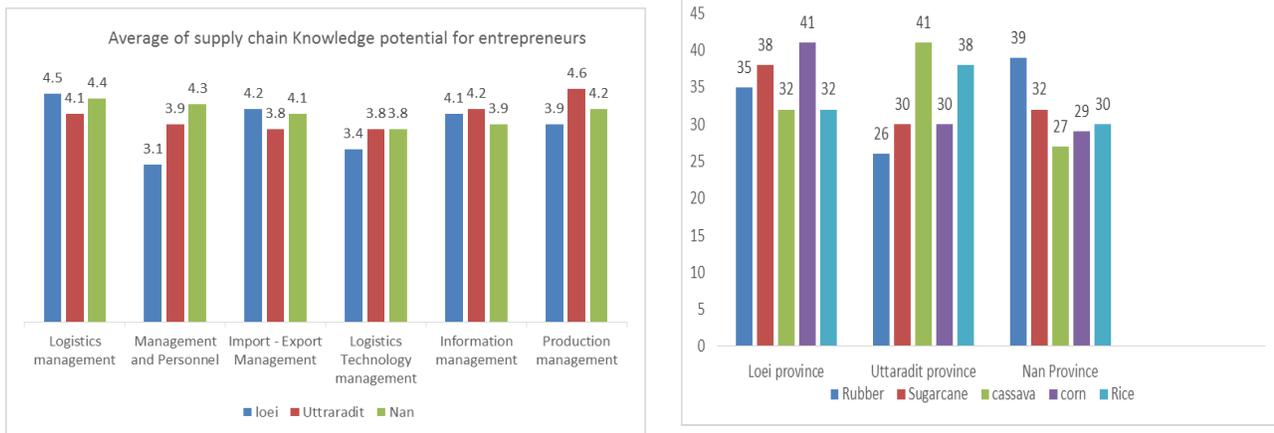


Fig. 4. Chart of potential analysis of knowledge transfer to supply chain and the average of the images. Supply Chain Entrepreneurs knowledge.

The research potential of the agricultural enterprises with the knowledge to manage the supply chain.

Training and transfer of knowledge and entrepreneurial activity are satisfied. And agreed to put the knowledge applied to business. Maximize business performance and sustained growth further.

**CONCLUSION**

Research to determine the potential of the agricultural enterprises in knowledge management, supply chain trade to the United PDR. Laos, Vietnam and southern China as well as knowledge about supply chains of enterprises in consumer products. attention as well, Than agriculture Group tour Operators of consumer products in the province. Has a deep understanding and knowledge can be used to conduct business.

Research to find potential entrepreneurs in the agricultural supply chain management knowledge to trade in the Lao PDR. Participatory research. The agency will also affect the implementation of the knowledge of supply chain trade. Used to promote entrepreneurship, most private sector industries such as the Chamber of Commerce province Industry.

A guide to the operation of business consists of. Basic knowledge such as knowledge of the supply chain. The importance of the supply chain Applications in Business And a guide to questions in each chapter. Also, it has to be trained to use guide for entrepreneurs of all provinces. It is published in the media, Internet web site.

Monitoring and Evaluation From the Guide to trial with operators have applied concretely. As a result, the operator has a lower cost of not less than 10 percent and households are satisfied with your level.



Fig. 5 The handbook and the structure of the handbook for the operator.

The results of both quantitative and qualitative, as well as organized groups of 3 provinces, academics, government officials on the need to provide innovative supply chain management products for enterprises to apply. in business is to provide instruction for conducting business in the supply chain upstream, midstream and downstream processes all. The Process Manager starts from putting the plan to implement controls and therefore innovation from the research is that the manual operation, using the concept of supply chain management. The structure and content includes 1. The concept of agribusiness management to succeed. Approach to business principles has 2 parts:

- 1) the scope of the market 2), setting the standard for success and taking into account consumer behavior, to the extent the market that we are considering, Dr. Joe explained by example. tennis That is, the player will see the extent of the tennis courts is clear. And the area outside the tennis court That is, a player must hit the ball over the net and fell in the other party.
2. Business rules seem simple, it is similar to the description of Dr. Joe by comparing tennis. Or terms of complexity, as a model for economic development. However, the scope and direction remains a key factor in the implementation of natural resources. External factors like movement in

agricultural production. Natural resources, which often vary geographically.

The success of the business is often measured by the profitability of their enterprises. And growing a business often focus on short-term profitability and growth in the long run everything in the organization have been used effectively contributes to profitability and growth.

Guidance as to the profitability seem to have lower production costs. And expand market share, businesses must consider the tastes and preferences of consumers is important. Look for a large group of consumers. And a large share of the market to produce economies of scale that large-scale production will cause unit costs, thus causing low profitability and business growth.

Practice with a focus on economics, ecology, social needs, agriculture, business, community and society are all key factors in sustainable agriculture. Ecology and social responsibility are at the heart of sustainable agriculture. The ecosystem also is a factor that has a positive impact on agricultural production. Legal restrictions remain And human or consumers

The sustainable agriculture must consider the entire system or holistic aim is sustainable agriculture rather than focusing on short-term profits.

Running a business is to consider the main two reasons: economics and ecology. To make agricultural production will have to conform to the natural resources available in local sustainable agriculture, it also highlights the availability of one's own is in itself enough. Management and labor are required to comply with the knowledge, skills, desire or aim to work with a skilled workforce. Consistent with resources Consumer marketing and manufacturing processes.

1. Tools used in agricultural business management major.
2. How to conduct international business.

The distribution between countries.

The distribution of international economic unit that took part in the distribution of goods between countries, there are many types, including representative distribution of aggregates of different manufacturers to be spread out for another pass. wholesalers or retailers The broker acts as an interface to a match between producers and wholesalers or retailers. You may earn a percentage of sales. The wholesaler is buying goods in bulk to be distributed to retailers on another. And retailers who are faced with consumers directly to the delivery of goods to the consumer. Besides direct sales, it is part of the

distribution channel to receive compensation in the form of salary or a percentage of the sales value. These economic units may have settled in the country or in the country market destination.

Generally, we may use an intermediary to measure the length of its distribution channels, such as if a retailer to help as an intermediary between producers and consumers. Distribution channel will have a length equal to one. If the brokers, wholesalers, and retailers come together to deliver the products to the consumers. Distribution channel will have a length equal to three. If manufacturers sell their products directly to consumers. The length of the distribution channel is zero. This is done by the manufacturer to sell the product to the consumer's home. Or you can order by mail, phone, internet, etc. In some countries, the distribution channel is longer than five levels. The more sophisticated marketing channels. Manufacturers have more control over the operation of the market decline. And feedback from consumers about their satisfaction with the product is more likely to be returned to the manufacturer less. The cost of the service, which will be added into the price will be even higher.

The design of the distribution that suits the characteristics of its clients, intermediaries and other market conditions inevitably cause sales to strategic success. The use of direct sales and promotion or gifts to customers to stimulate sales will increase incentives for intermediaries to order from more manufacturers. It will reflect the need to be proactive in using its distribution channels as tools. But if the manufacturer chose advertising. And building strong relationships with customers in the long term, with an emphasis on quality of service. It will use an agent with a good reputation. Has received rave reviews from consumers. The consumer is demanding that an import of products to sell. It would reflect the need to get results in the distribution channel is its engine. Which is designed to fit any marketing channel, it will depend on the characteristics of its customers, agents, and other environment-related market itself.

1. Strategy Management
2. Supply Chain Management Strategy

Research recommendations from this research should provide. Government policy requires operators to increase knowledge, skills, supply chain management, led the midstream and downstream by a local university in cooperation with local authorities. Training develops knowledge logistics. International

Transportation Management Doing international business The use of information technology and logistics.

### **Acknowledgment**

This paper aims to provide agricultural entrepreneurs. Consumer products Business tourism in the province Uttaradit and Nan Knowledge and supply chain management can be applied in business. Consumer products Business tourism in Loei Province and Nan The researcher Thanks National Research Council The funding of this research. And faculty and staff at University and Rajabhat Uttaradit, as well as staff education, logistics and border trade. Including related entities, both public and private counseling and information to use in their research.

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