

Title The Study of Guidelines to Develop Community Enterprises in the Area of Makluea Mai, Sung Noen, Nakhon Ratchasima Province by Using Sufficiency Economy Philosophy

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Abstract

The study had been surveyed to explore the community enterprises' potential in Makluea Mai, Sung Noen, Nakhon Ratchasima Province, to investigate the cost and profit from running the community enterprises in Makluea Mai, Sung Noen, Nakhon Ratchasima Province and to explore the possible guidelines towards the development of community enterprises in Makluea Mai, Sung Noen, Nakhon Ratchasima Province by implementing Sufficiency Economy Philosophy. Sample group in the study consisted of 151 administrators and members of Community Rice Seed Centers as a community enterprise in Makluea Mai, Sung Noen, Nakhon Ratchasima Province. In terms of data collection, both primary and secondary data were gathered. The primary data was saved up from the survey field practices, conferences, interviews, and evaluation form while the secondary was obtained from the relevant documents obtained from concerning organizations. For data analysis, quantitative analysis -frequency, percentage, average and standard deviation- was employed together with qualitative analysis.

The study revealed that the community enterprises' potential in general in Makluea Mai, Sung Noen, Nakhon Ratchasima Province was reported at high level ($\bar{x}=3.88$ and S.D.=1.00) especially in the item of production aspect that was ranked at the highest and 4 other items including personnel, marketing, managerial and financial aspects were reported at high level. In terms of cost when considering the actual cost already calculated with Depreciation Expenses, the study showed that the community's rice mills provided services including selling the products with the cost 72.82%. As a result, the gross profit margin was equal to 27.18% and net profit margin ratio in general was reported at 17.81%. In terms of return on total asset that had been employed, it was reported at 5.23% or was equal to return on total equity at 5.23% since the community's rice mills were financially supported by government sections together with community's members with no financial sources from debt reported. In terms of possible guidelines to develop community enterprises, there were altogether 5 in numbers including the production, the marketing, the finance and accounting, the staff and the management. Each was conducted under the Sufficiency Economy Philosophy which mainly focused on the moderation, reasonableness, risk management, knowledge and virtue.