

TOPIC : Success Factors of Business Entrepreneurs Bakery
In Phraram 2 Area Bangkok
DEGREE : Master of Business Administration
MAJOR : General Management
ADVISOR : Dr.Vijit Supinit.....

(Dr.Vijit Supinit)

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ABSTRACT

The objects of this research were (1) a study of the entrepreneurial success in bakery business in Phraram 2 Area, Bangkok. (2) a study of individual factors and factors of processing operation toward the success of the bakery business entrepreneurs doing their business in Phraram 2 Area, Bangkok. (3) a suggestion on guidelines on the processing operation affecting the success of the bakery business entrepreneurs in Phraram 2 Area, Bangkok.

This independent research was survey research. The population and sample were the bakery business entrepreneurs who did their business more than 5 years up were 153. Data was collected by Questionnaires; Statistical Analyze with SPSS used the Frequencies, Percentage, Means, Standard Deviations, and Inferential Statistics: T-Test and F-Test, and Computing Analyze the Pearson.

The result revealed that (1) the level of bakery entrepreneurial success in processing business in Phraram 2 Area, Bangkok was at a high level in overall. In additional, when separately consider each indicator found that was at a high level, the major finding were as the following: Cost Efficiency, Physical Resources, Marketing Situation, Finance Resources, Quality, Human Resources, Innovation, Profit and Corporate Social Responsibility. (2) The relationships between personal and the entrepreneurial success in bakery business in Phraram 2 Area, Bangkok at the .05 level. There was1 significant relationship at a low level: the Entrepreneur's Experian. Therefore, factors of processing operation were the relationships and the entrepreneurial success in bakery at the .05 level. The relationships in the same direction are 4 were at a medium level: management, marketing, processing business and technology, and financial. (3) Entrepreneur Management and customers' familiarity to consider the consumers demand. There are modern tools in production process and as financial stability and reliability.