

Supply Chain Management Model in Digital for One Tampon One Product Management in Thailand

Artaphon Chansamut

Office of Dean, Faculty of Home Economic Technology, Rajamangala University of Technology Krungthep, Thailand
artaphon.c@mail.rmutk.ac.th

Abstract—The research aim were to design and to assess supply chain management model in digital for one Tampon one product management in Thailand. The sample groups were five experts in supply chain , five experts in education technology. The paper sample totalling ten experts. The paper tool was evaluation form to evaluate supply chain management model in digital for one Tampon one product management in Thailand comprises nine components, namely main components, Supplier, OTOP firms, Outlet . wholesaler, Retailer, Customer Satisfaction and Return. The data analysed by using arithmetic mean and standard deviation. supply chain management model in digital for one Tampon one product management in Thailand using Back-Box technique. The results from experts agreement of supply chain management model in digital for one Tampon one product management in Thailand that mean the model may be applie in support the tasks.

Keywords— *Supply chain management model in digital, one Tampon one product management, Thailand*

1. Introduction

The local business . One Tampon One Product is especial policy that was attempted by the movement to optimize the management of One Tampon One Product The best product of each district will be selected once every 2 year by prepare the database and classify the level of product's development into 1 to 5 stars for product's development plan appropriately. Currently . have report product registered OTOP firms in 2012 from report of the Community Development. Department. Ministry of Interior Has increased to 71.739 items and report the number of operators who registered manufacturer. Operators OTOP in Thailand in 2012.both the new and old. With 36.092 cases. Which are added up to generate revenue continuously. Are added up to generate revenue continuously. When the that government has announced a policy that strives to improve. The efficiency of logistics management and supply chain in Thailand. To sufficiency economy competitiveness in the global area. [16] especially supply chain and digital system because the business and industrial sector needs to be highly competitive due to increasingly high competitions from both within and outside the country. In order to be highly competitive, organizations in the sector

need to have personnel with knowledge, ability and skills who can work efficiently to increase output and products. The organizations, therefore, need to have sufficient information and resources to increase their values and respond to the demand of their customer. Thus, the supply chain management process is a key process to support the organization's whole activities system from upstream to downstream. It enables the organization to promptly check the digital system to ensure that the organization operates smoothly and effectively based on the determined strategies.[1] From the status declared directly above; consequently, the researchers are concerned in emerging a supply chain in digital operation model for one Tampon one product in Thailand . The researchers understand the perception of supply chain management to spread on and sustenance Tampon one product in Thailand. order to realize the work's effectiveness vis-à-vis quality and service. The prototypical will have an original for supply chain model in digital operation for one Tampon one product in Thailand. This research aims to design supply chain management in digital model for one Tampon one product management in Thailand.

2. Related work

Supply chain and Information Management Systems supply chain and Information management systems have the potential to change organizations and promote the emergence of new businesses. Their main goal is to enhance information flow and facilitate the decision making process. An information management system is one of the few elements of supply chain that can offer both improved performance and lower cost. It enables organization to maintain key information in an accessible format and helps to take operational and planning decisions. The adoption and successful implementation of software and network technology contribute in a large way for the supply chain success facilitating the flow of information and enhancing the efficiency of supply chain activities.

Logistics activities are key activities in the supply chain, including planning, designing, implementing and managing the flow, storage of materials and information exchange in order to support basic logistics functions such as procurement, distribution, transportation, inventory management, packaging and manufacturing. Information technologies are seen as a resource of an organization, as a source of its competitive advantage and serve as a catalyst of change in an organization.[17]

Kham Nai (2012) said that education supply chain management needs to consider various elements. Which has a relationship between various organizations with a clear goal of reducing the operational process of the system Increase service levels leading to efficiency Meet the needs of customers In general, the supply chain consists of important points, namely 1. Suppliers mean those who send raw materials to service units such as producing quality graduates to society etc. 2. The unit (Manufacturer) means the person who is responsible for transforming the raw materials received from the supplier. To have higher value 3. Distribution Center (Distribution Centers) means the point that serves to distribute products to the consumer or the customer at the center. One product distribution may have products from many agencies, such as higher education institutions. There will be graduates graduating from many institutions. 4. Retailers or customers means the end of the supply chain. Which is where the products or services must be used until the value is exhausted and without adding value to that product or service.[14] and [15]

3 Research Methodology

3.1 Synthesize document about supply chain management model in digital for one Tampon one product management in Thailand.

3.2. Develop supply chain management model in digital for one Tampon one product management in Thailand using data collected from document.

3.3. Evaluate supply chain management model in digital for one Tampon one product management in Thailand. The statistics utilized in study were rate means and standard deviation following the weighing criteria of Appropriateness of the design using five rating questionnaire, with interpreted meanings as follows:

The rating of 5 means most appropriate.
The rating of 4 means highly appropriate.
The rating of 3 means moderately appropriate.
The rating of 2 means lowly appropriate.
The rating of 1 means least appropriate.

3.4 Determine the Criteria for interpretation of the means are as follows

The rating means ranging from 4.51 – 5.00 means appropriate at the highest level.

The rating means ranging from 3.51 – 4.50 means appropriate at the high level.

The rating means ranging from 2.51 – 3.50 means appropriate at the moderate level.

The rating means ranging from 1.51 – 2.50 means appropriate at the low level.

The rating means ranging from 0.00 – 1.50 means appropriate at the lowest level.

3.6 Final improvement of supply chain management model in digital for one Tampon one product management in Thailand. on suggestions from the experts.

4 Research Findings

1 Research findings on supply chain management model in digital for one Tampon one product management in Thailand are presented in Figure 1

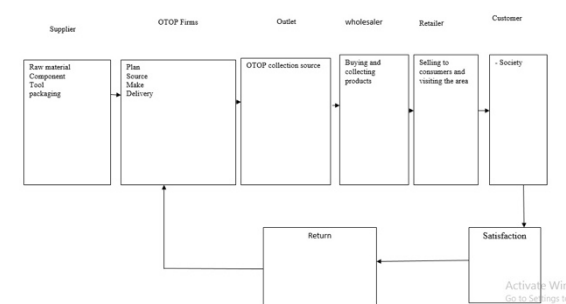


Figure 1: Supply chain management model in digital for one Tampon one product management in Thailand

Figure 1 the movement of production and distribution OTOP Firms product. The supply chain of the product from OTOP production of the Raw material suppliers . The materials will very according to the type of products with difference ingredients. It performs the duty to transform raw materials, or entering Raw material, into the finished products. The OTOP Firms will perform its duty of product development and evaluation. It is based on the consideration that all supply chain tasks and activities can be assigned to four fundamental processes - plan, source, make, deliver . Suppliers and operators OTOP may receive material directly from the farmers. villager received from suppliers from in the locals etc. The wholesalers and delivery in the country and abroad for increase satisfaction of consumers. [7],[8], [9],[10], [11],[12],[13]

Table 1 : Appropriateness of Main Components of supply chain management model in digital for one Tampon one product management in Thailand

No	Items	\bar{X}	S.D.	Suitability
1	Supplier	3.70	0.48	High
2	OTOP Firms	3.70	0.48	High
3	Outlet	3.60	0.84	High
4	wholesaler	3.60	0.69	High
5	Retailer	3.70	0.67	High
6	Customer	3.60	0.84	High
7	Satisfaction	3.60	0.51	High
8	Return	3.70	0.48	High
	Total	3.65	0.62	High

Table 1, it can be seen that all of the main components of Supply chain management model in digital for one Tampon one product management in Thailand are rated to be appropriate at the high level. ($\bar{X} = 3.65$, S.D. = 0.62).

Table 2 : Appropriateness of the Sub-component of the Supplier

No	Items	\bar{X}	S.D.	Suitability
1	Raw material	3.50	0.52	High
2	Component	3.70	0.82	High
3	Tool	3.70	0.48	High
4	packaging	3.60	0.69	High
	Total	3.62	0.63	High

Table 2, it can be seen that the sub-component of the Supplier is rated to be appropriate at the high level. ($\bar{X} = 3.62$, S.D. = 0.63).

Table 3 : Appropriateness of the Sub-component of the OTOP Firms

No	Items	\bar{X}	S.D.	Suitability
1	Plan	3.60	0.69	High
2	Source	3.60	0.84	High
3	Make	3.70	0.94	High
4	Delivery	3.80	0.42	High
	Total	3.67	0.72	High

Table 3, it can be seen that the sub-component of the OTOP Firms is rated to be appropriate at the high level. ($\bar{X} = 3.67$, S.D. = 0.72).

Table 4 : Appropriateness of the Sub-component of Outlet

No	Items	\bar{X}	S.D.	Suitability
1	OTOP collection source	3.70	0.48	High
	Total	3.70	0.48	High

Table 4, it can be seen that the sub-component of the Outlet is rated to be appropriate at the high level. ($\bar{X} = 3.70$, S.D. = 0.48).

Table 5 : Appropriateness of the Sub-component of wholesaler

No	Items	\bar{X}	S.D.	Suitability
1	Buying and collecting products	3.70	0.48	High
	Total	3.70	0.48	High

Table 5, it can be seen that the sub-component of the wholesaler is rated to be appropriate at the high level. ($\bar{X} = 3.70$, S.D. = 0.48).

Table 6 : Appropriateness of the Sub-component of Retailer

No	Items	\bar{X}	S.D.	Suitability
1	Selling to consumers and visiting the area	3.63	0.67	High
	Total	3.63	0.67	High

Table 6, it can be seen that the sub-component of the Retailer is rated to be appropriate at the high level. ($\bar{X} = 3.63$, S.D. = 0.67).

Table 7 : Appropriateness of the Sub-component of customer

No	Items	\bar{X}	S.D.	Suitability
1	Society	3.70	0.67	High
	Total	3.70	0.67	High

Table 7, it can be seen that the sub-component of the customer is rated to be appropriate at the high level. ($\bar{X} = 3.70$, S.D. = 0.67).

Table 8 : Appropriateness of the Sub-component of satisfaction

No	Items	\bar{X}	S.D.	Suitability
1	Satisfaction	3.70	0.67	High
	Total	3.70	0.67	High

Table 8, it can be seen that the sub-component of the satisfaction is rated to be appropriate at the high level. ($\bar{X} = 3.70$, S.D. = 0.67).

Table 9 : Appropriateness of the Sub-component of return

No	Items	\bar{X}	S.D.	Suitability
1	Return	3.60	0.51	High
	Total	3.60	0.51	High

Table 9, it can be seen that the sub-component of return is rated to be appropriate at the high level. ($\bar{X} = 3.60$, S.D. = 0.51).

Table 10: Results for evaluation of supply chain management in digital model for one Tampon one product management in Thailand

No	Items	\bar{X}	S.D.	Suitability
1	Main components	3.65	0.62	High
2	Supplier	3.62	0.63	High
3	OTOP Firms	3.67	0.72	High
4	Outlet	3.70	0.48	High
5	wholesaler	3.70	0.48	High
6	Retailer	3.63	0.67	High
7	Customer	3.70	0.67	High
8	Satisfaction	3.70	0.67	High
9	Return	3.60	0.51	High
	Total	3.66	0.60	High

From table 10, that ten experts found that supply chain management model in digital for one Tampon one product management in Thailand is highly appropriate ($\bar{X} = 3.66$, S.D. = 0.60).

5. Discussion

Supply chain management model in digital for one Tampon one product management in Thailand is considered to be high appropriate ($\bar{X} = 3.66$, S.D.

= 0.60), and the design was corresponds to the research of Chansamut and Piriyaawong has studied supply chain and information system about educational [1] In addition, with the study of chansamut suggesting that supply chain and information system also. [2],[3],[4],[5],[6]

6 Conclusion

Supply chain management model in digital for one Tampon one product management in Thailand

is appropriate at the high level development ($\bar{X} = 3.66$, S.D. = 0.60). The model may be apply in support the tasks.

Acknowledgements

The research would like to thank ten expert in Thailand, who kindly provided supervision and advices, and served as good models for the researcher.

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