A STUDY ON FUNDAMENTAL PROBLEMS FOR THE EXPORTATION OF METAL FURNITURE INDUSTRY IN THE CUSTOMS TARIFF SYSTEM HARMONIZED INDEX

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Abstract- The research problems in the operation and needs the help of a metal furniture manufacturing industry for export the harmonized tariff system suite. The purposes of this research were to 1) to study the problem in the business of manufacturing metal furniture for export the harmonized tariff system suite ,2) educational needs the help of a metal furniture manufacturing industry for export the harmonized tariff system suite ,and 3) compare the problems in the business of manufacturing metal furniture for export the harmonized tariff system suite by size of establishments, including small, medium and large. The population in this research better are because the owners or managers of establishments manufacturing metal furniture, small, medium, and large number of 129 which this research study of the total population. The statistics used in data analysis were frequency, percentage, mean, standard deviation and ANOVA and tests the differences were matched by the Scheffe's method. Statistical analysis using a statistical package. The results showed that the problems in the business of manufacturing metal furniture for export are in the overall level. Considering that it was found that there are problems in every aspect 1) to help meeting that need for government institutions to develop the design, 2) the low interest rate loans , 3) creating opportunities for niche marketing , 4)the exhibition is well known in both domestic and international markets , and 5) they want to develop and revise the law and regulation ceremonies obsolete like it's an interesting idea with are obstacles to do business. On comparision,ther are no difference found between the problems in business manufacturing metal furniture for export found that the overall problem by size of establishment found no difference. When considering the found that 1) the product, 2) price, 3) distribution channels, 4) marketing and promotion ,and 5) the export no significant difference statistically significant at the .05 level.

Keywords- problems in the operation of , need help , metal furniture ,manufacturing industry

I. INTRODUCTION

In Q1 2012 found that category of approved investment promotion most services and utilities have invested 90,000 million baht, followed by electronics and appliances are investments 28,100 million baht and metal products Machinery and transport equipment investments 18,200 million baht. The 1st quarter of the year 2012 found that investors from Japan is still worth the largest investment by a total of 131 investment projects 47,504 million baht. That followed by the United States with a total of 9 projects are invested 6,175 million baht. Netherlands has approved the investment of 5,420 million baht 8 projects as investments and Hong Kong, 6 projects, representing investments 2,803 million baht[7].Thailand's exports in the last 5 months of the year 2012 the May exports worth US $ 20,932.5 million with 7.68 percent increase in the US dollar. Grew up in this month compared to the previous year. In Thai Baht 641,137.0 million baht worth of exports increased by 10.68 % grew up in this month compared to the previous year as well. In the last 5 months of the year 2012. The export value of US $ 92,494.0 million, down 1.47 %. In Thai Baht, the export value of 2,849,429.4 million baht, up 0.79 percent. Factors affecting exports include the growth in the rate of decline compared to the previous year, the market is important. EU, Japan, South Asia, Hong Kong, Taiwan, Russia and the CIS Canada. Partly because the market was concerned about the European economy homophobia and the progression of the problem renewable energy sources. And nuclear problems in Japan affect the demand for imported inputs declined to enter the factory such as rubber. And expanding at an increasing rate as compared to the previous year, the market is important Australia and the Middle East. Part because demand for cars and air conditioning increased during this period,exports in table 1.

Table 1: Shows exports of Thailand Unit: Million Baht

Items	May	% Increase / decrease	JAN-MAY	% Increase / decrease
Agriculture / agro-industry	3,798	5.0-	16,608	6.7-
Rubber products	726	6.5	3,520	8.0
Paper and Packaging Publications	150	-74.2	689	-76.0
Leather shoes air travel	170	1.1	697	-4.9
Furniture and parts	98	3.9	447	-5.4

Source: Department of Export Promotion, 2012 [7].

With the problems mentioned above, the researchers had an interest in investigating the problems to guide curriculum development, student or manpower and production to enter into the manufacturing of metal furniture to meet the needs of enterprises and agencies. The results of this research to solve problems in various fields to promote industrial

development, production and export of these SME. And in line with the strategy of balanced and sustainable economic restructuring, restructuring of production to increase productivity and the value of goods and services, the knowledge and Thailand. It supports the ASEAN Community (AEC) in 2015 following years.

II. METHODOLOGY

2.1. Purpose of the research –

To investigate problems related in the operation manufacturing of metal furniture for export The Harmonized Tariff System.

To investigate the need for help manufacturing of metal furniture for export The Harmonized Tariff System.

To compare the problems of the operation manufacturing of metal furniture for export The Harmonized Tariff System by size of establishment, including small, medium and large.

2.2. Hypothesis of the research-

The industry metal furniture manufacturing for export The Harmonized Tariff System of small size , medium size and large size shoe no difference in their needs, problems and basic factors in operation.

2.3. The study variables-

Independent variables included the sizes of the industry metal furniture manufacturing for export The Harmonized Tariff System which are small size , medium size and large size.

Dependent variables included basic factors in operation consisting of the products, experts price , a new distribution channel, the promotion of market, and exports.

2.4. Population/Sample-

Method-

Population in this study consisted of the operator or manager of an industrial metal furniture manufacturing for export The Harmonized Tariff System number 129 of the (Department of Export Promotion, 2012). In this research study, the total population.

2.5. Data collection-

The researcher asked for the official permission letter from the Faculty of Industrial Education, RMUTSB.Nonthaburi Centre for the distributing of the questionnaires. The questionnaires were sent to 129 enterprises and 91 copies were returned or 70.54 % of the population.

2.6. Data analysis-

The data were analyzed by computer program after being checked for the completion. The data were transformed into coding for the analysis. The demographic information was in the form of checklist of which the data were analyzed to find frequency and percentage. The problem part was in the form of rating arithmetic mean and SD based on the evaluation criteria by Best[2]. The comparision of the problems and the operating factors were analyzed to find the One Way Analysis of Variance by ANOVA and analyzed to find the difference by Scheffe [1] [3]. Other suggestions were in the form of open-ended which were analyzed by content analysis to find frequency and grouping.3

III. RESULTS

The results on the demographic information of an industrial metal furniture manufacturing for export The Harmonized Tariff System showed that the general condition of the establishment most were 50.55 %. Most followed by the production and sale of furniture, then a period of between 20-30 years accounted for 39.56%. In the past year, sales value less than 100 million baht or 84.62 %. Most sales for the year 2013 compared to the year 2012 were worth the same 45.05%. Total capacity during the year 2013 to the year 2012 with the same capacity 51.65%. The main export market for most countries in the ASEAN market 58.24%. Most did not get the promotion of Investment (BOI), representing 70.33%. The main products exported as furniture made of metal, of a kind used in offices 36.26%. The following establishments were not certified yet 56.04 %.Most had never participated in international fairs 50.55 %. And the source of the metal as a raw material in the production, mainly in the country53.85 %. The analysis of the operation of manufacturing furniture for export were found that most enterprises have not been certified 53.85 %. The establishment of the answer as to why that was not their own brand 54.95 %. The establishment does not have a policy of branding 46.15 %.However, in most designs have inherited the style and technology from customers. 35.16%. For the currency used for the payment of export currency is Baht. 48.35%. The payment of export payment method by Letters of Credit (Documentary letter of credit), representing 48.35 %. The establishment of pricing with the pricing by competitors prices 29.67%. The terms of delivery are FOB, representing 57.14%.The distribution channels used to distribute through agent / independent dealer in Thailand 53.85%. The international shipping channels, mainly by boat 69.23 %. By promoting the export to use the internet. representing 42.86%. And the establishment of a policy change in sales last year in the budget to promote export 69.23 % .The results of the operation problems had shown in Table. 2.

Table 2 : Mean and S.D. of the operation problems in the business of manufacturing furniture for export overall and specifically.

Operation problems	μ	SD	Level
Products	3.77	0.18	High
Experts price	4.14	0.21	High
A new distribution channel	3.84	0.32	High
The promotion of market	3.89	0.21	High
Exports	3.85	0.29	High
Total	3.90	0.21	High

It can be seen from Table 2 that problems in the business of manufacturing furniture for export. The overall high level,considering it was found that a high level in all aspects. And analysis of the data about the problems in the business of manufacturing furniture for export. The images included in this level considering each and item were found that below.The products were found that problems of industrial metal furniture products for export at a high level,considering the participants agree that the most problematic in many levels. The second deals with the problem at the middle level; 1) packaging Design , and 2) check the quality of the product (by customer) before delivery.Experts price were found that he issue price of the industrial metal furniture manufacturing for export at a high level. That considering the last observed a high level in all of the above.A new distribution channels were found that problems of distribution channels of metal furniture manufacturing industry for export at a high level. When considering the participants agree that the most problematic in many levels. There are only capable of finding new markets are present in the medium. The promotion of market was found that Issues, the promotion of industrial metal furniture for export at a high level. When considering item found a high level in all of the above.Exports were found that issues relating to the export of metal furniture manufacturing industry for export at a high level .There are only two questions at issue in the medium level are; 1) conditions on the packaging for transport, and 2) tariffs on imports of machinery and raw materials.The analysis of the content (Content Analysis) needs the help of metal furniture manufacturing industry for export were found. They wanted to government institutions develop the design and adjusting the low loan rates lead generation and marketing channels. The exhibition is widely known both in domestic and overseas market and require the development and revision of the law. The various regulations obsolete and a hindrance to doing business.The comparison of results in the production of industrial metal furniture for export were found that the overall problem by size of establishment found.That no difference when have been considering individual and item found below.The products were found that the problems in the business industry, metal furniture for export. Product by size of establishment found when comparing the individual items were found. The difference was statistically significant at the .05 level 2 items were; 1) number of persons / institutions involved in the design of the public sector, and 2) creative product design personnel and the establishment of a small problem over medium enterprises.Experts price the issue price by size of establishment found no difference. When comparing the individual items were found the difference is statistically significant at the .05 level 4 items were; 1) the price of raw materials (metals), 2) the cost of international freight, 3) foreign currency exchange rate fluctuations, and 4) fees for the services provided by The Bank. The establishment of a small problem over medium enterprises.A new distribution channel was found that the problem of by size of establishment found n difference. When comparing the individual items were found the difference is statistically significant at the .05 level. 1 items was; that finding a new distribution channel the establishment of a small problem over medium enterprises.The promotion of market was found that Issues, the promotion of industrial metal furniture for export at a high level. When considering the last observed a high level in all of the above.Exports were found that issues relating to the export of metal furniture manufacturing industry for export at a high level. When considering the last observed a high level in all of the above. There are only two questions at issue in the medium level were ; 1) conditions on the packaging for transport, and 2) tariffs on imports of machinery and raw materials.

IV. DISCUSSION

The analysis of the content (Content Analysis) needs the help of metal furniture manufacturing industry for export were found. They are want to government institutions develop the design, adjusting the low loan rates, lead generation and marketing channels, the exhibition is widely known both in domestic and overseas market and require the development and revision of the law. The regulations are outdated and a barrier to doing business. A comparison of results in the production of industrial metal furniture for export were found; the overall problem by size of establishment found no difference.When considering individual and item found below. The products were found that the problems in the business industry, metal furniture for export product by size of establishment found no difference. When comparing the individual items were found the difference is statistically significant at the .05 level 2 items were; 1) number of persons / institutions involved in the design of the public sector, and 2) creative product design personnel the establishment of a small problem over medium enterprises.Experts price was found that the issue price by size of establishment found no difference. That compared to participants agree that a different level of statistical significance. 05 level 4 items were ; 1) the price of raw materials (metals), 2) the cost of international freight, 3) foreign currency exchange rate fluctuations, and 4) fees for the services provided by The Bank. The establishment of a small problem over medium enterprises.A new distribution channels were found that the problem of by size of establishment found no difference. When comparing the individual items were found he difference is statistically significant at the .05 level 1 items was; that finding a new distribution channel the establishment of a small problem over medium enterprises.The promotion of

market was found that the problem of marketing promotions by size of establishment found no difference.When comparing the individual items was found no significant difference was statistically significant level .05.Exports were found that the problem of export by size of establishment found no difference. That compared to participants agree that a different level of statistical significance. 05 level 1 items and include; the sufficiency of space in the cabinet room at the ICD by enterprises, small and medium enterprises problems than large enterprises.

CONCLUSION

The results were found that a problem and needs help in the operation of manufacturing furniture for export interest. Which will be discussing below, problems in the operation of manufacturing furniture for export. The results showed that.The products were found that number of people / institutions involved in the design of the public sector, the problems were at the highest level. This are may be, because manufacture of furniture, metal fabrication mostly branded products overseas. The order is determined by the model used. Contract manufacturers do not need a product designer. Contract manufacturers do not need a product designer. And they are creating their own brands. In order to elevate themselves to comparable competitors in the industry, metal furniture. Why they need a designer with the ability to develop products to be recognized and accepted. But they have to face a shortage of the product. Meanwhile, educational institutions and training agency relating to the production of metal furniture is minimal. It is not enough personnel to meet the needs of the industry. Therefore, the government should encourage institutions to turn the course of production, product design, furniture, metal and more to comply with the requirements of the establishment. And should increase the budget for education has led to the development. Product designers to produce metal furniture manufacturing quality and competitive in the world market. Which according to [10] have studied the subject education and problems in exporting wooden furniture Thailand [4],[6],and [9].

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