

Guidelines for the development of service quality of Treasury Office at Nakhon Pathom Area

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Abstract

The purpose of this research was to study the guidelines for the development of service quality of the Nakhon Pathom area treasury office by using qualitative research methods. Data were collected using in-depth interviews with executives (treasury at Nakhon Pathom area) at Nakhon Pathom provincial land office and various branches (head of registration department) who the personnel are working in the treasury department around Nakhon Pathom area for ten executive interviewers. The tools used in the research were the in-depth interview form that the researchers created themselves. The researcher using content analysis and presenting information in an essay format.

The results showed that (1) the quality of service required due to efficiencies created is secured to the recipients of services (2) quality of service the need to focus attention on the issue of materiality the response to customers and to know and understand the customer (3) ways to satisfy their customers, focus on convenience and fast service meets the needs of the resources or property. Communicate easily and quickly and the use of technology has helped the IT channel contact services and facilities to the recipient.

Key words: Service, Quality of Service, Treasury Office of Nakhon Pathom

Development of Competitive Advantage of Chinese food Entrepreneurs in Nakhon Pathom Province

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Abstract

The purposes of this research were to development of competitive advantage of Chinese food entrepreneurs in Nakhon Pathom province. This research used purposive sampling and included consumers who had eaten Chinese table food. Government officer, Key informant in food and nutrition, Chinese table operators. The findings of the study were as follows: (1) The internal environment include; the production of food must be of good quality and taste. In marketing, customers must reach and create for customers to favor the brand of the business and confidence in the risk name caused by food quality which makes the customer satisfied and remembers. Finance must have sufficient funds to invest and use in business. (2) 2) To make a customer's difference to get to know and focusing on niche markets, focusing on a particular group by only those who have high income, moderate income Brand or brand is acceptable and working group.

Keywords: Competitive advantage, Chinese Catering

An Approach for Developing Marketing Mix Strategies of the Electrical Installation Service Business in Bangkok

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Abstract

The purpose of this research is to propose guidelines for the development of marketing mix strategy of electrical installation in Bangkok. Bangkok. This research is a document research methodology, the results showed that the strength of the business including experience and experience knowledge of the installed system around the electric business for a long time.

The entrepreneurs brings the modern technology used in service by focus on quality and service are inspected every step. The weaknesses including service areas, moreover, they are unable to support customers enough control system equipment is not standard. Because the entrepreneurs lack of effectiveness in working capital management and equipment leaks. Including, the storage system for money from the debtor is not standard and not effective enough make a chance to bad debts. The opportunities of this research including government policy to support the construction business that resulted in positive to the business electrical installation and the progress of develop of new technology. The threats include new competitors easier, because they do not have invested in higher money. Moreover, investments and high technology change quickly make the investor more adjustable. The entrepreneur requires considerable funds to have trained employees to have correct knowledge and advanced all the time.

Keywords: business environment, marketing mix, SWOT Analysis

The effective management model of the cleaning service business

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Abstract

This study is part of a thesis on the effective management model of the cleaning service business. Researcher using qualitative research methods to collected data with in-depth interview with 10 cleaning service operators by using a specific selection method. Research tools namely the depth interview form that the researcher created himself use content analysis methods.

The results of the study showed that (1) the model of the management efficiency of the cleaning service business is the planning of work organization, personnel director, coordination performance report and budgeting affecting the efficiency of cleaning business management (2) factors related to operational efficiency, namely leadership Human resource management service quality and service innovation affecting the operational efficiency of the cleaning service business as much as possible to meet the business competition which is growing rapidly.

Key words: models, effective management, business cleaning service