

# THE BUSINESS MANAGEMENT DEVELOPMENT OF THE MILITARY HOUSEWIVES GROUP PRODUCING COSMETIC PRODUCTS IN SOUTHERN THAILAND

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## ABSTRACT

Efficient business management affects the success of business operations. This study aims to 1) analyze the business environment of the military housewives group producing cosmetic products in southern Thailand and 2) develop the business management of this group. This study uses participatory action research as a research design which includes collecting data through focus group discussion and practicing with 12 members. In addition, group interviews with 3 executive committees to monitor the development results. Content analysis was done on the data. The results revealed that the strengths include support from its military unit, members' production skills, and products composed of natural extract ingredients. The main weaknesses include members' lack of knowledge of business management. The products also do not meet any certified standards. The opportunities include the abundance of raw materials in the vicinity, the popularity of natural-based products, modern communication technology, and support from government agencies. The key threat is competitors. Developing business management in 4 aspects namely, production, marketing, financial, and group and human resource management. After its development, the group has been able to expand its market, resulting in more than a doubling of its previous income.

**Keywords:** Business Management Development, Army Housewife, Cosmetic Products, South Thailand

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