

Research Title	The Development and Design of Pottery Products for Enhance Marketing at North Este
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The study aimed at the development and the design of pottery products at up North Este part of Thailand with take a random at Udomthani, Nonhkhai, and Nongbualumpoo province . From the primary study found that the uncertainty of composition and low-quality product were the problem of production required by the entrepreneur. The problem also included the composition of raw materials, strength of product, the weight of product. The materials used were adapted from material whose composition was designed in this study by added rice husk with local materials to increase the strength and to decrease their weight. The results revealed that the composition measurement step in pottery production process lacks of consistency. The added of rice husk to local clay 20% by volume showed good properties with strength, density, water absorption, porosity, weight lost were 5.34 Mpa, 1.78 g/cm³, 11.73%, 20.37%, and 22.97%, respectively. The mixture was made as a prototype and evaluated by an expert assessment found that the level values is very satisfactory