

Research Title	Guidelines Management of Product Manufacturing Group on One Tambon One Product in Tak Province
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This research aimed 1) to study the management of product manufacturing group on One Tambon One Product in Tak Province 2) to propose the guidelines for management development of product manufacturing group on One Tambon One Product in Tak Province. The quantitative samples were product manufacturing group One Tambon One Product for 180 groups. The samples in this qualitative research for 10 people. The tools of research are questionnaires created by researcher and interviews to collect data. The statistics for data analysis are percentage, means, and standard deviation. The results were as follows :

1. The major of manufacturer is fabric and apparel with 73 groups (40.6%). The characteristic of manufacturer is one-owned community vendor with 91 groups (50.6%). The degrees of product are mostly no stars with 89 groups (49.4%). The goal of operation is extra income with 93 groups (51.7%). The quantities of members within the group are between 1 and 10 people with 135 groups (75%). The period to found the group in 1-3 years with 42 groups (23.3%). Average sales per month are less than 10,000 baht with 58 groups (32.2%). The places for distribution are mostly at owned stores themselves with 117 groups (40.07%). The allocation of operating profits is mostly kept in the capitalization process with 177 groups (57.84%).

2. In overall of the product management of community products maker's group on One Tambon One Product at a high level. When considering in all aspects are in high level. In the following order are material management machine management money management marketing management method management and human resource management.

3. The management guidelines for manufacturer are

3.1 Human resource management – organization should support knowledge about the role in division of labor. Train group members in the production skill to be expert, creative and initiative.

3.2 Financial management – should provide the source of investment funds, credits with low interest rate for the group. Train to make financial statements in the accounting standard.

3.3 Material management – organization should support knowledge, advice, productive development training, throughout substitute material provision in local and transform material remaining from production to make value-added for the most useful. Or create the network connect the group in the same product or others for the synergy of resource.

3.4 Method management – the relevant organizations should support the knowledge about structural setting, practical and regulation setting in the group. Manufacturers should coordinate between organizations and seek opportunity to create a network for the product standard setting in the right direction.

3.5 Marketing management – organization should train for the additional knowledge in product development to have quality standard. Expand the distribution channels of OTOP products in all channels to increase the opportunity to access the consumers. Price setting should be appropriate with the market. Public relations should have advertise to the consumers by social media such as brochures, radio, local TV, website.

3.6 Machine management – organization should support advice in production planning in all processes. Train members to learn and select the tools, machines and equipments in production appropriate with works. Always check the tools before use. Have tools and machines maintenance for long period useful life.