

Research Title	Business Development Pattern of Foodbusiness (SMEs) in Yaowarach area
Researcher	Runjuan Prawatmuang
Research Consultants	Dr.Theedchai Chaowbumroung
Organization	Faculty of Management Science Suan Dusit Rajabhat University
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To study in Business Development Pattern of Foodbusiness (SMEs) in Yaowarach area, for purpose study in fundamental structure in food business SMEs in Yaowarach area, and analyze the process of the business by SWOT analysis for supporting the food business in china town for tourists. Moreover, using both of Quantitative and Qualitative Methodology. Qualitative method, use 32 samples for study. Of the other hand, Quantitative use the SMEs food business 20 samples, tourists 15 samples, food business (non SMEs) 5 samples, and food specialist 2 samples, tourist specialist 2 samples. Representative of Chinese people who in located on Chinese associate 4 samples. Analyze by statistic analysis and content analysis in part of Quantitative analyze.

As a result, SMEs in food business in china town can be separated into 2 by areas, Vanich Rd. and Yaowarach Rd. First of all, The business which located in Vanich Rd, Mostly the food business in this area will combine with accommodation for rest. On the others hand, Yaowarach Rd, in during 4 years, the investment stable according to the political situation and food in Thailand. The production in this area is both of Chinese food and seafood, 71.88%, the rest 28.67% is noodle, Chinese noodle, sharp fin. The pattern of business is single owner and more than 10 year On business, approx 84.38%. Mostly, the entrepreneur have business and experience background in food business, 81.25% and set up the business by themselves because of lankness and skill in this way the other is bequest. The process of the business use manpower, mainly form family. The customers have variety : Chinese, Japanese and Malaysian.

Furthermore, Central market office in Samphanthawong area advertise china town by website. While the entrepreneurs use the pictorial mean and processing of cooking food that their customers can see on the process. Moreover, the service for commendation and take order that is very important. The fresh of raw material are in consideration. However, the management system and technology are not interested in the owners. Mealy, they depend on their experience and skill, the weakness of this

study is lack of process to make the innovation and change for the new things. The strength point is tasty and fresh in food. This china's town is not only food which is very famous but also in the Chinese's culture. But the big problem is traffic jam and parking are .The Governance office who involve in this area should plan and develop this area for tourism, culture and living in these or sharing the knowledge or information in the right zoning.