

**THE STUDY OF INTENTION TO EXPORT OF  
ENTREPRENEURS IN MYANMAR**

**Ms. Yin Yin Thet**

**A Thesis Submitted in Partial Fulfillment of the Requirements  
For the Degree of Master of Business Administration  
Department of International Business**

**Graduate School**

**The University of the Thai Chamber of Commerce**

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## Abstract

The objectives of this study are threefolds (1) To identify the characteristics of entrepreneurs in Myanmar (2) To explore and measure characteristics of entrepreneurs who intent to export in Myanmar (3) To explore relationship between characteristics of entrepreneurs and intention to export. The conceptual framework in this study is developed from McClelland (1990) Barney and Griffin (1992) Longenecker, Moore and Petty (2000) Hisrich & Peters (2002) Dollinger (2003). Analyzed by using 257 returned questionnaires that are collected from companies which located in Yangon and Mandalay. Data was processed in SPSS program and analyzed by descriptive statistics and Chi-square test.

The study shows the entrepreneurs in Myanmar is composed of 2 constructs. They are entrepreneurs' profile (age, gender, educational level, foreign language and experience abroad) and characteristics of entrepreneurs (need for achievement, locus of control, propensity to take risk, innovation, self-confidence, leadership and persistent person).

The finding in this research, regarding to the characteristics of entrepreneurs in Myanmar, indicates that need for achievement (satisfaction on current business), locus of control (deciding companies' main activities, solving the problems), propensity to take risk (expanding a new business), innovation (new economic idea), self-confidence (accepting success or failure), leadership (changing decision, responsibility on advantages occur in doing business), persistent person (evaluating current business, working hours) have relationship with intention to export.

This study suggests the ideas for further study that should add other factors in the conceptual framework such as financial status, firm characteristics, environmental support, precipitating events. In addition the scope of study should cover other states and divisions in Myanmar.

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### บทคัดย่อ

วัตถุประสงค์ของการศึกษานี้มี 3 ประการ คือ (1) เพื่อบ่งชี้คุณลักษณะต่าง ๆ ของผู้ประกอบการในพม่า (2) เพื่อสำรวจและบ่งชี้คุณลักษณะของผู้ประกอบการในพม่าที่ตั้งใจจะทำธุรกิจส่งออก (3) เพื่อศึกษาความสัมพันธ์ระหว่างคุณลักษณะของผู้ประกอบการและความตั้งใจในการทำธุรกิจส่งออก กรอบแนวคิดที่ใช้ในการศึกษาพัฒนามาจากแนวคิดของ McClelland (1990) Barney and Griffin (1992) Longenecker, Moore and Petty (2000) Hisrich & Peters (2002) และ Dollinger (2003) โดยทำการวิเคราะห์จากแบบสอบถามที่ได้รับการตอบกลับจากบริษัทต่างๆในเมืองย่างกุ้งและเมืองมัณฑะเลย์ จำนวน 257 ชุด ประมวลผลข้อมูลด้วยโปรแกรม SPSS และวิเคราะห์ด้วยสถิติเชิงพรรณนา และการทดสอบค่าไค-สแควร์

การวิจัยนี้ศึกษาคุณลักษณะของผู้ประกอบการในพม่าซึ่งประกอบด้วย 2 องค์ประกอบหลัก คือ ข้อมูลส่วนบุคคลของผู้ประกอบการ (อายุ เพศ ระดับการศึกษา ความสามารถทางภาษาต่างประเทศ และ ประสบการณ์จากต่างประเทศ) และ คุณลักษณะของผู้ประกอบการ (แรงจูงใจใฝ่สัมฤทธิ์ อำนาจการบังคับบัญชา อุปนิสัยในการเสี่ยง นวัตกรรม ความมั่นใจในตนเอง ความเป็นผู้นำ และความมุ่งมั่นทุ่มเท)

จากการศึกษาด้านคุณลักษณะของผู้ประกอบการ พบว่า แรงจูงใจใฝ่สัมฤทธิ์ (ความพึงพอใจต่อกิจการปัจจุบัน) อำนาจการบังคับบัญชา (การตัดสินใจในเรื่องสำคัญของบริษัท การแก้ปัญหา) อุปนิสัยในการเสี่ยง (การขยายธุรกิจใหม่) นวัตกรรม (แนวคิดทางเศรษฐกิจแบบใหม่) ความมั่นใจในตนเอง (การยอมรับความสำเร็จและความล้มเหลว) ความเป็นผู้นำ (การเปลี่ยนแปลงการตัดสินใจ ความรับผิดชอบต่อผลที่จะเกิดขึ้นจากการประกอบธุรกิจ) และความมุ่งมั่นทุ่มเท (การประเมินธุรกิจปัจจุบัน ชั่วโมงการทำงาน) ตัวแปรที่กล่าวมานี้มีความสัมพันธ์กับความตั้งใจในการประกอบธุรกิจส่งออก

จากการศึกษานี้มีข้อเสนอแนะสำหรับการศึกษาต่อไปคือ ควรมีการเพิ่มปัจจัยต่าง ๆ ในกรอบแนวคิดของการวิจัยด้วย ได้แก่ สถานะทางการเงิน คุณลักษณะขององค์กร การสนับสนุนด้านสิ่งแวดล้อม และ สถานการณ์เร่งด่วน นอกจากนี้ข้อบ่งชี้การวิจัยยังควรครอบคลุมถึงเมืองอื่นๆในพม่าด้วย

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# Chapter 1

## Introduction

### 1.1. Statement of Problems

Nowadays, entrepreneurs play the vital role in economic development in every country. The extraordinary power of the entrepreneurial process evolved throughout the world as almost twenty years elapsed. The resurgence of the entrepreneurial spirit is the most significant economic development of this decade. They create and allocate value and benefit for individuals, groups, organizations and society (Lynn, 1997).

Entrepreneurs are critical contributors to our economies, and their contributions include: leadership; management, economic and social renewal; innovation; research and development effectiveness; job creation; competitiveness and productivity; the information of new industries; and regional economic development. Thus, entrepreneurs are the fuels for the economic engine of the country (Yin , 2000).

Entrepreneurship and new business development have an important impact on economy and influence on a number of economic areas. The development of entrepreneurship depends mainly on how much the economic policy of this nation permits to do so whereas it can be said that the development level of a country partly depends upon the development of entrepreneurship. Hence, the development of entrepreneurship in developed countries and in developing countries cannot be the same.

Since late 1988, Myanmar has changed its course to market oriented economy and has more liberalized domestic and external trade, thus promoting the role of private sector. Accordingly, economic activities in the private and public companies have emerged. Also, many entrepreneurs or would be entrepreneurs have started to conduct the private business such as sole proprietorships, partnership firms and joint ventures.

The place of entrepreneurship in the society is obvious. They play vital roles in our society such as creating innovative products and services, pushing back technological frontiers, creating jobs, in the process, waking up a sluggish economy. Entrepreneurial talents and experience are essential for the success of any business whether undertaken individually or with partners. The characteristics of entrepreneurs are probably vary much alike in talent behavior, but not the same in different socio-cultural environment.

The State has also laid down twelve political, economic and social objectives with the aim of establishing of a peaceful, modern and development nation. Moreover, the government has adopted a more flexible policy, raised the work efficiency and opens the door to foreign investment (Planning Department source, 1990).

After the adoption of market economy in 1988, the private sector had grown appreciably in all sectors of nation economy. In 2002-03, State-owned industries contributed 8.6 percent of Gross Domestic Product (GDP) while the cooperative and private sectors contributed 1.8 percent and 89.6 percent respectively (MNPED source, 2004). The State-owned industries are much large and more capital intensive than the

private ones. Despite their small size, the private sector production becomes to take the leading role in national production.

As Myanmar is presently trying to develop all sectors of the national economy, it is obvious that assistance should be given to the Small and Medium enterprises (SMEs) so that they may grow in size and quality servicing as a base for large private business to develop.

Development of the industrial sector is an important key factor and major mechanism to achieve sustainable economic development of the country. Myanmar final goal is to create suitable conditions for changing over to an industrial state. To meet strong infrastructure requirement and facilities, industrial zones have been established since 1995.

In 2004, there are 18 industrial zones established at growth poles of the country and mostly are General Industrial Estates (GIEs). The SMEs in the industrial sector play most important role as they provide employment to a wide range of skilled workers, contribute towards import substitution and export promotion, utilization of natural resources, increase the level of technology and assist in the growth of other SMEs in the wholesale, retail trade and service sectors (Ministry of Industry-1, 2004).

## 1.2. Objectives of the Study

The research is targeted to following objectives:

- (1) To identify the characteristics of entrepreneurs in Myanmar.
- (2) To explore and measure characteristics of entrepreneurs who intent to export in Myanmar.
- (3) To explore relationship between characteristics of entrepreneurs and intention to export.

## 1.3. Scope of the Study

The research is targeted to study small and medium enterprises (SMEs) in Myanmar that located in Yangon and Mandalay Division.

## 1.4. Operational Definitions

These are several definitions of small and medium enterprises (SMEs), entrepreneur, entrepreneurship, characteristics of entrepreneurs, and exporting related to this study as follow:

**Small and Medium-sized Enterprises (SMEs)** are defined as enterprises in Yangon and Mandalay that have a capital outlay less than 1 million kyat or between 1 to 5 million kyat or more than 5 million kyat.

**Entrepreneurs** are defined as SMEs businessmen in Yangon and Mandalay who undertake to organize, manage, and assume the risks of their own business.

**Entrepreneurship** is defined in this study as the activities of entrepreneurs in creating something new and assuming the risks and rewards.

**Characteristics of Entrepreneurs** are defined in this study as need for achievement, locus of control, propensity to take risk, innovation, self-confidence, leadership, and persistent person.

**Exporting** is SMEs in Yangon and Mandalay that enter to foreign market by sending and selling products through international marketing intermediaries or through the company's own department, branch or sale representatives or agents.

### **1.5. Expected Benefits of the Study**

1. It can identify the characteristics of entrepreneurs in Myanmar .
2. It can get the ideas of entrepreneurs and their way of risk-taking, self-confidence and leadership, etc.
3. It can provide an understanding of intention of going international market.
4. The study will be beneficial for researchers in future studies.

### **1.6. Organization of the Study**

This proposal consists of five chapters. Chapter 1 describes statement of problems, objectives of the study, scope of the study, operational definitions, expected benefits of the study, and organization of the study. Chapter 2 presents overview of entrepreneur and entrepreneurship, characteristics of entrepreneurs, international business and international marketing, exporting, overview of the current economic and entrepreneurs in Myanmar, fundamental rules and objectives and related researches. Chapter 3 is research methodology which presents conceptual frameworks, hypothesis and method of data collection. Chapter 4 is data analysis. Chapter 5 is conclusion and recommendation.

## Chapter 2

### Literature Review

This chapter provides theories and concept as basis for developing the research conceptual framework. The chapter comprises seven parts as follows:

- 2.1. Overview of Entrepreneur and Entrepreneurship;
- 2.2. Characteristics of Entrepreneurs;
- 2.3. International Business, International Marketing;
- 2.4. Exporting;
- 2.5. Overview of the Current Economic and Entrepreneurs in Myanmar;
- 2.6. Fundamental Rules and Objectives; and
- 2.7. Related Researches.

#### 2.1. Overview of Entrepreneur and Entrepreneurship

##### 2.1.1. Entrepreneur

The term entrepreneur has appeared since 16<sup>th</sup> and 17<sup>th</sup> century. The word **entrepreneur** is derived from the French *entreprendre*, meaning “to undertake”. The entrepreneur is a person who undertakes to organize, manage, and assume the risks of the business. In recent years, entrepreneurs have been doing so many things that it is necessary to broaden this definition. According to the French legal and economic literature, entrepreneur was described as a person who is active and who get things done( Kuratko and Hodgetts, 2001).

The entrepreneur is the aggressive catalyst for change in the world of business. He or she is an independent thinker who dares to be different in a background of common events. The literature of entrepreneurial research reveals some similarities, as well as a great many differences, in the characteristics of entrepreneurs. Although no single definition of entrepreneur exists and no one profile can represent today's entrepreneur, research is providing an increasingly sharper focus on the subject (Kuratko and Hodgetts, 2001). A brief review of the history of entrepreneurship has been made following.

In the 18<sup>th</sup> and 19<sup>th</sup> century, Richard Cantillon (1725), Jeremy Bentham (1796), Beaudeau (1797), Jean Baptiste Say (1803) and Francis Walker (1876) found the concepts of entrepreneur which based upon risk-bearing theory. Richard Cantillon viewed the entrepreneur as a risk taker, observing that merchants, farmers, craftsmen, and other sole proprietors “buy at a certain price and sell at an uncertain price, therefore operating at a risk”.

In the 20<sup>th</sup> century, Schumpeter (1958) described the most precise definition of entrepreneur as an “innovator”. Central to his study is the entrepreneur as the innovator, the agent of economic change with business cycles as a product of innovation and the relation of innovation to the process of economic development. The innovation which the Schumpeterian entrepreneur carried out are : (a) the introduction of new goods (b) the introduction of a new method of production (c) the opening of new markets (d) the conquest of a new source of raw material and semi-finished goods and (e) the carrying out of the new organization of any industry later.

The entrepreneur is defined not only as an innovator but also as an energetic moderate risk-taker and then an opportunist who maximizes the opportunities. Today, an entrepreneur is an innovator or developer who recognizes and seizes opportunities; into workable / marketable ideas; adds value through time, effort, money or skill; assumes the risks of the competitive marketable to implement these ideas; and realizes the rewards from these efforts (Kuratko and Hodgetts, 2001).

Chief among these characteristics are personal initiative, the ability to consolidate resources, management skills, a desire for autonomy, and risk taking. Other characteristics include aggressiveness, competitiveness, goal-oriented behavior, confidence, opportunistic behavior, intuitiveness, reality-based actions, the ability to learn from mistakes and the ability to employ human relation skills.

It can be said that the concepts of entrepreneur and entrepreneurship greatly depend on the background of the economy. In other words, who the entrepreneur is defined has been based on how the background condition of the economy is. The definition of entrepreneur can be different from economic society to another, because of the nature, development level, politics, economic policy and other socio-economic conditions.

Basically, the entrepreneur appreciated risk-taking, innovations, and maximizes opportunities and the range of freedom to perform these functions varies for each economy. Especially, it depends mostly on how much the economic policy permits the development of entrepreneurship. Moreover the development level of a country greatly depends upon the development of entrepreneurship; in other words,

the development of entrepreneurship in developed countries and in developing countries cannot be the same.

Most of the researches on the entrepreneurs have focused on the influences of gene, family education, career experience etc; but no psychological model has been supported yet. Successful entrepreneurs seem to be of both sexes and in as many sizes.

### **2.1.2. Entrepreneurship**

Entrepreneurship is the process of creating something new and assuming the risks and rewards (Hisrich and Peters, 2002). Timmons (1994) described entrepreneurship is the process of creating or seizing an opportunity and pursuing it regardless of the resources currently controlled.

Entrepreneurship was introduced by the economists of the eighteenth century and it continued to attract the interest of economists in the nineteenth century. In the present century, the word has become synonymous or at least closely linked with free enterprise and capitalism. The association of entrepreneurship and economics has long been the accepted norm. In fact until the 1950s, the majority of definitions and references to entrepreneurship had come from economists.

The behavior of entrepreneurship are described in “Entrepreneurship and Economic Development” by Albert Shapiro. It includes (1) initiative taking, (2) the organizing or reorganizing of social economic mechanisms to turn resources and situations to practical account, and (3) the acceptance of risk of failure.

After reviewing the evolution of entrepreneurship and examining its varying definitions, Robert C. Ronstadt put together a summary description;

“Entrepreneurship is the dynamic process of creating incremental wealth. This wealth is created by individuals who assume the major risks in term of equity, time and / or career commitment of providing value for some product or service. The product or service itself may or may not be new or unique but value must somehow be infused by the entrepreneur by securing and allocating the necessary skills and resources.”

Entrepreneurs today are considered the heroes of free enterprise. Many of them have used innovation and creativity to build multimillion-dollar enterprises from fledgling businesses. These individuals have created new products and services and have assumed the risks associated with these ventures. Many people now regard entrepreneurship as “pioneership” on the frontier of business.

## **2.2. Characteristics of Entrepreneurs**

Several studies have tried to explain the characteristics of entrepreneur various ways. An entrepreneur has been variously defined in the literature as one who has a high need for achievement , one associated with locus of control, as a risk taker, as a person with action orientation, as an innovator, as a person with intelligent mind that is creative and inquisitive, a person who buys goods or services at a certain price and sells it at an uncertain price to make a profit that create wealth in a society or market economy, one who possess human relation ability, a person who contributed to his intuitive nature, a person who possess drive, etc.

Based on the above factors, the distinctive characteristics of entrepreneurs are seven characteristics. They are need for achievement, locus of control, propensity to take risk, innovation, self-confidence, leadership, persistent person (McClelland,1990; Barney and Griffin,1992; Longenecker, Moore and Petty, 2000; Hisrich & Peters, 2002; Dollinger,2003).

### **2.2.1. Need for Achievement**

The entrepreneur need for achievement was first identified as a personality trait (McClelland, 1990). People with high levels of need for achievement have a strong desire to solve problems on their own, enjoy setting goals and achieving them through their own efforts and like receiving feedback on how they are doing. They are moderate risk takers (Kuratko and Hodgetts, 1995).

Psychologists recognize that people differ in the degree of their need for achievement. Individuals with a low need for achievement seem to be content with their present status. On the other hand, individuals with a high need for achievement like to compete with some standard of excellence and prefer to be personally responsible for their own assigned tasks (Longenecker, Moore and Petty, 2000).

### **2.2.2. Locus of Control**

Locus of control is an attribute indicating the sense of control that a person has over life (Hisrich & Peters, 2002). In Locus of control theory, there are two types of people: (1) internal locus of control and (2) external locus of control.

Internal Locus of control is a belief that one's success depends on one's own efforts (Longenecker, Moore and Petty, 2000). Successful leaders and entrepreneurs typically show a high internal locus of control (Lee, 1997). Individuals high on the internal locus of control have a different assumption about how the world works. They assume that any success they experience is due to their personal efforts and that they have the ability to influence events. Interestingly, internal also assume failure was also their fault.

External locus of control is a belief that one's life is controlled more by luck or fate than by one's own efforts (Longenecker, Moore and Petty, 2000). When someone perceives events as under the control of others, fate, luck, the system, their boss, etc. they have an external locus of control. In many different studies done over the years, those with a high internal locus of control are more likely to experience success, than individuals who are high on the external locus of control.

### **2.2.3. Propensity to Take Risk**

Risk-taking is related to the need for achievement (Dollinger,2003). Because the task of new venture creation is apparently fraught with risk and the financing of these ventures is often called "risk capital," researchers have tried to determine whether entrepreneurs take more risks than other businesspeople.

Entrepreneurs are not wild risk-takers, but are instead calculating risk-takers. The entrepreneur looks at the project or venture in terms of some personal level of risk. They are not likely to be found performing routine. They are likely to

prefer ventures in which risk of failure is high; but not too high; it is their choice of risks for which their skills suit them that makes their risk-taking reasonable. General business conditions also contain many elements that can not be flexible in the face of unforeseen circumstances. They assumed moderate risk in which some skill and some luck are involved.

Schuman described entrepreneurs are people who will make decisions, take action, and think that they can control their own destinies. They are often motivated by a spirit of independence which leads them to believe that their success depends on raw effort and hard work, not luck. They realize that there is a chance of loss inherent in achieving their goals, yet they have the confidence necessary to take calculated risks to achieve their goals.

#### **2.2.4. Innovation**

The most important characteristic, innovation is the managed effort of an organization to develop new products or services / new uses of existing products or services. Innovator is an organizational activity aimed at managing and stimulating the creativity of employees (Barney and Griffin, 1992).

Innovation is defined broadly to include both improvements in a technology and better methods and ways of doing things (Michael Porter, 1985). It can be manifested in product in product changes, process changes, new approaches to marketing new forms of distribution and conceptions of scope.

Innovation is based on the needs and desires of consumers. The entrepreneurs notice the changes of customers' needs and desires and they will try to fulfill them by using new or better ways. Innovation can be possible in every area such as product, market, technology, etc. and entrepreneurs must be alert to accomplish these opportunities. Innovation is critical to the success of most organizations. This is particularly true for organization in rapidly changing environments. Innovative organizations are able to attract, nurture, and develop creative individuals and in turn to take advantage of the new products and services they create.

#### **2.2.5. Self-confidence**

Self-confidence is the key characteristic of entrepreneur. Entrepreneurs believe in themselves. They have confidence that they can outdo anyone in their field. They tend not to accept the status quo believing instead that they can change the facts.

Self-confidence level is high. The entrepreneur strongly believes in himself and in his ability to achieve the goals that he exactly determines. The entrepreneur does not believe the success or failure of a new business venture depends mostly on luck or fate or other external factors.

The entrepreneur is confident that his personal control and influence create his accomplishments. They are over confident regarding his ability to perform well and works harder when in competition with others.

### **2.2.6. Leadership**

One of the distinctive appearances of entrepreneurs is leadership. Entrepreneurs must successfully lead all the basic management functions in the startup and growth stages of the business. Many styles of leadership can be successful in organizations depending on the leader and the situation. Leadership occurs between employees, involves the use of influences and is used to attain goals.

Leadership is the use of no coercive influence to shape the goals of a group or organization, to motivate behavior toward the achievement of those goals, and to help define group or organization culture. Thus, leaders are people who are able to influence the behaviors of others without having to rely on threats or other forms of force (Barney and Griffin, 1992).

### **2.2.7. Persistent Person**

The entrepreneurs are impatient in daily routine works. They are easily bored of traditional work. It is an important motivation for starting an own enterprise in order to change the daily routine. But in other interested businesses, the entrepreneurs must be committed to the project with long term involvement. Successful entrepreneurs are persistent to a long term project and to working toward goals that may be quite distant in the future. Additionally, entrepreneurs have a high amount of personal energy and drive. They have the capacity to work long hours and days non-stop.

Another evidence of their persistence is the way they deal with failure. Entrepreneurs may be faced with failure when they start up a new business because of lack of experience and uncertainty. But they do not give up and try again. They assume failure experience only as a way of learning rather than disappointments to stop their business. This is one of the important characteristics of entrepreneurs.

Entrepreneurs are not afraid of failing; rather they are more intent on succeeding. They have the ability to use failure experiences as a way of learning and to understand better not only their roles and but also the roles of others in causing the failure to avoid similar problems in the future.

### **2.3. International Business and International Marketing**

#### **2.3.1. International Business**

Hill (2001) defined international business as the firm that engages in international trade or investment. When an exchange of goods and services takes place across national boundaries, it is called international trade. Exports are the goods and service sold by individuals or nations (Nelson, 2000).

International business consists of all transaction of goods and services that across borders of two or more nations to satisfy the objectives of individuals, private firms and/ or public organizations (Czinkota,2004; Daniels and Radebangh, 1998; Dlabay and Scott, 1996; Griffin and Pustay; Rugman and Hodgetts, 1996).

Companies that operate internationally can earn a greater return from their distinctive competency; realize what they refer to as locations economies by dispersing individual value creation activities to those location where they can be

performed most efficiently, and ride down the experience curve ahead of competitors, thereby lowering the cost of valuation (Czinkota, 1998).

### **2.3.2. International Marketing**

International marketing is the process of planning and conducting transactions across national borders to create exchange that satisfy the objectives of individuals and organizations (Czinkota, 2004).

International marketing is extension of marketing activities between sellers and buyers in different countries (Griffin and Pustay, 1996; Dhabay and Scott, 1996).

Rugman and Hodgetts (1995) defined international marketing as the process of identifying the goods and service that customer outside the home country want and then providing them at the right price and place. In order to export to the right place and price it have to systematically gathered information, analyzed and focus on export marketing strategy (Muhlbacher et al., 1999).

Export marketing strategy is a firm responds to the interplay of internal and external forces to meet the objectives of the export and it involves all aspects of the conventional marketing plan, including product, promotion, pricing and distribution (Douglas and Craig, 1989; Cavusgil and Zon, 1994).

Aaker (1988) highlight that export marketing must be formulated in such a way to match a firm's strengths with market opportunities. Cavusgil and Zou (1994) point out that export marketing strategy is link with export performance.

## **2.4. Exporting**

Export is the most important term has to define. Exporting normally involves the sale and shipping of products manufactured in one country to a customer located in another country (Hisrish and Peters, 2002). Wheelen and Hunger (2000) also defined exporting is shipping goods produced in the company's home country to other countries for marketing.

Kotler and Armstrong (2001) developed a definition that this research adopts to analyze related contents. Exporting is entering a foreign market by sending products and selling them through international marketing intermediaries or through the company's own department, branch or sale representatives or agents.

Hill (2002) described that exporting is sale of produced in one country to residents of another country. Czinkota (2004) also suggested that exporting as the sale and delivery of tangible goods to another country.

### **(a) Indirect Exporting**

Indirect exporting occurs when a firm sells its product to domestic customer, which in turn exports the product in either its original form or a modified form (Griffin and Pustay ,2002).

Indirect exporting is the selling goods to another country through a person in the entrepreneur's home country. Indirect exporting involves having a foreign purchaser in the local market or using an export management firm (Hisrish and Peters, 2002).

Export management firms, another method of indirect exporting, are located in most commercial centers. The export management firm handles all of the selling, marketing, and delivery, in addition to any technical problem involved in the export process.



Figure 2.1: Indirect Exporting

Source: Adapted from Griffin and Pustay (2002), "International Business", P.321

### (b) Direct Exporting

Direct exporting occurs through sales to customers either distributors or end users- located outside the firm's home country (Griffin and Pustay ,2002).

Direct exporting is the selling goods to another country by taking care of the transaction (Hisrish and Peters, 2002). If the entrepreneur wants more involvement without any financial commitment, direct exporting through independent distributors or the company's own overseas sales office is a way to get involved in international business.

Independent foreign distributors usually handle products for firms seeking relatively rapid enter into a large number of foreign markets. This independent

distributors directly contacts foreign customers and potential customers and takes care of all the technicalities of arranging for export documentation, financing and delivery for an established rate of commission.

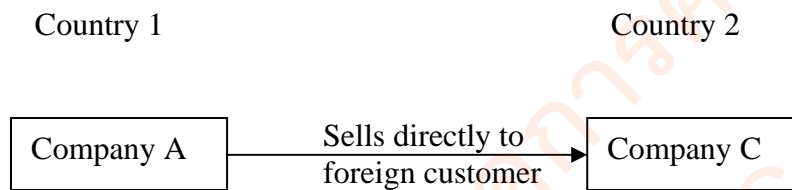


Figure 2.2: Direct Exporting

Source: Adapted from Griffin and Pustay (2002), “International Business”, P.321

#### **2.4.1. Entering Foreign Markets through Exporting**

Exporting is also the simplest and the quickest way of entering a foreign market. The level of risk and commitment is minimized because investment of managerial and financial resources is relatively low. Exporting is often chosen as a means of entry when the following circumstances prevail (Bradley, 2002):

1. The firm is small and lacks the resources required for foreign joint ventures or international direct investment.
2. Substantial commitment is inadvisable owing to political risk, or uncertain or otherwise unattractive markets.
3. There is no political or economic pressure to manufacture abroad.

From a macroeconomic viewpoint, exporting provides countries with foreign exchange, employment, opportunities for vertical integration of businesses and, with

the resources obtained in international markets, a higher standard of living (Czinkota *et al.*,1992).

At the level of the firm itself, exporting may provide a competitive advantage, improve its financial position, increase the use of plant and equipment and improve the technology base in the firm (Terpstra and Sarathy, 1994).

#### **2.4.2. Exporting and Firm Growth**

Exporting has been extensively employed by firms as a growth strategy. By selling directly or through sales agents to clients in new geographic markets, a firm broadens its consumer base and can potentially achieve a higher sales volume. In turn, a higher sales volume provides the possibility of a higher production volume and expansion in production capacities to meet the market demands.

Export is an especially popular means of firm growth for SMEs. Compared to foreign direct investment, exporting is a relatively easy and fast way to enter foreign markets with low commitment and low risk. In exporting, an SME does not have to make substantial resource commitments to a foreign market as it does when making a foreign investment. Exporting is also an easier strategy to implement because an SME does not have to deal with the complexities of establishing a foreign subsidiary. Further, exporting also provides a faster access to a foreign market because an SME can use its existing production facilities to serve its foreign markets rather than building a new one in a foreign market.

At the same time, exporting is a less risky strategy because an SME can easily withdraw from a foreign market when there is political instability and/or fluctuating

market conditions. Finally, exporting provides an SME with more flexibility than FDI. An SME can more easily change its geographic scope by adjusting the export volume in different target foreign markets.

### **2.4.3. Foreign Marketing Entry Decision**

A wide range of options are available to the firm wishing to enter foreign market is exporting (Bradley, 2002). By exporting to a foreign market the firm operates in a selling mode and exploits the internal marketing resources of the firm. Typically, exporting works where an equity participation in the foreign market is either not feasible or undesirable.

Exporting is one of the quickest ways to enter a foreign market (Bradley, 2002). For some firms it is also a very successful way of internationalizing. Many firms, however, attempt to enter foreign markets through exporting but fail. Failure in the international markets can be costly in terms of managerial and financial resources and the opportunities foregone.

### **2.4.4. Intention to Export**

Dulany (1961; 1964) argued an individual's intention to perform any behavior is a function of his or her attitude towards acting in a given situation, bounded by the norms governing the behavior in that situation and the motivation to comply with those norms. In other words, a person's intention to perform a specific act depends on his or her beliefs that the behavior will lead to some consequence and whether and how he or she should act in the particular situation. Therefore, intention is largely a

function of attitude towards taking a given action. Fishbein (1965) and Ajzen and Fishbein (1980) have provided strong evidence that an individual's attitude towards any object can be predicted from a knowledge of the individual's beliefs (and their relative importance) about the object.

Reid (1981) defined export intention as the motivation, attitude, beliefs, and expectancy about export contribution to the firm's growth. Reid attempted to combine the two approaches by conceptualizing export behavior as an innovative process occurring in stages from pre-export activity (beginning with the intention to export) to expanding the export efforts of the firm.

Cavusgil and Nevin (1981) found that internal firm and management characteristics explain export behavior and that the reluctance of firms to export may be attributable to top management's lack of determination (motivation).

The internationalization process of the firm has been modeled as pre-export activity and export expansion decisions by firms already exporting (Bilkey, 1978).

#### **2.4.5. Export Promotion Programs**

The trade promotion and assistance by the government play an increasingly important role in today's growing international trade (Kolter, 1996) especially in an export sector. Seringhaus and Rosson (1990) distinguish five types of a company situations in relation to exporting as follows:

1. Non-exporters. These are companies that have no exporting experience and are currently not considering exporting.

2. Failed exporters. These are companies that have some experience in foreign marketing but have decided to withdraw from these activities.

3. First-time exporters. These are companies that decide to export in the near future.

4. Expanding exporters. These are companies that plan to penetrate their products into one or more new foreign markets.

5. Continuing exporters. These are companies that plan no major changes but want to fine-tune their present export operations.

Seringhaus and Rosson (1990) classified two approaches that the government should use to promote exports, direct and indirect programs. Direct programs concentrate on the demand side while indirect programs focus on the supply side. They proposed four interesting major types of government initiative and implementation activities as follows:

1. Encouraging non-exporters with strong competitive products to consider first-time exporting. Non-exporting firms may require motivational programs. Government can do this by providing information on the benefits of exporting or case histories of successful exporters.

2. Helping first-time exporters through the early, difficult phases of international marketing. These exporters need extensive information on “how” and “where” to export.

3. Promoting the idea of renewed exporting to failed exporters who might succeed in the next try.

4. Supporting continuing exporters as they attempt to improve their performance. This group of exporters may need help to publicize, advertise, and exhibit their products abroad and for meeting directly with foreign buyers (Cavusgil, 1990).

The indirect programs aim to improve the exporter's competitiveness and performance through structural and process changes. They include productivity, research and development, technology and innovation, manpower planning, regional and sectoral development, and fiscal measures such as tax and investment incentive policies, at both the industry and firm levels.

## **2.5. Overview of the Current Economic and Entrepreneurs in Myanmar**

Since late 1988, Myanmar has replaced the centrally planned economy to market-oriented system. In moving towards market-oriented economy, Myanmar has liberalized domestic and external trade, promoting the role of private sector and opening up to foreign investment. So, Myanmar citizens have obtained the opportunity to do multi-business/ various kinds of private businesses. Most of the entrepreneurs dealing in manufacturing firms, trading firms and service firms have been successful in accordance with their skill, ingenuity and qualities to a certain extent. Although the introduction of market oriented economy is a very recent development in Myanmar, entrepreneurs with diligence, hard work, good relationship, sincerity and zeal, have become prominent in Myanmar business circle.

Since the adoption of a market-oriented system, the private sector has been reactivated and is gaining from strength to strength. Private sector development has

been recognized as an important element in striving for economic growth. Moreover, the government has since endorsed the five objectives for Myanmar's industrial development. They are:

- (i) development of agro-based industries
- (ii) qualitative and quantitative improvement of industrial products
- (iii) production of new industrial items
- (iv) manufacture of industrial equipment and
- (v) the acquisition of good opportunities required for the industrialization of the nation.

Accordingly, the government has promulgated various laws and prescribed related rules and regulations to encourage the development of private enterprises. The majority of private enterprises are of Small and Medium Enterprises (SMEs) for Myanmar's economic growth.

### **2.5.1. Definition of Small & Medium Enterprise in Myanmar**

Small and Medium Industries are classified by the following Laws:-

1. Private Industrial Enterprises Law, which classified the size of Small, Medium and Large Enterprises (1990), and
2. Cottage Industries Promotion law, which classified the size of Cottage Industries (1991).

According to the above mentioned two Laws, the industrial enterprises are classified into the three groups, large, medium and small based on capital outlay, annual production value, number of employees, and electrical power (Table 2.1).

**Table 2.1:** Classification of SMEs

Category	Capital Outlay (million Kyat)	Annual Production Value(million Kyat)	Employed Labors (Nos)	Connected Electric Power (H.P.)
Cottage	-	-	< 9	< 3
Small	< 1.0	< 2.5	10 - 50	3 - 25
Medium	> 1 & < 5	> 2.5 & < 10	51 – 100	> 25 & < 50
Large	> 5	> 10	> 100	> 50

Source: Ministry of Industry (1), 1995.

### 2.5.2. Structure of Industries in Myanmar

According to above Table 2.1, the industrial enterprises have classified number of employees. The number of workers employed seems to be the most common criterion to classify these industries. It can be noted from (Table 2.2) that the larger number of units are found to be small and medium size under the private ownership. The total number of private enterprises as at 2003 reached 54,280.

**Table 2.2:** Factories and Establishments by Number of Workers & Ownership

Category (Workers)	State-owned		Cooperative		Private		Number Total	
	Qty	%	Qty	%	Qty	%	Qty	%
Micro(< 10)	719	1%	446	1%	49,446	98%	50,611	90%
Small (10-50)	291	6%	178	4%	4,234	90%	4,703	8%
Medium(50-100)	257	44%	57	9%	281	47%	595	1%
Large (> 100)	309	49%	2	0 %	319	51%	630	1%
Total	1,576	3%	683	1%	<b>54,280</b>	96%	56,539	100%

Source: (1) Review of Financial, Economic and Social Condition (Various issues).

(2) CSO (Central Statistic Organization) Statistical Year Book, 2003.

The factories employing less than 50 workers comprise 98% of total establishments in Myanmar, while medium size enterprises employing less than 100 workers accounts for 1%. Therefore, SMEs comprise 99% of total factories established.

### **2.5.3. Current Situation of Private Industries**

One of the economic objectives of the State Peace and Development Council is the development of agriculture as the base for all-round development efforts of other sectors of the economy. In line with this objective, efforts are being made by the government to further develop the industrial sector in Myanmar. The Government formed the Myanmar Industrial Development Committee (MIDC) in 1995 to promote the speedy development of the industries sector and the transformation of agriculture from a traditional mode to a mechanized one.

In accordance with its mission to promote industrial development, MIDC established industrial zones around the principal cities and towns all over the country. The industrial zones aim to provide entrepreneurs with land needed to set up their industries in a proper infrastructure setting for the systematic development of such industries. In 2004, eighteen industrial zones have been established all over the country (see Table 2.3).

**Table 2.3:** Number of Private Industries in Industrial Zones

(Number)

No.	Industrial Zone	Total Zone	Total Industries
1.	Yangon Division	4	<b>2810</b>
2.	Mandalay Division	4	<b>1381</b>
3.	Sagaing Division	1	490
4.	Magwe Division	1	585
5.	Bago Division	2	159
6.	Ayeyarwaddy Division	3	866
7..	Tanintharyi Division	1	153
8.	Mon State	1	326
9.	Shan State (Southern)	1	342
	<b>Total</b>	<b>18</b>	<b>7112</b>

Source: Ministry of Industry (1), 2004.

## 2.6. Fundamental Rules and Objectives

The State has been implementing, laying down three fundamental trade and commerce rules: the objectives of three rules are for the welfare of the State and her citizens who should not be oppressed by commercial activities and these activities to be carried out not aiming at profit but only for long-term continuance. The Ministry of Commerce has carried out the activities based on four objectives namely "to support the activities of domestic and foreign trade, to promote the nation's economy, to make trading enterprises capable and business-like organizations, to get more foreign currency for the State by exporting more, to provide supportive measures for commercial activities of the cooperative and private entrepreneurs." ([www.myanmarexport.com](http://www.myanmarexport.com))

Myanmar adopted the market oriented economic system in the year 1988 after adopting the centralized planning economic system for more than two decades.

Substantial stabilization and reform measures had been undertaken to be in line with the new economic system. The initial step taken towards a more liberalized economy is to allow foreign direct investment and to encourage the private sector development. In the area of legal framework one of the first laws on investment promulgated by the state Law and Order Restoration Council is the Union of Myanmar Foreign Investment Law, promulgated on 30th November 1988 to induce foreign investment and to boost investment particularly in the private sector.

#### **2.6.1. Domestic and Foreign Trade Activities**

The following fundamental activities are included in domestic and foreign trade:-

- (a) The Field of Trade
- (b) Trade Policy
- (c) Exports
- (d) Imports

##### **(a) The Field of Trade**

Since 1988, the market-oriented economic system has been in practice in Myanmar Processes such as giving freedom to the agricultural sector, encouraging foreign investment, giving legal service for border trade, encouraging the participation of private sector in foreign trade and letting companies, joint-ventures, traders and Association of Union of Myanmar Chamber of Commerce and Industry have been organized in sequences and are being implemented step by step.

**(b) Trade Policy**

Myanmar Naing-Ngan believes in the concept of freedom in commerce and wishes for an independent and fair commercial system all over the world. Myanmar is one of the first countries in GATT. Now, Myanmar is a member nation of the World Trade Organization which was organized through GATT. Therefore, foreign trade activities of Myanmar Naing-Ngan are carried out according to the system of W.T.O. Myanmar Naing-Ngan signed agreements with the countries within Asian regions, the Republic of Korea, the People's Republic of China, Thailand, Bangladesh, India, Pakistan, Vietnam, Laos, the Philippines, Malaysia, so also with seven Eastern European Countries. Such agreements are aimed at the reinforcement of possible trading techniques for long-term development, based on the attitude of mutual benefit. Moreover, the terms contained in these agreements are in accordance with the norms of W.T.O. Major trading countries of Myanmar Naing-Ngan are the People's Republic of China, Singapore, Japan, Thailand, India and Malaysia which are countries within Asia. European Economic Community is the second important trading counterparts.

**(c) Exports**

In October 1988 , the State gave up planning and economic system centrally controlled and practiced independent market-oriented economic system. As a result, economic and trading businesses developed considerably. The main exports are agriculture product such as rice, pulses, maize and other agriculture products ; animal product; marine product such as fish, prawn and other marine products; timber

product such as teak, hard wood, sawed wood; metallurgical products and jewellery and others.

**Table 2.4:** Domestic Export of Principal Commodities

(Kyat in Million)

Sr. No.	Groups of Commodities	1998-99	1999-2000	2000-01	2001-02	2002-03	2003-04
1.	Agricultural Product	1890	1602	2312	3021	2808	2275
2.	Animal Product	34	28	37	42	22	11
3.	Marine Product	941	807	934	861	1116	963
4.	Timber Product	789	925	803	1880	1871	2134
5.	Metallurgical Product and Jewellery	223	508	687	415	531	340
6.	Others	2879	5077	7963	10912	13607	8396
	<b>Total</b>	<b>6756</b>	<b>8947</b>	<b>12736</b>	<b>17131</b>	<b>19955</b>	<b>14119</b>

Source: (1) Selected Monthly Economic Indicators, September 2004.

(2)CSO (Central Statistic Organization) Statistical Year Book, 2003.

#### **(d) Imports**

The State has been steadily increasing the volume of imports of commodities in order to adequately fulfil the basic needs of the people and the commodities required by the infrastructure development projects being implemented by the State.

The top priorities for import are capital goods such as agricultural machinery and equipment, farm implements, fertilizers, construction stores and building materials; intermediate goods such as raw materials for industries, edible oil, etc., and consumer

goods such as food, textiles, medicines and others. A comparison of the imports is shown below:-

**Table 2.5:** Import of Principal Commodities

(Kyat in Million)

Sr. No	Groups of Commodities	1998-99	1999-2000	2000-01	2001-02	2002-03	2003-04
1	Capital Goods	7358	5335	4061	5558	3709	3930
2	Intermediate Goods	4171	5132	4580	7410	5297	4454
3	Consumer Goods	5343	5798	6432	5410	5904	5013
	<b>Total</b>	<b>16872</b>	<b>16265</b>	<b>15073</b>	<b>18378</b>	<b>14910</b>	<b>13397</b>

Source: (1) Selected Monthly Economic Indicators, September 2004.

(2)CSO(Central Statistic Organization) Statistical Year Book, 2003.

## 2.7. Related Researches

Htein Lynn (1997) in his research entitled “The Study of Prominent Entrepreneurs in Yangon Division during 1991 – 1996” stated to identify and assess the entrepreneurial characteristics that are typically relevant for the successful operations of their business in different firms. In this survey, entrepreneurs from each type of organization, manufacturing, trading, and services were selected and studied. It had been found that if there are more entrepreneurs in the manufacturing firms it will be more beneficial for the economic development of our country. The manufacturing firms should be promoted in order to upgrade promotion endeavors. Although Myanmar is rich enough with natural resources, there are not enough

entrepreneurs who want to add value to these resources. Therefore, it is essential that manufacturing firms should be developed gradually with the strategic plans.

Yin (2000) in her research entitled “The Emerging Myanmar Entrepreneurs in the 1990s” stated to emphasis on measuring the level of entrepreneurship in Myanmar. In this survey, she suggested that the entrepreneurs in Yangon who own large firms have better business network, both local and abroad, better sources of information and finance, and they are more adaptable to changing business situation. But the entrepreneurs in another provinces who own small firms are facing with barriers in finance, technology and business contacts. Thus, the most of these entrepreneurs require to get support and assistance from government and related organizations. Because SMEs in the private sector is vital for industrial development in Myanmar.

Eugene D. Jaffe and Hanoch Pasternak suggested that practical tool for identifying firms that have export intention and for determining whether the motivation is proactive and reactive. Managerial attitudes towards exporting are a key to assistance planning by government agencies. Among firms that have low or no intention to export, agencies may raise awareness of the benefits that accrue from internationalization of the firm along with tangible aid in seeking markets and analyzing opportunities. Among non-exporting firms which have intention to export, assistance may be in the form of market information. Government assistance is differentiated for proactive and reactive firms according to the needs of both groups of non-exporters.

## **Chapter 3**

### **Research Methodology**

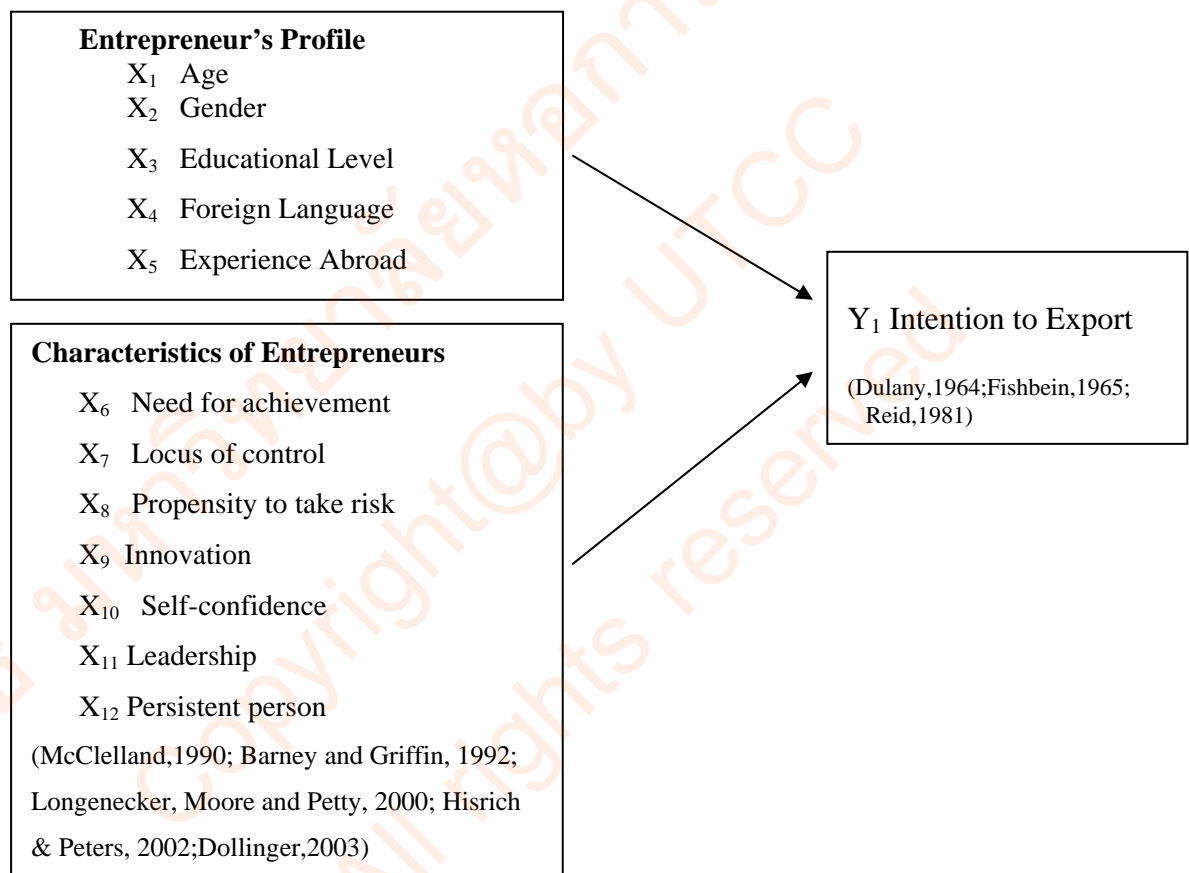
This chapter is to present the conceptual framework, hypotheses and research methodology of the study. The conceptual framework is classified the independent variables (X) and dependent variable (Y). Hypotheses are constructed based on conceptual framework to predict the relationship of predictors (independent variables) and intention to export (dependent variable). The research methodology is source of data, sampling and sample size, questionnaire design, instrument, data collection method, response rate, and data analysis method.

#### **3.1. Conceptual Framework**

The conceptual framework is constructed by two factors to predict intention to export (see Figure 3.1). They are entrepreneur's profile and characteristics of entrepreneur. Entrepreneur's profile is composed of five variables which are age, gender, educational level, foreign language, and experience abroad. Characteristics of entrepreneur are composed of seven variables. They are need for achievement (primary motivation and satisfaction on their business), locus of control (deciding companies' main activities and solving the problem), propensity to take risk (taking risk in starting business and expanding a new business), innovation (new economic idea and implementing to improve tasks), self-confidence (accepting success or failure), leadership (changing decision and responsibility on advantages occur in

doing business), and persistent person (evaluating current business and working hours per day).

Figure 3.1: The Conceptual Framework



### 3.2. Hypotheses

The hypotheses are based on the theories discussed in Chapter 2. The objective is to examine whether the hypotheses can be rejected or accept in Myanmar export context. The elaboration of the theoretical rationale for these hypotheses are shown as following:

### **3.2.1. Need for Achievement**

Need for achievement in this study consists of two variables: primary motivation and satisfaction on current business.

Need for achievement is a strong psychological driving force behind human action has been long proposed as a factor influencing entrepreneurial behavior (McClelland, 1961). It is belief that individuals with a high need for achievement have a strong desire to be successful and are consequently more likely to behave entrepreneurially. Cavusgil and Nevin (1981) found that internal firms and management characteristics explain export behavior and that the reluctance of firms to export may be attributable to top management's lack of determination (motivation). The first hypothesis is stated that:

**H<sub>1</sub>: Need for achievement has relationship with intention to export.**

### **3.2.2. Locus of Control**

Locus of control in this study consists of two variables: deciding companies' main activities and solving the problems.

Locus of control represents an individual's perceptions about the rewards and punishments in his/her life (Pervin,1980). While individuals with an internal locus of control believe that they are able to control life's events are the results of external factors, such as chance, luck or fate . Brockhaus and Horwitz (1986) suggested further that locus of control could distinguish entrepreneurs who are successful from those who are unsuccessful. Thus, the second hypothesis is stated that:

**H<sub>2</sub>: Locus of control has relationship with intention to export.**

### 3.2.3. Propensity to Take Risk

Propensity to take risk in this study consists of two variables: taking risk in starting business and expanding a new business.

A person's risk-taking propensity can be defined as his/her orientation towards taking chances in uncertain decision-making contexts. Export intention is modified by the risk-taking behavior of management and its perception of certain types of risk inherent in international trade and the "psychic distance" (Mueller and Koglmyer, 1986; Holzmueller and Kasper, 1990) between home and foreign markets. The risks of doing business abroad is equal or less than domestic risk, the higher should be the intention to export. The third hypothesis is stated as follow:

**H<sub>3</sub>: Propensity to take risk has relationship with intention to export.**

### 3.2.4. Innovation

Innovation in this study consists of two variables: new economic idea and implementing to improve tasks. Robinson (1991) described innovativeness relates to perceiving and acting on business activities in new and unique ways. Innovation is the managed effort of an organization to develop new products or services / new uses of existing products or services (Barney and Griffin, 1992).

Innovation is critical to the success of most organizations. This is particularly true for organization in rapidly changing environments. Innovative organizations are able to attract, nurture, and develop creative individuals and in turn to take advantage of the new products and services they create. The forth hypothesis is stated that:

**H<sub>4</sub>: Innovation has relationship with intention to export.**

### 3.2.5. Self-confidence

Self-confidence in this study consists of accepting success or failure. Entrepreneur prefers to go into his/her own business. He/ She believe that the goals is be able to achieve that are set.

In other words, an entrepreneur is expected to have a perceived sense of self-esteem and competence in conjunction with his/her business affairs (Robinson, 1991). They have confidence that they can outdo anyone in their field. The entrepreneur does not believe the success or failure of a new business venture depends mostly on luck or fate or other external factors. The fifth hypothesis is stated that:

**H<sub>5</sub>: Self-confidence has relationship with intention to export.**

### 3.2.6. Leadership

Leadership in this study consists of two variables: changing decision and responsibility on advantages occur in doing business.

Entrepreneurs must successfully lead all the basic management functions in the startup and growth stages of the business (Barney and Griffin, 1992). Many styles of leadership can be successful in organizations depending on the leader and the situation. Leadership occurs between employees, involves the use of influences and is used to attain goals. The sixth hypothesis is stated that:

**H<sub>6</sub>: Leadership has relationship with intention to export.**

### **3.2.7. Persistent Person**

Persistent person in this study consists of two variables: evaluating current business and working hours per day. Successful entrepreneurs have a high level of energy and are hardworking people who are willing to stick with their business. Entrepreneurs generally work long hours and take responsibility for the hundreds of details involved in managing their business (Deakins and Freel, 2003).

The entrepreneurs are impatient in daily routine works. They are easily bored of traditional work. It is an important motivation for starting an own enterprise in order to change the daily routine. Entrepreneurs are not afraid of failing; rather they are more intent on succeeding. The seventh hypothesis is stated that:

**H<sub>7</sub>: Persistent person has relationship with intention to export.**

## **3.3. Research Methodology**

### **3.3.1. Source of Data**

The two main sources of data analysis are secondary data and primary data that have been used for this research.

#### **(a) Secondary Data**

The data of entrepreneurs and enterprises in Myanmar were explored based on public databases like Ministry of National Planning and Economic Development (MNPED), Ministry of Industry (1) , Planning Department, The Union of Myanmar Federation of Chambers of Commerce & Industry (UMFCCI), Statistical Yearbook from Central Statistic Organization (CSO) and Selected Monthly Economic Indicators.

### **(b) Primary Data**

This source derived from questionnaires. Questionnaires were developed for companies which located in Yangon and Mandalay Division. Questionnaires were launched on sample questionnaires which were sent to the companies in order to fulfill the sample size of Yamane which required 365 companies.

#### **3.3.2. Sampling and Sample Size**

The population for this study comprises of the private companies operating in Myanmar which had registered at the Union of Myanmar Federation of Chambers of Commerce & Industry (UMFCCI). Most of these companies which are operating their business are located in Yangon and Mandalay Division. A number of sources are used to identify the population are from the Union of Myanmar Federation of Chambers of Commerce & Industry (UMFCCI), Ministry of National Planning and Economic Development(MNPED), Ministry of Industry (1) , Planning Department, Central Statistic Organization (CSO) Statistical Year Book and Selected Monthly Economic Indicators.

The population used to calculate sample size in this study is 2,810 private companies located in Yangon and 1,381 private companies located Mandalay Division. A random sample of companies is selected from the 4,191 companies.

Yamane (1973) recommended the formula for random sample as below.

$$n = \frac{N}{1 + Ne^2}$$

Where,  $n$  is sample

$N$  is population

$e^2$  is probability of error

The sample size can be calculated according to the recommendation as follow:

$$\text{With } n = \frac{4,191}{1 + 4,191(0.05)^2} = 365$$

$N = 4,191$ ,  $e = 5\%$  (95 percent confidence)

Hence the sample size should be 365 companies.

### 3.3.3. Questionnaire Design

Questionnaire is designed to fit the objectives of the study and conceptual framework. When designing the questionnaire, a great deal of thought is given to its comprehensiveness and length. A short questionnaire with conceptually clear and concise statements is judged to be desirable for both the respondents and the researcher. Questionnaires with multiple choices were used to measure respondents' evaluation. Each question consists of many factors based on literature review, especially characteristics of entrepreneurs, export intention to international market. To ensure the accuracy, the questionnaire is developing through the process as following.

1. Reviewing literature, text and research articles and identified variables related to the study;
2. Drafting questionnaire by basing on identified variables;

3. Submitting the draft to adviser then discussing and revising it by referring to adviser suggestions;
4. Translating the questionnaire to Myanmar language;
5. Pre-testing the translated questionnaire to ensure that the questionnaire is understandable to the respondents;
6. Launching the questionnaire to the respondents.

#### **3.3.4. Instrument**

The questionnaires were printed to make it as attractive as possible. Labeled on the questionnaire items were made as specific as practicable. In addition, the cover letter emphasizes the importance of the potential respondent's participation to the successful completion of the research.

#### **3.3.5. Data Collection Method**

The data collection methods of this research were separated into two phases.

##### **Phases I: Pilot Study**

The pretest was conducted to assess the quality, face validity, and content validity of the measurement items in the questionnaire. A questionnaire containing prosperities of measures was administered to some entrepreneurs with working experience on their business. They were asked to complete the questionnaire and point out any item that was either ambiguous or otherwise difficult to answer. Based on detailed comments, some items were modified and others were eliminated.

## **Phases II: Survey Research**

After pretest and modify the questionnaire, the researcher did the survey the following:

1. The researcher asked official staff from the Union of Myanmar Federation of Chambers of Commerce & Industry (UMFCCI) in Yangon to deliver questionnaires to their members.
2. The researcher herself went to 123 companies that located in Yangon and Mandalay with official letter from the Union of Myanmar Federation of Chambers of Commerce & Industry (UMFCCI) for collecting data.
3. The researcher sent 242 questionnaires by post through postage-paid return envelope with an official letter as cover.

### **3.3.6. Response Rate**

The questionnaires were sent during the 16<sup>th</sup> of December 2005 to 365 companies. They were accompanied with the letter of recommendation of The Union of Myanmar Federation of Chambers of Commerce & Industry (UMFCCI). The time for conducting questionnaires was the 16<sup>th</sup> of December 2005 to the 15<sup>th</sup> of January 2006.

In total, 298 filled questionnaires were returned, leading to a response rate of 82 percent. However, 41 questionnaires are disqualified as the respondents are

not complete all the questions in questionnaires. As a result, the analysis was based on 257 answers, equivalent to 70 percent.

### **3.3.7. Data Analysis Method**

Basically only quantitative analysis was employed for analyzing the collected data. In this study, questionnaires with multiple choices were used to measure respondents' evaluation and to analyze the intention to export of entrepreneurs to go into the international market.

Data from questionnaires were processed by SPSS program in terms of frequency, descriptive statistics. Chi-square test ( $\chi^2$ ) was applied for testing hypotheses. The presentation of result and data analysis is fully discussed in Chapter 4.

## Chapter 4

### Data Analysis

In this chapter, data analysis describes the demographics of companies, characteristics of entrepreneurs, intention to export, result of testing significant and respondents' suggestions.

#### 4.1. Data Analysis

The primary research focus on two parts: entrepreneur's profile and characteristics of entrepreneurs. We analyzed the result for each part. Entry data and analysis were done by using SPSS.

The output was produced in the form of frequencies, descriptive, and chi-square test in order to explore relationship between characteristics of entrepreneurs and intention to export.

Before we go to detailed analysis, it is necessary to describe about companies.

##### 4.1.1. Demographic of Companies

**Table 4.1:** Demographic Data of Companies

Items	Frequency	Percent (%)
<u>Location</u>		
Yangon Division	163	63.4%
Mandalay Division	94	36.6%

Items	Frequency	Percent (%)
<u>Ownership</u>		
Sole Proprietorship	95	37.0%
Family Owned	69	26.8%
Partnership	60	23.3%
Private Limited	33	12.8%
<u>Type of Industries</u>		
Trading	112	43.6%
Service	67	26.1%
Manufacturing	53	20.6%
Other(Manufacturing and Service)	25	9.7%
<u>Year of Establishment</u>		
< 1988	24	9.3%
1989+	233	90.7%
<u>Capital (kyat)</u>		
< 1 million	132	51.4%
1-5 million	115	44.7%
> 5 million	10	3.9%
<u>Employees</u>		
Below 9	52	20.3%
10 – 50	80	31.1%
50 – 100	115	44.7%
Over 100	10	3.9%

Note: n = 257

Table 4.1 shows that for location, among the two hundred and fifty seven companies, 63.4% of respondents are located in Yangon and 36.6% are in Mandalay Division.

For ownership, 37% of respondents are sole proprietorship, 26.8% are family owned companies, 23.3% are partnership and 12.8% are private limited.

In term of type of industries, 43.6% of respondents have trading enterprises while service and manufacturing have 26.1% and 20.6% respectively. Only 9.7% of respondents have other such as manufacturing and service.

For year of establishment, 9.3% of sample have been established before 1988 and 90.7% have been established in 1989 and after 1989. Because the government took over power in 1988 and changed the centrally planned economy into the market oriented economy, the first industrial zone was established in Yangon Division in 1990. So formerly some of the companies located in the down town area were moved to industrial zones.

According to the capital of the companies, the capitals are ranged from below 1 million kyat up to more than 5 million kyat. It is noted that the capital less than 1 million kyat are 51.4% of the total respondents, while the capital between 1 million to 5 million kyat are in the second range which represented 44.7% of the sample. The capital more than 5 million kyat is only 3.9%.

For number of employees, among 257 companies, 44.7% of respondents have between 51 to 100 employees which are classified as medium scale industry. 31.1% of respondents have between 10 to 50 employees which are classified as small scale industry and 20.3% of respondents have below 9 employees, which are classified as

cottage industry. And then 3.9% of the respondents have over 100 employees which are classified as large scale industry.

In conclusion, the most of the sampled firms are located in Yangon, are sole proprietorship for ownership, have trading enterprises for type of industries, invested less than 1 million kyat for capital and have 51 to 100 employees which are classified as medium scale industry.

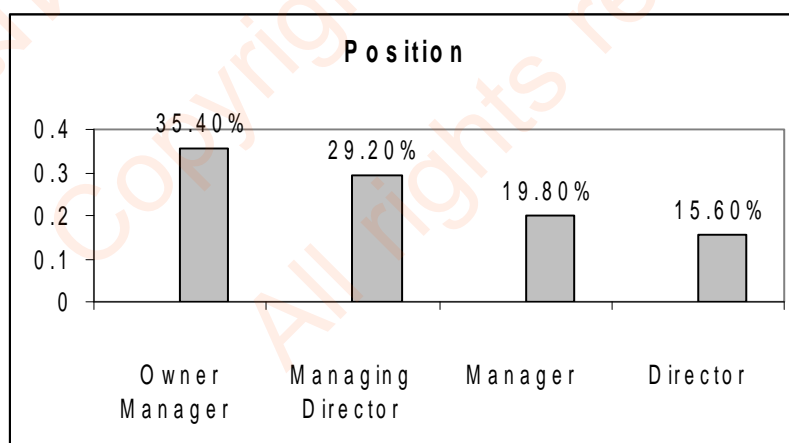
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#### 4.1.2. Entrepreneurs' Profile in Myanmar

Data in this part have been organized according to the respondents upon entrepreneurs' profile. The data are presented in terms of frequency and percentage of respondents as shown in Table 4.2 to Table 4.10.

**Table 4.2:** Respondents' Position

Position	Frequency	Percent (%)
Owner Manager	91	35.4%
Managing Director	75	29.2%
Manager	51	19.8%
Director	40	15.6%
<b>Total</b>	<b>257</b>	<b>100%</b>

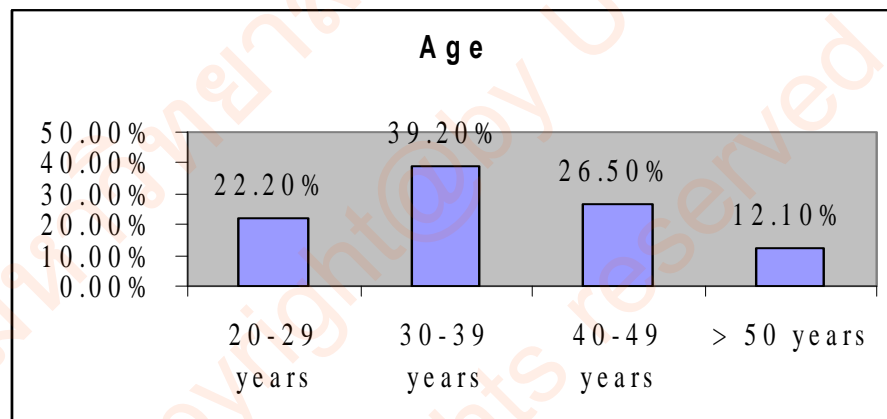


**Figure 4.1:** Respondents' Position

Table 4.2 and Figure 4.1 show 35.4% of respondents are Owner Managers, 29.2% are Managing Directors, 19.8% are Managers, and 15.6% are Directors. Because the most of companies are sole proprietorship.

**Table 4.3:** Respondents' Age

Age	Frequency	Percent (%)
20-29 years	57	22.2%
30-39 years	101	39.2%
40-49 years	68	26.5%
> 50 years	31	12.1%
<b>Total</b>	<b>257</b>	<b>100%</b>

**Figure 4.2:** Respondents' Age

Out of total respondents, by age shows that a majority or 39.2% are between 30 and 39 years old, 26.5% are age between 40 and 49 years old, 22.2% are age 20-29 years old and 12.1% are the more than age 50 years old.

**Table 4.4:** Respondents' Gender

Gender	Frequency	Percent (%)
Male	227	88.3%
Female	30	11.7%
<b>Total</b>	<b>257</b>	<b>100%</b>

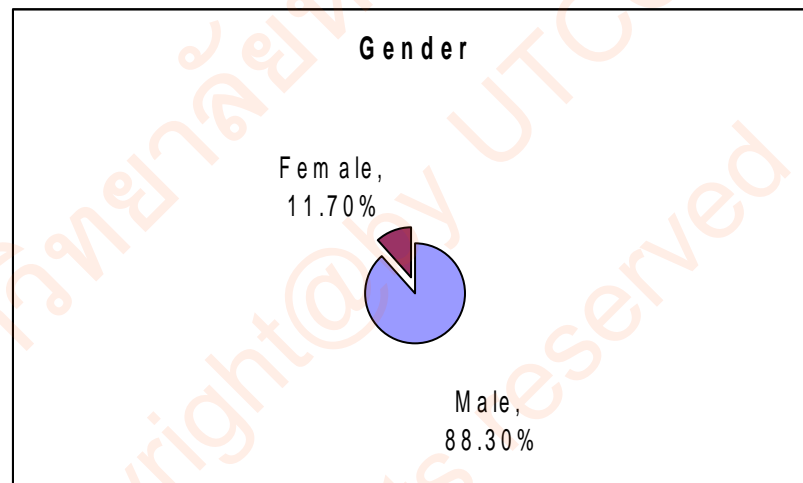
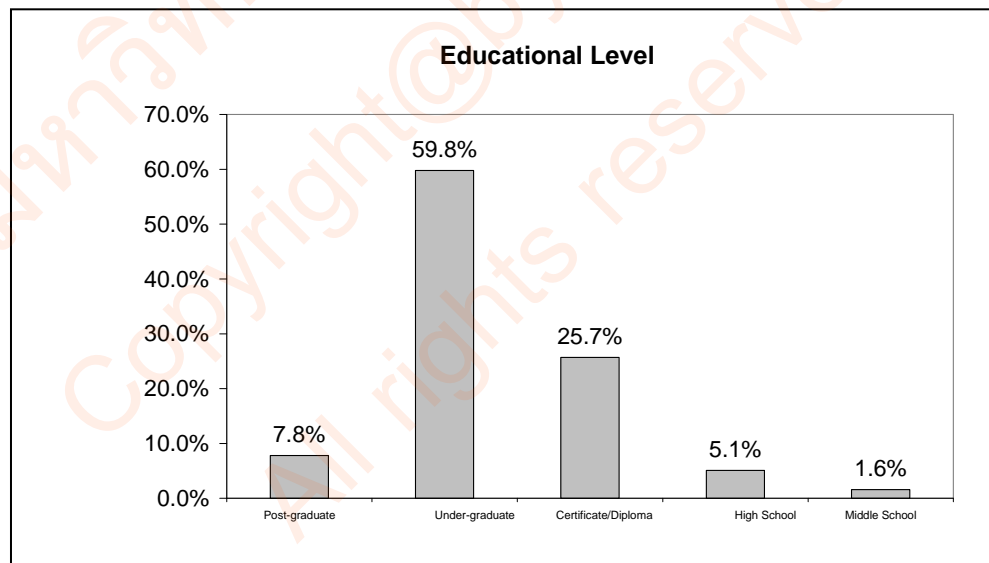
**Figure 4.3:** Respondents' Gender

Table 4.4 and Figure 4.3 represent that, out of samples, by gender shows that the majority of 88.3% are male and only 11.7% of the respondents are female. Nowadays Myanmar women are not confined their housework and have emerged to take up leading role in business.

**Table 4.5:** Respondents' Educational Level

<b>Educational Level</b>	<b>Frequency</b>	<b>Percent (%)</b>
Post-graduate	20	7.8%
Under-graduate	154	59.8%
Certificate/Diploma	66	25.7%
High School	13	5.1%
Middle School	4	1.6%
<b>Total</b>	<b>257</b>	<b>100%</b>

**Figure 4.4:** Respondents' Educational Level

Educational level of respondents shows that more than half of the sample 257 or 59.8% are under-graduate level, 25.7% are certificate/diploma, 7.8% are post-graduate, 5.1% are high school and only 1.6% is middle school.

**Table 4.6:** Respondents' Foreign Language

Foreign Language	Frequency	Percent (%)
No Foreign Language	70	27.2%
One Foreign Language	175	68.1%
Two Foreign Languages	12	4.7%
<b>Total</b>	<b>257</b>	<b>100%</b>

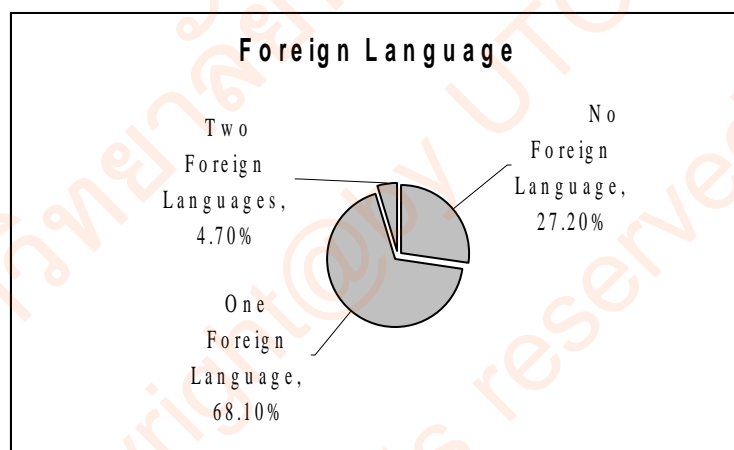
**Figure 4.5:** Respondents' Foreign Language

Table 4.6 and Figure 4.5 show 68.1% of the respondents can speak one foreign language, 27.2% cannot speak any foreign language, and only 4.7% can speak two foreign languages.

**Table 4.7:** Respondents' Experience Abroad

Experience Abroad	Frequency	Percent (%)
Yes	56	21.8%
No	201	78.2%
<b>Total</b>	<b>257</b>	<b>100%</b>

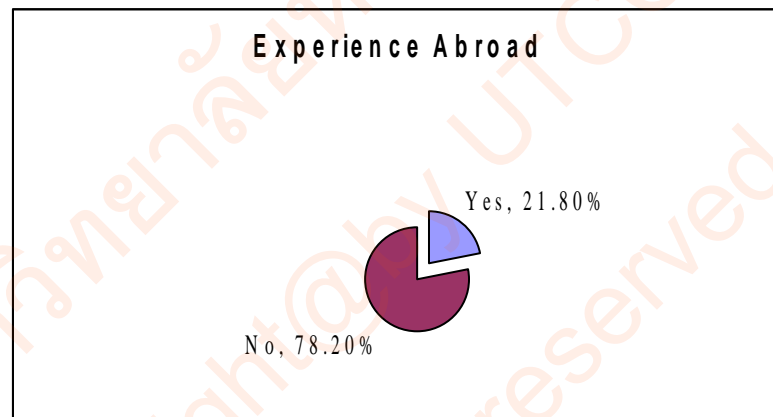
**Figure 4.6:** Respondents' Experience Abroad

Table 4.7 and Figure 4.6 show 78.2% of the respondents do not have experience abroad and 21.8% have experience abroad.

**Table 4.8:** Respondents' Years of Business Experience

Years of Business Experience	Frequency	Percent (%)
< 5 years	64	24.9%
5-10 years	87	33.9%
11-15 years	72	28.0%
> 15 years	34	13.2%
<b>Total</b>	<b>257</b>	<b>100%</b>

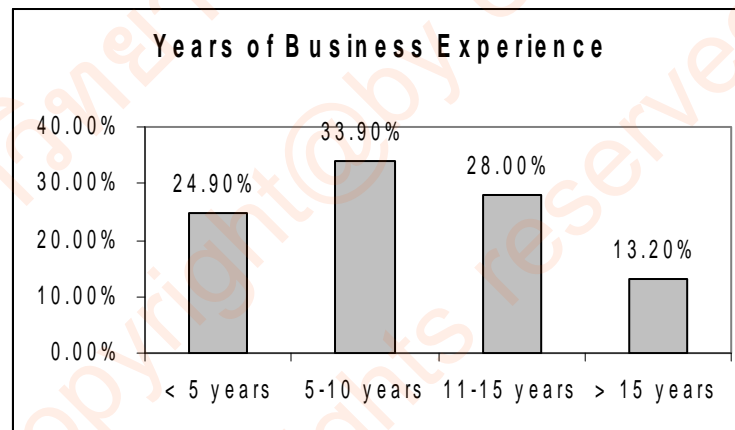
**Figure 4.7:** Respondents' Years of Business Experience

Table 4.8 and Figure 4.7 show the years of business experience. 33.9% of respondents have 5-10 years of business experienced, 28.0% have been experienced in business for 11-15 years, 24.9% have business experienced less than 5 years and only 13.2% have business experienced more than 15 years.

**Table 4.9:** Respondents' Marital Status

Marital Status	Frequency	Percent (%)
Married	235	91.4%
Single	22	8.6%
<b>Total</b>	<b>257</b>	<b>100%</b>

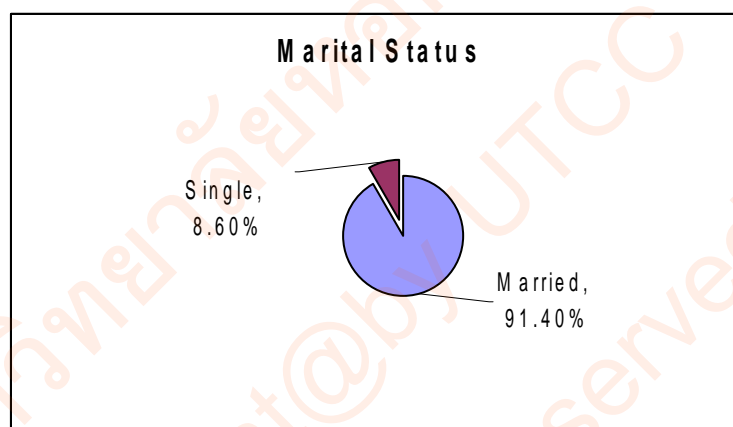
**Table 4.8:** Respondents' Marital Status

Table 4.9 and Figure 4.8 represent 91.4% of respondents are married and the rest 8.6% are single.

**Table 4.10:** Respondents of Occupation before Business

Occupation before Business	Frequency	Percent (%)
Student	76	29.6%
Trader	55	21.4%
Worked at Family Business	47	18.3%
Private Enterprise	43	16.7%
Government Servant	36	14.0%
<b>Total</b>	<b>257</b>	<b>100%</b>

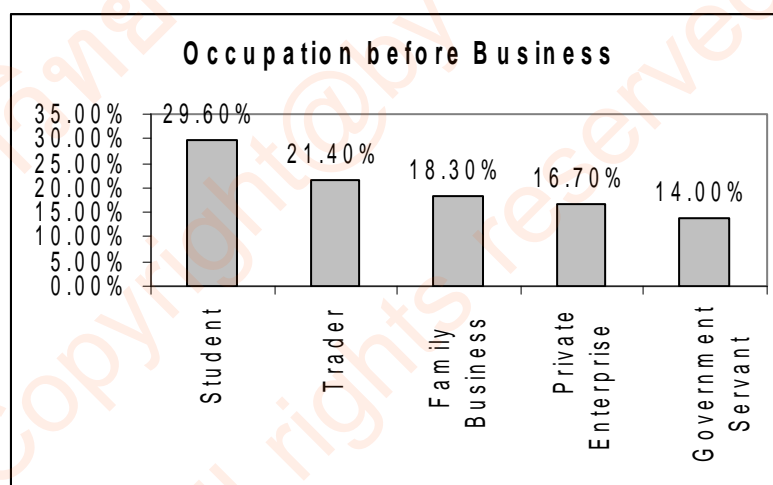
**Table 4.9:** Respondents of Occupation before Business

Table 4.10 and Figure 4.9 show the majority of 29.6% of respondent came from students, 21.4% came from traders and 18.3% undertook family business. 16.7% came from private enterprises and 14.0% came from government servants.

### 4.1.3. Characteristics of Entrepreneurs

The following data analysis results show respondents' opinions related to seven issues. They are need for achievement, locus of control, propensity to take risk, innovation, self-confidence, leadership and persistent person. The data are presented in terms of frequency and percentage of respondents as shown in Table 4.11 to Table 4.17.

#### (a) Need for Achievement

**Table 4.11:** Respondents' Opinions on Need for Achievement

<b>Need for Achievement</b>	<b>Frequency</b>	<b>Percent (%)</b>
<b>Primary motivation</b>		
To be independent	146	56.8%
To make money	55	21.4%
To be famous	39	15.2%
To be powerful	17	6.6%
<b>Satisfaction on their business</b>		
Yes	175	68.1%
No	82	31.9%

Note: n = 257

Table 4.11 shows the results of need for achievement. According to primary motivation for starting a business, the majority of 56.8% of respondents are to be independent, 21.4% are to make money, 15.2% are to be famous and 6.6% are to be powerful.

For satisfaction on their business, 68.1% of respondents satisfy on their business and 31.9% do not satisfy on their business.

In conclusion, the most of respondents like to be independent and satisfy on their business.

**(b) Locus of Control****Table 4.12:** Respondents' Opinions on Locus of Control

<b>Locus of Control</b>	<b>Frequency</b>	<b>Percent (%)</b>
<b>Deciding main activities</b>		
By myself	94	36.6%
With family	84	32.7%
Discussion with others	79	30.7%
<b>Solving the problems</b>		
With employees	131	51.0%
By myself	97	37.7%
Other (with family)	29	11.3%

Note: n = 257

Table 4.12 shows the results of locus of control. In deciding companies' main activities, 36.6% of respondents decide by themselves, 32.7% decide with families and 30.7% discuss with others. Most of companies are sole proprietorship so entrepreneurs decide company's main activities by themselves.

In solving faced the problems, 51% of respondents solve with employees, 37.7% solve by myself and 11.3% solve with family.

In conclusion, the most of respondents decide by themselves and solve the problems with employees.

## (c) Propensity to Take Risk

**Table 4.13:** Respondents' Opinions on Propensity to Take Risk

<b>Propensity to Take Risk</b>	<b>Frequency</b>	<b>Percent (%)</b>
<b>Taking risk in starting business</b>		
Yes	195	75.9%
No	62	24.1%
<b>Expanding a new business</b>		
Yes	143	55.6%
No	114	44.4%

Note: n = 257

Table 4.13 shows the results of propensity to take a risk. The most of samples 75.9% take a risk when they start to do their business and 24.1% do not take risk because they continuously undertake family business.

To expand a new business besides current business, 55.6% of respondents want to expand a new business and 44.4% do not want to expand a new business because of financial problem.

In conclusion, according to the results of propensity to take a risk, 75.9% of respondents take a risk when they start to do their business and 55.6% want to expand a new business.

**(d) Innovation****Table 4.14:** Respondents' Opinions on Innovation

<b>Innovation</b>	<b>Frequency</b>	<b>Percent (%)</b>
<b>New economic idea</b>		
Yes	179	69.6%
No	78	30.4%
<b>Implementing to improve task</b>		
Own idea	114	44.4%
From others' advice	101	39.3%
From family & relations	42	16.3%

Note: n = 257

Table 4.14 shows the results of innovation. 69.6% of respondents have new economic idea to implement continuously activities and 30.4% have not new economic idea. Because they want to use only traditional method and then they have lack of knowledge and experience.

In implementing to improve tasks, 44.4% of respondents implement to improve task by own idea. 39.3% implement with others' advice and 16.3% implement with family and relations.

According to above results, the most of samplings have new economic idea to implement continuously activities and implement to improve task by own idea.

**(e) Self-confidence****Table 4.15:** Respondents' Opinions on self-confidence

Self-confidence	Frequency	Percent (%)
<b>Accepting success or failure</b>		
Yes	161	62.6%
No	96	37.4%

Note: n = 257

Table 4.15 shows that regarding to accepting success or failure, 62.6% of respondents can accept success or failure in doing new business and 37.4% cannot accept failure.

**(f) Leadership****Table 4.16:** Respondents' Opinions on Leadership

<b>Leadership</b>	<b>Frequency</b>	<b>Percent (%)</b>
<b>Changing decision</b>		
no change	117	45.5%
according to condition	105	40.9%
drop out	35	13.6%
<b>Responsibility on disadvantages</b>		
By myself	224	87.2%
Concerned person	33	12.8%

Note: n = 257

Table 4.16 shows the results of leadership. In changing decision which had been planned, the majority of 45.5% of respondents cannot change their decisions which had been planned, 40.9% change according to condition and only 13.6% drop out their decision.

According to responsibility on disadvantages which occur in doing business, 87.2% of respondents take responsibility by themselves and only 12.8% take responsibility by concerned person.

In conclusion, 45.5% of respondents cannot change their decisions which had been planned and 87.2% take responsibility by themselves on disadvantages which occur in doing business.

**(g) Persistent Person****Table 4.17:** Respondents' Opinions on Persistent Person

<b>Persistent Person</b>	<b>Frequency</b>	<b>Percent (%)</b>
<b>Evaluating current business</b>		
By myself	104	40.4%
With family	95	37.0%
With employees	58	22.6%
<b>Working hours</b>		
6-12 hrs	167	65%
> 12 hrs	90	35%

Note: n = 257

Table 4.17 shows the results of persistent person. In evaluating current business, 40.4% of respondents evaluate by themselves on current business, 37% of respondents evaluate with family and 22.6% evaluate with employees.

For working hours, 65% of respondents work within 6-12 hours per day and 35% work more than 12 hours per day.

In conclusion, the most of samplings evaluate by themselves on current business and work within 6 – 12 hours per day.

#### 4.1.4. Intention to Export in the Future

Table 4.18 shows intention to export in the future.

**Table 4.18:** Intention to Export in the Future

<b>Intention to Export</b>	<b>Frequency</b>	<b>Percent (%)</b>
Yes	190	73.9%
No	67	26.1%
<b>Total</b>	<b>257</b>	<b>100%</b>

From Table 4.18, 73.9% of respondents have intention to export. 26.1% do not have intention to export because their companies are small and they have financial problems.

#### 4.1.5. Result of Testing Significant

This part is the statistical and analytical part. The calculation method base on conceptual framework by matching the variables and use the chi-square ( $\chi^2$ ) to find out the relationship between the two related variables in each topic.

##### (1) Relationship between Entrepreneurs' Profile and Intention to Export

In the first part will consider the match between entrepreneurs' profile and intention to export. This part was analyzed 257 companies which intend to export in the future.

The results of analysis are shown Table 4.19 – 4.23 as follows:

**Table 4.19:** Age and Intention to Export

Age	Intention to Export		Total Frequency (percent)
	Yes Frequency (percent)	No Frequency (percent)	
20-29 years	47 (18.3%)	10 (3.9%)	57 (22.2%)
30-39 years	79 (30.7%)	22 (8.6%)	101 (39.3%)
40-49 years	48 (18.7%)	20 (7.8%)	68 (26.5%)
> 50 years	16 (6.2%)	15 (5.8%)	31 (12.0%)
<b>Total</b>	<b>190 (73.9%)</b>	<b>67 (26.1%)</b>	<b>257 (100%)</b>

$$\chi^2 = 11.518, \text{d.f.} = 3, p < 0.05, \text{Sig.} = 0.00$$

The result from Table 4.19 indicates that entrepreneurs in different age range pay much attention on the intention to export. Entrepreneur's age has been proposed as a predictor of export behavior, on the assumption that younger entrepreneurs to be more internationally minded and cosmopolitan than older ones (Jaffe et al, 1988; Moon and Lee, 1990). Based on the statistical chi-square ( $\chi^2$ ) have the significant implication relations at  $p < 0.05$ . *It means that entrepreneurs' age range has a significant with intention to export.*

**Table 4.20:** Gender and Intention to Export

Gender	Intention to Export		Total Frequency (percent)
	Yes Frequency (percent)	No Frequency (percent)	
Male	168 (65.4%)	59 (23.0%)	227 (88.3%)
Female	22 (8.6%)	8 (3.1%)	30 (11.7%)
<b>Total</b>	<b>190 (73.9%)</b>	<b>67 (26.1%)</b>	<b>257 (100%)</b>

$$\chi^2 = 0.006, \text{ d.f.} = 1, \text{ p} < 0.05, \text{ Sig.} = 0.937$$

The result from Table 4.26 indicates that the relationship between gender and intention to export. Based on the statistical chi-square ( $\chi^2$ ) both variables do not have the significant statistical relations at  $p < 0.05$ . *It means that gender does not have a significant with intention to export.*

**Table 4.21:** Educational Level and Intention to Export

Educational Level	Intention to Export		Total Frequency(percent)
	Yes Frequency (percent)	No Frequency (percent)	
Post-graduate	20 (7.8%)	0 (0%)	20 (7.8%)
Under-graduate	146 (56.8%)	8 (3.1%)	154 (59.8%)
Certificate/ Diploma	23 (8.9%)	43 (16.7%)	66 (25.7%)
High School	1 (0.4%)	12 (4.7%)	13 (5.1%)
Middle School	0 (0%)	4 (1.6%)	4 (1.6%)
<b>Total</b>	<b>190 (73.9%)</b>	<b>67 (26.1%)</b>	<b>257 (100%)</b>

$$\chi^2 = 135.111, \text{ d.f.} = 4, \text{ p} < 0.05, \text{ Sig.} = 0.000$$

The result from the above table shows that the relationship between both variables, educational level and intention to export, has a significant implication relations ( $\chi^2$ ) at  $p < 0.05$ . *It means that educational level has relationship with intention to export.*

**Table 4.22:** Foreign Language and Intention to Export

Foreign Language	Intention to Export		Total Frequency (percent)
	Yes Frequency (percent)	No Frequency (percent)	
No Foreign Language	5 (1.9%)	65 (25.3%)	70 (27.2%)
One Foreign Language	173 (67.3%)	2 (0.8%)	175 (68.1%)
Two Foreign Languages	12 (4.7%)	0 (0%)	12 (4.7%)
<b>Total</b>	<b>190 (73.9%)</b>	<b>67 (26.1%)</b>	<b>257 (100%)</b>

$$\chi^2 = 222.652, \text{d.f.} = 2, \text{p} < 0.05, \text{Sig.} = 0.000$$

The result from Table 4.22 shows that the relationship between foreign language and intention to export differently at the significance level of  $p < 0.05$ . *It means that foreign language is significant with intention to export.*

**Table 4.23:** Experience Abroad and Intention to Export

Experience Abroad	Intention to Export		Total Frequency (percent)
	Yes Frequency (percent)	No Frequency (percent)	
Yes	54 (21.0%)	2 (0.8%)	56 (21.8%)
No	136 (52.9%)	65 (25.3%)	201 (78.2%)
<b>Total</b>	<b>190 (73.9%)</b>	<b>67 (26.1%)</b>	<b>257 (100%)</b>

$$\chi^2 = 18.805, \text{ d.f.} = 1, \text{ p} < 0.05, \text{ Sig.} = 0.000$$

The result from Table 4.23 shows that the relationship between two variables such as experience abroad and intention to export. Based on the statistical chi-square ( $\chi^2$ ) both variables have the significant statistical relations at  $p < 0.05$ . *It means that experience abroad is significant with intention to export.*

**(2) Relationship between Characteristics of Entrepreneurs and Intention to Export**

In the second part will consider the match between characteristics of entrepreneurs and intention to export.

**(a) Need for Achievement**

The results of need for achievement are shown Table 4.24– 4.25.

**Table 4.24:** Primary Motivation and Intention to Export

Primary Motivation	Intention to export		Total Frequency (percent)
	Yes Frequency (percent)	No Frequency (percent)	
To be independent	112 (43.6%)	34 (13.2%)	146 (56.8%)
To make money	38 (14.8%)	17 (6.6%)	55 (21.4%)
To be famous	29 (11.3%)	10(3.9%)	39(15.2%)
To be powerful	11 (4.3%)	6 (2.3%)	17 (6.6%)
<b>Total</b>	<b>190 (73.9%)</b>	<b>67 (26.1%)</b>	<b>257 (100%)</b>

$$\chi^2 = 2.009, \text{d.f.} = 3, p < 0.05, \text{Sig.} = 0.571$$

Table 4.24 indicates that the relationship of primary motivation for starting a business and the intention to export. The most of 56.8% of respondents are to be independent. Based on the statistical chi-square ( $\chi^2$ ) do not have the significant implication relations at  $p < 0.05$ . *It means that primary motivation of entrepreneurs for starting a business has no relationship with intention to export.*

**Table 4.25:** Satisfaction on Their Business and Intention to Export

Satisfaction on Their Business	Intention to Export		Total Frequency (percent)
	Yes Frequency (percent)	No Frequency (percent)	
Yes	152 (59.1%)	23(8.9%)	175 (68.1%)
No	38(14.8%)	44 (17.1%)	82 (31.9%)
<b>Total</b>	<b>190 (73.9%)</b>	<b>67 (26.1%)</b>	<b>257 (100%)</b>

$$\chi^2 = 47.556, \text{d.f.} = 1, p < 0.05, \text{Sig.} = 0.000$$

The above table shows that the relationship of satisfaction on their business and the intention to export. Based on the statistical chi-square ( $\chi^2$ ) both variables have the significant implication relations at  $p < 0.05$ . *It means that satisfaction on business has relationship with intention to export.*

**(b) Locus of Control**

The results of locus of control are shown Table 4.26 – 4.27.

**Table 4.26:** Deciding Companies' Main Activities and Intention to Export

Deciding Companies' Main Activities	Intention to Export		Total Frequency (percent)
	Yes Frequency (percent)	No Frequency (percent)	
By myself	85 (33.1%)	9 (3.5%)	94 (36.6%)
With family	52 (20.2%)	32(12.5%)	84 (32.7%)
Discussion with others	53(20.6%)	26(10.1%)	79 (30.7%)
<b>Total</b>	<b>190 (73.9%)</b>	<b>67 (26.1%)</b>	<b>257 (100%)</b>

$$\chi^2 = 21.492, \text{ d.f.} = 2, \text{ p} < 0.05, \text{ Sig.} = 0.000$$

The result from Table 4.26 shows that the relationship of deciding companies' main activities and the intention to export. Respondents have intention to export differently at the significance level of  $p < 0.05$ . *It means that deciding companies' main activities has relationship with intention to export.*

**Table 4.27:** Solving Faced the Problems and Intention to Export

Solving Faced the Problems	Intention to Export		Total Frequency (percent)
	Yes Frequency (percent)	No Frequency (percent)	
With employees	100(38.9%)	31 (12.1%)	131 (51.0%)
By myself	76 (29.6%)	21(8.2%)	97 (37.7%)
Other (with family)	14 (5.4%)	15(5.8%)	29 (11.3%)
<b>Total</b>	<b>190 (73.9%)</b>	<b>67 (26.1%)</b>	<b>257 (100%)</b>

$$\chi^2 = 11.280, \text{d.f.} = 2, p < 0.05, \text{Sig.} = 0.004$$

The result from Table 4.27 indicates that the relationship of solving faced the problems and the intention to export. Based on the statistical chi-square ( $\chi^2$ ) have the significant implication relations at  $p < 0.05$ . *It means that solving faced the problems has relationship with intention to export.*

**(c) Propensity to Take Risk**

The results of propensity to take risk are shown Table 4.28 – 4.29.

**Table 4.28:** Taking Risk in Starting Business and Intention to Export

Taking Risk in Starting Business	Intention to Export		Total Frequency (percent)
	Yes Frequency (percent)	No Frequency (percent)	
Yes	148(57.6%)	47(18.3%)	195 (75.9%)
No	42(16.3%)	20(7.8%)	62 (24.1%)
<b>Total</b>	<b>190 (73.9%)</b>	<b>67 (26.1%)</b>	<b>257 (100%)</b>

$$\chi^2 = 1.623, \text{d.f.} = 1, \text{p} < 0.05, \text{Sig.} = 0.203$$

The result from Table 4.28 shows that the relationship of the characteristics of entrepreneurs who take risk in starting business and the intention to export. Based on the statistical chi-square ( $\chi^2$ ) both variables do not have the significant implication relations at  $p < 0.05$ . *It means that taking risk in starting business has no relationship to intention to export.*

**Table 4.29:** Expanding a New Business and Intention to Export

Expanding a New Business	Intention to export		Total Frequency (percent)
	Yes Frequency (percent)	No Frequency (percent)	
Yes	115 (44.7%)	28(10.9%)	143 (55.6%)
No	75(29.2%)	39(15.2%)	114 (44.4%)
<b>Total</b>	<b>190 (73.9%)</b>	<b>67 (26.1%)</b>	<b>257 (100%)</b>

$$\chi^2 = 7.044, \text{d.f.} = 1, p < 0.05, \text{Sig.} = 0.008$$

The result from Table 4.29 shows that respondents who expand a new business has intention to export differently at the significance level of  $p < 0.05$ . *It means that expanding a new business has relationship with intention to export.*

**(d) Innovation**

The results of innovation are shown Table 4.30 – 4.31.

**Table 4.30:** New Economic Idea and Intention to Export

New Economic Idea	Intention to Export		Total Frequency (percent)
	Yes Frequency (percent)	No Frequency (percent)	
Yes	146 (56.8%)	33(12.8%)	179 (69.6%)
No	44(17.1%)	34(13.2%)	78 (30.4%)
<b>Total</b>	<b>190 (73.9%)</b>	<b>67 (26.1%)</b>	<b>257 (100%)</b>

$$\chi^2 = 17.835, \text{d.f.} = 1, p < 0.05, \text{Sig.} = 0.000$$

The result from Table 4.30 shows that the relationship of entrepreneurs who have new economic idea to implement continuously activities and the intention to export. Based on the statistical chi-square ( $\chi^2$ ) both variables have the significant implication relations at  $p < 0.05$ . *It means that new economic idea has relationship with intention to export.*

**Table 4.31:** Implementing to Improve Tasks and Intention to Export

Implementing to Improve Tasks	Intention to Export		Total Frequency (percent)
	Yes Frequency (percent)	No Frequency (percent)	
Own idea	88(34.2%)	26(10.1%)	114 (44.4%)
From others' advice	69(26.8%)	32(12.5%)	101(39.3%)
From family & relations	33 (12.8%)	9 (3.5%)	42(16.3%)
<b>Total</b>	<b>190 (73.9%)</b>	<b>67 (26.1%)</b>	<b>257 (100%)</b>

$$\chi^2 = 2.750, \text{ d.f.} = 2, \text{ p} < 0.05, \text{ Sig.} = 0.253$$

The result from the above table indicates that the relationship of implementing to improve tasks and the intention to export. Based on the statistical chi-square ( $\chi^2$ ) do not have the significant implication relations at  $p < 0.05$ . *It means that implementing to improve tasks has no relationship with intention to export.*

**(e) Self-confidence**

The result of self-confidence is shown Table 4.32.

**Table 4.32:** Accepting Success or Failure in Doing New Business and Intention to Export

Accepting Success or Failure in Doing New Business	Intention to Export		Total Frequency (percent)
	Yes Frequency (percent)	No Frequency (percent)	
Yes	136 (52.9%)	25(9.7%)	161(62.6%)
No	54(21.0%)	42(16.3%)	96 (37.4%)
<b>Total</b>	<b>190 (73.9%)</b>	<b>67 (26.1%)</b>	<b>257 (100%)</b>

$$\chi^2 = 24.853, \text{d.f.} = 1, p < 0.05, \text{Sig.} = 0.000$$

Table 4.32 indicates that the relationship of accepting success or failure in doing new business and the intention to export. Based on the statistical chi-square ( $\chi^2$ ) both variables have the significant implication relations at  $p < 0.05$ . *It means that accepting success or failure in doing new business has relationship with intention to export.*

**(f) Leadership**

The results of leadership are shown Table 4.33– 4.34.

**Table 4.33:** Changing Decision Had Been Planned and Intention to Export

Changing Decision Had Been Planned	Intention to Export		Total Frequency (percent)
	Yes Frequency (percent)	No Frequency (percent)	
no change	112 (43.6%)	5(1.9%)	117 (45.5%)
according to condition	58 (22.6%)	47(18.3%)	105 (40.9%)
drop out	20(7.8%)	15(5.8%)	35(13.6%)
<b>Total</b>	<b>190 (73.9%)</b>	<b>67 (26.1%)</b>	<b>257 (100%)</b>

$$\chi^2 = 52.992, \text{d.f.} = 2, p < 0.05, \text{Sig.} = 0.000$$

The result from Table 4.33 indicates that the relationship of changing decision had been planned and the intention to export. From the statistical assumption, chi-square ( $\chi^2$ ) have the significant implication relations at  $p < 0.05$ . *It means that changing decision had been planned has relationship with intention to export.*

**Table 4.34:** Responsibility on Disadvantages Occur in Doing Business and Intention to Export

Responsibility on Disadvantages Occur in Doing Business	Intention to Export		Total Frequency (percent)
	Yes Frequency (percent)	No Frequency (percent)	
By myself	182 (70.8%)	42(16.3%)	224 (87.2%)
Concerned person	8(3.1%)	25(9.7%)	33(12.8%)
<b>Total</b>	<b>190 (73.9%)</b>	<b>67 (26.1%)</b>	<b>257 (100%)</b>

$$\chi^2 = 48.499, \text{d.f.} = 1, p < 0.05, \text{Sig.} = 0.000$$

According to Table 4.34, it indicated that the relationship of the responsibility on disadvantages occur in doing business and the intention to export, has a significant implication relations at  $p < 0.05$ . *It means that the responsibility on disadvantages occur in doing business has relationship with intention to export.*

**(g) Persistent Person**

The results of persistent person are shown Table 4.35– 4.36.

**Table 4.35:** Evaluating Current Business and Intention to Export

Evaluating Current Business	Intention to Export		Total Frequency (percent)
	Yes Frequency (percent)	No Frequency (percent)	
By myself	90 (35.0%)	14 (5.4%)	104 (40.4%)
With family	62 (24.1%)	33(12.8%)	95 (37.0%)
With employees	38(14.8%)	20(7.8%)	58 (22.6%)
<b>Total</b>	<b>190 (73.9%)</b>	<b>67 (26.1%)</b>	<b>257 (100%)</b>

$$\chi^2 = 14.410, \text{ d.f.} = 2, \text{ p} < 0.05, \text{ Sig.} = 0.001$$

The above table shows that the relationship between evaluating current business and the intention to export, has the significant implication relations at  $p < 0.05$ . *It means that evaluating current business has relationship to intention to export.*

**Table 4.36:** Working Hours per Day and Intention to Export

Working Hours per Day	Intention to Export		Total Frequency (percent)
	Yes Frequency (percent)	No Frequency (percent)	
6-12 hrs	103 (40.1%)	64(24.9%)	167 (65.0%)
> 12 hrs	87(33.9%)	3 (1.2%)	90 (35.0%)
<b>Total</b>	<b>190 (73.9%)</b>	<b>67 (26.1%)</b>	<b>257 (100%)</b>

$$\chi^2 = 37.149, \text{d.f.} = 1, p < 0.05, \text{Sig.} = 0.000$$

The result from the above table shows that the relationship between working hours per day and the intention to export, has differently at the significant level of  $p < 0.05$ . *It means that working hours per day has relationship with intention to export.*

#### **4.1.6. Respondents' Suggestions**

In an open-ended question of a questionnaire survey, 48 respondents (19%) answer this part. Most of respondents require support and assistances from government agencies.

1. To support long-term loans to the companies.
2. To provide training courses and business development techniques to all levels of the companies' personnels.
3. To provide required service support related exporting to companies which intend to export.
4. To amend some laws and regulations in order to provide better supports for exporters.
5. To provide new technology such as new modern machines to strengthen companies' productivity.
6. To provide transportation infrastructure for exporting.
7. To encourage service quality such as building relationship between companies and foreign raw materials suppliers.

## **Chapter 5**

### **Conclusion and Recommendation**

This chapter includes five parts. Part 1 mention about the conclusion of the research, part 2 is discussion, part 3 is recommendation, part 4 is limitations of the research and final part is about suggestions for further studies.

#### **5.1. Conclusion**

This study is comprised of two factors which are entrepreneur's profile and characteristics of entrepreneur. Entrepreneur's profile is composed of five variables which are age, gender, educational level, foreign language and experience abroad. Characteristics of entrepreneur are composed of seven variables. They are need for achievement, locus of control, propensity to take risk, innovation, self-confidence, leadership and persistent person.

In order to find out these research questions, the questionnaires were sent to 365 companies that located in Yangon and Mandalay Division. In total, 298 filled questionnaires were returned but only 257 qualified questionnaires can be analyzed.

The most of 63.4% of respondents are located in Yangon, 37% are sole proprietorship, 43.6% have trading enterprises for type of industries and 51.4% invested less than 1 million kyat for capital. Out of 257 of respondents, 190 (73.9%) have intention to export and 67 (26.1%) do not have intention to export.

Regarding to entrepreneurs' profile, the results from analyzing data shows the most of 39.3% of respondents are the age 30-39 years old, 88.3% of respondents are

male, 59.8% have under-graduate, 68.1% can speak one language and 78.2% do not have experience abroad.

Regarding to characteristics of entrepreneurs, the results shown that, satisfaction on their business, locus of control, expanding a new business, new economic idea, leadership and persistent person have relationship with intention to export.

## **5.2. Discussion**

This study has found many findings about relationship between characteristics of entrepreneurs and intention to export. The strength of this research can be considered not only primary data but also from the secondary data.

Results from the hypotheses testing and statistic descriptive in term of frequency also reveal many findings which are discussed as follow:

### **5.2.1. Relationship between Characteristics of Entrepreneurs and Intention to Export**

**H<sub>1</sub>:** Need for achievement has relationship with intention to export.

Need for achievement is composed of two sub constructs: primary motivation and satisfaction on current business. The result of hypotheses testing in Chapter 4 shows primary motivation (sig. =0.571) is not significant since the value of significant is greater than 0.05. It means that primary motivation for starting a business has no relationship with intention to export. From this result, respondents work hard to fulfill satisfaction rather than profit motive when they go to international market. The profit was the motivation of business. They did not seem to be primarily motivated by a

desire for independent and money. David McClelland explained it with two points: (1) people's high need for achievement are not influenced much by money rewards, they are interested in achievement and (2) the value of money is a measure of achievement.

The result of satisfaction on current business is significant with the significant value of 0.000. It means that it has relationship with intention to export. Individual with a high need for achievement prefer to be personally responsible for their own assigned tasks (McClelland, 1961). From this result, respondents may believe that they can be responsible their own tasks when they have an intention to export.

**H<sub>2</sub>:** Locus of control has relationship with intention to export.

Locus of control is composed of two sub constructs: deciding companies' main activities and solving the problems. The results are significant as the significant value are 0.000 and 0.004 respectively. It means that locus of control has relationship with intention to export. Locus of control represents an individual's perceptions about the rewards and punishments in his/ her life (Pervin,1980). From this result, respondents may believe that they can made any decisions about doing business by their own as well as they can solve any problem if they have an intention to export.

**H<sub>3</sub>:** Propensity to take risk has relationship with intention to export.

Propensity to take risk is composed of two sub constructs. They are taking risk in starting business and expanding a new business. The result of taking risk in starting business (sig.=0.203) is not significant since the value of significant is greater than

0.05. It means that it has no relationship with intention to export. Respondents are likely to prefer ventures in which risk of failure is high; but not too high; it is their choice of risks for which their skills suit them that makes their risk-taking reasonable in doing business.

The result shows that expanding a new business is accepted since significant value is 0.008. It means that it has relationship with intention to export. It can be interpreted that entrepreneurs who intend to export have a higher propensity to take risk. Mill (1984) suggested that risk bearing is the key factor in distinguishing entrepreneurs from managers, and others have suggested that the entrepreneurial function primarily involves risk measurement and risk taking (Palmer, 1971 and Sarachek, 1978). Mostly, respondents try to create new products and widen their market share. They want to expand the variety of products rather than sticking to a single product when they have intention to export.

**H<sub>4</sub>:** Innovation has relationship with intention to export.

Innovation is composed of two sub constructs: new economic idea and implementing to improve tasks. The result shows that new economic idea to implement continuously activities is significant with the significant value of 0.000. It means that innovation is important for entrepreneurs who intend to export. Innovativeness relates to perceiving and acting on business activities in new and unique ways ( Robinson,1991). Respondents have developed their technological level and try to innovate new products.

The result shows that implementing to improve tasks (Sig.= 0.253) is not significant since the value of significant is greater than 0.05. It means that it has no relationship with intention to export. Regarding to the result, when respondents try to implement for improving their tasks, they need not only by own idea but also others' advice if they have an intention to export.

**H<sub>5</sub>:** Self-confidence has relationship with intention to export.

Self-confidence is composed accepting success or failure. Accepting success or failure is significant with the significant value of 0.000. It means that it has relationship with intention to export. An entrepreneur is expected to have a perceived sense of self-esteem and competence in conjunction with his/her business affairs (Robinson,1991). As the result, respondents have full confidence in themselves. When they do encounter difficulties while doing business and with their full confident, they are able to solve the problems. They believe that they can overcome them in one way or another and emphasized that one should have strong interest, intuition and ability to seek the opportunities when they intend to export their own goods.

**H<sub>6</sub>:** Leadership has positive relationship with intention to export.

Leadership is composed of two sub constructs. They are changing decision and taking responsibility on advantages occur in doing business. The results show that leadership is significant with the significant value of 0.000 each. It means that they have relationship with intention to export. It can also be interpreted that entrepreneurs

who intend to export have the abilities of leader. Entrepreneurs must successfully lead all the basic management functions in the startup and growth stages of the business (Barney and Griffin, 1992). Most of respondents are used to taking responsibility in their business and sometimes they try to delegate the responsibilities to others when needed.

**H<sub>7</sub>:** Persistent person has positive relationship with intention to export.

Persistent person is composed of two sub constructs: evaluating current business and working hours per day. The results are significant with the significant value of 0.001 and 0.000 respectively. Entrepreneurs generally work long hours and take responsibility for the hundreds of details involved in managing their business (Deakins and Freel, 2003). Successful entrepreneurs have a high level of energy and are hardworking people who are willing to stick with their business. From the result, respondents do face losses in their firms, but they are persistent. Though suffering losses, they who have met losses more than once, take lessons from these experience and try to proceed with their enterprises. They always review the causes at the losses and gains and take advantage of their experience for future plans.

### **5.3. Recommendation**

#### **5.3.1. Recommendation for Government**

1. The government should provide marketing knowledge and information such as setting up marketing information systems in terms of prices, quantities and quality of products which would be useful for developing products and markets.

2. The government should provide fund as long-term loan to private companies that really need such as for producing new quality products for exporting.

3. The government should encourage the transfer technology and diversification of export products by prompting the assembly of products for domestic and industrial use and improving product quality. It is necessary to establish department of export promotion to control the quality of export product to meet international standard.

4. The private sector and NGOs should be encouraged to participate in amending some laws and regulations in order to provide better supports for exporters.

### **5.3.2. Recommendation for Entrepreneurs**

1. Entrepreneurs who intend to export should understand external environment such as market attractiveness and market competitiveness, etc.

2. Entrepreneurs should have relationship with customer in foreign market. Therefore, the companies should use relationship as the tool to keep the customer and fulfill their expectations.

3. Entrepreneurs should try to improve export performance by collecting information, especially from foreign information providers and to cooperate with foreign partners. By doing this, they can gain higher export sales and/or export ratio.

#### **5.4. Limitations of the Study**

Even though, the study shows a number of significant finding from this study but some limitations can be found.

First, the sampling in this research does not cover all entrepreneurs in Myanmar. If the sampling size is bigger, may be the result will be more concise and accurate. The sampling should cover the entrepreneurs in the whole Myanmar to find out how different point of view of different entrepreneurs who intend to export into international market.

Second, the objective and finding that is limited to just private companies such as Small and Medium Enterprises (SMEs) from two divisions (Yangon and Mandalay) in Myanmar.

#### **5.5. Suggestions for Further Studies**

The study gave facts and findings about relationship between characteristics of entrepreneurs and intention to export into to international market in the future. In order to develop the results from this study, it should follow some following directions.

1. In particularly, future research should be added the relationship between characteristics of entrepreneurs and intention to export in a more complete research framework that includes other factors, such as financial status, firm characteristics, environmental support, and precipitating events, etc.

2. Sampling is needed to cover all entrepreneurs from other states and division in Myanmar as the respondents of the primary research.

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**Appendix A1**

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## Appendix A1

### Questionnaires

#### Title “The Study of Intention to Export of Entrepreneurs in Myanmar”

I am an MBA in International Program student at The University of the Thai Chamber of Commerce in, Bangkok, Thailand. Your support will help me complete the questionnaire of “The Study of Intention to Export of Entrepreneurs in Myanmar” in order to contribute information for my thesis. Thank you very much for spending your time and effort to fill this form.

The questionnaire is divided into 3 parts: (I) General Company Profile, (II) Entrepreneur’s Profile and (III) Characteristics of Entrepreneur.

#### Part I: General Company Profile

##### 1. Company’s Location

Yangon

Mandalay

##### 2. Type of ownership

Family Owned

Sole Proprietorship

Partnership

Other

##### 3. Type of Industries

Manufacturing

Trading

Service

Other

##### 4. Year and Month of Establish

( ----- ) Year

( ----- ) Month

## 5. Amount of Capital

- < 1 million Kyat                       1 - 5 million Kyat  
 > 5 million Kyat

## 6. Number of Employees

- < 9 Employees                       10- 50 Employees  
 51 – 100 Employees               > 100 Employees

**Part II: Entrepreneur's Profile**

1. Your Position .....

2. Age

- 20-29 years                       30-39 years  
 40-49 years                       above 50

3. Gender

- Male                                       Female

4. Education

- Post-graduate     Under-graduate     Certificate/Diploma  
 High School       Middle School       Primary School

5. Foreign languages which you can speak

- (1) ..... (2) .....  
 (3)..... (4).....

6. Have you ever been to foreign countries?

- Yes                                       No (skip to question number 7)

If Yes, countries .....

purpose .....

7. The benefits that obtained in going abroad:

.....  
 .....

8. Years of your business experience:

- < 5 years                       5 -10 years  
 11 - 15 years                       > 15 years

9. Marital Status

- Married                       Single

10. Occupation before the establishment of the firm/ business

- Student                       Government servant  
 Trader                       Worked at family business  
 Private enterprise                       other

### Part III: Characteristics of Entrepreneur

1. What does the primary motivation for starting a business?

- To make money                       To be famous  
 To be independent                       To be powerful  
 Other

2. Do you satisfy on your business?

- Yes                       No

If No, why.....

3. How do you decide company's main activities?

- By myself                       Discussion with others                       Other

4. How do you solve it when your employees or your company faced the problems?

By myself     With employees     Other

5. Did you take the risk in starting your business?

Yes     No

If No, why .....

6. Do you have a plan to expand a new business besides your current business?

Yes     No

If No, why? .....

7. Do you have new economic idea to implement continuously activities?

Yes     No

If No, why? .....

8. How do you implement to improve tasks?

own idea     from others' advice

from family and relations     other

9. Could you accept success or failure in doing new business?

Yes     No

If No, why? .....

10. How you change your decisions which had been planned?

not change     change according to condition

drop out unable decisions     Other

11. Who is responsible disadvantage which occur in doing business?

By myself     Employees

Concerned person     Other

12. How do you evaluate in this current business?

By myself

With family

With employees

Other

13. How many hours do you work per day?

under 6 hrs

within 6-12 hrs

over 12 hrs

14. Do you intend to export your products in the future?

Yes

No

If Yes, when .....

which countries .....

If No, why? .....

15. Recommendations:

.....  
 .....  
 .....

Thank you for your time and cooperation!

**Appendix A2**

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### Appendix A2

မြန်မာနိုင်ငံရှိ ထုတ်ကုန်ပစ္စည်းများကို ပြည်ပသို့ တင်ပို့ ရောင်းချရန် ရည်ရွယ်သည်။  
ပုဂ္ဂလိကလုပ်ငန်းပိုင်ရှင်များအား လေ့လာချက်မေးခွန်းလွှာ

ကျွန်မ မရင်ရင်သက် သည် ထိုင်းနိုင်ငံ၊ ဘန်ကောက်မြို့ ရှိ The University of the Thai Chamber of Commerce တွင် MBA in International Program သင်တန်းတက်ရောက်လျှက်ရှိပါသည်။ ယခုအခါ အဆိုပါ သင်တန်းအတွက် The Study of Intention to Export of Entrepreneurs in Myanmar ဘွဲ့ယူ စာတမ်းပြုစုလျှက် ရှိရာ စာတမ်းအတွက် လိုအပ်သော အချက်အလက်များအတွက် မေးခွန်းများ မေးမြန်းလိုပါသဖြင့် လူကြီးမင်း များအနေဖြင့် ကူညီဖြေကြား ပေးပါရန် လေးစားစွာ မေတ္တာရပ်ခံအပ်ပါသည် (ကျေးဇူးပြု၍ မေးခွန်းများကို အမှန် ဖြစ်ပါ) ။

အပိုင်း (၁) လုပ်ငန်းနှင့် သက်ဆိုင်သော အချက်အလက်များ

(၁) လုပ်ငန်းတည်နေရာ

- ရန်ကုန်
- မန္တလေး

(၂) လုပ်ငန်းပိုင်ဆိုင်မှုအမျိုးအစား

- မိသားစုပိုင်
- မိမိတစ်ဦးတည်းပိုင်
- အစုစပ်ပိုင်
- အခြား

(၃) စက်မှုလုပ်ငန်းအမျိုးအစား

- ထုတ်လုပ်မှု
- ကုန်သွယ်မှု
- ဆောင်ရွက်မှု
- အခြား

(၄) လုပ်ငန်းစတင်တည်ထောင်သည့်နှစ်  
(                    ) နှစ်

(                    ) လ

(၅) လုပ်ငန်းအရင်းအနှီး

- ကျပ်တစ်သန်းအောက်
- ကျပ် တစ်သန်း နှင့် ငါးသန်း အတွင်း
- ကျပ်ငါးသန်းအထက်

(၆) လုပ်ငန်းတွင် လက်ရှိဝန်ထမ်းများ

- ၉ ဦးအောက်
- ၁၀ - ၅၀ ဦးအတွင်း
- ၅၁- ၁၀၀ ဦးအတွင်း
- ၁၀၀ ဦးအထက်

(၁၀) စီးပွားရေး လုပ်ငန်းသို့မဝင်မှီ အလုပ်အကိုင်

- ကျောင်းသား
- ကုန်သည်
- ဗုဂ္ဂလိကလုပ်ငန်း
- အစိုးရအမှုထမ်း
- မိသားစုပိုင်လုပ်ငန်း
- အခြား

အပိုင်း (၃) လုပ်ငန်းပိုင်ရှင် ၏ အကျင့်စရိုက်လက္ခဏာများ

(၁) စီးပွားရေးလုပ်ငန်း စတင်ဆောင်ရွက်ရာတွင် ကနဦး အကြောင်းရင်းမှာ -

- ငွေကြေးရရှိရန်
- လွတ်လပ်စွာ လုပ်ကိုင်ဆောင်ရွက်ရန်
- အခြား
- အောင်မြင်ကျော်ကြားရန်
- ဩဇာရှိရန်

(၂) မိမိ လုပ်ကိုင်နေသော လုပ်ငန်းအပေါ် ကျေနပ်မှု ရှိ ပါသလား။

- ရှိ
  - မရှိ
- မရှိပါလျှင်-အဘယ့်ကြောင့်နည်း: -----

(၃) လုပ်ငန်း ၏အဓိကဆောင်ရွက်ချက် များကို မည်ကဲ့သို့ဆုံးဖြတ်သနည်း။

- မိမိကိုယ်တိုင်
- အခြားသူများနှင့်ဆွေးနွေးခြင်း
- အခြား

(၄) လုပ်ငန်းတွင် (သို့) အလုပ်သမားများနှင့် တွေ့ကြုံရသော ပြဿနာများရှိပါက မည်ကဲ့သို့ ဖြေရှင်းပါသနည်း။

- မိမိကိုယ်တိုင်
- အလုပ်သမားများနှင့်အတူ
- အခြား

(၅) လုပ်ငန်းစတင်ရာတွင် စွန့်စားခြင်းများ/ အခက်အခဲများ ရှိခဲ့ပါသလား။

- ရှိ
  - မရှိ
- မရှိပါလျှင်-အဘယ့်ကြောင့်နည်း: -----

(၆) လက်ရှိလုပ်ငန်းအပြင် လုပ်ငန်းသစ်တိုးချဲ့ရန် အစီအစဉ်ရှိပါသလား။

- ရှိ
  - မရှိ
- မရှိပါလျှင်-အဘယ့်ကြောင့်နည်း: -----

(၇) လုပ်ငန်းများ အဆက်မပြတ် အကောင်အထည်ဖော်ရန် စီးပွားရေး နည်းဗျူဟာသစ်များ ရှိပါသလား။

- ရှိ
  - မရှိ
- မရှိပါလျှင်-အဘယ့်ကြောင့်နည်း: -----

(၈) လုပ်ငန်းများ တိုးတက်ကောင်းမွန်ရန် မည်ကဲ့သို့ အကောင်အထည်ဖော်ဆောင်ရွက်ခဲ့သနည်း။

- ကိုယ်ပိုင်စိတ်ကူး  အခြားသူများ၏ အကြံပြုချက်မှ
- မိသားစု နှင့် ဆွေမျိုးများထံမှ  အခြား

(၉) လုပ်ငန်းသစ်တစ်ခု လုပ်ကိုင်ရာ၌အောင်မြင်မှု (သို့) ဆုံးရှုံးမှုများရှိပါက လက်ခံနိုင်ပါသလား။

- ရှိ  မရှိ
- မရှိပါလျှင်-အဘယ်ကြောင့်နည်း: -----

(၁၀) ချမှတ်ပြီးသား လုပ်ငန်းဆိုင်ရာ ဆုံးဖြတ်ချက်များကို ပြင်ဆင် ပြောင်းလဲပါသလား။

- လုံးဝ မပြောင်းလဲ  အခြေအနေအရပြောင်းလဲခြင်း
- မဆောင်ရွက်နိုင်သည်ကို ရုတ်သိမ်းခြင်း  အခြား

(၁၁) လုပ်ငန်းဆောင်ရွက်ရာမှ ထွက်ပေါ်လာသော ဆိုးကျိုးများကို မည်သူတာဝန်ယူသနည်း။

- မိမိကိုယ်တိုင်  အလုပ်သမားများ
- သက်ဆိုင်ရာ ပုဂ္ဂိုလ်  အခြား

(၁၂) လက်ရှိလုပ်ငန်းကို မည်ကဲ့သို့ ဆင်ခြင်သုံးသပ်ပါသနည်း။

- မိမိကိုယ်တိုင်  မိသားစုနှင့်အတူ
- အလုပ်သမားများနှင့်အတူ  အခြား

(၁၃) တစ်နေ့လျှင် နာရီ မည်မျှ အလုပ်လုပ်ပါသနည်း။

- ၆ နာရီအောက်  ၆-၁၂ နာရီ အတွင်း
- ၁၂ နာရီအထက်

(၁၄) အနာဂတ်ကာလတွင် ထုတ်ကုန်ပစ္စည်းများကို ပြည်ပသို့ တင်ပို့ရောင်းချရန် ရည်ရွယ်ချက် ရှိပါသလား။

- ရှိ  မရှိ

ရှိခဲ့ပါလျှင်-ရည်ရွယ်သည့်အချိန်ကာလ -----  
 -ရည်ရွယ်သည့်တိုင်းပြည်-----

မရှိပါလျှင်-အဘယ်ကြောင့်နည်း: -----

(၁၅) သင်၏ သဘောထားအမြင်

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ကျေးဇူးအထူးတင်ရှိပါသည်။

**Appendix B**

ลิขสิทธิ์ มหาวิทยาลัยหอการค้าไทย  
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## Appendix B

### List of Companies

No.	Name of Company	Address
1.	A.A Electronics Ltd.	No.408/410, 6/7 Floor, Mahabandoola Street, Samsung Plaza, Yangon. Tel: 951- 249591 ~ 3
2.	Agro Master Co., Ltd.	No.153, 46th Street, Botataung Township, Yangon. Tel: 951- 294317, 294622
3.	Annawar Soe Co.,Ltd.	No.33, Thunnandar 2nd St, Thumngalar, Yangon. Tel: 951- 298036/298037
4.	Asia Golden Lion International Ltd.	No. 1(B), Room (401), 9-mile-Pyay Road, Yangon. Tel: 951- 650535
5.	Asia Winner Industrial Ltd.	No.13, 49th Street, Botataung Township, Yangon, Tel: 951- 293360/297445; Fax: 291028 E-mail: <a href="mailto:asiawinner@mptmail.net.mm">asiawinner@mptmail.net.mm</a>
6.	Asia World Co.,Ltd.	No.61/62, Bahosi Estate, Wadan Street , Yangon. Tel: 951- 225271/220074; Fax: 951-227474/227553 E-mail: <a href="mailto:awc@mptmail.net.mm">awc@mptmail.net.mm</a>
7.	Aung Aung Enterprise Ltd.	No.310,5 floor,Mahabandoola St, Samsung Plaza, Yangon. Tel: 951-249585,249593
8.	Aung Thitsar Co., Ltd.	No.310, Anawrahta Streeet, Botataung Township, Yangon. Tel: 951- 223607, 223579
9.	Aung Kaday Pwe Yone	No. 49(C), NguWah Street, Bayintnaung Pwe Yone Dan, Yangon . Tel: 951- 680321
10.	Aye and Sons Ltd.	No.87/A, Kaba Aye Pagoda Road, Shwegondaing P.O., Yangon. Tel: 951- 512026/540636
11.	Baw Ga Gyi Co.,Ltd.	No.47, Kaingdan Street , Lanmadaw Tsp, Yangon. Tel: 951- 227792/227589
12.	Beautiful Wood Industry Co.,Ltd.	No.251, Rm.5, Mahabandoola St, (46th Street), Botahtaung Tsp , Yangon. Tel: 951- 294607/298771
13.	Benhur Trading Co.,Ltd.	Industrial Zone (1), Quarter 1/31, Padinwon U Shwe Bin St, Yangon. Tel: 951- 256508/682289
14.	Booming Luck Co., Ltd.	No. 36, 19 <sup>th</sup> Street, Latha Tsp, Yangon. Tel: 951- 228890, 226720
15.	Boon (Myanmar) Co.,Ltd.	No.115/117, G/F, Latha Street , Yangon, Tel: 951- 251623/272915
16.	Bright Future Enterprise	No. 6(B), Tamwe Plaza, Ba Nyar Dala Street, Tarmway Tsp, Yangon. Tel: 951- 545776, 510538
17.	Burma Light Furniture	276-278, Pansodan St., Kyauktada Tsp, Yangon. Tel : 951- 276610, 297932
18.	Bushido Trading Co.,Ltd.	No.50, Lanmadaw Road , Latha Tsp, Yangon. Tel: 951- 227426/210436
19.	C.P.D Trading	No.1, Myaing Malar Road, Bauktaw , Yankin Tsp, Yangon. Tel: 951- 548139/295861
20.	Champiom Co., Ltd.	No. 80, 14 <sup>th</sup> Street, Lanmadaw Tsp, Yangon. Tel: 951- 224602
21.	Chin Su (Myanmar) Co.,Ltd.	No.1/B, Rm. 301-304, 2/F, 9 Mile, Pyay Rd , Mayangone Tsp, Yangon. Tel: 951- 663578/247201
22.	Chin Dwin Agro Land Co., Ltd.	No. 153, Anawrahta Street, Botataung Tsp, Yangon. Tel: 951- 294317, 294622

No.	Name of Company	Address
23.	Cimco Ltd.	No. 67, 27 <sup>th</sup> Street, Pabedan Tsp, Yangon. Tel: 951- 286732, 243813
24.	Delta Combine Co., Ltd.	No. 247/269, Room-005/006, Building D-L, Delta Plaza, Shwegonedine Road, Bahan Tsp, Yangon. Tel: 951- 558178, 558278; Fax: 558298
25.	Delta World Trading Co., Ltd.	No. 138, Bo Ywe Street, Latha Tsp, Yangon. Tel: 951- 242065, 281190
26.	Diamond Century Co.,Ltd.	No.28, Latha Street, Latha Tsp, Yangon. Tel: 951- 240791/275891
27.	Diamond Crown Co.,Ltd.	No.70, G/F, 29th Street , Pabedan Tsp, Yangon. Tel: 951- 283613/245172; Fax: 951-289960 (700)
28.	Dream World	4th Flr., Yuzana Plaza, Mingalar Taung Nyunt Tsp, Yangon. Tel : 951- 200747 (Ext. 5786)
29.	Fair Deal Co.,Ltd.	No.150, Kabaaye Pagoda Road Yangon. Tel: 951- 555544/545167
30.	First Top Co., Ltd.	No. 59, 16 <sup>th</sup> Street, Lanmadaw Tsp, Yangon. Tel: 951- 226304, 225910; Fax: 951- 227219
31.	Golden Horse	396-A, Lower Pazundaung Rd., Pazundaung Tsp, Yangon. Tel : 951- 290846
32.	Grand City Co., Ltd.	No. 6D, 3 <sup>rd</sup> Street, West Shwegondine, Bahan Tsp, Yangon. Tel: 951- 227228, 524685; Fax: 951-289960 E-mail: <a href="mailto:uswh@mptmail.net.mm">uswh@mptmail.net.mm</a>
33.	Grand Wynn Manufacturing Co.,Ltd.	No.40, 67th Street , Botahtaung Tsp, Yangon. Tel: 951- 290170/294045; Fax: 951-296928 E-mail: <a href="mailto:grandwynn@mptmail.net.mm">grandwynn@mptmail.net.mm</a>
34.	Greater Asia International Co., Ltd.	No. 68, Bo Son Pat Street, Yangon. Tel: 951- 251838, 251839
35.	Green Peak Trading	No. 276, Anawrahta Street, Lanmadaw Tsp, Yangon. Tel: 951- 222401
36.	H.Z International Co.,Ltd.	No.13-01, Olympic Tower, Bo Aung Kyaw St , Botahtaung Tsp, Yangon. Tel: 951-380298/380312
37.	Han Yadanar Tin Co.,Ltd.	No.13, Phone Gyi Street , Lanmadaw Tsp, Yangon. Tel: 951- 248012/371408
38.	Hero International Co., Ltd.	No. 722, Merchant Street, Pabedan Tsp, Yangon. Tel: 951- 252835, 282915
39.	Htet Co., Ltd.	No. 214, War-dan Street, Lanmadaw Tsp, Yangon. Tel: 951- 220024, 220025
40.	Inter Condinental Commodities Co., Ltd.	No. 289, Pansodan Street, Yangon. Tel: 951-273026
41.	International City Trade Development Co.,Ltd.	No.64, Saya San Rd, Bahan Tsp, Yangon. Tel: 951- 542544/253251
42.	J.D.S Co., Ltd.	No. 256/260, Sule Pagoda Road, Yangon. Tel: 951- 246211, 287387
43.	Kyaw Tha Co., Ltd.	No. 98, 50 <sup>th</sup> Street, Pazudaung Tsp, Yangon. Tel: 951- 297112, 297002
44.	Kyun Shwe War Co., Ltd.	No.67, Sule Pagoda Road , Pabedan Tsp, Yangon. Tel: 951- 242503/252974
45.	Kywe Wah Co., Ltd.	No. 214, War Dan Street, Lanmadaw Tsp, Yangon. Tel: 951- 220024, 220025
46.	Landmark Enterprise Ltd.	No.67, Sule Pagoda Road , Pabedan Tsp, Yangon. Tel: 951- 242503/252974

No.	Name of Company	Address
47.	Lay Gadae Co.,Ltd.	No.126, Yangon-Insein Road , Kamuyut Tsp, Yangon. Tel: 951- 511759/511760
48.	Liberty International Co., Ltd.	No. 144, 38 <sup>th</sup> Street, Kyauktada Tsp, Yangon. Tel: 951- 284904, 376659; Fax: 951- 289741; E-mail: <a href="mailto:sty@mptmail.net.mm">sty@mptmail.net.mm</a>
49.	Lighthouse Enterprises Ltd.	No.57/58, Bahosi Estate , Lanmadaw Tsp, Yangon. Tel: 951- 229018/229019; Fax: 951-220238 E-mail: <a href="mailto:lighthouse@mptmail.net.mm">lighthouse@mptmail.net.mm</a>
50.	Lin Lin Thar Co., Ltd.	168, Lanmadaw St., Latha Tsp, Yangon. Tel : 951-251072, 251617
51.	Lucky Seven Co., Ltd.	No. 12/14, Shwetaungdan Street, Lanmadaw Tsp, Yangon. Tel: 951- 226021; Fax: 951- 289960
52.	Lucky Star International Ltd.	No. 61, 30 <sup>th</sup> Street, Yangon. Tel: 951-281779; Fax: 951-289960
53.	Lu Sin Co., Ltd.	No. 27(J), Ah-thaw-ka Street, Bayintnaung Pwe-yone-dan, Yangon. Tel: 951- 681383, 682272
54.	M.A.T.G Group Co.,Ltd.	No. 32/34, Phone Gyi Street , Lanmadaw Tsp, Yangon. Tel: 951- 221812 (Ext 101/104)
55.	Mahabandoola Export/Import Ltd.	No. 42, Bahan 2 <sup>nd</sup> Street, Bahan Tsp, Yangon. Tel: 951- 553574, 703920
56.	Main Asia Development Co.,Ltd.	Rm.534, Bldg.6, Kyaukkasan Housing, East Horserace Course Rd, Tarmway Tsp, Yangon. Tel: 951- 701383
57.	Mascot Industries Co.,Ltd.	No.81, B(1), Dagon Thiri Rd, Kyauk Myaung , Tarmway Tsp, Yangon. Tel: 951- 704185/707232
58.	Max Myanmar Co., Ltd.	No. 175, Second Floor(Left), 33 <sup>rd</sup> Street, Kyauktada Tsp, Yangon. Tel: 951- 513009, 524016
59.	Mya Modern Furniture Mart	1017, Thudama Rd., 2nd Quarter, Okkalapa (North) Tsp, Yangon. Tel : 951- 665213
60.	Myanmar Great Steel Industry Ltd.	No. 75/80, Room(3), Anawrahta Street, Pazuntaung Tsp, Yangon. Tel: 951- 295587
61.	Myanmar Leeco Co., Ltd.	21, Tharaphi St., Ahlon Tsp, Yangon. Tel : 951-229812
62.	Myanmar Metal Co., Ltd.	22-23, Myitkyinar St., Dagon Myothit (South) Tsp, Yangon. Tel : 951- 591015
63.	Myanmar Seafoods Ltd.	No.32, Bayint Naung Road, Gyogone, Insein Tsp, Yangon. Tel: 951-680836/680837
64.	Myat Lin Co-Op Ltd.	No.89, Hnin Si Gone Rd, Ahlone Tsp, Yangon. Tel: 951-223894/228475
65.	Myo Thant Aung Trading Co.,Ltd.	Ka/76, Gangaw Street, Bayintnaung Pweyon Dan, Mayangone Tsp, Yangon. Tel: 951-680387/680603
66.	Nadasaj International Co., Ltd.	No. 70, 122 <sup>nd</sup> Street, Mingalar Taung Nyumt Tsp, Yangon. Tel: 951- 298781, 700720
67.	Nadiayeyar Import/ Export & Construction	No. 25, Thirimon Housing Complex, Bayintnaung, Hlaing Tsp, Yangon. Tel: 951- 680908
68.	Nat Ray Co., Ltd.	136, Bo Myat Tun St., Botahtaung Tsp, Yangon. Tel : 951- 297585, 299523
69.	National Development Ltd.	No. 130, 35 <sup>th</sup> Street, Kyauktada Tsp, Yangon. Tel: 951- 274311, 274002
70.	New Blaze Co.,Ltd.	No.43/B, G/F, 31st Street, Pabedan Tsp, Yangon. Tel: 951-249033/242612
71.	New World Mart	162-166, Lanmadaw St., Latha Tsp, Yangon. Tel : 951- 251072, 251617

No.	Name of Company	Address
73.	North East Dragon Co., Ltd.	No. 127, 15 <sup>th</sup> Street, Lanmadaw Tsp, Yangon. Tel: 951- 211719
74.	OK Brothers Enterprises Ltd.	No.17/19, Hledan Street, Lanmadaw Tsp, Yangon. Tel: 951-226108/224698
75.	PAC Link Trading Co., Ltd.	No. 256/260, Sule Pagoda Road, Yangon. Tel: 951- 246211, 287387
76.	Paddy World Co., Ltd.	No.86(A), Shin Saw Pu Street, Sanchaung Tsp, Yangon. Tel: 951- 707188
77.	Pahtama Group Co.,Ltd.	No.64, Saya San Rd, Bahan Tsp, Yangon. Tel: 951-542544/701621
78.	Pan Sun Co., Ltd.	No. 4, Room(402), Kyi-taw-yet, Mingalar Taung Nyunt Tsp, Yangon. Tel: 951- 701431
79.	Perfect Group Ltd.	No. 229, Shwe Bon Tha Street, Pabedan Tsp, Yangon. Tel: 951- 249365
80.	Polo Trading Ltd.	No. 47, Bo-ywe Street , Latha Tsp, Yangon. Tel: 951- 275796
81.	Power Furniture World	No. 1, Parami Rd., Chawdwingon, Mayangon Tsp, Yangon. Tel : 951-705993
82.	Progress Intertrade Co., Ltd.	No. 19, Sink-oh-tan Street, Latha Tsp, Yangon. Tel: 951- 227143, 227645
83.	Pyae Phyo Aung Co., Ltd.	No. 74, Second Floor, Wah-dan Street, Lanmadaw Tsp, Yangon. Tel: 951- 203097, 228584
84.	Pye Maha Agriculture Co., & Padetha Co.,	No. 310, Room(401/403), Anawrahta Street, Yangon. Tel: 951- 222798, 211936
85.	Pyone Pan Wai Trading Co., Ltd.	No. 42, Bogalayzay Street, Botataung Tsp, Yangon. Tel: 951- 202009, 296169
86.	Royal Jasmine General Trading	No. 6/16, Hnin Si Gone Street, Alone Tsp, Yangon. Tel: 951- 228584, 211124
87.	Rainbow International Ltd.	No.104, First Floor, Seik-kan-tha Street, Kyauktada Tsp, Yangon. Tel: 951- 285265, 249462
88.	R.K Brother Co., Ltd.	No.27, 30 <sup>th</sup> Street, Pabedan Tsp, Yangon. Tel: 951-204079, 243359
89.	Red Sea Brother Co., Ltd.	No. 34, Ground Floor, Bogalayzay Street, Botataung Tsp, Yangon. Tel: 296190
90.	Sagar International Co., Ltd.	No. 75/80, Room(1), Ground Floor, Anawrahta Street, Yangon. Tel: 951-295119, 298471
91.	Sandar Min Co., Ltd.	No. 73, 31 <sup>st</sup> Street, Yangon. Tel: 951- 281407, 708718
92.	Sandhi Brothers Trading Co.,Ltd.	No.238/240, 1/F, Konzeydan Street, Pabedan Tsp, Yangon. Tel: 951-253994/251816
93.	Saung Thazin Trading Co.,Ltd.	No.53.A(1), Thatipahtan Rd, Kyaukmyaung, Tarmway Tsp, Yangon. Tel: 951-541522
94.	Sein Ngwe Mya Trading C.,Ltd.	No.410, 4/F, Yuzana Tower, Bahan Tsp, Yangon. Tel: 951-559158
95.	Sein Pan Trading Co.,Ltd.	No.278, Theinbyu Rd, Botahtaung Tsp, Yangon. Tel: 951-294613/240600 Ext (400)
96.	Setkyar Shwe Yi Co.,Ltd.	No.10, Bayint Naung Rd, Mayangone Tsp, Yangon. Tel: 951-682563/720684
97.	Seven Golden Lions Enterprise Ltd.	No.53, 5th Street, Lanmadaw Tsp, Yangon. Tel: 951-225294/226071
98.	Shine Lett Trading	No. 316, Strand Road, Botataung Tsp, Yangon. Tel: 951- 685171, 685172

No.	Name of Company	Address
99.	Shwe Latha Co., Ltd.	No. 814, Mahabandoola Street, Lanmadaw Tsp, Yangon. Tel: 951- 229509, 211150
100.	Shwe Myint Mo Co.,Ltd.	No.84, 1/F, 30th Street, Pabedan Tsp, Yangon. Tel: 951-245252
101.	Shwe Taw Win Int'l Trading Co.,Ltd.	Ahkwed No.273/276, Magwe St, 23 Wd, Industrial Zone 1, South Dagon Tsp, Yangon. Tel: 951-382320/680567
102.	Shwe Yamone Manufacturing Co.,Ltd.	No.5, Pyay Road , Hlaing Tsp, Yangon. Tel: 951-500344/500355
103.	Sky Luck Co., Ltd.	No. 154, Anawrahta Street, Lanmadaw Tsp, Yangon.
104.	Sweet Home Furniture	W-5, Bargaya St., Padonma Statidon, Myaynigon, Sanchaung Tsp, Yangon. Tel : 951- 710505, 710283
105.	TAS Co.,Ltd.	No.615/J, Pyay Road, Ward 2,Kamayut Tsp, Yangon. Tel: 951-525595
106.	Taung Pya Dan Co., Ltd.	No. 184(B), Thein Phyu Street, Botataung Tsp, Yangon. Tel: 951- 246043, 246728
107.	Taw Win Htay International Co.,Ltd.	No.3/506, Kyi Taw Yeiktha, Mingalar Taung Nyunt Tsp, Yangon.
108.	Te Kyi Co.,Ltd.	No.98, 50th St, Pazundaung Tsp, Yangon. Tel: 951-280124/273162
109.	Tefel Packaging Industries Co.,Ltd.	No.247-A/248, Ward 23, Industrial Zone.1, South Dagon Tsp, Yangon. Tel: 951-590643/591186
110.	Tet Nay Co., Ltd.	No. 18, 24 <sup>th</sup> Street, Latha Tsp, Yangon. Tel: 951- 565698, 565348; Fax: 951- 286630
111.	Than Nan Daw Co.,Ltd.	No.48/D, Zaung Tu St, Industrial Zone, South Dagon Tsp, Yangon. Tel: 951-590669/571070
112.	Thant Zin Tun Co.,Ltd.	No.1, Ye Yeiktha St, Kyankinsu , MIngalardon Tsp, Yangon. Tel: 951-571240/663900
113.	Thaung Htaik Family Trading Co.,Ltd.	No.227/231, Banyadala Road , Tarmway Tsp, Yangon. Tel: 951-291389
114.	The Asia Phoenix Trading Co.,	No. 84, 18 <sup>th</sup> Street, Latha Tsp, Yangon. Tel: 951-227423, 227468
115.	Thein Yarzar Co.,Ltd.	No.Ga/62, Aung Thapyay St, Bayintnaung Pweyone , Mayangone Tsp, Yangon. Tel: 951-680325/680965
116.	Thet Paing Soe Co.,Ltd.	No.45, Pyay Road, Mayangone Tsp, Yangon. Tel: 951-660923/662749; -mail: TPS@mptmail.net.mm
117.	Thiha Mon Co.,Ltd.	No.57, Kaba Aye Pagoda Rd, Yankin Tsp, Yangon. Tel: 951-09-80-31684
118.	Thiha Yarzar Co.,Ltd.	No.7-D, Myaynigone Plaza, Sanchaung Tsp, Yangon. Tel: 951-501731/537773
119.	Thiri Sandar Soe Co., Ltd.	432-B, Theinbyu Rd., Mingala Taung Nyunt Tsp, Yangon. Tel : 951- 298389, 700516
120.	Three Dragons Co/. Ltd.	No. D/67, Yay Ta Mar Street, Mayangone Tsp, Yangon.
121.	Tiger International Trading Co.,	No. 134, Seik-kan-tha Street, Dagon Tsp, Yangon. Tel: 951- 275886; Fax: 951- 289960
122.	Timber World Ltd.	No.173, 31st Street, Pabedan Tsp, Yangon.
123.	Today's Star Co.,Ltd.	No.68, Bo Sun Pat St, Pabedan Tsp, Yangon. Tel: 951-251838/251839; Fax: 951-253966; E-mail: ASIAKING@mptmail.net.mm
124.	Tong Hai Trading Co., Ltd.	No. 242, Bargaya Street, Sanchaung Tsp, Yangon. Tel: 951- 502430

No.	Name of Company	Address
126.	Trade Park Co.,Ltd.	No.192, Malar Nwe St, New Aye Qr ,Dawbon Tsp, Yangon. Tel: 951-543558; Fax: 951-543290 E-mail: tradeparkco@mptmail.net.mm
127.	Triangle Links Trading Co.,Ltd.	No.1104, 11/F, Yuzana Condo Tower, Bahan Tsp, Yangon. Tel: 951-558176; Fax: 951-578216 E-mail: TRIANGLELINKS@mptmail.net.mm
128.	Tri Diamond Trading Co., Ltd.	No. 414/422, Strand Road, Latha Tsp, Yangon. Tel: 951- 223256, 222247; Fax: 951- 222247; E-mail: tridiament@mpt400.stems.com
129.	U Khin Maung Than & Sons Ltd.	No. 6, Lanthit Street, Lanmadaw Tsp, Yangon. Tel: 951- 222110; Fax: 951- 296914
130.	U Kyu Family Trading Co.,Ltd.	No.127, 15th St, Lanmadaw Tsp, Yangon. Tel: 951-224916/226108; Fax: 951-226047 E-mail: okgroup@okgroup.com.mm
131.	United Myeik Co.,Ltd.	No.33, 137th Street, Tarmway Tsp, Yangon. Tel: 951-290338; Fax: 951-298551; E-mail: unitedkkm@mptmail.net.mm
132.	Universal Traders Ltd.	No. 79, 38 <sup>th</sup> Street, Kyauktada Tsp, Yangon. Tel: 951- 275231; Fax: 951-278294
133.	Versatile Co., Ltd.	No. 74(A), Kant Kaw Road, Mayangone Tsp, Yangon. Tel: 951- 680175, 684521
134.	Visual Enterprise(Myanmar) Ltd.	No. 644, Merchant Street, Yangon.
135.	Win Thuzar Commercial Co., Ltd.	No. 192, Kabaraye Pagoda Road, Bahan Tsp, Yangon. Tel: 951- 221276
136.	Win Trade Co., Ltd.	No. 243, First Floor, 39 <sup>th</sup> Street, Yangon. Tel: 951-294804, 296711; Fax: 951-289582
137.	Wooden Palace Int'l Trading Co., Ltd.	New Yaydashay Rd., Near Yuzana Centre, Bahan Tsp, Yangon. Tel : 951- 246541 E-mail : <a href="mailto:wdpl@mptmail.net.mm">wdpl@mptmail.net.mm</a>
138.	World King International Trading Co., Ltd.	No. 107/ 109, 1 <sup>st</sup> Floor, Sule Pagoda Road, Kyauktada Tsp, Yangon. Tel: 951- 371320; Fax: 951- 371320
139.	Yadanar Kyaw Co., Ltd.	No. B(2), (2) Thiri Mingalar Garden Housing Complex, Strand Street, Ahlone Tsp, Yangon. Tel: 951- 223399
140.	Yadanar Moe	100, Themeinbaran Rd., Tamwe Tsp, Yangon. Tel : 951- 548113
141.	Yadanarwin (Thonze) Ltd.	No. 32, Aye-yeik-mon(2) Street, Hlaing Tsp, Yangon. Tel: 951- 680887, 682212; Fax: 951- 682212; E-mail: YDNW@mptmail.net.mm
142.	Yee Shin Co., Ltd.	No. 63/64, Bahosi Housing Complex, Lanmadaw Tsp, Yangon. Tel: 951- 223586; Fax: 951-222132
143.	Yin Hla Furniture Mart	70, Thudamar Rd., Ward (2), Okkalapa (North) Tsp, Yangon. Tel : 951- 664597
144.	Zabu Tun Pwe Yone Co., Ltd.	No. 27(c), Kha-ye Street, Mayangone Tsp, Yangon. Tel: 951- 680306, 680407
145.	Zan Myint Mo Co., Ltd.	No. 3(A), Pyi Taw Aye Yeik Tah, Yankin Tsp, Yangon. Tel: 951- 663242
146.	Zeyar Htet Co., Ltd.	No. 398, Strand Road, Latha Tsp, Yangon. Tel: 951- 226755
147.	Zizawa Co., Ltd.	No. 343, Second Floor,Bo Aung Kyaw St, Kyauktada Tsp, Yangon. Tel: 951- 242458, 246645
148.	Aung Chan Thar Factory	Na-30, Industrial Zone (2), Mandalay.

No.	Name of Company	Address
149.	Aung Service Ltd.	Za-7/6, Industrial Zone (1), Pyi Gyi Tagun Tsp, Mandalay.
150.	Aung Trading	90/40, 7 <sup>th</sup> Qtr., Dhat Naan St., Mandalay.
151.	Aung Gabar Co., Ltd.	177, Cor. of 82nd St. & 34th St., Mandalay. Tel : 952-32442, 28649
152.	Aye Industry Co., Ltd.	Na-10/11, Industrial Zone (2), Pyi Gyi Tagun Tsp, Mandalay
153.	Aye Travel Service Co., Ltd.	260, 35th St., Bet. 80th St. & 81st St., Mandalay.
154.	Bo Service Co., Ltd.	Pa-7/79, Industrial Zone (1), Pyi Gyi Tagun Tsp, Mandalay.
155.	Bote Sone Ma Co., Ltd.	86/2, 86th St., Between. 25th St. & 26th St., Man Thiri Market, Mandalay. Tel : 952- 32866
156.	Brothers' Machineries Co., Ltd.	H-93/94, Industrial Zone (1), Pyi Gyi Tagun Tsp, Mandalay. Tel : 952-72553
157.	Chan Thar Thu Handicraft Trading	66, 73rd St., Bet. 29th St. & 30th St., Mandalay.
158.	Cherry Food Co., Ltd.	272, 35th St., Bet. 80th St. & 81st St., Mandalay
159.	Chin Service Ltd.	Pa-6/6, Industrial Zone (1), Pyi Gyi Tagun Tsp, Mandalay.
160.	Cho Workshop Ltd.	Pa-21/10, Industrial Zone (1), Pyi Gyi Tagun Tsp, Mandalay.
161.	Crown Trading	240, 83rd St., Bet. 28th St. & 29th St., Mandalay.
162.	Diamond Crown Garment Co., Ltd.	La-88, Industrial Zone (2), Pyi Gyi Tagun Tsp, Mandalay.
163.	Diamond Orchid Trading	La-92, Industrial Zone (2), Pyi Gyi TagunTsp,Mandalay.
164.	Dragon Garden Ltd.	La-85, Industrial Zone (2), Mandalay.
165.	Five Star Trading Co., Ltd.	180, 83rd St., Bet. 26th St. & 27th St., Mandalay.
166.	Golden Dragon Garment Co., Ltd.	La-90, Industrial Zone (2), Pyi Gyi Tagun Tsp, Mandalay.
167.	Golden Bird Travel Service Co., Ltd.	262, 35th St., Bet. 80th St. & 81st St., Mandalay
168.	Golden Ground Ltd.	12, Ah Nyit Taw St., Aung Myay Thar San Tsp, Mandalay.
169.	Good Brothers' Co., Ltd.	512-543, 81st St., Bet. 35th St. & 36th St., Mandalay. Tel : 952- 39948, 38683
170.	Greenline Myanmar Group Co., Ltd. (GMG)	310, 80th St., Bet. 20th St. & 21st St., Aung Myay Thar Zan Tsp, Mandalay. Tel : 952- 31158, 25292
171.	Han Win Kyaw Trading	Za-18/33, 61 St., Industrial Zone (1), Mandalay.
172.	Hein Htet San Trading	La-82, Industrial Zone (2), Pyi Gyi Tagun Tsp, Mandalay.
173.	Hla Garment Co., Ltd.	La-86, Industrial Zone (2), Pyi Gyi Tagun Tsp, Mandalay.
174.	Hla Win Industry Ltd.	Pa-59/53, Industrial Zone (1), Pyi Gyi Tagun Tsp, Mandalay.
175.	Htet Travel Service Co., Ltd.	265, 35th St., Bet. 80th St. & 81st St., Mandalay.
176.	Htoo Myat Food Co., Ltd.	273, 35th St., Bet. 80th St. & 81st St., Mandalay.
177.	Htun Htun Oo Service Co., Ltd.	160, 16 <sup>th</sup> St., Cor of 81 <sup>st</sup> St., Mandalay.
178.	Joe Industry Co., Ltd.	La-80, Industrial Zone (2), Pyi Gyi Tagun Tsp, Mandalay. Tel : 952-54553
179.	Ka Yaine Co., Ltd.	Pa-11/4, 61 St., Industrial Zone (1), Mandalay.
180.	Ko Aung Min Service Co., Ltd.	180, 17 <sup>th</sup> St., Cor of 81 <sup>st</sup> St., Mandalay.

No.	Name of Company	Address
181.	Kyaw Engine Trading	Pa-7/63, Industrial Zone (1), Mandalay.
182.	Kyaw Shein Industry Ltd.	Za-8/12, Industrial Zone (1), Pyi Gyi Tagun Tsp, Mandalay.
183.	Kyaw Win Industry Co., Ltd.	Na-9/71, Industrial Zone (2), Pyi Gyi Tagun Tsp, Mandalay.
184.	Light World Co., Ltd.	155, 30th St., Bet. 82nd St. & 83rd St., Chan Aye Thar San Tsp, Mandalay. Tel : 952-53715
185.	Lon Yar Kyaw	15, Dhat Naan Qtr., Chan Aye Thar San Tsp, Mandalay. Tel : 952- 24204, 24425
186.	Lwin Service Ltd.	Pa-21/9, Industrial Zone (1), Pyi Gyi Tagun Tsp, Mandalay.
187.	Mandalay Garment Ltd.	H-83, Industrial Zone (1), Pyi Gyi Tagun Tsp, Mandalay. Tel: 952-71259
188.	Mg San Trading Co., Ltd.	181, 83rd St., Bet. 26th St. & 27th St., Mandalay.
189.	Min Trading Co., Ltd.	90, 73rd St., Bet. 29th St. & 30th St., Mandalay
190.	Moon Family Limited	20 (A), Dhat Naan Qtr., Bet. 30th St. & 31st St., 86th St. & 87th St., Chan Aye Thar San Tsp, Mandalay. Tel : 952- 24105, 24410
191.	Moon Trading Limited	468, Moke Oo Tan St., Tanpawaddi Ward, Mandalay. Tel : 952- 70233
192.	Moon World Handicraft Trading	50, 73rd St., Bet. 29th St. & 30th St., Mandalay.
193.	Mya Choe Garment Trading	Pa-26/8, Industrial Zone (1), Mandalay.
194.	Myat Thukha	239, 83rd St., Bet. 28th St. & 29th St., Mandalay. Tel : 952- 27360, 38385
195.	Myint Service Ltd.	Pa-23/57, Industrial Zone (1), Pyi Gyi Tagun Tsp, Mandalay.
196.	Myint Marr Tagun Trading Co., Ltd.	25 (B)St., 87th St., Bet. 32nd St. & 33rd St., Chan Aye Thar Zan Tsp, Mandalay. Tel : 952- 33660, 31284
197.	Myint Shwe Garment Co., Ltd.	H-85, Industrial Zone (1), Pyi Gyi Tagun Tsp, Mandalay.
198.	Myint Tun General Trading	87, 73rd St., Bet. 29th St. & 30th St., Mandalay. Tel : 952-32020
199.	Myo Thant Workshop Service Ltd.	Pa-21/57, Industrial Zone (1), Mandalay.
200.	Nanda Food Co., Ltd.	280, 35th St., Bet. 80th St. & 81st St., Mandalay
201.	Nan Mg Food Co., Ltd.	271, 35th St., Bet. 80th St. & 81st St., Mandalay
202.	Naw Yoe Trading	30, 87th St., Bet. 32nd St. & 33rd St., Mandalay.
203.	New Weaving Trading	Pa-25/8, Industrial Zone (1), Mandalay
204.	Ngwe Handicraft Ltd.	70, 73rd St., Bet. 29th St. & 30th St., Mandalay. Tel : 952-32165
205.	Ngwe Thein Food Trading	205, 83rd St., Bet. 28th St. & 29th St., Mandalay.
206.	Ni Workshop Ltd.	Za-7/80, Industrial Zone (1), Pyi Gyi Tagun Tsp, Mandalay.
207.	Nyi Nyi Aung Industry Ltd.	Pa-6/5, Industrial Zone (1), Pyi Gyi Tagun Tsp, Mandalay.
208.	Nyunt Trading Co., Ltd.	315, 83rd St., Bet. 28th St. & 29th St., Mandalay
209.	Owl Travel Service Co., Ltd.	266, 35th St., Bet. 80th St. & 81st St., Mandalay
210.	Par Cho Trading Co., Ltd.	190, 83rd St., Bet. 26th St. & 27th St., Mandalay.
211.	Paradise General Trading Co., Ltd.	164, 35th St., Bet. 77th St. & 78th St., Chan Aye Thar Zan Tsp, Mandalay. Tel : 952- 31084

No.	Name of Company	Address
213.	Phyoe Handicraft Trading	65, 73rd St., Bet. 29th St. & 30th St., Mandalay. Tel : 952-32153
214.	Pyi Myanmar Trading	La-82, Industrial Zone (2), Pyi Gyi Tagun Tsp, Mandalay.
215.	Pyit Tie Taung Handicraft Ltd.	90, 73rd St., Bet. 29th St. & 30th St., Mandalay.
216.	Shoe Trading	Mingalar Garden, Dhat Naan Boar St., Mandalay.
217.	Shwe Chi Toe	10, Dhat Naan Qtr.,Aung Myay Thar San Tsp,Mandalay. Tel : 952- 21245
218.	Shwe Kyi Food Trading	210, 83rd St., Bet. 28th St. & 29th St., Mandalay.
219.	Shwe La Yaung Food Trading	206, 83rd St., Bet. 28th St. & 29th St., Mandalay
220.	Shwe Myar Lon Co., Ltd.	3, Baho St., Chan Myay Thar San Tsp, Mandalay.
221.	Shwe Pin Le	287(Ward), 35th St., Bet. 87th St. & 88th St., Mandalay. Tel : 952-31556, 24785
222.	Shwe Pyi Taw Handicraft Trading	72, 73rd St., Bet. 29th St. & 30th St., Mandalay. Tel : 952-32185
223.	Shwe Zin Yaw Garment Co., Ltd.	La-97, Industrial Zone (2), Pyi Gyi Tagun Tsp, Mandalay.
224.	Smile Co., Ltd	H-10, Kyaw-kyar St., Pyi Gyi Tagun Tsp, Mandalay. Tel : 952-72254
225.	Soe Industry Co., Ltd.	Na-20/34, Industrial Zone (1), Pyi Gyi Tagun Tsp, Mandalay.
226.	Soe Moe Industry Co., Ltd.	Na-4/70,Industrial Zone (2), Mandalay.
227.	Star Industry Ltd.	H-201, Industrial Zone (1), Pyi Gyi Tagun Tsp, Mandalay.
228.	Sun & Moon Industry Co., Ltd.	Na-17/70, Industrial Zone (2), Pyi Gyi Tagun Tsp, Mandalay. Pa-6/6, Industrial Zone (1), Pyi Gyi Tagun Tsp, Mandalay
229.	Sunshine Food Co., Ltd.	270, 35th St., Bet. 80th St. & 81st St., Maha Aung Myay Tsp, Mandalay
230.	Sun Win Myint Industry Co., Ltd.	115/24, Ba La St., Aung Myay Thar San Tsp, Mandalay.
231.	Sun World Food Co., Ltd.	274, 35th St., Bet. 80th St. & 81st St., Mandalay
232.	Swallow Garment Co., Ltd.	La-83, Industrial Zone (2), Pyi Gyi Tagun Tsp, Mandalay.
233.	Swallow Trading	13, Dhat Naan Qtr., Chan Aye Thar San Tsp, Mandalay.
234.	Taing Chit Aung	Za (23/31), Za (7/11), Industrial Zone (1), Pyi Gyi Tagun Tsp, Mandalay. Tel : 952-54199, 88553 E-mail: mailto:tcaeng@mptmail.net.mm
235.	Than Kyaw Trading	150, 35th St., Bet. 80th St. & 81st St., Maha Aung Myay Tsp, Mandalay. Tel : 952-68365
236.	Than Oo Industry Ltd.	Pa-21/88, Industrial Zone (1),Pyi Gyi Tagun Tsp, Mandalay.
237.	Thein Trading Co., Ltd.	50, 25th St., Bet. 82nd St. & 83rd St., Mandalay
238.	Thet Naing Handicraft Trading	70, 73rd St., Bet. 29th St. & 30th St., Mandalay. Tel : 952-32182
239.	Thitsar Man Trading	La-93, Industrial Zone (2), Pyi Gyi Tagun Tsp, Mandalay.
240.	Tin Industry Ltd.	Pa-20/8, Industrial Zone (1), Pyi Gyi Tagun Tsp, Mandalay.
241.	Tin Weaving Ltd.	Pa-22/8, Industrial Zone (1), Mandalay
242.	Tin Lin Shwe Co., Ltd.	19, Sa Kyin St., Aung Myay Thar San Tsp, Mandalay.
243.	Toe Toe Hlaing Trading Ltd.	25, Sa Kyin St., Aung Myay Thar San Tsp, Mandalay.

No.	Name of Company	Address
244.	Top Trading	14, Dhat Naan St., Aung Myay Thar San Tsp, Mandalay
245.	Tun Garment Co., Ltd.	La-87, Industrial Zone (2), Pyi Gyi Tagun Tsp, Mandalay.
246.	Tun Industry Co., Ltd.	3, Ah Nyit Taw St., Aung Myay Thar San Tsp, Mandalay.
247.	Twin Industry Ltd.	Pa-11/6 ,Industrial Zone (1), Pyi Gyi Tagun Tsp, Mandalay.
248.	U Pauk & Sons Trading Co., Ltd.	250, 17 <sup>th</sup> St., Bet. 82 <sup>nd</sup> St., & 83 <sup>rd</sup> St., Mandalay.
249.	U Phoe Kyawe & Sons Trading Co., Ltd.	170, 18 <sup>th</sup> St., Bet. 81 <sup>st</sup> St., & 82 <sup>nd</sup> St., Mandalay.
250.	United Machinery Trading Co., Ltd.	G-16, Kywe-se-kan 8th St., Pyi Gyi Tagun Tsp, Mandalay. Tel : 952-70410, 70274 E-mail : mailto:ummdy@mptmail.net.mm
251.	Wai Service Co., Ltd.	Za-7, Industrial Zone (1), Mandalay.
252.	Win Workshop Service Ltd.	Ma-6/11, Industrial Zone (1) , Mandalay.
253.	Win Cherry Co., Ltd. 5126724	265, 35th St., Bet. 80th St. & 81st St., Maha Aung Myay Tsp, Mandalay. Tel : 952-68128, 68452
254.	Win Malar Aung Trading Co., Ltd.	189, 83rd St., Bet. 26th St. & 27th St., Mandalay. Tel : 952-36700, 36968
255.	Yadanar Theingi Co., Ltd.	190, 83rd St., Bet. 26th St. & 27th St., Mandalay. Tel : 952-36702, 36969
256.	Zaw Gyi Tradition Co., Ltd.	250, 35th St., Bet. 80th St. & 81st St., Mandalay.
257.	Zaw Lay Trading	Pa-17/59, Industrial Zone (1), Mandalay.

**Source:** The Union of Myanmar Federation of Chambers of Commerce & Industry  
(UMFCCI)

## **Biography**

Yin Yin Thet was born on November 3, 1965 in Yangon, Union of Myanmar. She holds the degree of Bachelor of Commerce from the Yangon Institute of Economics in 1985.

She has been working for Ministry of National Planning and Economic Development since 1987. She received a scholarship from Thailand International Development Cooperation (TICA), Ministry of Foreign Affairs, Kingdom of Thailand for her MBA at University of the Thai Chamber of Commerce, Bangkok, Thailand.

ลิขสิทธิ์ มหาวิทยาลัยเทคโนโลยีพระจอมเกล้าธนบุรี  
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