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Yangon University of Distance Education**

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Silk Fabrics Factories in Amarapura

Win Thida¹, Ni Ni Win², Yu Lae Khaing³

Abstract

Since ancient Myanmar kings, Myanmar people have worn locally made silk fabrics and cotton fabrics. Myanmar people dress silk at the special occasions like wedding ceremony, religious ceremony and other grand ceremonies as the ceremonial dress. Now, Myanmar silk fabrics industry has opportunities to compete in global market because of popularity of silk fabrics. Hence, this study aims to explore the growth strategies used by the private silk fabric firms. There are two specific objectives of the study. They are to identify the current condition of silk fabrics firms in Amarapura, to analyze the growth strategies of silk fabrics factories in Amarapura in order to gain more market share and to explore the key growth strategies used by these firms that lead to boost the firms' profits. According to the findings of the research, almost every factory is willing to expand the business and wants growth of business. Most firms set market penetration strategy as the first priority while the second priority is product development strategy. Most firms agreed market development strategy as the third priority whereas the fourth priority is diversification strategy. Silk fabrics factories should pay more attention to the ways to penetrate the foreign market, at the same time they have to control and maintain the local market.

1. Introduction

Every country has its own tradition, culture and custom. Myanmar also has its own tradition, culture and custom. Tradition is a belief, custom, way of doing something that has existed for a long time. Culture means the customs and beliefs, art and way of life, social organization of a particular country. Custom represents an accepted way of believing or of doing something in a society or in a country. So in Myanmar tradition and custom, Myanmar people like to wear locally made silk fabrics and cotton fabrics from their ancestors. In fact Myanmar silk is hand made. In addition, silk hand made can be found in Shan State which is similar to Thai silk. It can also be made in Mandalay and in Inlay. There silk fabrics are produced in their own way. Amarapura is famous for its silk weaving factories and Inlay has silk weaving factories in our country.⁴

Nowadays, there is an intense competition among these silk weaving factories to attract Myanmar young women. Myanmar young women want to wear silk fabrics to attend Myanmar traditional ceremonies. Moreover, some of the tourists want to wear our Myanmar silk fabrics. So, there is a great demand for wearing silk fabrics in our country. As a result the owners of these factories become interested in producing varieties of good quality products and want to invest more and more in their factories.

In 2016, there are 35 silk fabrics firms in Amarapura. Thazin Nwe, San Thaw Dar, Phoo Pwint Wai, Nay La, Pan Thit Sar, Thein Gi Kyaw, Ngwe Zin Yaw, Shwe Ya Min, Taw Win Nan Htike, Sein Sin Minn. Thus, they are popular for their good quality products in Amarapura. The aim of this study is to identify the recent conditions of silk fabrics factories in Amarapura,

1.1 Aim and Objectives

This study intends to analyze the growth strategies of silk fabrics factories in Amarapura. The objectives are as follows:

- (1) To know the current condition of silk fabrics factories in Amarapura
- (2) To analyze the growth strategies of silk factories in Amarapura.

1.2 Organization of the Study

This study is composed of five main chapters. Chapter 1 is introduction, which includes aim and objectives of the study. Chapter 2 presents literature review. Chapter 3 describes the

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⁴ <http://www.myanmarbravo.com/myanmar-culture/myanmar-silk.html>

methodology and sources of data and the survey of general situation of silk fabrics firms. Chapter 4 discusses data analysis of the growth strategies in Amarapura. Chapter 5 presents the conclusion of the study.

2. Literature Review

This study includes fundamental concepts and theories of intensive growth strategies. First, it describes markets and then reviews the market share. Finally, it presents growth strategy.

2.1 Markets

Markets traditionally, a “market” was a physical place where buyers and sellers gathered to buy and sell goods. Economists describe a market as a collection of buyers and sellers who transact over a particular product class (such as the housing market or the grain market). Modern economies abound in such markets. Manufacturers go to resource markets (raw material markets, labor markets, money markets), buy resources and turn them into goods and services, and then sell finished products to intermediaries, who sell them to consumers. Consumers sell their labor and receive money with which they pay for goods and services. The government collects tax revenues to buy goods from resource, manufacturer, and intermediary markets and uses these goods and services to provide public services. Each nation’s economy, and the global economy, consists of complex interacting sets of markets linked through exchange processes.

Marketers often use the term market to cover various groupings of customers. They view sellers as constituting the industry and buyers as constituting the market. They talk about need markets (the diet-seeking market), product markets (the shoe market), demographic markets (the youth market), and geographic markets (the French market); or they extend the concept to cover other markets, such as voter markets, labor markets, and donor markets.¹

2.2 Market Share

Market share measures the percentage of a particular market a company controls. The market can include just a region, such as the silk fabrics market for Amarapura or it can be national or international. It can also figure the market share based on a single product, such as silk fabrics. One way to calculate the market share is based on the percentage of sales revenue that the company generates relative to the total sales revenue generated by the product or product class.

2.3 Growth Strategy

Strategy aimed at winning larger market share, even at the expense of short-term earnings. According to Kotler, P and K L Keller (2008), “*Marketing Management*”, there are four broad growth strategies: diversification, product development, market penetration, and market development.¹

- (a) **Market Penetration:** The Company first considers whether it could gain more market share with its current products in their current markets, using a market-penetration strategy.² The activities or facts of increasing the market share of an existing product, or promoting a new product, can be done through strategies such as bundling, advertising, lower prices, or volume discounts.³
- (b) **Market Development:** Next it considers whether it can find or develop new markets for its current products, in a market-development strategy. The expansion of the total market for a product or company can be done by (1) entering new segments of the market, (2) converting nonusers into users, and/or (3) increasing usage per user.⁴

¹ Kotler, P and K L Keller (2008), “*Marketing Management*”, 13th Ed, New delhi: Prentice Hall, PP.8-9.

¹ <http://www.businessdictionary.com/definition/growth-strategy.html#ixzzlwKczr9Vs>.

² Kotler, P and K L Keller (2008), “*Marketing Management*”, 13th Ed, New delhi: Prentice Hall, P.45.

³ <http://www.businessdictionary.com/definition/marketpenetration.html#ixzzlwKcXpU8Q>.

⁴ <http://www.businessdictionary.com/definition/marketdevelopment.html#ixzzlwKfVPiAt>.

(c) **Product Development:** The company considers whether it can develop new products of potential interest to its current markets with a product-development strategy. The creation of products with new or different characteristics offers new or additional benefits to the customers. Product development may involve modification of an existing product or its presentation, or formulation of an entirely new product that satisfies a newly defined customer want or market niche.⁵

(d) **Diversification Growth Strategy:** Later the firm will also review opportunities to develop new products for new markets in a diversification strategy.⁶ Through diversification, companies can grow by starting up or buying businesses outside their current products / markets or identifying growth opportunities by adding attractive business that are unrelated to the current business.

(i) Concentric Diversification Strategy

Companies could seek new product that have technologically and / or marketing synergies with existing product lines, even though they may appeal to a new class of customers.

(ii) Horizontal Diversification Strategy

Companies might search new products that could appeal to its current customers though technology is unrelated to its current product line.

(iii) Conglomerate Diversification Strategy

Companies might seek new businesses that have no relationship to the company's current technology, product or market.⁷

3. Methodology and Sources of Data and General Situation of Silk Fabrics Firms

Quantitative research method was used in this study. This study was carried out with a detailed survey of 10 silks fabrics factories in Amarapura randomly. To carry out the research, the questionnaires were given to the owners of the silk fabrics factories to know the current conditions of their factories, Management system, their production, distribution of their products and their marketing strategies.

There are five sections in this survey. First it presents the location and area of silk fabrics firms. Next the business owner's marital statuses are described. Then the Business Owners' Marital Status, Genders and Families are stated. After that the business owners' educational background and ownership forms were studied. Labor forces of silk fabrics factories were added. Finally, the market places of the business were mentioned.

3.1. The Location and Area of the Silk Fabrics Factories

This section deals with the location and area of the silk fabrics factories in Amarapura. It was found that it has a smooth transportation to trade and transport to other areas by car, by train and by ship in various ways. The location and areas of these factories are as follows.

Thazin New factory is a famous one and locates near the U Pein Bridge, Mandalay Region. It was opened in 2006 by Ma Khaing Myo Thu. Their factory compound is 20 × 15 feet.

San Thaw Dar Silk Fabric Factory is located on the Sagaing-Mandalay Road, Amarapura Township, and Mandalay Region. It has been opened since 2012. The compound is 80 × 40 feet.

Phoo Pwint Wai Silk Fabrics Factory has been opened since 2012. It is located on the Sagaing – Mandalay Road, Amarapura Township, and Mandalay Region. The compound is 100 × 40 feet.

⁵<http://www.businessdictionary.com/definition/new-product-development.html#ixzz1wKhrR9IX7>.

⁶ Kotler, P and K L Keller (2008), "Marketing Management", 13th Ed, New delhi: Prentice Hall, P.45.

⁷<http://www.mgt4u.info/marketing-management-dare-to-be-different/the-strategic-planning-gap>

Nay La silk fabric factory is at No.24, Oh Taw Quarter, Amarapura Township, and Mandalay Region. Nay La has been established since 2009 by U Hein Ko Ko. He is a young, active and energetic man who is committed to traditional silk fabric industry. His ambition is to penetrate the global market with traditional silk fabric. The compound is located 120 × 40 feet.

Daw War War Kyi established Pan Thit Sar Silk Factory in 2010 and it is located on the Sagaing-Mandalay Road, Kwam Swal Ward, Zay Cho Quarter, Amarapura Township. The compound is 50 × 30 feet.

Thein Gi Kyaw Silk Fabrics Factory has been operating since 1980 at No. 144, Shwe Khae Quarter, Amarapura Township, Mandalay Region. The compound is 80 × 60 feet.

Ngwe Zin Yaw Factory exists at Oh Taw Quarter, Amarapura Township, and Mandalay Region. The factory has been operating since 2002. The compound is 200 × 40 feet.

The Shwe Ya Min Silk Fabrics Factory is located at No. 53, Thein Gyii Ward, Oh Taw Quarter, Amarapura Township, Mandalay Region. Shwe Ya Min Silk Fabrics Firm has been operating since 1984. The compound is 40 × 25 feet.

The location of Taw Win Nan Htike Silk Fabrics Factory is at Taunggyi Ward, Amarapura Township, and Mandalay Region. Taw Win Nan Htike has been operating since 2002. So, it has been for ten years. The compound is 60 × 100 feet.

Sein Sin Minn exists at No. La Ka (14), Kan Taw Quarter, Amarapura Township, Mandalay Region. This silk fabrics factory has run since 1993. At first, the shop is rather small; 15 feet in length and 8 feet in width. Now, it has been expanded. The compound is 25 × 20 feet.

3.2 The Business Owners' Marital Status, Genders and Families

This study also presents the owners' marital statuses, genders and families. Among the ten silk fabric owners, there are seven females and three males. Seven female owners are Ma Khing Myo Thu from Thazin New, Ma Thin Thin from San Thaw Dar, Ma Mon Nway Oo from Phoo Pwint Wai, Daw May Tha Gyan from Thein Gi Kyaw, Daw Kyi Kyi San from Shwe Ya Min and Ma Yi Yi Mon from Taw Win Nan Htike. Three male owners are U Hein Ko Ko from Nay La, U Khin Mg Than from Ngwe Zin Yaw and U Ye Thu from Sein Sin Minn. Six owners are married while four owners are single.

The maximum family members are seven members and it is the family of Shwe Ya Min. There are three families which have six family members. They are Taw Win Nan Htike, San Thaw Dar and Thazin New. Pan Thit Sar and Ngwe Zin Yaw have the same number of family members, five members. Nay La, Thein Gi Kyaw, Sein Sin Minn also has the same family members, four members. Phoo Pwint Wai has only three members.

3.3 The Business Owners' Educational Background and Ownership Form

Concerning the Business Owners' Education level, all owners are educated because nine owners are university graduates and the owner of Thein Gi Kyaw is an undergraduate. All selected silk fabrics factories are sole proprietorship and some factories own only one branch and some own more than one branch.

3.4 Labor Force of the Silk Fabrics Factories

The labor force of the ten silk fabrics factories is also presented through the number and gender of employees. There are two silk fabric shops. Their maximum number is 12 employees. They are Taw Win Nan Htike and Sein Sin Minn. Shwe Ya Min is operating with 10 employees while Pan Thit Sar has 7 employees in total. Nay La is operating with 6 employees while Ngwe Zin Yaw is operating with 5 employees. Thazin New and Thein Gi Kyaw are operating with 3 employees each. San Thaw Dar and Phoo Pwint Wai have only one employee in each shop. There are 60 employees in total in ten silk fabric shops. Among them, 45 employees are female and 15 employees are male. Therefore, this study finds that silk fabric shops rely more on female employees than male employees.

3.5 The Market Places of the Business

This study also examines the market places of the business of ten silk fabric factories. According to the research findings, the collected data were from Amarapura. All factories make a sale in Amarapura. Only Sein Sin Minn does not send its silk fabrics to Mandalay. Mandalay is the trading partner of the rest of nine factories.

All factories except Phoo Pwint Wai trade with the trading partners of Yangon. 7 factories out of 10 factories send their products to Nay Pyi Taw while 6 factories out of 10 factories sell their products to Taunggyi and 5 factories out of 10 factories distribute their products to Sagaing and Pyin Oo Lwin. 4 factories send their products to Monywa and there is only one factory out of 10 factories which sell their products in Innlay and Kalay. Thazin Nwe distributes the products to Dawe, Lwe Lin, and Pathein while Phoo Pwint Wai distributes their products to ShweBo, Ngwe Zin Yaw sells their products to Pathein, Rakhine, Mawlamyaing, and Myaungmya, Shwe Ya Min also sends its products to Meiktila.

4. Data Analysis of the Growth Strategies

There are four growth strategies which can be found in silk fabrics factories. They are market penetration strategy, market development strategy, product development strategy and diversification strategy. According to the research findings, most factories based on the market penetration strategy as the first priority, product development strategy as the second priority, market development strategy as the third priority and diversification strategy as the fourth priority.

(a) Market Penetration Strategies

The activities of increasing the market share of an existing product, or promoting a new product, can be done through strategies such as advertising, bundling, lower prices, or volume discounts. According to research findings, most factories favour advertising as the first priority, bundling as the second priority, lower price as the third priority and volume discount as the fourth priority in their market penetration strategies.

(b) Market Development Strategies

The expansion of the total market for a product or company can be done by entering new segments of the market, attracting the customers, and increasing the demand of their products. Most factories concern entering new segments as the first priority, converting nonusers to users as the second priority, increasing usage per user as the third priority in their market development strategies.

(c) Product Development Strategies

The products are created with new or different characteristics and offer various kinds of patterns to the customers. Product development may involve modification of an existing product, and formulation of an entirely new product. According to the research findings, most factories concern the modification of an existing product as the first priority and the formulation of an entirely new product is less applied by firms.

(d) Diversification Strategies

In diversification strategies, factories can succeed by studying up-to-date patterns among the customers and the competitive factories besides their current products / markets or identifying growth opportunities by adding attractive business that are unrelated to the current business. Diversification strategies may involve concentric diversification strategy, horizontal diversification strategy and conglomerate diversification strategy. Most firms concern the concentric diversification strategy as the first priority, some firms give conglomerate diversification strategy as the second priority, and horizontal diversification strategy as the third priority.

5. CONCLUSION

5.1 Findings

Many countries are trying to advance their economic sector by keeping up with the development of the world. The science and technological development in a specific industry as well as in society can change the success of a factory. Thus, every factory must consider keeping up the quality of the products and services. Customers want quality products to wear in their ceremonies because quality products can highlight a person's lifestyle. Due to the increasing market opportunities, Myanmar silk fabrics factories are trying to meet the needs of customers for the growth of their business. In this paper, the current situations of silks fabrics factories and priority of growth strategies used by ten silk fabrics factories in Amarapura are studied.

All silk fabrics factories choose market penetration strategy as their first priority. 7 out of 10 factories choose product development strategy as second priority. Market development strategy is chosen as third priority by most factories (5 out of 10 factories). Almost every factory chooses diversification strategy as fourth priority (8 out of 10 factories). Market penetration strategies are effective for all factories. Among market penetration strategies, four factories use advertising as the first priority while other four factories choose advertising as the fourth priority. Bundling is chosen as the second priority by four factories. As the third priority lower price is set by four factories on the other hand, other four factories choose volume discounts as the third priority.

Among ten silk fabrics factories, seven factories intend to use market development strategies. Among market development strategies, all seven factories set entering new segments as the first priority. 5 out of seven factories choose converting nonusers into users as the second priority. Increasing usage per user is chosen by five factories as the third priority.

All silk fabrics factories are willing to use product development strategies. Among product development strategies, modification of an existing product is set by 9 firms as the second priority. This study shows that only four firms use integrative growth strategies. Among integrative growth strategies, most firms offer purchasing the other silk fabrics factories as the first priority, purchasing the cotton fabrics factories as the second priority and purchasing the sericulture factories as the third priority.

This study points out that only six firms apply diversification strategies. Among three diversification strategies, six factories give concentric diversification strategy as the first priority. 4 out of six factories set conglomerate strategy as the second priority and horizontal diversification strategy is chosen as the third priority.

5.2 Suggestion

According to market penetration strategies, there are strategies such as advertising, bundling, lower prices, or volume discounts. Among them, most of the factories choose advertising as the first priority. Instead bundling should be chosen for their products. After that, lower price should be considered. Factories should also consider various kinds of patterns to attract the new customers based on the changing of the world life style of today according to the market development strategies. Diversification strategies should be considered to develop their production.

The activities of increasing the market share of an existing product, or promoting a new product, can be done through strategies such as advertising, bundling, lower prices, or volume discounts. According to research findings, most factories favour advertising as the first priority, bundling as the second priority, lower price as the third priority and volume discount as the fourth priority in their market penetration strategies.

After examining the using growth strategies by ten silk fabrics factories, it was found that most factories especially apply growth strategies for increasing their market share. The selected silk fabrics factories should maintain their final products with attractive and beautiful

design packages. Moreover, they should advertise to their potential consumers by using appropriate media to gain more market share. Product development strategies are also important for all factories because quality products can attract the customers and it can help all factories develop their business.

The selected silk fabrics factories should try to enter new foreign market for their products. They should use such techniques as the latest technology, developing quality standards, appealing attractive packing designs, selling low prices in orders to compete with not only local market but also international market. Thus, the domestic products can compete and enter the foreign market successfully. Besides, it is necessary for these factories to maintain contact with tour companies in order to gain foreign customers.

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A STUDY ON PRODUCTION OF RUBBER IN MYANMAR (1996 - 97 to 2017- 2018)

Tin Tin Mya¹, Ni Ni Win², Thinzar Aung³

Abstract

The main theme of this research is to discuss the appropriate regression equation. In this study, Regression Analysis was applied to choose the appropriate regression equation for rubber production in Myanmar during the period from 1996- 97 to 2017-2018. The dependent variable is the production of rubber and the related independent variables are harvested acreage, sown acreage and raw rubber export. The appropriate model was chosen by considering the presence of multicollinearity or not. The harvested acreage and sown acreage of rubber are linearly related, so it is the nature of multicollinearity. The coefficient of sown acreage is also not significant. And then, the sown acreage of rubber must be reduced from the list of independent variable. In the chosen model. The rubber production is expressed as the function of harvested acreage and raw rubber export. According to the calculation, the estimated production of rubber was close to the actual production of rubber. Therefore, the estimated regression model can be used to predict the future production of rubber in Myanmar.

1. INTRODUCTION

1.1 Rationale of the Study

Agriculture sector is the most important sector in Myanmar economy. Myanmar's agriculture is the fundamental factor for supporting the social and economic development of nation. In Myanmar, various crops can be categorized into cereals, oil crops, pulses, industrial crops, food crops and plantation crops. Myanmar exports agricultural merchandise to other countries for foreign exchange. In Myanmar, rubber is an industrial crop and it is also an export item.

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