

A Study on the Production, Distribution and Marketing of Myint Family's Rattan Products & Furniture in Sagaing

Thin Lai Kyi

The objective of this paper is to examine the Production, Distribution and Marketing of Myint family's Rattan Productions & Furniture in Sagaing. The research method is mainly used interview method based on current situations of the production, distribution and marketing of Ratan production in Sagaing. Primary data are collected from the business. To understand the condition of Rattan production and to analyze and suggest for the development of the business .The finding from the survey reveal that the production business is suitable for local consumptions.This paper mainly focus on the survey reveal that the production business is suitable for local consumptions. This paper mainly focus on the performance and conditions of special Rattan furniture production, financial situation and activities of Myint family's showroom. , weakness, opportunities and threats of production, distribution and marketing of the business for the business SWOT analysis is used in this research paper to analyze strong comments and suggestion.

Key words: handicraft industry, Rattan industry, marketing management, SWOT

Analysis, Operation management

1. Introduction

Rattan is one of the major wood-based products from Myanmar forestry.Since Ancient Rattan Product have a great impact on the world market are widely distributed.Myanmar is one of the Rattan product have a great impact on the world market are widely distributed. Myanmar is one of the Rattan product export countries in Asia. Myanmar is endowed with different characteristics in cultural, social,national customs and traditional patterns.Most of Myanmar people value the legacy of customs and traditions. Myanmar's handicrafts have great historical background as many other nations.handicraft and rattan products flourished since ancient centuries of Myanmar civilization. Today small scale production as well as handicrafts and cottage industries are running and creating many job opportunities for Myanmar people .So,they are now helping the development of market economy on their Domestic Product (GDP) of Myanmar from exporting the goods.Thus, handicrafts industry is becoming important in earning foreign currency. Rattan production business is one type of cottage industry which to attracts foreigners to get foreign income. Handicraft firms are created innovative Rattan products in modern styles and patterns.

In this way,the innovative rattan products based on traditional artistics craftsmanship these business are now gaining more and more interest of the international market.Now, Government is encouraging to setup to small scale industry (or) small business.So,I studied on the production of Rattan business because of sole proprndition of the Rattan production business and can give good advice.

1.1 Background information of the study

Myint family's Rattan product & furniture was established since 1990.The purpose is only to produce and distribute regionally.They distributed semi raw materials and finish goods according to purchase order and production workshop is situated at No.1 Magyi Sin Quarter, on the way of Sagaing-Mon Ywa Road. Showroom is situated at No.5 Magyi Sin Quarter,on the way of Sagaing –Mon Ywa Road.Even though they start their business is small scale but

nowadays their business is continuously improving. The start-up capital for taken-off period is only two hundred thousand kyats.

1.2 Objectives of the Study

To understand the nature of rattan production business.

To understand the condition of rattan market in Sagaing Region.

To analyze and give suggestion for the development of this sector.

To identify the critical factors of Rattan production that most importance.

1.3 Scope and limitation of the Study

This study is focused on the production and marketing Rattan products and furnitures. This study has a number of limitations only one business. From this business produce 50 kinds of products. As the output of the study, it can provide useful suggestions for the new product development process and implementation that suit for Sagaing Region based on the experience of the Myaint family 's Rattan producton. The finding from this study will be valuable for good suggestion from SWOT Analysis.

1.4 Research Design and Methodology

This research is mainly used interview method based on the analysis of current situation of the Rattan production business in Sagaing. This research is emphasized on quality and quantity of the product. This research is combined proportionally with quantitative method and qualitative method .As for qualitative methods, all types of data available from all sources are gathered and for qualitative method ,secondary data sources are collected through surveys, interviews and reference books.

1.5 Expected Outcome

Provide the knowledge of production, distribution and marketing, purchasing raw materials, managing labour forces, searching export market etc, for Rattan production business based on SWAT analysis.

1.6 Organization of the Study

Organization of this paper constitutes background information of Myint family's Rattan Production Business. This paper is organized into Six sections. Section one is an introduction of the study ,objectives of the study, scope methodology and expected outcome .Section two includes the performance and condition of production and activities. Section three describes financial situation .Section four reveals Packaging, Distribution and Marketing. Section five include finding; "Myint Family' quality Rattan Business from the SWOT analysis point of view. Section Six include conclusion with suggestion.

2. Performance and condition of Myint family's special Rattan furniture productions and Activities

2.1 Profile of the Myint family's Rattan Production

As described in the previous chapter, Myint family Rattan Production is Rattan Manufacturing business by utilizing the native Rattan to meet the demand of Sagaing region and upper Myanmar .But handicrafts can earn more foreign income. In this parts, the background history ,organization structure and its products are presented.

2.2 Background History of myint Family's Rattan production Business

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Myint family Rattan Production business does not run like a company. They perform as a family business and decisions are made by the owner of the business. In this business, there is no strict direction and no systematic organization chart. There is a sales man, a manager and other staff. Rate of salaries is 70,000 kyats for lowest rank workers and 100,000 kyats for medium level workers. There are (40) workers include 20 males and 20 females. Salary is 3,000 kyats to 3,500 kyats per day. There is no Administrative, Finance and Accounting Departments. There is Production Departments. The Production Department operates its production of Rattan along with market demand of order quantity and delivery date. Majority of workers or employees are working only in Production Department. The factory and workshop managers also handle the warehousing activities. Store keepers are appointed to control the warehouse. The business has no purchasing, Sales and Exports Departments. Majority of sales are related to the regional market. There is no export section. There is a sales section. Sales section undertakes sales and showroom activities.

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Myint Family's Rattan production Business offers a wide range of handicrafts and furniture made of rattan. Different types of settees produced mainly for Hotels and Restaurants. Commercial wall slight cover decoration produced for residents. Different sizes and styles of purses and baskets for regular customers. This Business emphasizes on customer's taste of aesthetics style. Totally 168 rattan products are currently produced. These products can be categorized into two groups shown in table. Some products are differentiated up to 35 varieties of products. Totally 168 product lines in manufacturing of rattan are found in the business.

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No	Product Category	Name of Product	Types of Product
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Ball	1		
Number of Products			168

Source Myint Family 's Rattan Product and Furniture

3. Financial Situation of Rattan Business

The study emphasize only on the management system of this business. Showroom made direct sales to some products as well as factory distribute directly to the customer. Financial situation has great impact on other factors in the business. Therefore financial situation of Purchasing ,raw materials and income of selling products from 1990-2015 financial year will be analyzed.

Table(3.1)will show Myint Family's Rattan Products and Furniture Costs of purchasing raw material sand incomes of selling product from 1990 to 2015 and Table (3.2) will show Cost of purchasing raw materials and incomes of selling products from 2010 to 2015

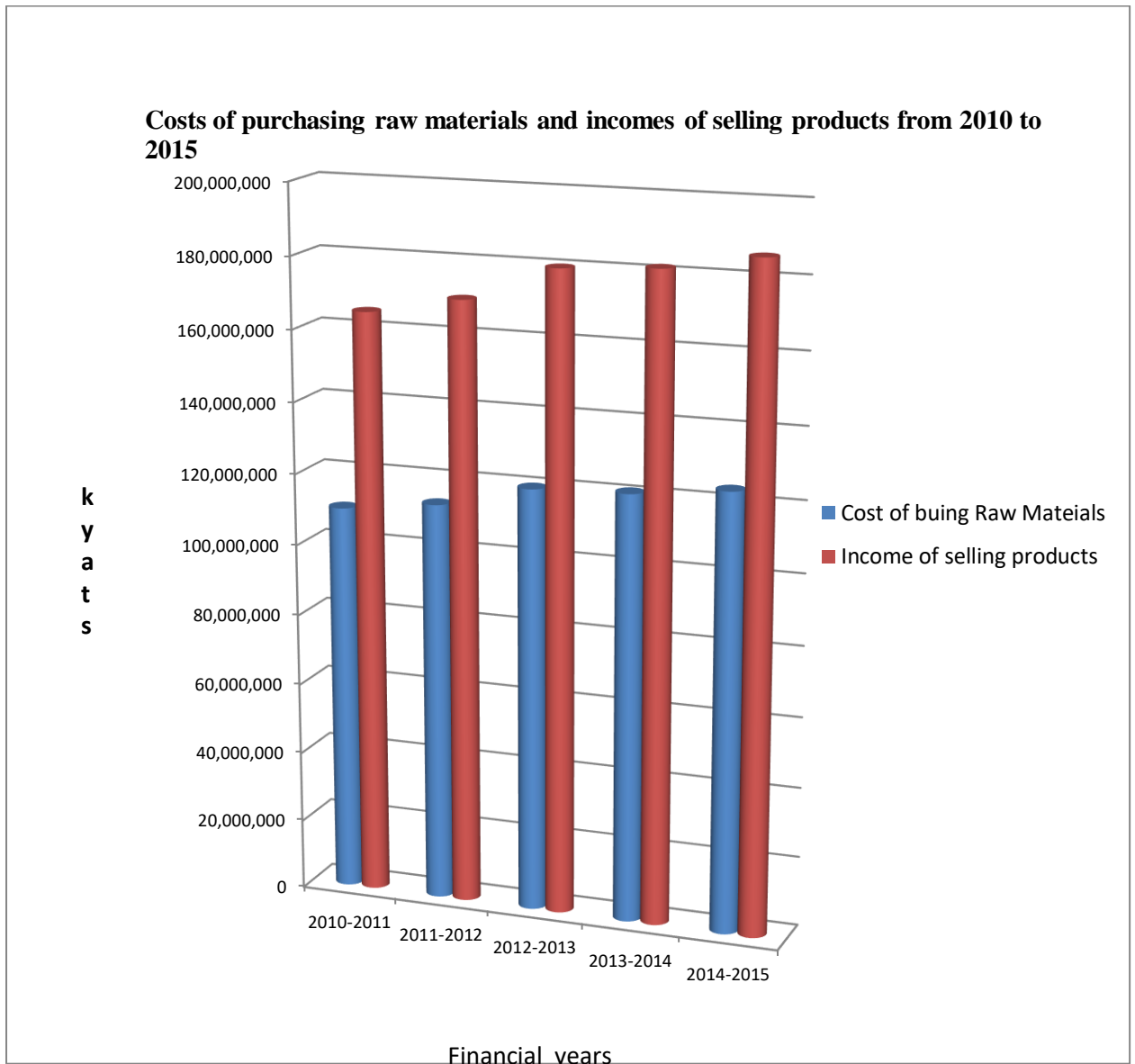
Table (3.10) Myint family's Rattan Products and Furniture**Costs of purchasing raw materials and incomes of selling product from 1990-2015**

No	Financial year	Kyats	No	Financial Year	Kyats
1	1990-1991	133,333	1	1990-1991	200,000
2	1991-1992	140,000	2	1991-1992	210,000
3	1992-1993	166,666	3	1992-1993	250,000
4	1993-1994	200,000	4	1993-1994	300,000
5	1994-1995	250,000	5	1994-1995	375,000
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9	1998-1999	4,000,000	9	1998-1999	6,000,000
10	1999-2000	6,000,000	10	1999-2000	9,000,000
11	2000-2001	8,000,000	11	2000-2001	12,000,000
12	2001-2002	10,000,000	12	2001-2002	15,000,000
13	2002-2003	20,000,000	13	2002-2003	30,000,000
14	2003-2004	40,000,000	14	2003-2004	60,000,000
15	2004-2005	60,000,000	15	2004-2005	90,000,000
16	2005-2006	86,600,000	16	2005-2006	129,900,000
17	2006-2007	90,300,000	18	2007-2008	140,000,000
18	2007-2008	93,300,000	18	2007-2008	140,000,000
19	2008-2009	96,600,000	19	2008-2009	145,000,000
20	2009-2010	100,000,000	20	2009-2010	150,000,000
21	2010-2011	110,000,000	21	2010-2011	165,000,000
22	2011-2012	113,300,000	22	2011-2012	170,000,000
23	2012-2013	120,000,000	23	2012-2013	180,000,000
24	2013-2014	121,000,000	24	2013-2014	181,500,000
25	2014-2015	124,000,000	25	2014-2015	186,000,000

Table(3.2) Myint Family's Rattan Products and Furniture

Cost of purchasing raw materials and incomes of selling products from 2010 to 2015

No	Financial year	Kyats	No	Financial year	Kyats
1	2010-2011	110,000,000	1	2010-2011	165,000,000
2	2011-2012	113,300,000	2	2011-2012	170,000,000
3	2012-2013	120,000,000	3	2012-2013	180,000,000
4	2013-2014	121,000,000	4	2013-2014	181,500,000
5	2014-2015	124,000,000	5	2014-2015	186,000,000



4. Packaging, Distribution & Marketing of Myint Family's Rattan production Business

4.1 Sources of Raw materials

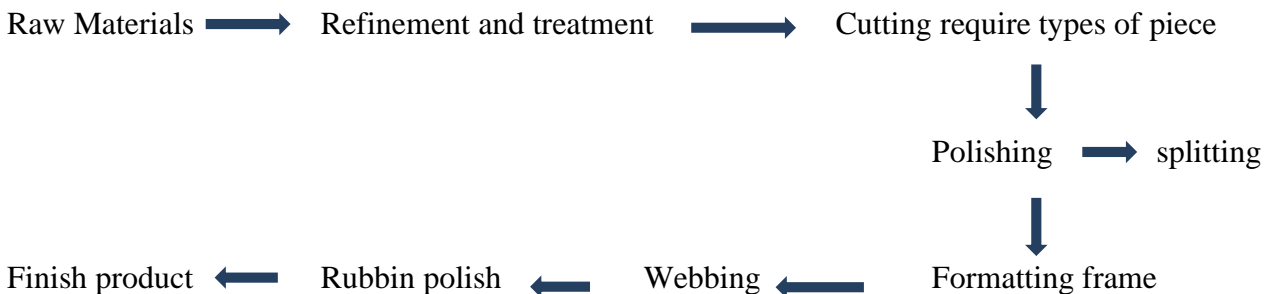
Rattan is the main sources for production process. Rattan is a palm type ,native to the tropical forest regions of Asia, especially Myanmar and other Asian countries. There are 375 kinds of rattan grown in the world . In Myanmar there are 34 kinds of rattan according to the report of forestry department. Three types of rattan are largely found in rattan growing regions namely water rattan ,red rattan and yellow Rattan.

In Myanmar ,Total grown area for water rattan is 36.07%,red rattan is 40.34% and yellow rattan is 19.03% respectively. These rattan are included in middle sized rattan. Generally, the raw rattan has been first prepared through sun drying and cleaning process. Then it can be used in making traditional baskets and other small caneware. These water rattan has less preparation cost for manufacturing caneware than other products. Water rattan is used as a major raw material in caneware production. Water rattan is used grows in various regions of Myanmar such as Chindwin basin ,Maykha and Malikha regions , Rakhine region, shan state and Ayawaddy delta Region.

4.2 Production process

Myint family's Rattan production business is well known in Sagaing. Myint family's rattan production business produce furniture and accessories. The rattan came from cane plants .The cane plants are needed to make refinement and treatment before weaving .The Business carries out the whole process stating from the initial stage to the final stage of polishing the finished product.

Fig; Production Process of the Business



First, leaves and thorns from the raw canes arrived to the production site have been removed. Then they are needed to place vertically to run out the water and water vapour from them, and keep under the roof of a building to protect the snow and rain especially at night Warehouse officer undertakes to maintain the raw canes. At the day time, raw rattans are normally stored in the yard which has no roof. However, plastics or ground sheets are used to cover raw rattan that is piled. Before the cane plants are parched in the sun, the skinning –off process should be followed so that the plants are easy woven into the desired position. When the plants are skinned off, only the outermost layer should be removed by using the sharo iron knife. To be more convenient, waist-height sized stands are used in the skinning process. This traditional method of skinning is cost effective; however, damage percentage is high.

Then these plants are refined under the sunshine and the factory treats them using streaming method. The purpose of this method is to vaporize any liquid and moisture inside the raw plant by steaming. Thus the raw plant has to be put in the steam boiler with the adequate temperature to run out the liquid from the raw plant. The plants are streamed up to 100 °C. The raw plants are cut into 10 ft length and fed into the machine to polish the surface of its skin. The next process is splitting the raw pieces into the pole and the skin by using splitting machines. Since it is a palm, the surface of the pole has different diameters. In order to be smooth and shiny the poles are needed to pass through the peeling machine. Some parts of the poles are bent to make the frame for the cane ware. Horizontal

bending machine is used to bend the pole of rattan in the required position. The next process is to web the prepared rattan on the frame of furniture.

The last process is applying the polish on the surface of the cane ware. Finished products are coated with the polish to endure from moisture or water drops. Therefore, products are carefully stored in the waterproof building. Moisture detected requirement are mounted on the warehouse wall three feet from floor to prevent the cane ware from moisture. When the specific moisture level displayed on the equipment, the store keeper turns on the moisture absorber equipment.

Because long-time storage can spoil the color and polish of cane ware, the warehouse officer lets the store keepers and workers take care of the products especially in the rainy season. Thus, once export ordered quantity is fulfilled, the warehouse officer informs the exporting section to package and export the cane ware to destination. Throughout the process mentioned above, the business uses foreign made machinery; in addition to manual equipment to produce the quality cane ware produce the quality cane ware products. These equipment include peeling machines, bending machines, splitting machines, cutting machines and polishing machines. Common tools such as knife, rulers, hammers, drills, saws, blow lamps and splash lamps are basically needed for cane ware production.

4.3 Quality Control

Quality control of Myint family's rattan products are found in the three parts, as followings;

1. Raw Material Quality Control
2. Quality Control in Process and
3. Finished Product Quality Control.
- 4.

4.3.1 Raw Material Quality Control

Purchases take the major responsibility to make quality control in the purchase period. The business accepts four grades of cane. For class 'A' the stem must not only straight, bright and white but also is free from black spots and insect bites. For "B" class, the stem must white but with a few spots. 'C' class is with yellowish color. Finally 'D' class has black spots with yellowish color. Sometimes, the cane quality may be the mixture of characteristics of both two classes, Known as 'AB'. 'BC' & 'CD' classes.

4.3.2 Quality Control in Processing

In this business, owners have the major responsibility to make quality control in processing period. In the processing period, they usually check the process of webbing whether the webbed rattans are in the standard design and measure or not. Owner checks the measurement of the work in process while walking through the processing site. If there has been any fault, the process will be done again.

4.3.3 Finished Product Quality Control

Since rattan products are produced to meet an international standard. The owners need to take special check, especially in making the joints. Therefore, the in charge or supervisor carefully check the quality of rattan with the rounded position and square position at the corner of the rattan Moreover, the owners must check the bearing capacity of rattan furniture; a chair usually can hold at least a man who weights 200lb and a table also must have a capacity of holding the weight according to the size. Therefore, to inspect the weight, the test-weight equipment is used to test the bearing capacity of the furniture. The process checks whether the

products deform or not and tests about the whole week. Finally the owner requires checking the balance of furniture legs.

Checking quality Rattan products are packed with Roller tape or plastic bags. After that all products systematically put into the paper box (or) card box. After checking the finish products are systematically packed by packaging Department. On the finished packaging Box, No; types and size, name of customer and address of customers are typed systematically. Accepting order and send products door to door system in Yangon, Mandalay and Sagaing and send to the distribution from nearest bus station. Transportation system is systematically arranged to reach the target customer. Proper marketing and distribution channels are needed for sustainable developments. The startup capital is only two hundred thousand kyats initially. Now, the business is significantly increasing in investments and productions up to 1.8 billion kyats. Income generated from showroom is 7.2 million kyats and 1.8 billion kyats from wholesale per year. Income in total is 1.2 billion kyats per year.

5. Finding from ‘Myint Family’ quality Rattan Business

Finding; ‘Myint Family’ quality Rattan Business from the SWOT Analysis point of view.

Strengths

Products are consistent to local and international market. Business can create to get domestic and foreign income. Business distributes Rattan products to small souvenir the show room, so it can attract to foreign income. Business produces high quality Rattan products and furniture in Sagaing region and ‘Myint Family quality Rattan business product are high quality furniture and distribute to Hotels, households and residents.

Weakness

The business has some notable weakness to overcome. Business owner stand at the comfort zone. Producer / Owner haven’t strong desire to penetrate to foreign markets. All the products are only for local consumptions. Insufficient labor forces, lack of separate departments and no systematic accounting system are challenges for growth.

Opportunities

Because of free market practices, business can get advantages to international market by using safety and smooth transportation. Owner can get new market share and market penetration because of their quality product. Business owner produced high quality products and attract foreigners who enjoy handmade products developing in tourism industry is one of the opportunity for this business. Most people who love natural products other than chemical products are also opportunity for the business.

Threats

Changing environment enables some threats. For the business rattan (or) came market is developing in the International level and competitors are interesting to invest this kind of business and it seem to be intense rivals for “Myint Family Rattan Production”. In this situation owner can suffer with market penetration. So business can worry about market share.

6. Conclusion

Comments & Suggestion for ‘Myint Family’ Rattan production business

In this paper, Comment and suggestion for ‘Myint Family’ rattan production business are being made based on SWOT analysis. Business need to transform from weak point to strong

point in their business. According to analysis business should try market extension and to create job opportunities for our country and sagaing region. Business need to try to get more market share with market expansion and sustainable development to produce new furniture. Business must create alternative change in new decorations to modify new features of show room to get customer interest. Business should try to get more customer satisfaction and more market share. Business should try to create job opportunities for people in our country and to stand up for our traditional Myanmar products. Business should try to use management information system for scientific decision marking and good marketing system for creating much more opportunity and market share. Business should have systematically separate departments and formal organization chart. Business should try to be sustainable development not only for local consumptions but also for opportunities of traditional Myanmar Handicrafts in Sagaing Region.

Acknowledgements

I would like to express my sincere respect and thank to Rector Dr. Yi Yi Win, Co-operative University (Sagaing) for her kind encouragement to write this Research papers. I want to say thanks to Pro-Rector U Aung Khaing and Pro-Rector Dr. Ma Yi Aye. I wish to express my deep thanks to Ko Kyaw Soe Lin, Managing Director from Myint family's Rattan Production and also thanks to Manager and Staff of this Business. Without their Support, I admit that this paper could not have been accomplished. Never the less, any errors and shortcoming in this study are entirely my own weakness. Finally, I would like to say thank you to all people who helped for my Research paper by giving advice and good idea.

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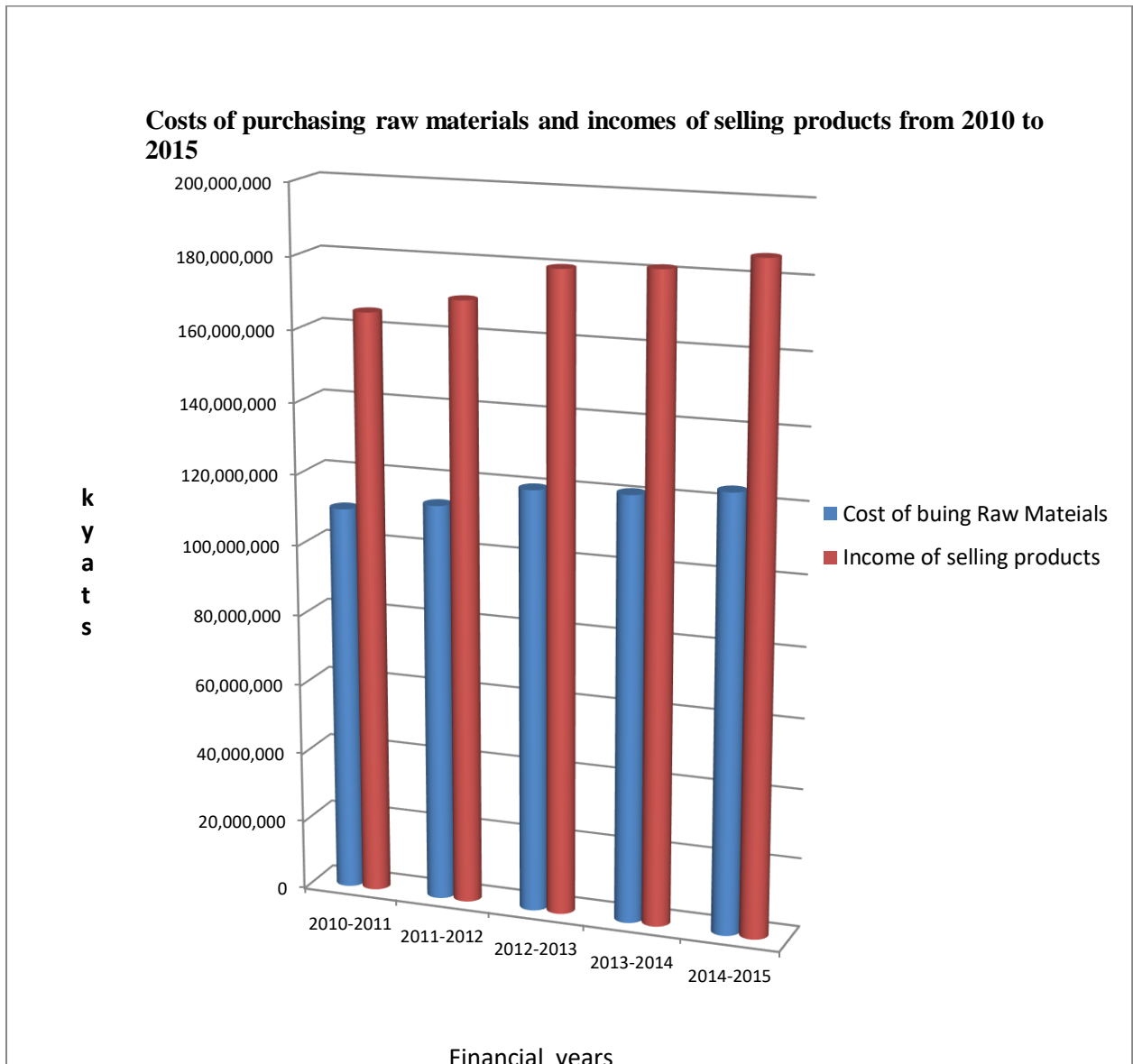
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8	1997-1998	2,000,000	7	1997-1998	3,000,000
9	1998-1999	4,000,000	9	1998-1999	6,000,000
10	1999-2000	6,000,000	10	1999-2000	9,000,000
11	2000-2001	8,000,000	11	2000-2001	12,000,000
12	2001-2002	10,000,000	12	2001-2002	15,000,000
13	2002-2003	20,000,000	13	2002-2003	30,000,000
14	2003-2004	40,000,000	14	2003-2004	60,000,000
15	2004-2005	60,000,000	15	2004-2005	90,000,000
16	2005-2006	86,600,000	16	2005-2006	129,900,000
17	2006-2007	90,300,000	18	2007-2008	140,000,000
18	2007-2008	93,300,000	18	2007-2008	140,000,000
19	2008-2009	96,600,000	19	2008-2009	145,000,000
20	2009-2010	100,000,000	20	2009-2010	150,000,000
21	2010-2011	110,000,000	21	2010-2011	165,000,000
22	2011-2012	113,300,000	22	2011-2012	170,000,000
23	2012-2013	120,000,000	23	2012-2013	180,000,000
24	2013-2014	121,000,000	24	2013-2014	181,500,000
25	2014-2015	124,000,000	25	2014-2015	186,000,000

Table(3.2) Myint Family's Rattan Products and Furniture

Cost of purchasing raw materials and incomes of selling products from 2010 to 2015

No	Financial year	Kyats	No	Financial year	Kyats
1	2010-2011	110,000,000	1	2010-2011	165,000,000
2	2011-2012	113,300,000	2	2011-2012	170,000,000
3	2012-2013	120,000,000	3	2012-2013	180,000,000
4	2013-2014	121,000,000	4	2013-2014	181,500,000
5	2014-2015	124,000,000	5	2014-2015	186,000,000



4. Packaging, Distribution & Marketing of Myint Family's Rattan production Business

4.1 Sources of Raw materials

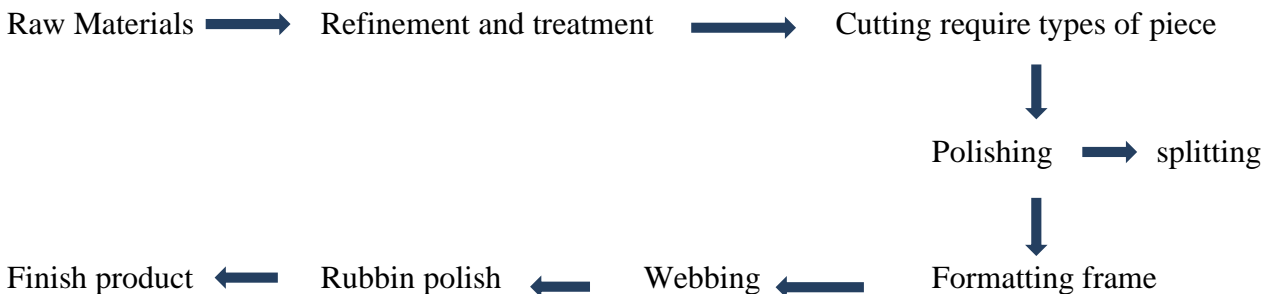
Rattan is the main sources for production process. Rattan is a palm type ,native to the tropical forest regions of Asia, especially Myanmar and other Asian countries. There are 375 kinds of rattan grown in the world . In Myanmar there are 34 kinds of rattan according to the report of forestry department. Three types of rattan are largely found in rattan growing regions namely water rattan ,red rattan and yellow Rattan.

In Myanmar ,Total grown area for water rattan is 36.07%,red rattan is 40.34% and yellow rattan is 19.03% respectively. These rattan are included in middle sized rattan. Generally, the raw rattan has been first prepared through sun drying and cleaning process. Then it can be used in making traditional baskets and other small caneware. These water rattan has less preparation cost for manufacturing caneware than other products. Water rattan is used as a major raw material in caneware production. Water rattan is used grows in various regions of Myanmar such as Chindwin basin ,Maykha and Malikha regions , Rakhine region, shan state and Ayawaddy delta Region.

4.2 Production process

Myint family's Rattan production business is well known in Sagaing. Myint family's rattan production business produce furniture and accessories. The rattan came from cane plants .The cane plants are needed to make refinement and treatment before weaving .The Business carries out the whole process stating from the initial stage to the final stage of polishing the finished product.

Fig; Production Process of the Business



First, leaves and thorns from the raw canes arrived to the production site have been removed. Then they are needed to place vertically to run out the water and water vapour from them, and keep under the roof of a building to protect the snow and rain especially at night Warehouse officer undertakes to maintain the raw canes. At the day time, raw rattans are normally stored in the yard which has no roof. However, plastics or ground sheets are used to cover raw rattan that is piled. Before the cane plants are parched in the sun, the skinning –off process should be followed so that the plants are easy woven into the desired position. When the plants are skinned off, only the outermost layer should be removed by using the sharo iron knife. To be more convenient, waist-height sized stands are used in the skinning process. This traditional method of skinning is cost effective; however, damage percentage is high.

Then these plants are refined under the sunshine and the factory treats them using streaming method. The purpose of this method is to vaporize any liquid and moisture inside the raw plant by steaming. Thus the raw plant has to be put in the steam boiler with the adequate temperature to run out the liquid from the raw plant. The plants are streamed up to 100 °C. The raw plants are cut into 10 ft length and fed into the machine to polish the surface of its skin. The next process is splitting the raw pieces into the pole and the skin by using splitting machines. Since it is a palm, the surface of the pole has different diameters. In order to be smooth and shiny the poles are needed to pass through the peeling machine. Some parts of the poles are bent to make the frame for the cane ware. Horizontal

bending machine is used to bend the pole of rattan in the required position. The next process is to web the prepared rattan on the frame of furniture.

The last process is applying the polish on the surface of the cane ware. Finished products are coated with the polish to endure from moisture or water drops. Therefore, products are carefully stored in the waterproof building. Moisture detected requirement are mounted on the warehouse wall three feet from floor to prevent the cane ware from moisture. When the specific moisture level displayed on the equipment, the store keeper turns on the moisture absorber equipment.

Because long-time storage can spoil the color and polish of cane ware, the warehouse officer lets the store keepers and workers take care of the products especially in the rainy season. Thus, once export ordered quantity is fulfilled, the warehouse officer informs the exporting section to package and export the cane ware to destination. Throughout the process mentioned above, the business uses foreign made machinery; in addition to manual equipment to produce the quality cane ware produce the quality cane ware products. These equipment include peeling machines, bending machines, splitting machines, cutting machines and polishing machines. Common tools such as knife, rulers, hammers, drills, saws, blow lamps and splash lamps are basically needed for cane ware production.

4.3 Quality Control

Quality control of Myint family's rattan products are found in the three parts, as followings;

1. Raw Material Quality Control
2. Quality Control in Process and
3. Finished Product Quality Control.
- 4.

4.3.1 Raw Material Quality Control

Purchases take the major responsibility to make quality control in the purchase period. The business accepts four grades of cane. For class 'A' the stem must not only straight, bright and white but also is free from black spots and insect bites. For "B" class, the stem must white but with a few spots. 'C' class is with yellowish color. Finally 'D' class has black spots with yellowish color. Sometimes, the cane quality may be the mixture of characteristics of both two classes, Known as 'AB'. 'BC' & 'CD' classes.

4.3.2 Quality Control in Processing

In this business, owners have the major responsibility to make quality control in processing period. In the processing period, they usually check the process of webbing whether the webbed rattans are in the standard design and measure or not. Owner checks the measurement of the work in process while walking through the processing site. If there has been any fault, the process will be done again.

4.3.3 Finished Product Quality Control

Since rattan products are produced to meet an international standard. The owners need to take special check, especially in making the joints. Therefore, the in charge or supervisor carefully check the quality of rattan with the rounded position and square position at the corner of the rattan Moreover, the owners must check the bearing capacity of rattan furniture; a chair usually can hold at least a man who weights 200lb and a table also must have a capacity of holding the weight according to the size. Therefore, to inspect the weight, the test-weight equipment is used to test the bearing capacity of the furniture. The process checks whether the

products deform or not and tests about the whole week. Finally the owner requires checking the balance of furniture legs.

Checking quality Rattan products are packed with Roller tape or plastic bags. After that all products systematically put into the paper box (or) card box. After checking the finish products are systematically packed by packaging Department. On the finished packaging Box, No; types and size, name of customer and address of customers are typed systematically. Accepting order and send products door to door system in Yangon, Mandalay and Sagaing and send to the distribution from nearest bus station. Transportation system is systematically arranged to reach the target customer. Proper marketing and distribution channels are needed for sustainable developments. The startup capital is only two hundred thousand kyats initially. Now, the business is significantly increasing in investments and productions up to 1.8 billion kyats. Income generated from showroom is 7.2 million kyats and 1.8 billion kyats from wholesale per year. Income in total is 1.2 billion kyats per year.

5. Finding from ‘Myint Family’ quality Rattan Business

Finding; ‘Myint Family’ quality Rattan Business from the SWOT Analysis point of view.

Strengths

Products are consistent to local and international market. Business can create to get domestic and foreign income. Business distributes Rattan products to small souvenir the show room, so it can attract to foreign income. Business produces high quality Rattan products and furniture in Sagaing region and ‘Myint Family quality Rattan business product are high quality furniture and distribute to Hotels, households and residents.

Weakness

The business has some notable weakness to overcome. Business owner stand at the comfort zone. Producer / Owner haven’t strong desire to penetrate to foreign markets. All the products are only for local consumptions. Insufficient labor forces, lack of separate departments and no systematic accounting system are challenges for growth.

Opportunities

Because of free market practices, business can get advantages to international market by using safety and smooth transportation. Owner can get new market share and market penetration because of their quality product. Business owner produced high quality products and attract foreigners who enjoy handmade products developing in tourism industry is one of the opportunity for this business. Most people who love natural products other than chemical products are also opportunity for the business.

Threats

Changing environment enables some threats. For the business rattan (or) came market is developing in the International level and competitors are interesting to invest this kind of business and it seem to be intense rivals for “Myint Family Rattan Production”. In this situation owner can suffer with market penetration. So business can worry about market share.

6. Conclusion

Comments & Suggestion for ‘Myint Family’ Rattan production business

In this paper, Comment and suggestion for ‘Myint Family’ rattan production business are being made based on SWOT analysis. Business need to transform from weak point to strong

point in their business. According to analysis business should try market extension and to create job opportunities for our country and sagaing region. Business need to try to get more market share with market expansion and sustainable development to produce new furniture. Business must create alternative change in new decorations to modify new features of show room to get customer interest. Business should try to get more customer satisfaction and more market share. Business should try to create job opportunities for people in our country and to stand up for our traditional Myanmar products. Business should try to use management information system for scientific decision marking and good marketing system for creating much more opportunity and market share. Business should have systematically separate departments and formal organization chart. Business should try to be sustainable development not only for local consumptions but also for opportunities of traditional Myanmar Handicrafts in Sagaing Region.

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