

# Business Entrepreneurship Development Start up Creative with Innovation, SMEs in Phetchabun

Vinyu Punto and Watchara Yeesoontes

**Abstract**—This is a study of development of startup business with Innovative SMEs in Phetchabun. The objectives of this study are to find the factors of entrepreneurship, SMEs, and competitiveness factors of SMEs. The study is based on questionnaire of 420 samples survey among the SMEs entrepreneurs in Phetchabun. The data are analyzed by using Descriptive and Inferential statistics. The results reveal most of entrepreneurs who responded to the questionnaire are business owners and their average monthly income 10,001 -20,000 Thai Baht and located in Phetchabun and had experienced in the business for 1-5 years. Most of entrepreneurs to focus on the factors of entrepreneurship by creating a positive attitude, motivating colleagues to understand the operation and willingness to work. There is possible perception Focus on the use of intelligence to solve the problem decisively and quickly. There are competitive factors include demand conditions, entrepreneurship, and the importance of Liquidity. This study also provide some suggestions for future study in the form of use this study on the comparative basis among different regions.

**Keywords**—Business, Startup, Entrepreneurship, Development etc.

## I. INTRODUCTION

Government and related government agencies are to measure to promote startup business in the field of business as well as overall business areas and its importance in business group. For this the National Commission on Enterprise Promotion has been appointed. In Thailand, there is National Startup Committee to deal startup in business. The secretary of the Ministry of Finance is the chairman of National Startup committee and under the country's startups 2016-21 plan, there are the Director of Savings and Investment Policy Bureau, director of Fiscal Policy Office and secretary and representatives from 19 related agencies are jointly formulate a grand strategy to promote and continue to drive the plan.

The outcome of operations in the form of the draft amendment of the Civil and Commercial Code to facilitate the startup business in Thailand which deals with the four issues, such as the issuance of convertible debt, reverse

Vinyu Punto is with the Graduate School of Business Administration, Kasem Bundit University

Watchara Yeesoontes is with the Graduate School of Business Administration, Kasem Bundit University

vesting, employee stock option plan, and preferred shares.

The Cabinet is considering to propose initial enterprise promotion bill which supports eliminates, constraints and obstacles that are not conducive to the development of ecosystems to support the startup environment. The scope of the definition of Startup is explicitly defined. It requires a committee to study, develop, and recommend policies. Thailand Startup Development offers various benefits to Startup and Startup Investors as well.

A test development center for Startup also set up, which presented to the Cabinet for further consideration. There is the startup tax incentives for Startup and Startup investors. The Fiscal Policy Office is currently reviewing the tax incentives for investors investing in Startup for example Startup (Angel Investor). This privilege meets the needs for a truly Startup as well as financial support for startup enterprises.

The development of entrepreneurial entrepreneurship requires entrepreneurial education which needs a framework for young entrepreneurial programs at the high school level where focus to inculcate the skills related to entrepreneurship and create entrepreneurial spirit through the activities in the classrooms and outside the classrooms. From this background, the researchers are interested in the study of innovation, which promotes the entrepreneurial potential and the factors that affect the competitiveness of the entrepreneurs in the forms of empowering and to enhance the ability of SMEs entrepreneurs to manage effectively in their businesses.

## II. RESEARCH OBJECTIVE

- 1) To study the factors of entrepreneurship in SMEs.
- 2) To study the competitiveness factors of SMEs entrepreneurs.

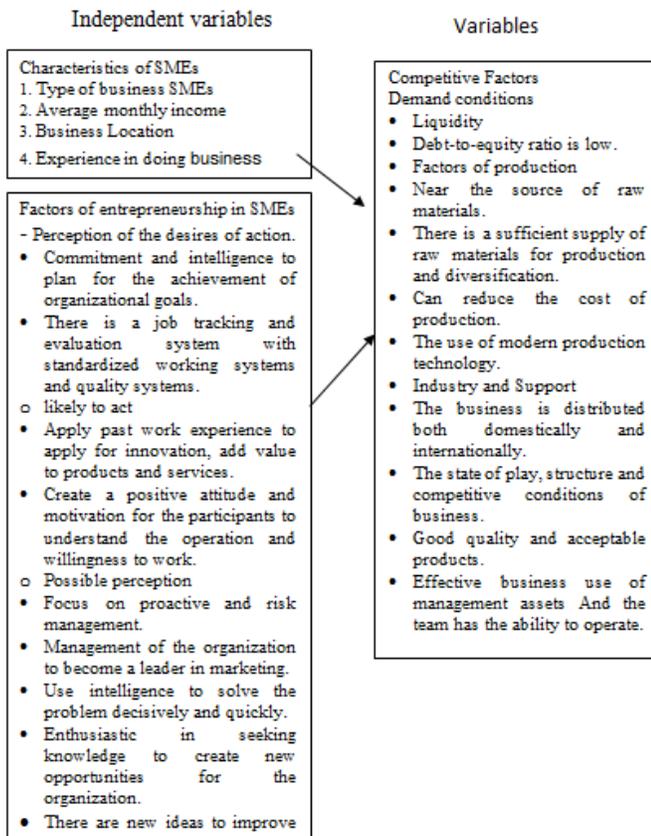
## III. HYPOTHESIS

- 1) The characteristics of different SMEs have different effects on competitiveness.
- 2) SMEs entrepreneurship has an influence on competitiveness.

#### IV. RESEARCH SCOPE

- 1) The content of the theory -Theory of Success in Entrepreneurship and Theory of Competitiveness
- 2) Population and sample used in the study of SMEs in Phetchabun.
- 3) The duration of the study period is from November 2016 to February 2017.

#### V. CONCEPTUAL FRAMEWORK



#### VI. PROCESS OF STUDY

The study used the 420 samples of population survey for SMEs in Phetchabun Province. The formula was used to calculate the sample size.

W.G.Cochran

When n represents sample size

P represents the proportion of population that the researcher is randomizing.

Z represents the confidence level of the researcher.

Z was 1.96 at the confidence level of 95% (.05).

D represents the maximum error value of .05.

$$\text{Represent } N = \frac{(.05) (1 - .5) (1.96)^2}{(.05)^2}$$

#### VII. METHODOLOGY OF THE STUDY

In this study, the questionnaire is used as a tool to collect data by the researchers. The relevant documents and research to determine the structure, questionnaires or interviews for

the study. The structure of the questionnaire consists of four parts.

**Part 1** Business feature, information respondents, inquire business type, average monthly income, business location and experience in the business. The creating a question style is on the nominal scale. It measures data to divide into groups according to the specification. There are many answers to choose from the options. However, respondents can choose only one answer. The measured data at this level is based on simple statistics. In section 1, there are 4 questions in the checklist.

**Part 2** is a questionnaire about the factor of entrepreneurship in SMEs. Likert's rating scale is divided into five levels. The questionnaire is made up of a rating scale question.

**Part 3** is based on questionnaire on the competitiveness of SMEs. Likert's rating scale is divided into five levels. The questionnaire is made up of a rating scale question.

**Part 4** is based on questionnaire for the respondents. The questionnaire is an open-ended for respondents to comment and provide useful suggestions.

#### VIII. METHOD OF DATA COLLECTION

In order to complete the study, the researchers to collect the following information:

- 1) Information gathered from various sources, including texts, papers and other related researches.
- 2) Information from response of the target group to provide questionnaires and back after complete the questionnaires. To ensure that the questionnaire is completed in order to analyze.

#### IX. DATA ANALYSIS

Processed data from the questionnaire is used of computer program with the help of percentage and mean statistical method. The program of Microsoft Excel is used for pie chart and bar chart. Describe the results from the chart are presented for analysis of the variables.

#### X. STATISTICS USED IN DATA ANALYSIS

- 1) Descriptive statistics is used in the form of percentage and mean to describe the demographic data of respondents and variables.
- 2) Inferential statistics is used in the form of T-test, one way ANOVA and regression analysis for hypothesis testing.

#### XI. RESEARCH RESULTS

The study shows entrepreneurial features information. Most entrepreneurs who responded to the questionnaire were business owners. The average monthly income is 10,001 - 20,000 Thai Baht. The location of businesses are in Phetchabun city and they have experience of 1-5 years in business. From the gathered information about entrepreneurship (Entrepreneurial Event), the overall mean of entrepreneurship is at high level which is as follows:

- 1) The perceived desirability of the action showed that the overall average is high.
- 2) There are commitment and intelligence to plan for the achievement of organizational goals.
- 3) There is standardized job tracking and evaluation.
- 4) Performance and quality are high.

The trend is founded that the entrepreneurs used past experiences to apply innovation as add value to products and services. Also establishing positive attitude, motivating colleagues to understand the operation and willingness to work at a high level.

The overall average perception is at a high level. There is enthusiasm in the pursuit of knowledge to create new opportunities for organizations to focus on proactive and risk management. There are new ideas to improve business management of the organization to step into the market leadership and the use of intelligence to solve the problem decisively and quickly.

Information about competitiveness, it finds that the factors of overall competitiveness are at a high level. On the condition of production, the average value is at a high level. Entrepreneurs pay close attention to the source of raw materials and reduce production costs. It has a medium level of focus and use advanced production technology. There are sufficient sources of raw materials for production and diversification. On the demand side, the overall average is very high. On liquidity side, the operators in the company focuses on a low debt-to-equity ratio. In terms of industry and support, the average value is at a high level. The operators focuses on domestic and overseas distribution. The structure and competitive environment of the business on average basis is at a high level. The operators focuses on businesses which are more efficient in using assets, executives and staff have the ability to operate and products have quality and acceptability.

## XII. HYPOTHESIS TESTING RESULTS

**Assumption 1.** Different attributes of different operators affect competitiveness. It is found that the factor of entrepreneurship in SMEs is business location. There are significant differences in the level of competition between the two groups.

**Assumptions 2.** Factors related to Entrepreneurship (Entrepreneurial Event) is influence on competitiveness.

The tendency to act is to create a positive attitude, motivate the co-workers to understand the operations and willingness to work. The perception is that the use of intelligence to solve the problem is decisive and fast and also be enthusiastic in the pursuit of knowledge to create new opportunities for organizations to influence their competitiveness significantly.

## XIII. DISCUSSION ON RESULTS

A study on the development of startup entrepreneurs with innovative SMEs, there are some issues that need to be addressed.

The characteristics of traders, most entrepreneurs who responded to the questionnaire were business owners. Their average monthly income 10,001 -20,000 Thai Baht and they are located in Phetchabun province had of experienced in business for 1-5 years, in line with research by Puttipung Lurdponnmaturi (2013). This study investigates the potential of entrepreneurs and innovations that influence the competitiveness of small and medium enterprises in Lamphun province. It was found that 300 entrepreneurs in Lamphun had sole owners.

## XIV. SUGGESTIONS FOR THE STUDY

The study of entrepreneurial development in startup business with innovative SMEs, the following suggestions are made.

- 1) Startup business operator should pay attention to the care of business liquidity and focus on the use of capital by owners rather than debt consolidation.
- 2) Startup business operator should optimize the use of assets to benefit the investment value and market outlets utilize cutting-edge sales channels such as online sales in order to increase sales.
- 3) Startup business operator should focus on applying past experience to apply innovation to add value to products and services and seeking new ideas to develop products and services to be acceptable quality. And also use of innovation to reduce production costs and identify products and services to make a difference from the competitors.
- 4) Startup business operator should be enthusiastic in seeking knowledge to create new opportunities for organizations to focus on proactive works and systematic review of work standards.
- 5) Startup Business Operator Build a positive attitude, motivate colleagues to understand the operation and be willing to work to be able to work together to achieve the goals of the business.

## XV. SUGGESTIONS FOR FURTHER STUDY

The results of the study revealed both direct and indirect influence over a period of time. There is further study scope if study go for different regions with comparative data to find the different factors among regions.

## REFERENCES

- [1] The Government of Thailand (2017) *Thai economy in Q4 And measures to promote startup business* in [Web site] <http://www.thaigov.go.th/news/contents/details/8674>
- [2] Kosol Desilpatum (2003), “*Creating a Competitive Business*” Bangkok: EXPERTS.
- [3] Bunturm winwong (2007), “*Small Business Management*”, Lampang Rajabhat University
- [4] Puttipung lurdponnmaturi (2013) “*The influence of entrepreneurial potential and innovation on Competitiveness of small and medium enterprises in Lamphun Province*”, unpublished thesis of Master of Business Administration, General Management Lamphun Rajabhat University.
- [5] Pnida sutypast (2012), “*Potential entrepreneurs and Organizational innovation that influences the competitiveness of small and medium enterprises in the upper Northern Region*”, Faculty of Management Science, Chiang Mai Rajabhat University.

- [6] Junpen Ritrung (2016), '*Development of Entrepreneurship Medium and small size of entrepreneurs, producers and distributors of organic agriculture under the symbol of organic products that meet the standards of Thailand*, No.1 January - April 2016 Silpakorn University.
- [7] Porter, M.E. (1985), *Competitive Advantage: Creating and Sustaining Superior Performance*, New York : The Free Press.
- [8] Porter, M.E. (1998), *Competitive Advantage of National*, New York : Macmillan, Inc.  
<https://doi.org/10.1007/978-1-349-14865-3>
- [9] Shapero, A. (1982). "*Social dimensions of entrepreneurship*." In *The encyclopedia of entrepreneurship* (pp.72-90) edited by Calvin A. Kent, Donald L. Sexton and Karl H. Vesper. Englewood Cliffs, NJ: Prentice Hall