

## Guidelines for the success of silver plating and gold plating community enterprise in the art and craft center of Thailand

Thamarak La-Ongnual<sup>1</sup>, Hathairat Chaiyasat<sup>1</sup>, Wiranya Sutthikun<sup>2\*</sup>

<sup>1</sup>Faculty of Business Administration and Management Ubon Ratchathani Rajabhat University, Thailand.

<sup>2</sup>Faculty of Business Administration and Management Ubon Ratchathani Rajabhat University, Thailand, wiranya.s@ubru.ac.th

### *Abstract*

*The purpose of this research was: (1) to study internal and external environment factors that affect the operation of the community enterprise and (2) to identify operational methods, promotion, and development of the community enterprise of the silver plating and gold plating group in the art and craft center of Thailand and expand results to other community enterprises. The sample group used in the study was 63 members of the silver plating and gold plating community enterprise groups in the art and craft center at Ban Yang Noi Community, Thailand. The research instruments were questionnaires. Statistics used for the research were frequency, percentage, mean, standard deviation and stepwise multiple regression analysis. Research showed the internal environment factors in operational level of the community enterprise were at the highest level with the mean score 4.47 followed by production, marketing, finance, human resource management, motivation, and leadership factors. The external environment factors were at the highest level with the mean score 4.43 followed by government policies and mass media factors. The factors affecting success of the community enterprise were at the highest level with the mean score 4.43 followed by the market demand and sustainable business practices.*

*Keywords: Guidelines, Success, Community enterprise, Silver plating and gold plating.*

### **INTRODUCTION**

Thailand is currently classified as a developing country because there are still impoverished populations and education in some communities is at a low level. It is an important responsibility of the government to accelerate the search for ways to improve and address these issues to improve the quality of life for the people as much as possible.

However, improving the lives of the people is not solely the responsibility of the government, but other parties that are involved must also participate in development. This is because the government has set policies for related agencies to carry out, and these agencies must fully carry out these policies. Furthermore, there must also be monitoring and evaluation to check progress or to identify problems and obstacles that may arise and inform all relevant parties to search for ways that can address and improve them. (Department of Community Development, 2003). Beyond the government and related agencies responsible for policy implementation, the most influential factor for people's well-being and prosperity is their cooperation with the government and relevant agencies to effectively implement the designated policy. In terms of collaborating with the government and related agencies, people do not only have the duty to comply with the guidelines provided by the government, but they also have the right to express their opinions on matters that affect them. For example, a policy may have positive outcomes in one area, but may not work as well in another area. Therefore, the people or individuals in the community must work together to provide feedback on policies that have been implemented to lead to sustainable development and improvement of their own community or region in the most appropriate way, which can then lead to development at the national level.

Community enterprises can be defined as businesses that have social objectives rather than financial objectives (DTA Wales, 2023). In the case of Thailand, community enterprises are the group of people engaged in production activities and have their businesses registered with the Ministry of Agriculture and Cooperative, Department of Agricultural Extension, and also Community Enterprise Promotion Division to support the needs of the local people (Naipinit, et al., 2016). The Department of Industrial Promotion (DIP) helps in promoting underperforming community enterprises to support their development (Apsitniran, 2021). The Thai government focuses on modernizing businesses under its Thailand 4.0 Policy through technological advancements (Apsitniran, 2021). Community enterprises contribute to creating jobs and generating more income within the communities so as to increase the local economy. For example, Thailand made significant efforts of allocating a US\$100 budget for various job creation projects within the BCG (bio-, circular and green) space for economic development (Lee, 2022). Moreover, these focus on sustainable production and prioritize the preservation of natural resources to help create long-term benefits for society and the environment. Sustainability is one of the vital concerns in present-day society and community enterprises are emphasized upon mitigating the same by introducing durable and effective measures for

the people's welfare. In Thailand, several sustainable jewelry manufacturing brands like Pranda Jewelry, Evershiny Jewelry, MEO Jewelry Co. Ltd., etc. make recycled gold and silver jewelry for preserving the environment and social needs. The current community-based economy is considered an important unit for driving the Thai economy. Community enterprises are small-scale business models that focus on managing resources, intellectual property, knowledge, cultural capital, and social capital to maximize benefits and sustainability, with community benefits as the primary goal (Wanida Suwanniporn, 2021). Therefore, promoting the survival and self-reliance of community enterprises under intense competition in the current economy requires appropriate management strategies. One approach is to develop community enterprise management strategies (Chatchanan Nitiwatthana, 2015), which require studying and understanding the environment that affects the operations of community enterprises, as well as the potential of the enterprises themselves, to obtain sufficient and accurate information for synthesizing management strategies that align with both environmental conditions and the potential of community enterprises.

Gold is considered a precious and expensive metal in the world for several centuries. The manufacture of objects in solid gold is highly costly and involves an extremely crucial process (Bend Plating, 2017). Hence, an alternative process of gold electroplating, or simply gold plating has been developed which implies the deposition of a thin layer of gold on another metal's surface with the help of chemical plating. Since the Victorian Era in the 19th century, gold plating has gained immense recognition in the making of jewellery and household items. In 1805, an Italian chemist named Luigi Brunatelli invented the concept of electroplating and published his findings on depositing a layer of gold on a metallic surface using Volta piles. Gold plating forms the basis of the metals like silver or copper and covers the same with a thin layer of gold to protect the inside metal from corrosion as well as to enhance the appearance of that object. In Thailand, gold has a very deep religious significance for the people because of the belief that the Buddha has a skin of gold (Matthew, 2012). During the Srivichai period, goldsmiths made gold foil for Buddhist ceremony decorations and also gold-plated more Buddha statues (Matthew, 2012). In the modern fashion industry, gold-plated jewelry is very popular and became a significant trend across the world as the plated surface remains attractive and durable for a long time (Grand View Research, 2019). It is a process of making expensive products affordable with a more luxurious outlook. A rise in the disposable income of the people drove them towards purchasing gold-plated jewelry which made the market valued at USD 193.73 million in 2020 (Grand View Research, 2019). For example, in Thailand, gold plating is done in various jewelry

applications. Gold trade is considered the first possible contact between Thailand and other countries of the world. The jewelry market of the country is expected to increase by in total of 0.2 billion USD between 2023 and 2026 (Statista, 2023). This implies that the Thais have a greater preference towards consuming jewelry including the gold-plated ones. Annual demand for gold jewelry was around 8 tons in 2021, marking a 33% rise from 2020. The consumer purchases were estimated at 37 tons in 2021 which implies that there is a great demand for gold-plated jewelry among the Thais as well (World Gold Council, 2022). It is thus apparent that the vibrant jewelry industry of Thailand has a large number of gold jewelry manufacturers who also produce gold-plated items as per the consumers' demands.

This community enterprise group specializes in gold and silver plating. The group was established in Ban Yang Noi, Khor Ae Subdistrict, Khueang Nai District, Ubon Ratchathani Province, Thailand by Ms. Sutheera Sangkaphet in 2539 BE. The group was formed because many people in the community already had skills in making jewelry. It was created as part of a project to promote local arts and crafts, managed by members of the community who worked together for the benefit of the community and its members. They received support from various organizations, both government and private, to help them succeed. They have since expanded their market by incorporating knowledge and technology to develop their products, which have been exported to various countries. They established the registered company "Rakang Thong 198 Co., Ltd." in 2017 to expand their market overseas, starting with China. However, due to the COVID-19 pandemic, the Chinese market closed, and they have since explored new avenues for their business, focusing on the European market. Currently, the group is studying marketing channels and seeking new opportunities for growth. They have studied new ways of conducting business by shifting its sales target to the European region and improve its products to meet customer and market demands, resulting in continuous revenue. As a result of this success, it has gained public recognition and received various awards such as:

1. Selected as a 5-star product in the Best Product Selection Project of a village in the year 2009.
2. Khun Sutheera Sangkaphetch, founder of the group, was appointed as a "Master Craftsman according to the standards of the Institute for the Promotion of Professional Arts (a private organization) in the year 2011.
3. Selected as a 5-star product in the Best Product Selection Project of a village in the year 2012.

4. Selected as a 5-star product in the Best Product Selection Project of a village in the year 2014.
5. Selected as a 5-star product in the Best Product Selection Project of a village in the year 2016.
6. Selected as a 5-star product in the Best Product Selection Project of a village in the year 2019.
7. Selected as a 5-star product in the Best Product Selection Project of a village in the year 2022.

The community enterprise of the silver plating and gold plating group in the art and craft center at Ban Yang Noi Community has been very successful in creating sustainable employment and income for its members. Cooperation within the community is systematic, relying on the collaboration of both government and private sectors, and has received numerous awards and recognition that distinguish it from other community enterprises. This community enterprise focuses on member participation and offers a variety of gold-plated jewelry products that are highly unique and outstanding in Ubon Ratchathani Province. After researching various community enterprises in Ubon Ratchathani, the researcher decided to study the silver and gold plating community enterprise group in the art and craft center at Ban Yang Noi. Therefore, the researcher is interested in the factors that have influenced the success of this community enterprise group in various aspects, including management, marketing, production, financial management, community participation, labor, leadership, external relations, information, members, and regulations. The aim is to use the knowledge gained from this study as a guideline for the development, improvement, and promotion of the operations of the silver and gold plating community enterprise group in the art and craft center at Ban Yang Noi., so that it can continue to be successful, sustainable, and become a model for other community enterprises.

### **Research Objectives**

1. To study internal and external environment factors that affecting influence the success of the community enterprise of the silver plating and gold plating group in the art and craft center at Ban Yang Noi Community, Ubon Ratchathani Province, Thailand.
2. To understand operational methods, promotion, and development of the community enterprise of the silver plating and gold plating group in the art and craft center and expand results to other community enterprises.

### **Research Methodology**

Population of this study was 63 people from members of the silver plating and gold plating group in the art and craft center at Ban Yang Noi Community, Kao Ai Subdistrict, Kueang Nai District, Ubon Ratchathani Province. The research tool used in this study is a questionnaire. The questions are designed as closed-ended questions, where respondents can choose from a set of predefined answers. Statistics used in this study were frequency, percentage, mean, and standard deviation and stepwise multiple regression analysis.

Independent Variables were:

- Personal information of community enterprise representatives consists of gender, age, marital status, educational level, family members, and monthly income from the sale of silver-plated and gold-plated products, together with work experience.
- Internal factors in operation consist of finance, marketing, production, human resource management, leadership, and motivation.
- External factors in operation consist of government policies and mass media.

Dependent Variables consist of succession of the silver plating and gold plating group in the art and craft center at Ban Yang Noi Community, Kao Ai Subdistrict, Kueang Nai District, Ubon Ratchathani Province. Including community performance, market demand, and practicing in sustainable business.

### **Research result**

1. Members of the community enterprise of gold and silver plating provided all the information, totaling 63 people, categorized by general information. It was found that the majority were males (63.50%), age 36-45 years (39.7%), married (52.4%), had education lower than secondary school (33.3%), had 4-6 family members (46.0%), had average income more than 30,000 baht per month (31.7%), and had work experience of 5-10 years (46.0%). The analysis of the internal factors in operation of the representatives showed the highest level. Ranking in order of importance according to the average value from highest to lowest as follows: production, marketing, finance, human resource management, motivation, and leadership, which can be further classified into specific items.

Table 1: Information on the internal factors in operation of the representatives of the silver plating and gold plating group

Internal factors of organization in operation	$\bar{x}$	S.D.	Interpretation
1. Finance	4.47	0.607	highest
2. Marketing	4.49	0.603	highest
3. Production	4.51	0.622	highest
4. Human resource management	4.47	0.627	highest
5. Leadership	4.42	0.657	highest
6. Motivation	4.44	0.626	highest
Total	4.47	0.624	highest

1.1 Production factor was at the highest level. Considering from each aspect as follows: the quality of raw materials used in production, the product meets the standard quality set, and the amount of waste generated from the production process is minimal. The item with the lowest average value is that there is an adequate number of raw materials used in production.

1.2 Marketing factor was at the highest level. Considering from each aspect as follows: the products have a variety of designs to choose from, and the products are popular among the public. The item with the lowest average value is that the products have a unique identity.

1.3 Financial factor was at the highest level. Considering on each aspect as follows: timely payment of profits, systematic accounting of material expenditures, and the group leader is directly responsible for controlling and overseeing the payment of profits. The lowest-ranking factor on average is that payments and receipts are accounted for in a systematic manner.

1.4 Human resource management factor was at the highest level. Considering from each aspect as follows: members of the business group are cooperative and mutually supportive, the number of members is sufficient for production, and the group systematically selects members. The item with the lowest average value is that group members receive continuous vocational training.

1.5 Motivation factor was at the highest level. Considering from each aspect as follows: Members of the group of manufacturers of gold-plating and silver-plating products feel enthusiastic about their work. The working environment is inspiring for members to work. The rewards received are inspiring for members to work. The item with the lowest average value is that members of the group are determined to complete their work within the set timeframe.

1.6 Leadership factor was at the highest level. Considering from each aspect as follows: the chairperson of the gold and silver plating community enterprise can provide assistance on various issues, the chairperson of the gold and silver plating community enterprise can provide consultation on various issues, and the chairperson of the gold and silver plating community enterprise has good work behavior that serves as a model for all members. The factor with the lowest average value is that the chairperson of the gold and silver plating community enterprise is a fair person who treats all members of the group equally.

Table 2: Information on the external factors in operation of the representatives of the silver plating and gold plating group

External factors of organization in operation	$\bar{x}$	S.D.	Interpretation
1. Government policies	4.43	0.621	Highest
2. Mass media	4.42	0.621	Highest
Total	4.43	0.621	Highest

2. The analysis of the external factors in operation of the representatives showed the highest level with the mean score 4.43.

2.1 Factor of government policies was at the highest level. Considering from each aspect as follows: OTOP supports and encourages the production of gold and silver-plated to the public, OTOP policy helps locals find employment, OTOP policy increases the sales of gold and silver-plated products. The factor with the lowest average value is OTOP policy supports the work of entrepreneurs.

2.2 Factor of mass media was at the highest level. Considering from each aspect as follows: mass media encourages the public to visit and support the business group that produces gold and silver-plated products, mass media has helped the business group that produces gold and silver-plated products achieve success, mass helps increasing the sales of the products produced by the business group. The factor with the lowest average value is mass media makes the products well-known.

Table 3: Factors affecting success of the community enterprise of the silver plating and gold plating group.

Factors affecting success	$\bar{x}$	S.D.	Interpretation
1. community potential	4.49	0.628	Highest
2. market demand	4.39	0.649	Highest
3. sustainable business practices	4.39	0.683	Highest
Total	4.43	0.621	Highest

3. The factors that contribute to the success of the community enterprise of the silver plating and gold plating group were at the highest level followed by community potential, market demand, and sustainable business practices. These factors can be further classified into the following items.

3.1 Factor of community potential was at the highest level. Considering from each aspect as follows: members of the community enterprise group have increased knowledge and work experience, leaders of the group can design product patterns, products of the community enterprise of the silver plating and gold plating group use local resources in production. The factor with the lowest average value is that the community enterprise of the silver plating and gold plating group has leaders who are capable of solving various problems that occur within the gold and silver plating group.

3.2 Factor of marketing demand was at the highest level. Considering from each aspect as follows: products of the community enterprise of the silver plating and gold plating group are in demand by the market, there is a continuous design of new patterns for silver and gold plated products, and the quality of the manufactured products meets the specified standards. The factor with the lowest average value is that the products of the community enterprise of the silver plating and gold plating group are sold throughout the year.

3.3 Factor of sustainable business practices was at the highest level. Considering from each as follows: the establishment of the silver and gold plating product group has created more job opportunities for people in the community, there are now places to sell their products without having to rely on other vendors, members of the silver and gold plating product group feel that they are a part of the community and the success of the group. The factor with the lowest average value is that their products are in high demand in the market.

Table 4: The correlation between independent variables between individual factors internal factors and external factors

	A	B1	B2	B3	B4	B5	C	D	E	F	G	H	I
A	1												
B1	.053*	1											
B2	-.074	.127	1										
B3	.045	.042	.076	1									
B4	-.039	-.025	.131	-.046	1								
B5	.056	.075	.059	.942	.064	1							
C	-.27***	-.65**	.049	.664	.628	.024	1						
D	.095	.064	-.05	.080	-.170**	.026	.090	1					
E	-.458**	-.055	.029	-.044	-.254**	.137*	.256**	.171**	1				
F	-.384**	-.23**	.047	.331**	.347**	.068	.335**	-.74**	.278**	1			
G	-.022	-.071	.049	.024	.039	.330	.042	-.23**	.254**	.063	1		

H	-.309**	.129*	.042	.043	.052	.085	.303**	-.24**	.137*	.343**	.380*	1	
I	-.113	.274**	.045	.026	.041	.064	-.131*	-.27**	.029	.255**	.447**	.640**	1
J	-.169**	-.037	.041	.056	.028	.030	-.025	-.131*	-.044	.047	.171**	.386**	.293**
K	-.223**	.079	.020	.065	.045	.056	.074	-.37**	-.306**	.346**	.263**	.301**	.291**
L	-.269**	-.16**	.345	.038	.045	.125	.123	-.241*	-.155*	.260**	.234**	.334**	.225**
M	-.186**	.026	.043	.375	.164	.148	.083	-.352*	-.160*	.310**	.192**	.374**	.291**
N	.042	-.054	.026	.043	.345	.043	-.077	-.093	-.16**	-.021	.410**	.486**	.353**
O	-.169**	.067	.123	.065	.147	.105	.047	-.33**	-.123*	.229**	.781**	.773**	.832**
P	-.246**	-.059	.034	.498	.276	.375	.072	-.39**	-.21**	.331**	.341**	.453**	.358**

	J	K	L	M	N	O	P
A							
B1							
B2							
B3							
B4							
B5							
C							
D							
E							
F							
G							
H							
I							
J	1						
K	.292**	1					
L	.514**	.850**	1				
M	.291**	.501**	.400**	1			
N	.390**	.238**	.407**	.508**	1		
O	.544**	.389**	.410*	.382**	.541**	1	
P	.486**	.863**	.841**	.710**	.596**	.540**	1

A age, B1 age between 20 – 29, B2 age between 30 – 39, B3 age between 40 – 49, B4 age between 50 – 60, B5 age above 61, C marital status, D education, E family member, F access to capital, G financial factor, H marketing factor, I production factor, J human resource factor, K leadership factor, L motivation factor, M overall internal factor, N government factor, O mass media factor, P external environment factor overall, Q overall success of community enterprises.

From table 4 the correlation between independent variables between individual factors internal and external environment factors found that independent variables used in this research have a correlation of not more than .80, therefore the researcher brought all independent variables to test research hypothesis by using stepwise multiple regression analysis method.

Table 5 the multiple regression analysis prediction of variables influencing success in community enterprises

Variable	b	SEb	Beta	t	P-value
K overall internal factor	.27	.13	.44	6.79	.000
P external environment factor	.45	.39	.67	13.51	.000
O mass media factor	-.101	0.29	-1.39	-3.08	.000
B2 age between 30 – 39	-.107	.041	-.082	-2.44	.013
G financial factor	-.312	.068	-.164	-4.34	.000
I production factor	.309	.077	.245	3.77	.000
H marketing factor	-.132	.057	-.110	-2.28	.007
N government factor	.059	.028	.081	1.89	.043
J human resource factor	-.154	.057	-.130	-2.544	.001
Constant a	0.248	sig = .000	R = .831	R <sup>2</sup> = .683	

From table 5 the multiple regression analysis to predict variables that influencing success in the community enterprise was 9 variables as follows: overall internal factor (Beta= 0.44), external environment factor (Beta= 0.67), mass media factor, age between 30 – 39 years old (Beta= -1.39), financial factor, production factor (Beta= -0.082), marketing factor (Beta= -0.164), government factor (Beta= 0.81) and human resource factor (Beta= -0.130). Researchers able to predict success overall of community enterprises statistically significant at the .005 level and can be explained by 68.3% (R<sup>2</sup> = .683).

## Discussion

The discussion on the factors influencing the success of a community enterprise: The silver plating and gold plating groups in the art and craft center at Ban Yang Noi Community, Ubon Ratchathani Province can be discussed to answer the research hypothesis as follows:

1. The analysis of the internal factors in operation of the representatives showed the highest level. The members of the community enterprise group are able to manage their business systematically, using strategies to compete in order to create satisfaction for customers and create value in line with the benefits that customers want. This can be achieved through various means such as branding, creating products that differ from competitors, and becoming a leader in selling products to achieve success. When considering these aspects individually, they can be discussed as follows: the financial factor was at the highest level in matters related to paying dividends on time, appropriately increasing profit-sharing for members, and systematically accounting for material expenditures.

This is because finance is a crucial factor used in investment and decision-making in business operations. It helps businesses that produce money-gold-plated products to operate according to the objectives of the group. For example, good financial management is achieved by creating financial data with a balanced financial accounting system, which helps to improve the quality and efficiency of group operations. In addition, group members want customers to receive products at prices lower than the market so that the community can have income. As for returns or profits, only a small amount needs to be distributed as profit sharing within the group. It is believed that profits can evaluate the performance of the business over a period, how much total revenue the business has, and how much total costs it has. If revenue is higher than costs, the difference is profit. On the contrary, if revenue is lower than costs, the difference is a loss. Therefore, evaluating business performance and improving product development are done to sell products as much as possible, with the aim of making a profit.

2. Marketing factor was at the highest level in issues related to products with unique characteristics and products that are popular among the general public. The variety of products, making customers satisfied with products that are known, beautiful in color, and have local wisdom, which generates income for the local area. This promotes job opportunities and additional income for people in the area, enabling them to be self-sufficient.

3. Production factor was at the highest level in the raw materials used in production, products are of standard quality, and the raw materials used in production are of good quality, with only a small amount of waste generated from the production process. The reason for this may be that customers currently prioritize the quality of the products. Group members focus on creating customer satisfaction in terms of products by adapting community products to be modern and beautiful in packaging design and by creating recognizable product logos.

4. Human resource management factor was at the highest level in having an adequate number of members for production and having a systemized selection process for members. A consistent involvement in managing the work, with opportunities to express their opinions at regular meetings, regularly depositing funds, participating in training activities, cooperating in various activities, and generally understanding the company's policies. Members are aware of their responsibilities for business development. Therefore, human resource management involves managing individuals through processes such as recruitment, training, motivation, and personnel development. For a business to succeed, entrepreneurs must accept the cooperative work of personnel within the organization because the success of the

business group or organization depends on finding good people with knowledge and abilities to work and maintain these individuals for a long time. When an organization has good personnel, entrepreneurs can motivate them better and manage the business more effectively.

5. Leadership factor was at the highest level. The reason for this is because the leaders are knowledgeable and capable in production, distribution, marketing, and management of important groups. They are dedicated and selfless in their work, and they are also able to create confidence among the members of the group, making them confident in their business. They can also persuade both government and private organizations to continuously support them. Therefore, the leader is another important factor for the success of the group. To be a leader, one must have many special qualities within themselves and be able to use them to persuade others to work for their organization. Special qualities of a leader include having self-confidence, responsibility, good interpersonal skills, and knowledge and ability. These special qualities of leaders lead to the success of the group according to the goals set.

6. Motivation factor was at the highest level in members of the group of manufacturers of gold-plating and silver-plating products feel enthusiastic about their work. The working environment is inspiring for members to work. The rewards received are inspiring for members to work. The reason for this may be because motivation is a factor that can create enthusiasm and stimulate the behavior of group members to follow and carry out the objectives of the group. Motivation is therefore an important factor in encouraging group members to focus on work and have a positive attitude towards work, such as motivating with profit incentives, job security, a sense of ownership of the product, and self-respect. Communities can determine their own future and manage their own businesses, linking learning processes together between government and private communities to support communities to create their own strength with a focus on developing professions, upgrading household industries and community enterprises to transform communities into job creators and income generators.

7. The analysis of the overall external factors showed the highest level. Due to the fact that the business has received support from the government in terms of providing locations for distributing products to community business producers, as well as promoting, advertising, and public relations. They also provide technical training in product design and sales methods for producers. Promoting local wisdom to the occupation group. In addition, the products are affordable, and the government has promoted community business to export products and increase sales. The government has also provided market share to

members of the group of business operators who produce gold-plated and gold-dipped products continuously.

8. Mass media factor was at the highest level, in mass media encourages the public to visit and support the business group, mass media has helped the business group that produces gold and silver-plated products achieve success, mass helps increasing the sales of the products produced by the business group. The group has been actively creating various types of product advertisement signs, regularly organizing sales promotion activities, using short and easily understandable messages in their advertisements, and making them easily visible. Additionally, the business has been advertising through various media such as radio, brochures, and flyers. Making it easier for customers who see the advertisements to understand and comprehend them.

9. Factors that contribute to the success of the community enterprise of the silver plating and gold plating group in the art and craft center at Ban Yang Noi Community were at the highest level in community potential, market demand, and sustainable business practices. Nowadays, it is a competitive era in which businesses must develop diverse and fair-priced products to attract customers. Taking products to be sold at exhibitions and festivals is another way for community products that have good results and solve the problem of excess inventory. Because when the producers sell the products themselves, they can provide details and answer various questions to create confidence with customers. The producers focus on the ability to expand the market for entrepreneurs so that they can expand to markets outside the community, which is based on the important needs of customers, measured in the form of the place of sale and the period of acceptance of the product in the market.

### **Conclusion**

The silver plating and gold plating community in the art and craft center has enrich the lives of the people and address their needs to promote their well-being. Social enterprises, cooperatives, non-profits, and community-based organizations having specific goals to meet the social, economic, and environmental needs of the people are community enterprises. Their primary goal is to create a positive social, economic, and environmental impact on the community. This is considered an important role in economic development because it involves developing community management systems to create a systemized and stable capacity for the people in the community. Factors that influence the success of the community enterprise include personnel factor, financial factor, government factor, mass media

factor, and accessibility to fund factor which mainly from private fund together with external factors and particularly internal factors that also have an impact on the success of the enterprise. Therefore, members of the community enterprise group should prioritize and focus on internal factors to ensure that the operation of the enterprise is efficient, systematic, stable, sustainable, and more successful.

### **Bibliography**

- Apisitniran, L. (2021). State equips community enterprises. Bangkok Post, <https://www.bangkokpost.com/business/2127899/state-equips-community-enterprises> [accessed 1 February, 2022].
- Bend Plating (2017). 24k Magic: The History and Benefits of Gold Plating. <https://www.bendplating.com/24k-magic-gold-plating/#:~:text=The%20first%20known%20gold%20plating,back%20to%20AD%2050%2D300.> [accessed 14 February, 2022].
- Chatchanan Nitiwattana. (2015). Guidelines for promoting marketing strategies under economic philosophy. Sufficiency of the Community Enterprise Group, Sam Sung District, Khon Kaen Province. *Suthiparitat Journal*, pp 103-113.
- Department of Community Development. (2003). Community Management System Promotion and Development Group Office of Promotion and Develop potential. Community poverty alleviation plan. Bangkok: Department of Community Development, 2003.
- DTA Wales (2023). Community Enterprise, <https://dtawales.org.uk/community-enterprise/#:~:text=A%20community%20enterprise%20is%20a,profits%20for%20shareholders%20and%20owners.> [accessed 22 February, 2022].
- Grand View Research (2019). Precious Metal Plating Market Size, Share & Trends Analysis Report By Product (Gold, PGM), By Application (Jewelry, Fashion Accessories), By Region (APAC, North America), And Segment Forecasts, 2021 – 2028. <https://www.grandviewresearch.com/industry-analysis/precious-metal-plating-market-report>
- Lee, C. (2022). Thailand increases efforts to raise employment. *HRM Asia*, <https://hrmasia.com/thailand-increases-efforts-to-raise-employment/> . [accessed 21 February, 2022].
- Matthew (2012). The History of Thai Gold. *Phuketindex.com*, <https://live.phuketindex.com/thai-gold-its-history-255.html>. [accessed 21 February, 2022].
- Naipinit, A., Promsaka Na Sakolnakorn, T., & Kroeksakul, P. (2016). Strategic management of community enterprises in the upper northeast region of Thailand. *Journal of Enterprising Communities: People and Places in the Global Economy*, 10(4), 346-362, <http://www.ipsresearchunit.psu.ac.th/admin/files/publication/pub000021.pdf>

Journal of Namibian Studies, 33S1(2023): 1229–1244 ISSN:2197-5523 (online)

Statista (2023). Revenue of the watches & jewelry market in Thailand from 2013 to 2026. <https://www.statista.com/forecasts/1226320/thailand-watches-jewelry-revenue>. [accessed 21 March, 2023].

Wanida Suwannaphon (2021). Competitiveness based on digital economy of enterprises community, local product groups in Bangkok. *Research and Development Institute Journal*, pp 21-37.

World Gold Council (2022). Thai gold demand recovering. *Bangkok Post*, <https://www.bangkokpost.com/business/2258531/thai-gold-demand-recovering> [accessed 21 March, 2023].