

THE DEVELOPMENT OF INTERNATIONAL MARKET ENTRY STRATEGY THROUGH E-MARKETPLACE FOR LOCAL ENTREPRENEURS: A CASE STUDY OF WOVEN HANDICRAFT PRODUCTS FROM PA BONG COMMUNITY, CHIANG MAI, THAILAND

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Abstract

This article aimed to 1) analyze the business environment of handicraft weaving entrepreneurs in Pa Bong community, and 2) develop strategies for entering foreign markets through e-marketplace of the handicraft weaving entrepreneurs. This qualitative study collected data from semi-structured interviews with 10 handicraft weaving entrepreneurs in Pa Bong community. The findings indicate that the community's woven products are distinctive, intricate, beautiful, and high-quality, with a variety of unique patterns that reflect the community's identity. Entrepreneurs have creative ideas in developing woven products and can produce items according to specific customer needs. The weaknesses are the shortage of labor in production, lack of branding for woven products, ineffective product promotion and marketing, and the inability to apply technology in business operations. Opportunities lie in the high demand for woven products in foreign markets, especially the United States, with government agencies supporting entrepreneurs to enter these markets through e-commerce channels. Obstacles include global conflicts affecting international logistics, a slowing US economy, and intense industry competition. The results of developing international market entry strategies through e-marketplaces for local entrepreneurs in Pa Bong community, applying the TOWS Matrix technique, revealed suitable strategies. These include expanding into the US market via major international e-marketplaces; focusing on the development and enhancement of handicraft weaving products to meet global standards; fostering the involvement of younger generations in preserving local wisdom within the community; establishing community-based distribution representatives to support expansion into the US market; and developing unique handicraft weaving products that clearly differentiate from competitors.

Keyword: International market, E-marketplace, Woven handicraft, Local entrepreneurs, Pa Bong community