

# **Enhancing the Competitive Advantage of the Geminated Parboiled Rice (Khao Hang) Community Enterprise Group, Sakon Nakhon Province, Thailand**

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## **ABSTRACT**

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At present, the production of Khao Hang is produced in large quantities, and it is in demand from both domestic and international markets. It is also one of the famous products of Sakon Nakhon Province. Therefore, a group of Khao Hang community enterprise was established in Sakon Nakhon Province, by receiving support from the government agencies to promote the community's income and preserve local wisdom. Currently, there are 36 groups of Khao Hang Community enterprise, and a total of 920 farmers are members of the group (Sakon Nakhon Province Office, 2020). In the aspect of business operations of the Khao Hang community enterprise had various problems such as; insufficient production, insufficient inventory management due to produce process depends on the purchase order only. There is no advance production, because it is believed that it causes Khao Hang to lose taste. In addition, some rice paddy is stored for production but not enough for market demand, non-standard production processes include cleanliness in the production process. Financial and accounting, there is no clear account separation between groups and there is no clear revenue and cost analysis. Marketing aspect; the packaging is not unique, the color and package design is not beautiful. As for the website, there is still no website for publicizing the product. Regarding human resource management, it was found that community enterprise groups have a shortage of labor. Because Khao Hang has not yet reached the new generation. The problems presented that affect the competitiveness and firm performance of the geminated parboiled rice (Khao Hang) community enterprise group in Sakon Nakhon province. From the above reasons, it is the source of this research in order to find ways to enhance the competitive advantage and firm performance for the geminated parboiled rice (Khao Hang) community enterprise of Sakon Nakhon province.

***Keywords:*** Geminated Parboiled Rice, Competitive advantage, Firm performance