

Research Topics: Developing community enterprise manufacturer of halal food in the three southern provinces to build capacity to international competition.

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ABSTRACT

This study aims to develop community enterprise management of halal products and halal food to international competition. The sample was a group of entrepreneurial communities in three southern provinces, including the Sustainable Agriculture and consumer groups 400 persons in the three southern provinces, instruments were Interview and questionnaire, Analyzing qualitative data from interviews and descriptive statistics in the form of a percentage, average, and standard deviation.

Results from research Developing Community Enterprise Manufacturer of Halal Food in the three southern provinces found that can develop on 5 systems; that are 1, the system of management group and members of creating management group, This system was developed with information about the structure of the group, Leadership Group and the communication, 2 marketing management has developed information about product development, sale pricing determination, The Distribution channels and the marketing promotion system, 3 system of management business ethics, was developed information about the ethic learning, Ethics on production, Ethics on Natural Resources Management and Environment, 4 product management has developed information about procurement, goods, equipment, tools, packaging and delivery system and 5 accounting and finance management has developed information about the revenue expenditure, the cost and profit, the Group's financial, assets and liabilities, And for the development of halal food products to create trade competition for agriculture groups S. VIJID BRAND, original products is the **Green Tea Crispy Saba banana**, then developing new products is **Tom yum Crispy Saba**

banana feature are Frame and slim, skin's smoothness, all the pieces evenly thin, crispy texture with a unique. When testing found that **Tom yum Crispy Saba banana** in part of Color, herb smells, Frame and overall 7.63 ± 0.76 , 0.73 ± 0.88 , 7.50 7.67 , 7.90 7.70 ± 0.71 , 0.95 , and $0.64 \pm \pm 8.07$ points respectively. In addition, the overall satisfaction found that consumer satisfaction with halal products new. On most levels ($\bar{x} = 4.21$, S.D. = 0.780). When considering the list found that consumer satisfaction levels all most such as Products ($\bar{x} = 4.43$, S.D. = 0.658) the Distribution channels ($\bar{x} = 4.23$, S.D. = 0.839) the market promotion ($\bar{x} = 4.21$, S.D. = 0.760) and price ($\bar{x} = 4.19$, S.D. = 0.853).