Value Chain Development that Affects Business Efficiency Case Study: Khanom La Baan Si Somboon Community

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ABSTRACT

The objective of this study was to examine the various elements that impact the evolution of the value chain within the Ban Sri Somboon community's donkey dessert production. The settlement is situated in Village No. 4, specifically in Ban Pa Yang, Tha Ngio Sub-district, within the Mueang District of Nakhon Si Thammarat Province. The population of this settlement amounts to 50 individuals. The data was obtained from the sample population and subjected to analysis using a software package to determine the percentage, mean, and standard deviation. This study used survey research methodology. The findings indicated that the respondents were categorized based on their characteristics, as seen by the frequency and percentage data. From a demographic perspective, the majority of the samples consisted of female participants. The age range of the participants fell between 31 and 40 years old, with educational qualifications equivalent to a high school level. In relation to familial attributes pertaining to income, the majority of households generate an annual income ranging from 10,000 to 15,000 baht. The average and variability of opinions across the supply chain about procurement are as follows: the mean (x) is 4.45, and the standard deviation (S.D.) is 0.34. The SCOR model represents the return

of products, denoted as x, with a mean value of 4.20 and a standard deviation of 0.6. The process of waste disposal entails the iterative transportation of commodities on multiple occasions. Upon delivery, it has been observed that the product does not meet the expected standards of quality. Consequently, it becomes necessary to engage in supplementary production in order to fulfil the whole quantity requirement. The mean value ($\bar{X}$) and standard deviation (S.D.) of the product are determined to be 4.52 and 0.8, respectively. The utilization of a quality control tool involves identifying the specific site of a defect through analysis of the Pareto graph, where the mean ($\bar{X}$) is determined to be 4.50 with a standard deviation (S.D.) of 0.89. The technique of value chain optimization aims to establish a positive perception and brand value among customers, hence enhancing credibility (mean = 4.44, standard deviation = 0.84). The primary objective of a duct is to establish a brand that is characterized by dependability and trustworthiness. The customer queue exhibits stability.

Keywords : value chain development, efficiency, business operations

Introduction

The tourist sector in Nakhon Si Thammarat province experienced a significant growth rate of 32.78% as compared to the previous year, 2021. The individual is starting to demonstrate an inclination towards adapting and recognizing the significance of cost reduction within the production process. The business landscape in Thailand is undergoing transformations in marketing strategies and evolving client demands. Sustaining a consistent level of change poses challenges. Hence, a novel framework for business and market management has been developed, employing a tool known as the value chain, to effectively identify and differentiate various activities (Prajonsant, 2015). This approach aims to enhance the value of products and services by strategically incorporating value-adding elements throughout the production and sales processes, thereby maximizing profitability while minimizing costs. The four key components of the supply chain include inbound logistics, manufacturing, outbound logistics, and markets.

The province of Nakhon Si Thammarat is renowned for its rich religious and cultural heritage, encompassing significant customs and practises that have utmost importance for the inhabitants of the southern region, particularly those with ancestral ties to Nakhon Si Thammarat. The month of Sarat, specifically the tenth month, is dedicated to the practise of making merit offerings. Pay homage to the spirits of ancestors and deceased relatives by bestowing them with merit. According to the belief that individuals can be absolved of their sins committed during their lifetime, Sue is expected to be granted temporary release from hell during the tenth month. This release is anticipated to occur on the first night of the tenth month, followed by a return to hell on the fifteenth night of the same month. As part of this ritual, Sue is expected to offer five ancestral offerings, which include puffed candy symbolizing the boat or prae, donkey candy

symbolizing clothing, and crazy candy symbolizing Saba. Dee Sum serves as a representation of monetary value. Fish roe candy is commonly regarded as a symbolic representation of jewellery. Donkey candy, a confectionery item that is available for purchase throughout the year, enjoys significant popularity among consumers, owing to its ability to offer a diverse range of flavors and textures. This delectable treat is crafted using a combination of five distinct varieties of candy, further enhancing its appeal and desirability. Despite not being traditionally associated with the tenth month holiday, this particular food item is highly regarded for its delectable and pleasing flavors.

The cultivation of skills in analyzing and assessing the effectiveness and potential of logistics is seen as a crucial and indispensable element. This will enable entrepreneurs to gain insights into the strengths and weaknesses of their operations, utilizing the acquired information as a framework for enhancing efficiency and competitiveness. According to Stock and Lambert (2001), the success of an organization is contingent upon the evaluation of the requirements of the target market and the proficient and effective delivery of those satisfactions, surpassing those provided by its competitors. This approach has been implemented in numerous firms to facilitate the provision of exceptional customer service. This idea places emphasis on prioritizing customers as the driving force behind the expansion and diversification of operations pertaining to logistics management, as it is believed that the primary purpose of a business is to fulfil customer wants. Hence, micro logistics expenditures pertain exclusively to the operational operations carried out within an organization or company.

Through an examination of many operations inside the Donkey Candy Enterprise Group, this study aims to gain a comprehensive understanding of the organization's processes. The researcher underscores the significance of value chain development, decrease in manufacturing costs, and enhancement of

operational efficiency as means to augment sales through the utilization of the value chain. The value chain is a strategic instrument employed to assess business activities with the explicit objective of enhancing the company's productivity. The BaanBaan Somboon community has utilized the findings of this study to enhance the efficacy of their products, thereby enabling them to effectively and sustainably compete with other businesses in the market.

Objective

1. The objective of this study is to examine the impact of the value chain on corporate efficiency. The proposal is to implement a ban on the Sri Somboon Community, often known as Shell Root.

2. In order to enhance the operational effectiveness of donkey candy enterprises' value chain, the following guidelines are proposed. In order to enhance efficiency, it is recommended to impose a ban on the Sri Somboon community's root shell access.

Conceptual framework

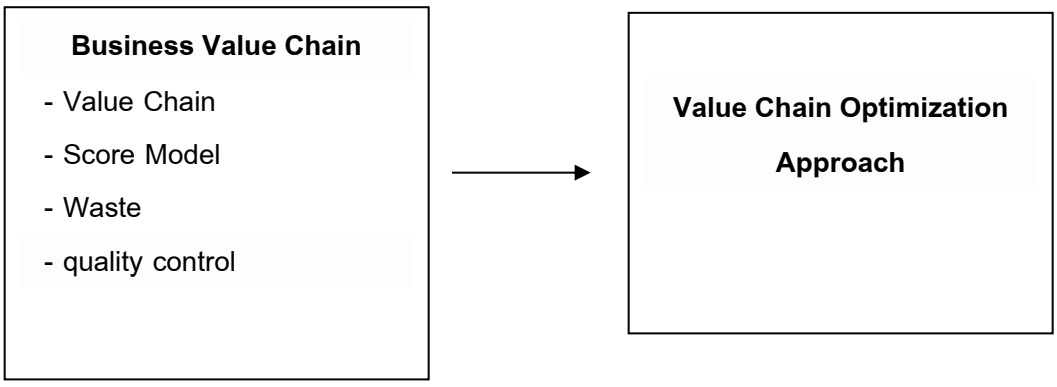

Figure 1: Conceptual framework

Research methods

The study was conducted using the population of Donkey Candy Enterprises. The Sri Somboon Community (Shell Root) located in Hulong Subdistrict, Pak Phanang District, Nakhon Si Thammarat Province, comprises a population of approximately 50 individuals.

Research Instruments

The examination of the scholarly investigations pertaining to the topic. In order to ensure accurate measurement of findings, it is imperative to conduct pertinent research to establish operational definitions and determine the structure of variables.

1. Research Instruments

This study examines the impact of value chain development on corporate efficiency. Title: An Analysis of the Donkey Candy Ban in the Sri Somboon Community (Shell Root): A Case Study Abstract: This paper presents a case study examining the implementation and impact of the donkey candy ban in the Sri Somboon Community (Shell Root). The study aims to analyze the reasons behind the ban, the community's response, and the subsequent outcomes. By employing a qualitative research approach, data was collected through interviews, observations, and document analysis. The findings shed the questionnaire has been segmented into seven distinct steps. The first six steps consist of closed-ended questions. Step 7 presents an inquiry that does not have a predetermined or limited answer. The user's text will be rewritten to adhere to academic standards.

2. Instrument building and instrument quality testing

A Study on the Supply Chain Management and Logistics of Agricultural Waste Materials in Hua Sai District, Nakhon Si Thammarat Province The procedure for developing and evaluating the efficacy of the tool is as follows:

2.1 Examination of fundamental data derived from sample interviews to serve as initial information for the development of a questionnaire.

2.2 Conceptual Studies There are multiple ideas and methodologies pertaining to the utilization of questionnaires for the examination of variables, documents, and research texts.

Section 2.3 involves the development of a preliminary questionnaire, drawing upon the insights obtained from sections 2.1 and 2.2. This process encompasses the organization of the questionnaire into seven distinct sections.

2.4 The preliminary questionnaire, developed using the data provided in section 2.3, will undergo evaluation by the adviser to assess the questionnaire's content quality and correctness.

2.5 Employ thoroughly redesigned questionnaires as a means of gathering data for the goal of conducting research.

Collection of Information

The collection of primary data is conducted from the Donkey Candy Enterprises Group. The proposition is to implement a ban on the Sri Somboon Community, often known as Shell Root. The process of conducting research entails the acquisition of information in the following manner:

1. The researcher requested a letter from the Faculty of Industrial Technology for the courtesy and permission to collect data at various district offices in the area where the sample was sampled.

2. To collect information We used self-distribution questionnaires to local samples. Ban Sri Somboon community (root shell) and wait to receive back by yourself. In order to receive the questionnaire returned, the researcher checked the accuracy and completeness of the questionnaire during data collection. Check as soon as the information is restored.

3. We checked the accuracy and completeness of the questionnaires returned. After data collection is complete.

4. The researcher analyzed the questionnaire according to the statistical process.

Research findings

Data analysis of value chain factors

Based on data collected from a sample of 50 respondents, the average and standard deviation of the value chain level of opinion can be summarized.

Table 1.1 Procurement mean and standard deviation.

Assessment Items	Level		
	$\overline{X}$	S.D.	Level
1. Procurement			
1.1 Accounting of expenditures and income	4.44	.73	High
1.2 More than 1 source of raw materials	4.60	.53	Most
1.3 freshness of raw materials	4.40	.64	High
1.4 There is clearly someone responsible for the order	4.42	.57	High
1.5 Determine the minimum quantity on the purchase of raw materials	4.40	.53	High
Overall Summary	**4.45**	**.34**	**High**

According to the results presented in Table 1.1 Regarding procurement, the study revealed that the majority of participants exhibited the highest average score in terms of having multiple sources of raw materials (mean = 4.60, SD = 0.53). This was followed by the accounting of expenditures and revenues (mean = 4.44, SD = 0.73), clear responsibility for the order (mean = 4.42, SD = 0.57), freshness of raw materials (mean = 4.40, SD = 0.64), and minimum quantity of raw materials purchased (mean = 4.40, SD = 0.53).

Table 1.2 Retention mean and standard deviation.

Assessment Items	Level		
	$\overline{X}$	S.D.	Level
2. Retention			
2.1 The storage facility is arranged proportionally	4.38	.57	High
2.2 Keeping storage clean	4.20	.67	High
2.3 Speed of receiving and dispensing products	4.12	.85	High
2.4 Retention period of raw materials each time	3.12	.87	medium
2.5 Handling Equipment	3.06	.93	medium
Overall Summary	**3.78**	**.45**	**High**

According to the results presented in Table 1.2 Regarding storage, the majority of participants exhibited the highest mean score in terms of storage facilities (mean = 4.38, SD = 0.57), followed by cleanliness in storage (mean = 4.20, SD = 0.67), speed of receiving and disbursing goods (mean = 4.12, SD = 0.85), storage time of raw materials per occurrence (mean = 3.12, SD = 0.87), and handling equipment (mean = 3.06, SD = 0.93).

Table 1.3 Marketing and sales standard mean and deviation

Assessment Items	Level		
	$\overline{X}$	S.D.	Level
3. Marketing and sales			
3.1 Sales model Store Front	3.32	.91	medium
3.2 Online sales model	3.20	.95	medium
3.3 Branding of goods	3.22	.93	medium
3.4 Marketing Strategy Formulation	3.72	.73	High
3.5 Product Appearance Definition	3.90	.93	High
3.6 Each inspection of the Products before sale	3.42	.85	High
Overall Summary	**3.46**	**.51**	**medium**

According to the results presented in Table 1.3, the mean and standard deviation of satisfaction levels within the value chain in the marketing and sales domain were examined. The results indicate that a significant proportion of the participants reported the highest average satisfaction in relation to product characteristics (mean = 3.90, standard deviation = 0.93). This was followed by satisfaction with the marketing strategy (mean = 3.72, standard deviation = 0.73), and satisfaction with each inspection conducted prior to the sale (mean = 3.42, standard deviation = 0.85). The sales model consists of three components: storefront, branding, and online sales model. The mean score for the storefront component is 3.32, with a standard deviation of 0.91. The branding component has a mean score of 3.22, with a standard deviation of 0.93. Lastly, the online sales model component has a mean score of 3.20, with a standard deviation of 0.95.

Table 1.4 Average and standard deviation of after-sales service

Assessment Items	Level of demand		
	$\overline{X}$	S.D.	Level
4. After-sales service			
4.1 Consider the suitability of the type of transport	3.96	.90	High
4.2 Selection of delivery to customers	3.98	.89	High
4.3 Ease of communication	3.70	.89	High
4.4 Speed of Service	4.06	.84	High
4.5 Troubleshooting when the product is damaged	3.88	.75	High
Overall Summary	**3.91**	**.38**	**High**

According to the results presented in Table 1.4, it can be observed that the mean and standard deviation values for satisfaction in the value chain within the marketing and sales domain indicate certain trends. Specifically, the majority of respondents reported the highest average satisfaction score for the speed of service, with a mean value of 4.06 and a standard deviation of 0.84. This was closely followed by the selection of modes of transportation for customers, which had an average satisfaction

Opinion-level data analysis results in the SCOR Model

Table 2.1 Planning mean and standard deviation

Assessment Items	Level of demand		
	$\bar{X}$	S.D.	Level
1. Planning			
1.1 Determine distribution channels	4.12	.77	High
1.2 Plan the work sequence	4.14	.78	High
1.3 Enterprise Activity Management Services	3.94	.71	High
Overall Summary	**4.07**	**.55**	**High**

According to the results presented in Table 2.1, it can be observed that the mean and standard deviation values for satisfaction in the SCOR Model for planning indicate certain trends. Specifically, the majority of respondents exhibited the highest average in determining distribution channels (mean = 4.14, standard deviation = 0.78), followed closely by defining distribution channels (mean = 4.12, standard deviation = 0.77). Additionally, enterprise activity management services received a slightly lower mean score of 3.94, with a standard deviation of 0.71.

Table 2.2 Average and standard deviation of raw material procurement

Assessment Items	Level of demand		
	$\overline{X}$	S.D.	Level
2. Procurement of raw materials			
2.1 There is a process to respond to customer needs	4.18	.77	High
2.2 Selection of raw material sources of quality and reasonable price	3.68	.79	High
2.3 Preparation of Purchase Order Agreement	3.88	.80	High
2.4 There are conditions for the procurement of raw materials	4.28	.73	High
Overall Summary	4.07	.55	High

According to the results presented in Table 2.2, it can be observed that the planning SCOR Model exhibited notable levels of satisfaction among the respondents. Specifically, the analysis reveals that the majority of participants reported the highest mean score for the procurement of raw materials (mean = 4.28, standard deviation = 0.73). Additionally, the process of responding to customer needs also garnered a relatively high average satisfaction rating (mean = 4.18, standard deviation = 0.77). Preparation of a Purchase Order Agreement

Table 2.3 Average and standard deviation of production of goods

Assessment Items	Level of demand		
	$\overline{X}$	S.D.	Level
3. Product production			
3.1 Products sold meet the needs of customers.	3.62	.78	High
3.2 There are enough products to meet the needs of customers.	4.28	.70	High
3.3 Products can satisfy customers	3.98	.80	High
Overall Summary	3.96	.54	High

According to the results presented in Table 2.3, the mean and standard deviation values for satisfaction in the SCOR Model for product production indicate that the majority of respondents reported the highest average level of satisfaction, specifically in terms of having an adequate supply of products to meet customer demand (mean = 4.28, standard deviation = 0.70). This was followed by satisfaction related to products that could effectively fulfil customer requirements (mean = 3.98, standard deviation = 0.80), and products that were successfully sold to meet customer needs (mean = 3.62, standard deviation = 0.78).

Table 2.4 Shipping average and standard deviation

Assessment Items	Level of demand		
	$\bar{X}$	S.D.	Level
4. Shipping			
4.1 Transportation costs are calculated based on distance	4.30	.79	High
4.2 Deliver goods at specified times and quantities	3.44	.73	medium
4.3 Suitability	3.50	.84	High
Overall Summary	3.75	.60	High

According to the results presented in Table 2.4, it can be observed that the mean and standard deviation values for satisfaction in the SCOR Model for shipping indicate that the highest average score was obtained for the variable "freight calculated by distance" (mean = 4.30, SD = 0.79). This was followed by the variable "suitability for delivery of goods" (mean = 3.50, SD = 0.84), and the variable "cargo transportation at specified time and quantity" (mean = 3.44, SD = 0.73).

Table 2.5 Mean and standard return deviation

Assessment Items	Level of demand		
	$\bar{X}$	S.D.	Level
4. Returns			
5.1 Have a policy and specify conditions for returning products	4.02	.93	High
5.2 The return period is determined.	4.08	.63	medium
5.3 There are inspection control measures in place before return.	4.50	.79	High
Overall Summary	4.20	.66	High

According to the results presented in Table 2.5, the mean and standard deviation values for satisfaction in the return SCOR model were examined. The results indicate that a significant proportion of participants reported the highest average scores for pre-return inspection measures (mean = 4.50, SD = 0.79). This was followed by the return period, where respondents reported an average score of 4.08 with a standard deviation of 0.63. Additionally, participants indicated an average score of 4.02 with a standard deviation of 0.93 for policy and specified return conditions.

Waste disposal

Table 3.1 Analysis of opinion-level data on waste limitation according to all factors Details are as follows:

Assessment Items	Level of demand		
	$\overline{X}$	S.D.	Level
Waste disposal			
1. When a regular baker takes a leave or break, it is not possible to find someone to make a replacement.	3.40	.78	medium
2. Bringing people to work to replace the old ones causes more waste.	3.98	.59	High
3. The production of too many stored products causes excess waste to be delivered to customers.	4.18	.75	High
4. Having urgent production orders makes it impossible to produce products that match the quality.	3.00	.95	medium
5. When waste occurs, it is not possible to deliver the full amount of products.	3.04	.90	medium
6. In the storage of goods and raw materials, there is no introduction system. Entering before exiting before use causes damage.	4.34	1.00	High
7. Gradually sending products into several cycles, and when they are delivered, the products are not of quality, so more production must be done when the quantity is delivered.	4.52	.84	Most

Table 3.1 (continued)

Assessment Items	Level of demand		
	$\bar{X}$	S.D.	Level
8. Bakers' lack of expertise in baking leads to waste.	**4.38**	**.75**	High
9. In the production process, there are complicated steps, resulting in waste.	**3.94**	**.59**	High
		.51	High
		.84	High
		.42	High
8. Bakers' lack of expertise in baking leads to waste.	4.38	.75	High
9. In the production process, there are complicated steps, resulting in waste.	3.94	.59	High
10. In the purchase of raw materials, there is no proper planning for the production process	3.98	.51	High
11. The number of workers is not suitable for the number of jobs available, such as too many or too few workers	4.44	.84	High
Overall Summary	3.93	.42	High

According to the results presented in Table 3.1, the mean and standard deviation of satisfaction in waste limitation were examined. The results indicate that the majority of respondents reported the highest average satisfaction level, specifically in cases where the product was gradually sent out in multiple cycles and additional production was required when the delivered quantity was not of good quality (mean = 4.52, standard deviation = 0.84). The second highest average satisfaction level was observed in situations where the number of workers was either excessive or insufficient for the amount of work (mean = 4.44, standard deviation = 0.84). On the other hand, the topic with the lowest average satisfaction level was identified as instances where waste resulted in the inability to deliver the desired quantity (mean = 3.04, standard deviation = 0.90).

Quality Control Tools

Table 4.1 Analysis of opinion-level data with quality control tools based on all factors Details are as follows:

Assessment Items	Level of demand		
	$\overline{X}$	S.D.	Level
Quality Control Tools			
1. A data check sheet is used to determine where waste originated in 4M.	4.32	1.03	High
2. Use checks trips to follow up production results	3.34	.87	medium
3. Use the check sheet to check and analyze the problem	3.08	1.07	medium

4. Control the frequency of waste generated by Pareto graph generation	4.20	.90	High
5. Find out where the waste from the Pareto graph originated.	4.50	.89	Most
6. Creating graphs to represent data or statistics for easy understanding.	3.20	1.01	medium
7. Choosing a graph type that matches the stored data	3.66	.75	Most
8. Create cause-and-effect graphs to find the root cause of the problem in 4M.	3.78	.68	High
Overall Summary	3.76	.54	High

According to the results presented in Table 4.1 shows the average and standard deviation of satisfaction with quality control tools, which found that the majority of respondents had the highest average by locating the point of waste from the Pareto curve (mean = 4.50, standard deviation = 0.89), followed by using a data check sheet to determine where waste originated in 4M (mean = 4.32, standard deviation = 1.03), controlling the frequency of waste generated by creating a pareto graph (mean = 4.20, standard deviation = 0.90), creating a cause-and-effect graph to determine the root cause of the problem in 4M (mean = 3.78, standard deviation = 0.68), and the topic with the lowest average is creating a graph to represent data or statistics for easy understanding (mean = 3.20, standard deviation = 1.01).

Value Chain Optimization Approach

Table 5.1 Analysis of opinion-level data on value chain optimization approaches based on all factors Details are as follows:

Assessment Items	Level of demand		
	$\overline{X}$	S.D.	Level
Value Chain Optimization Approach			
1. Establish risk benchmarks, assess opportunities and impacts of risks	3.90	.76	High
2. Creating brand image and value in the eyes of customers to build credibility	4.44	.84	High
3. Customer demand forecasting, can fulfill orders completely	4.24	.80	High
4. Target audience targeting to determine market share and look for additional markets	3.30	.93	medium
5. Control inputs to be stable, do not generate waste, control production costs to be stable	3.62	.92	High

Table 5.1 (continued)

Assessment Items	Level of demand		
	$\overline{X}$	S.D.	Level
6. Readiness for design and product promotion Create added product value	3.64	.94	High
7. Quality Control & Product Improvement Build customer confidence	3.92	.90	High
8. Production flexibility to accommodate changing customer needs	4.06	.91	High
9. Increase production efficiency to achieve better profitability	3.74	1.05	High

10. Product development to meet the needs of future customers	4.26	.78	High
11. Calculate how many orders should be delivered. Optimize shipping	3.80	.80	High
12. Be forward-looking about changing customer demand trends	3.38	.85	medium
13. Market analysis to anticipate changing customer needs	3.28	.78	medium
14. Focus on meeting customer needs in the long run	3.84	.77	High
15. Analyze financial data efficiently to lead to planning and making the right decisions	4.24	.77	High
16. Generate more profitability and control expenses to reduce costs without reducing quality	3.86	.33	High
Overall Summary	3.86	.33	High

According to the results presented in Table 5.1, mean and standard deviation of satisfaction in value chain optimization approach, found that the majority of respondents had the most average value of creating brand image and value in the eyes of customers to build credibility (mean = 4.44, standard deviation = 0.84), followed by forecasting customer needs, being able to fulfill orders (average = 4.24, standard deviation = 0.80), efficient analysis of financial data to lead to planning and making the right decisions (mean = 4.24, standard deviation = 0.77), and the topics with the lowest average were targeting to determine market share and look for more markets (mean = 3.30, standard deviation = 0.93). Market analysis to anticipate changing customer needs (average = 3.28, standard deviation = 0.78)

Conclusions

Supply chain conclusions

The conclusion of the supply chain study found that respondents had a high level of opinion with emphasis on supply chain, with the overall average level being very high, sorted from the most is procurement. After-sales Service retention and marketing and sales, respectively

SCOR Model Summary

The conclusion of the SCOR Model study found that the respondents had a high level of opinion by giving importance to the SCOR Model, with the overall average level being very high, in the highest order, namely returns, planning, manufacturing, raw material procurement, and shipping, respectively

Conclusions on waste limitation

In summarizing the findings of the waste limitation study, it was determined that the participants had a predominant inclination towards waste limitation in their opinions. The concept of an average is commonly employed in higher-level contexts, particularly in situations where products are distributed throughout multiple cycles. In such cases, if a product does not meet the required quality standards, it necessitates an increase in production to fulfil the total quantity upon delivery. The current lab our force does not align appropriately with the existing job opportunities, resulting in either an excess or a deficiency of workers. The baker's insufficient proficiency in the art of baking results in inefficiencies and wastage, while the existing storage system for goods and raw

materials is inadequately established. The act of entering a location before to utilizing it, thereafter, departing prior to engaging in any activities, and so resulting in detrimental effects.

Conclusions on Quality Control Tools

The study's findings about quality control tools indicate that the respondents held varying degrees of view regarding the significance of these tools. The mean is calculated at the greatest possible level, organized based on the most recently queried position. The occurrence of waste from Graf Pareto The utilization of sheets in the context of 4M serves the purpose of identifying the sources of waste and regulating the rate at which waste is produced through the construction of a convection graph. Generate causal diagrams to ascertain the underlying source of the issue in the 4M framework.

Conclusions on value chain optimization approaches

The findings of the study on the value chain optimization approach indicate that the respondents expressed a high level of opinion regarding the importance of this approach. Specifically, the respondents ranked the creation of image and brand value in the eyes of customers as the most significant aspect in building credibility. The overall average level of importance assigned to the value chain optimization approach was found to be very high. Customer demand forecasting plays a crucial role in fulfilling orders. The efficient examination of financial data is crucial in the process of strategic planning. Ensure that appropriate decisions are made in a sequential manner.

Discuss the findings

The findings of the data study pertaining to the impact of value chain development on business efficiency are as follows: Title: A Case Study on the Prohibition of Donkey Candy in the Sri Somboon Community (Shell Root) Abstract: This case study examines the implementation and impact of the ban on donkey candy within the Sri Somboon Community, specifically focusing on the Shell Root region. The study aims to analyze the reasons behind the prohibition, the strategies employed for enforcement, and the resultant outcomes for the community. By adopting an academic lens, this research the identification of key findings that contribute to the understanding and development of metaphoria. The participants exhibit gendered characteristics. The individual in question is a woman between the ages of 31 and 40, and she is currently married. The participants provided their perspectives on the significance of prompt delivery of products to consumers and the provision of after-sales support, aligning with the findings of Mallika Sifong (2021). The implementation of corrective techniques aimed at empowering melon growers and enhancing processes. The enhancement of abilities and professional development can be achieved through the implementation of proactive measures such as establishing partnerships or collaborative networks. Additionally, the adoption of preventive techniques, such as the integration of innovative technology, can effectively facilitate the management of work processes. The use of cost analysis, which leads to the adoption of enhanced supply chain operations, can yield higher earnings for farmers in comparison to the prior system. The selection of a truck operator in Chonburi province was determined with the objective of ensuring the provision of effective services, specifically emphasizing the safe handling and transportation of cargo. The proficient and precise transportation of commodities, coupled with a comprehensive understanding and proficiency in operational

procedures. The safety measures implemented in the workplace, encompassing the provision of comprehensive safety equipment and the maintenance of the vehicle's condition, are satisfactory. The criteria for optimizing the value chain with regards to cultivating a positive image and brand value in the perception of customers, in order to establish credibility that aligns with Kanwara, are as follows. According to the study conducted by Thaiharn (2018), the degree of total brand image was determined to be significantly high. When examined individually, it becomes evident that the level of qualifications is consistently high across all domains. The topics of discussion encompassed in this discourse are culture, benefits, personality, value, country of origin, and users.

Suggestion

Recommendations based on research findings

1. Developing the structure and efficiency of the value chain by analyzing the added value that occurs at each stage. Creating added value for products and services delivered to customers to lead to the efficiency of the organization's business.

Suggestions for next research

1. Research should be conducted on problems and obstacles in value chain management of business operations

2. The potential of business operators should be studied.

3. Marketing information should be studied. Competitiveness in business operations

4. Conducting research to further develop the value chain development model in the future.

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