MANAGEMENT LOGISTIC STRATEGIES OF SMALL COMMUNITY ENTERPRISE PRODUCTS COSMETICS CATEGORY IN THAILAND

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Abstract

The objective of the research was (1) to explore the level of logistics efficiency of community enterprise products. Logistics strategy for product management of cosmetic products community in Thailand and community enterprise management process (2) to analyze the causal relationship of the efficiency of community enterprise product logistics.

The research found that (1) most entrepreneurs were female. They are between 31-40 years of age. Secondary education. The period of business is 5-9 years, the monthly average monthly is between 15,000-35,000 baht per month and there are 3-4 products. The efficiency of the logistics management of community enterprise products is the reliability of the people. Operate Product quality of cosmetics Delivery of goods and their costs Logistics strategies for product management, cosmetic community enterprises in Thailand include customer service. Packaging, information, logistics and customer relationship building Community enterprise management processes such as planning, organization, induction and control (2) community enterprise management processes positively affect the efficiency of the management logistics of cosmetic community enterprise products in Thailand. The logistics strategy should be given to taking into account the efficiency of implementing a logistics strategy for product management, cosmetic community enterprises in Thailand and community enterprise management processes of entrepreneurs, respectively (3) The logistics strategy model for cosmetic products community enterprises in Thailand found that The logistics strategy should be given to taking into account the efficiency of implementing a logistics strategy for the management of cosmetic products community enterprises in Thailand and the community enterprise management process of entrepreneurs.

Introduction

The past paradigm in the development of community enterprises It is a process that aims to achieve rapid growth. To generate economic figures referring to prosperity and wealth According to consumerism trends that are tied to globalization the success of development is defined by numerical indicators to measure the abilities and potential of individuals at all levels. The paradigm poses a problem at the foundation level that is not sufficiently strong to support the magnitude of the other available on the base. That is why the productivity of the development process has to be greatly reduced. Strategic issues for the development of community enterprises in the past Hence, a holistic review of the entire process is required. Using the past as a learning center To investigate facts and adjust the development process to escape from the repetitive cycle of failure In the past, the community enterprise development paradigm could be divided into Those involved in the implementation of the said process There are different aspects of looking at community enterprises: 1 . The modular view is the segmentation of community enterprises into subdivisions according to the components of the industrial business operation. Starting from the matter of raw materials Production process Management, production, logistics, inventory management, finance and marketing, etc. By looking at this aspect, community enterprise problems arise from any part. Supporting support therefore only fixes that part. Without understanding the links to other parts which are related both directly and indirectly Solving any problem will affect factors that are linked in support or conflicts, causing new problems all the time. 2 . The discounted view is the phenomenon of community enterprises in the econometric process. number Or as statistical data Regardless of other factors Or understanding other dimensions that affect community enterprises Trying to explain the phenomenon of community enterprise in numbers This makes it ignore the natural factors of industrial components that are the sources of those numbers. 3 . The scientific process view describes the nature of the development process with fixed scientific criteria. And described as a certain mechanism of birth, such as the business does not grow due to the inability to sell, there is no market, despite the fact that there is a considerable amount of art factor involved in and involved in the process. It made practitioners lose sight of the value in the spiritual dimension of dynamic community enterprises. It is delicate and lively. Not seeing community enterprises as a matter of raw materials the spiritless processes of production, costs, profits, etc. that affect the destruction of the integration of the organization, society and human nature. Becoming an exploited industrial society Exploiting the disadvantaged Being a consumer society and competing in a material way Lack of sincerity and cooperation in developing industrial society into a society of coexistence, sharing and generosity which is the basis of human nature. Where community enterprises are the guidelines for local development and continuing good culture to continue

Create pride in the future generations, developmental approaches that are in harmony with nature will improve the quality of life to a higher level. Live with nature wisely and make the most of it. Help build encouragement to happen As well as to build confidence to the agency that will support The development approach is a guideline for promoting and creating products with activities of production management, management And application of production technology which will lead to rural development The creation of jobs and income. It leads to the goal of quality of life for the population and laying the cornerstone of the country and Thai society after the support of the One-Product Project. The government provides technical support to communities in order to improve product quality. As well as help in advertising and public relations that reflects the Thai wisdom (Phromsen, T, 2003)

Modification of thinking methods and operating patterns of community enterprise development above. Not from training or lectures Workers must go to the community. To learn new community conditions in every dimension there must be a new imagination that is not a textbook recollection or a superficial look through the community. Taking action on the development of community enterprises in collaboration with the community is the best way to bring about learning the way of life and nature of the community. And creating a community enterprise development plan that the community needs. There are many reasons why workers do not want to work in the community enterprise in the community. The boss does not support the work system is not clear. Not enough staff, etc. Because the community work is redundant It takes a long time Does not respond quickly In pursuit of work, proposals to the senior management.2 Reasons for skills, essential skills and attitudes of staff, such as not working in the community, not having fun, not having friends in the community, not keeping up with what they want. And went down and didn't know what to do For this reason, the operator staff lacks the spirit of community enterprise developers. Adherence to mechanical, procedural forms and one science-guided form. Lacks of deployment of tools To suit the environment of each community The results of the industrial development work in the said community are not as successful as they should. Problems of the aforementioned characteristics, in addition to the reasons for the work of both above There are still major reasons that the development of community enterprises is not as effective as they should be. Due to the stakeholders, from the nature of the community enterprise operations and the concept of successful establishment of the community enterprises, it can be seen that there are problems in the establishment, namely Lack of analysis of the potential, problems, and needs of groups and communities. Lack of managerial skills some groups may lack production skills, lack of community business planning. And market analysis Lack of priorities The use of funds or in the event that it has been established that Have a problem Lack of specialized knowledge development to build on, including accounting,

management, product development Inaccessibility of information Lack of management information Especially when the group aims to expand the market regularly in short supply And have high management costs Lack of cost analysis and market analysis Lack of working capital And have to rely on raw materials from outside while the needs of each group are different. That is, in poor areas Want to expand the market to the group to be more well-known Need more turnover In order to receive more purchases from members Need help from the government, for example, the Tampon Administrative Organization to hold meetings in the community more often In order to exchange problems and give the group an opportunity to clarify the benefits of integration. As well as want to have training on product development planning, procurement of places for sale And support the purchase of machinery and equipment Want private businesses to help in getting more products to sell, general community enterprises Want to improve production techniques such as study visits Or consult with knowledgeable people to develop product and packaging quality Need help or can borrow money to buy machine tools Looking for more markets, including developing group leaders From the aforementioned nature of problems and requirements The government must act in connection. And expand the knowledge of the community (Khachonkittiya, N, K, 2007)

Community enterprises are community economic development goals aimed at promoting the strength of the community as a system with a specific conceptual framework. It has a philosophy that aims to empower each other and ultimately become self-reliant. It is to promote and support the learning of the community to know themselves and know the community. They know the world until they can integrate their knowledge together and direct their development. The community's leadership is stable with dignity, using cooperative management methods, with appropriate formatting by community organizations making the community self-reliant. This must be consistent with the information or facts of the community, in particular the community master plate, that the group or its members should be able to manufacture, process and create products through the production of that community group when considering business and management opportunities in a broader perspective. It does not focus on the local market only. But seeing that each community has a need to produce quality products that meet the needs of customers. The community group had to evaluate and find the potential of one tampon and one product of each community to find that it should bring the uniqueness of each local area to add value and meet the market demand. If the community has the potential to produce and produce quality products it will lead to competitiveness. Currently, the production of products from one Tampon and one product has increased. Which is caused by modern technology causing each community to create creativity together in producing more products that leave the community In order to compete in each community causing an oversupply of products In

addition, the status of logistics competitiveness has established a number of benchmarks: service timeliness, competence of domestic logistics service providers. Infrastructure Tracking system And preparation Considering this Dutch logistics capability found that many countries made faster progress in the development of integrated logistics systems and services than Thailand, such as South Korea and the Philippines. In terms of service punctuality Bahrain and Israel In customs clearance Malaysia Taiwan and Luxembourg in the capacity of domestic logistics service providers China and South Korea Infrastructure In the development of leaders of each community should study management, logistics, and management. To provide goods and services activities including moving, storage, distribution From the manufacturer until it has been delivered to the source of demand The above activities emphasize efficient management. With the aim of achieving customer satisfaction and promoting value of local products and services To guide the survival of community enterprises And lead businesses to their goals with profit And customer satisfaction, community enterprises should try to manage their operations for a profit In order to develop products that have more quality and efficiency When there is a profit, it can be used to share the benefits to groups of each community. Satisfaction of customers with products in the community is an integral part of the survival of any business Product development to increase productivity which leads to the community marketing process Bringing the product to the market Customer satisfaction can be responsive to customer needs. Community enterprise products are one of the ways that will create prosperity for the community to enhance the livelihoods of the people in the community. By producing or managing local available resources into a quality product has its own unique strengths that correspond to the local culture It can be sold in both internal and external markets. But due to the current problem of community enterprise products there is a problem with production that is very productive but not sold, affecting the economy and society. Which the preparation of the product It is not just about the product itself, it is the conceptual process as well as the service. And the administration of community groups especially the logistics management of the community this will make the product desired by the customer and can create maximum customer satisfaction. And the price cost that is reasonable, customers can buy without considering the cost of the product. Ease of purchase and receiving publicity, advertising, and taking into account customer satisfaction with the community's products or services.

Research Objectives

1 . To explore the level of efficiency of the management logistics of community enterprise products. Logistics strategy for product management, cosmetic community enterprises in Thailand.

2 . To analyze the causal relationship of the efficiency of logistics management of community enterprise products.

Research Methodology
Research method
Population and sample

The population of this research a group of 9 ,7 2 9 entrepreneurs in the sampling of community enterprise entrepreneurs found that there were 1 4 variables in this research. The researcher determined the sample size of community enterprise entrepreneurs According to the criteria for determining the sample size, 2 8 times the number of variables used for determining the sample size. A sample of 3 8 4 subjects (Diamantopoulos & Siguaw, 2 0 0 0) collected data from 400 more samples than calculated to increase the credibility of the research.

Research instruments

The questionnaire was developed from the related concepts and theories through the quality examination of questionnaires by means of 1) Content Validity was also checked by the expert to check the consistency between the question developed and the text in the theory. Mother Using the technique of calculating the consistency index (Item Objective Congruence: IOC), the index value was between 0 .6 6 -1 .0 0 2) the questionnaire was used with 5 0 copies similar to the real sample to check the discriminant power. By the method of correlation, each item score with the total score (Item-total correlation), the power to classify item 0 .4 0 3) find the confidence value for the whole issue. (Reliability) using the Alpha technique (Cronbach Alpha) by giving the observation variable questionnaire to get a confidence value of .8 0 4) checking the structural validity (Construct Validity) of the Measurement model. Model) with the Factor Analysis technique.

Data analysis and statistics used in data analysis

Finding the mean and standard deviation Data analysis with the LISREL computer package was to determine whether the developed structural equation model was consistent with the empirical data. Then examining the coefficient of influence of causal variables affecting the efficiency of the management logistics of community enterprise products.

Results

1 . Results of the study of community enterprise groups Most of the entrepreneurs were female, 3 4 6 people, 8 5 .3 5 percent, with the age range between 31-40 years old, 185 people, 45.38 percent, had a secondary education, 1 2 5 people, or 2 8 .1 0 percent. Business operation of community enterprise groups is between 5 -9 years of 1 5 8 people or 3 7 .8 0 percent. The average monthly number of community enterprise groups is between 15,000-35,000 baht

per month, with 1 7 5 people or 4 8 . 1 5 percent of the number of enterprise
products. 3-4 communities, the number of 198 people, or 47.23 percent
      2. The results of the survey on the level of efficiency of the logistics
management of community enterprise products. Logistics strategy for product
management, cosmetic community enterprises in Thailand and community
enterprise management processes

Table 1 Confidence, Mean, Standard Deviation and the interpretation of
      Efficiency of logistics management of community enterprise goods
(efflog)

Latent and empirical variables Study (n = 400)	Cronbach's Alpha	Mean	St.Dev	Meaning
1. (rel)	0.854	4.58	0.60	very
2. (qc)	0.835	4.41	0.53	The most
3. (send)	0.821	4.59	0.51	The most
4. (cost)	0.954	4.64	0.50	The most
(efflog)	**0.421**	4.64	0.45	**The most**

      The latent variables and the empirical variables studied were confident at
a good level with Cronbach's Alpha values between 0 . 8 2 1 - 0 . 9 5 4 . The latent
variables were the efficiency of community enterprise product logistics (efflog)
at the highest level. The average value was 4 . 6 4 . When considering each metric
or empirical variable, it was found that the cost of the product (cost) was the
highest. At the highest level The average was 4 . 6 4 , followed by the delivery of
goods (send), the reliability of the operator (qc) and the quality (rel) were the
highest and the highest, respectively, with the mean of 4 . 5 9 , 4 . 5 8 and 4 . 4 1 .
Respectively
      When examining the distribution of the data with standard deviation, it
was found that The value was between 0 . 5 0 - 0 . 6 0 and found that the latency
factor of the management logistics of community enterprise goods (efflog) had a
standard deviation of 0 . 4 5 when considering the distribution of data in each
metric or variable. It was found that the beliefs of operators (rel) were the most
fragmented. The standard deviation of 0 . 6 0 followed by product quality (qc),
delivery (send) and cost (cost) had a standard deviation of 0 . 5 3 , 0 . 5 1 and 0 . 5 0
respectively.

Table 2 : Confidence, Mean, Standard Deviation and the interpretation of the
strategy
      Logistics of the community of cosmetic products in Thailand
      (logmak)

Latent and empirical variables Study (n = 400)	Cronbach's Alpha	Mean	St.Dev	Meaning
1. (service)	0.841	4.23	0.60	very

	Cronbach's Alpha	Mean	St.Dev	Meaning
2. (pack)	0.563	4.04	0.58	very
3. (infor)	0.815	3.11	0.77	moderate
4. (trans)	0.8834	4.00	0.74	very
5. (ware)	0.887	3.89	0.87	very
(logmak)	**0.924**	**3.95**	**0.56**	very

The latent variables and the empirical variables studied were confident in a good level with Cronbach's Alpha values between $0.563 - 0.924$ Latent variables, logistics strategy, product management, community relations of cosmetic groups in Thailand (logmak). Very level the mean value was 3.895 when considering each indicator or empirical variable; it was found that Customer service is the highest. Were at high level with mean 4.23, followed by packaging (pack), transport management (Trans), building relationship with customers (ware) and information (infor) at high and medium levels, respectively.

When examining the distribution of the data with standard deviation, it was found that the value was between 0.56 - 0.87, found that the latent variables of the community logistics strategy of the cosmetic group in Thailand (logmak) had a standard deviation of 0.58. For each metric or empirical variable, it was found that building relationships with customers (ware) and information (infor) were the most fragmented. The same standard deviation was 0.77, followed by Trans transport, customer service, and packaging. The standard deviation was 0.74, 0.60 and 0.58, respectively.

Table 3 Confidence, Mean, and Standard Deviation and process interpretation Community enterprise management (procom)

Latent and empirical variables Study (n = 400)	Cronbach's Alpha	Mean	St.Dev	Meaning
1 (plan)	0.94	4.05	0.75	very
2. (org)	0.85	4.26	0.72	very
3. (leader)	0.78	4.45	0.68	very
4. (contro)	0.86	4.52	0.53	very
(procom)	**0.98**	4.25	0.56	very

The latent variables and the empirical variables studied were confident in a good level with Cronbach's Alpha values between $0.78 - 0.98$. The latent variables of community enterprise management (procom) were at a high level. The mean value was 4.25. When considering the indicators or empirical variables, the contro was the highest. Very level the average value was 4.52, followed by the induction (leader), organization (org) and planning (plan) at the high level. The mean values were 4.45, 4.26 and 4.05, respectively.

When examining the distribution of the data with standard deviation, it was found that It was found that the latent variable of community enterprise management process (procom) had a standard deviation of 0.56. Is the most

dispersed the standard deviation was 0 . 7 5 , followed by organization (org), leader, and control. The standard deviation of 0.72, 0.68 and 0.53 respectively. Table 4 the results of comparing the calculated statistical values with the benchmark

(Joreskog; & Sorbom, 1996: 121-122) to verify the consistency with empirical data of

the model.Structural equations (Adjust Model)

List of criteria	(Joreskog; & Sorbom. 1996: 121-122)		Model statistics	Consideration
Likelihood Ratio Chi-Square Statistic (χ^2)	P-value > .05		46.84 (p-value= .0.07041)	past
Relative χ^2 (χ^2/df)	< 2.00		1.385	past
Goodness of Fit Index (GFI)	> ,9		0.96	past
Adjusted Goodness of Fit Index (AGFI)		> ,9	0.98	past
Root Mean Squared Residuals (RMR)		< .05	0.018	past
Standardized Root Mean Squared Residual (SRMR)		< .05	0.038	past
Root Mean Squared Error of Approximation (RMSEA)		< .05	0.036	past
P-Value for Test of Close Fit		> .05	0.96	past
Normed Fit Index (NFI)		> .9	0.98	past
Incremental Fit Index (IFI)		> .9	1.00	past
Comparative Fit Index (CFI)		> .9	1.00	past
Critical N (CN)		> 200	463.60	past

Table 4 found that when considering the results of the test statistic of the Adjust Model, the adjustment and development equation model with the benchmark from the suggestion of Joreskog and Sorbom (1996: 121-122), found

that the model statistic Simulate all the pass qualifications for all the required benchmarks: Relative χ^2 (χ^2 / df) equal to 1.385. Less than 2.00 is considered qualified; Goodness of Fit Index (GFI) value equal to 0.96, a value greater than 0.90 is considered through the specified criteria; Adjusted Goodness of Fit Index (AGFI) value of 0.98, a value greater than 0.90 is considered through the specified criteria; Root Mean Squared Residuals (RMR) of .0018, less than 0.05, pass the specified criteria; Standardized Root Mean Squared Residual (SRMR) of 0.038 with a value of less than 0.05 considered qualifying; Root Mean Squared Error of Approximation (RMSEA) of 0.036 is less than 0.05, it is qualified as specified; The P-Value for Test of Close Fit is 0.96, a value greater than 0.05 is considered satisfactory; The Normed Fit Index (NFI) of 0.98, a value greater than 0.90 is passed the criteria; The Incremental Fit Index (IFI) value equal to 1.00, greater than 0.90 is considered qualified; Comparative Fit Index (CFI) of 1.00 is greater than 0.90 is passed the criteria and Critical N (CN) is 463.60 is greater than 200 is passed the criteria. This is considered All test statistics passed the specified criteria.

Table 5 Results of Parameter Estimation of the Direct Effect Indirect Effect and Total Effect
          from Equation Model Corrective structure (n = 400))

Dependent variable	R²	Influence	Independent variable	
			(logmak)	**(procom)**
(efflog)	0.34	Straight way	0.09 (0.66)	0.50 (4.58)
		Detour	-	0.06 (0.69)
		Overall	0.09 (0.66)	0.56 (9.72
(logmak)	0.746	Straight way	-	0.86 (16.53)
		Detour	-	-
		Overall	-	0.86 (16.53)

χ^2= 46.83 , df= 34, p-value = 0.07041; Relative χ^2 = 1.385 ; GFI = 0.96 ; AGFI =0.98; RMR = 0.018; SRMR= 0.038; RMSEA = 0.036; P-Value for Test of Close Fit = 0.96; NFI = 0.98; IFI= 1.00; CFI = 1.00; CN = 463.60

Table 5   found that the developed and modified structural equation models (Adjust Model) were consistent with the empirical data. Based on the testable statistics, χ^2 = 1.385 ; GFI = 0.96 ; AGFI =0.98; RMR = 0.018; SRMR= 0.038; RMSEA = 0.036; P-Value for Test of Close Fit = 0.96; NFI = 0.98; IFI= 1.00; CFI = 1.00; CN = 463.60 which met the established criteria (Joreskog; & Sorbom. 1996: 121-122) and when examined. Estimating the

influence coefficient parameters of the latent variables studied in the Structural Model showed that the community enterprise management process (procom) had a positive direct effect on the efficiency of the management logistics. Of community enterprise product (efflog) at the influence coefficient of 0.50 was statistically significant at the level 0.05 and had a positive total effect at the influence coefficient of 0.56 was statistically significant at 0.05 but not It has indirect effect through the logistics strategy of product management, community enterprise of cosmetic group in Thailand (logmak), logistics strategy for product management, community enterprise of Thailand group. The cosmetics sector in Thailand (logmak) does not directly affect the efficiency of the logistics of the management of community enterprise products (efflog) and does not affect the overall effect on the efficiency of the logistics. Community enterprise product management logistics (efflog) for community enterprise management process (procom) has a positive direct effect on the efficiency of community enterprise product management logistics (efflog) at value. The influence coefficient of 0.86 was statistically significant at the 0.05 level and had a positive total effect at the influence coefficient of 0.86, statistically significant at the 0.05 level for the community enterprise management (procom) process, and The logistics strategy of community enterprise goods of the cosmetic group in Thailand (logmak) can jointly predict the efficiency of the management logistics of community enterprise products (efflog) by 32%.

Discussion

Discuss the research results according to the first research objective of the survey on the level of efficiency of the logistics management of community enterprise products. Logistics strategy for product management, cosmetic community enterprises in Thailand. The research results were found that Latent variables, efficiency of logistics, product management, community enterprise; It was the highest among the latent variables studied in the interpretive structural equation model at a high level. The average value is 4.52 because at present, the community driving towards sustainable development has been continuously studied. Until the governments of many countries, both in developed countries and developing countries try to seek ways to develop sustainable local communities along with the development of the capital areas. The economic development of the community through the development of community enterprise products is a method that is widely popular. In accordance with the research results of (Suwansri, 2009: Abstract), researches on the succession project of Khaek Khaek rice by cooperation of schools with Foi Luang sub-district community, Laplae district. Uttaradit Province, the results showed that the community members In order to create a learning and development process for human resources, external organizations will only be, and also find that the

community has a way of producing subsistence according to the needs of the community as a fundamental factor of the community in determining. The factors that control and supervise the production as well as the production process. The exchange of product allocation that occurs in order to meet the consistent and sufficient needs. If the community enterprise is strengthened, it will affect the sustainable development. The importance of the efficiency of product management logistics of community enterprise towards community enterprise management has been confirmed by the research results of Siyowong, C. (2003). Study guidelines for market development of silk businesses in rural districts. Khon Kaen Province the results of the research show that the development of Thai silk business has to focus on distribution by contacting dealers in Bangkok. Regions and large cities Including shops in department stores And focus on promoting management through advertising through radio media and various magazines in order to make rural silk more famous. The research results show that Silk community enterprises in Khon Kaen Province have given considerable importance to efficiency in management logistics, also in line with the research of Sikaeo, A. (2002), studies on the satisfaction of the management strategy of the producer community business. Local cotton products in Chiang Mai The research results were found that Consumers were satisfied with the overall management promotion strategy of local businesses, the indigenous cotton producers in Chiang Mai Province overall at a moderate level. Because the community business group, the producer of indigenous cotton products in Chiang Mai province, will promote the management by distributing business cards to the customer groups. The results of the research show that the efficiency of the logistics management of community enterprise products is important in the development of community enterprises for sustainable progress. The survey results of this research found that the sample group rated the efficiency of logistics management of community enterprise products. Very level the mean of 4.52 is reasonable. Because community enterprises are required to distribute products to as many consumers as possible, and management logistics strategy is required.

Survey results of latent variables in community enterprise management processes It was found that the mean was the second order of the latent variables studied in all structural equation models. The results were interpreted at a high level. With an average of 4.25 because in Thai society there is a wide range of valuable local wisdom each region has a different identity, lifestyle and culture. Affect the production of different daily life products as well However Products in everyday life Most of them are unable to produce a product for distribution in a managed manner. Or for the expectation of profit as it should the main reason, the researcher analyzes, is that people in rural communities still lack organizational management processes for profit. Lack of capital raising skills Procurement of raw materials, materials and equipment sufficient for production

Management management therefore made the production of community products not widely successful. It is also in line with the research results of (Prayongsub, 2010: Abstract) researching on the management of community enterprises for economic development, foundations, case studies. Thailand and Lao People's Democratic Republic. The results of the research were that in terms of

Community enterprises are based on the seven elements of community enterprise; the community administration process has implemented activities that can use the concept of community culture management process to be analyzed to clearly see the consistency with community enterprise activities. The conclusion of the community culture model of the community enterprise It was found that the community had the first self-reliance on the household level to reduce household expenditures.

Discuss the results of the research according to the second research objective, which is to develop and verify the validity of the structural equation model of the causal factors of the management logistics efficiency of community enterprise goods. The development of the model was developed from a theoretical foundation. And related research the harmonization of the structural equation model developed with the LISREL package was examined. The developed model was harmonized with the empirical data. The statistical values are χ^2= 46.83 , df= 34, p-value = 0.07041; Relative χ^2 = 1.385 ; GFI = 0.96 ; AGFI =0.98; RMR = 0.018; SRMR= 0.038; RMSEA = 0.036; P-Value for Test of Close Fit = 0.96; NFI = 0.98; IFI= 1.00; CFI = 1.00; CN = 463.60 which met the criteria specified (Joreskog & Sorbom, 1996: 121-122), demonstrating concepts and theories. The theory applied this time is very effective in explaining the phenomenon of the causal factor of the efficiency of the management of community enterprise goods. However, when considering the coefficient of influence of the causal latent variable on the latent variable, the efficiency of the logistics management of community enterprise products.

Conclusion

The most entrepreneurs were female. They are between 31-40 years of age. Secondary education. The period of business is 5-9 years, the monthly average monthly is between 15,000-35,000 baht per month and there are 3-4 products. The efficiency of the logistics management of community enterprise products is the reliability of the people. Operate Product quality of cosmetics Delivery of goods and their costs Logistics strategies for product management, cosmetic community enterprises in Thailand include customer service. Packaging, information, logistics and customer relationship building Community enterprise management processes such as planning, organization, induction and control (2) community enterprise management processes positively affect the efficiency of the management logistics of cosmetic

community enterprise products in Thailand. The logistics strategy should be given to taking into account the efficiency of implementing a logistics strategy for product management, cosmetic community enterprises in Thailand and community enterprise management processes of entrepreneurs, respectively (3) The logistics strategy model for cosmetic products community enterprises in Thailand found that The logistics strategy should be given to taking into account the efficiency of implementing a logistics strategy for the management of cosmetic products community enterprises in Thailand.

The least valuable measure of the efficiency of the logistics management of community enterprise goods is the reliability of the operator. It shows that the customer group lacks confidence in the quality of the operators' logistics arrangements. Therefore, community enterprises should focus on building product credibility to the customers.

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