

## **ABSTRACT:**

Using Information Technology (IT) does not mean just only setting up computers to manage jobs in most of business processes in entire organization. Also, it does not mean getting streamlined, timeliness operations and improving workflow management. IT Deployment is all this and much more. The definition of Enterprise Resource Planning (ERP) is for great commonality that IT intends to transform most business processes into. ERP is the way to integrate information system promises benefits that range from increased efficiency to transformation of quality, productivity and profitability. ERP Systems are expensive and take considerable time to implement compared to conventional information systems, in many cases a matter of years, not months and able to cause lot of disruption in the process.

This study attempts to analyze the factors affecting the diffusion and successful implementation of ERP system. The analysis does not only identify the key factors of diffusion and successful but also represent how SMEs prepare himself thru ERP implementation and investment with Pre-implementation consideration dealing reasons for ERP successful and failures factors. Also, it conducted in the Electric and Electronics Industrial Manufacturing companies, which are partial of Small and Medium Enterprise (SMEs) in Thailand region that have both successfully and failure implemented.

How SMEs can meet the challenge of ERP Implementation and firms with fewer growth options in their investment opportunity set tend to have a high level of IT investment for ERP system. Many companies don't fully realize the complexity of the processes. Regardless of company size, implementing ERP is a life-changing event. Challenges range from software selection and scalability to methodology, mind-set, people, and personalities. Put together, these relations between IT investment, firm characteristics and ERP System (standard package) help us better understand the role of IT and people in coordination and control and the choices firms make in information systems and strategy. Here are guidelines for critical factors for successful implementation ERP applications.