

ABSTRACT

Now Thailand's steel industry is facing heavy problems on oversupply, shrinking demand and dumping of imported steel products. As severely impacted by the country's economic crisis since 1997, the sluggish demand caused by crash of property and construction sectors, the increasing cost of imported raw material resulted by currency depreciation, and competition of low priced imports have forced many manufacturers, particularly small ones, out of business. Large operations with heavy foreign borrowings are forced to restructure their financial and organizational structure that result in considerable increase in foreign ownership and management control. The traditional steel manufacturing emphasized on manual workers to check and complete the finished products that make some repetition and not meet the standardize as customers expect. So we have to find the way to survive and get profitability in the steel manufacturing market, we have to find the way to improve productivity at lower costs by using strategies as well as possible technology in order to solve the problems.

Supply Chain Management is the way that can solve small and medium steel manufacturing companies because it can help Thai owners as it involves much more than simply production and logistics functions in an organization. It is deeply linked with planning in coordination with sales and marketing and other functional areas to support the business strategy. There is an abundance of tools, techniques and technologies available to assist organizations in the primary activities associated with planning, preparation and execution of the supply chain strategy. Business Planning, Sales and Operating Planning, Strategic Sourcing and use of information technology can enable firms in any industry to better plan and manage their business. For the other industry for example textile and garment industries to be competitive in the global marketplace, they will need to employ all of these tools and more to anticipate changing market needs of their customers and position themselves to take advantage of the growing opportunities for true supply chain partnering.