

# Abstract

The objective of the study is to find the difference between prospector and non-prospector among the business goals. According to the result of testing, there are the difference between prospector and non-prospector in maintaining existing market niche, assuring adequate resources for growing the business, providing non-family employees with opportunities for growth, emphasizing the business aspect of the family, strategic planning, assuring the separation of family and business, short-term profitability, providing family members with opportunities for growth and individual financial planning for family members.

The researcher collected primary data by distributing 382 sets of questionnaires. Data was collected during August 11th - September 1st, 2003 at the SMEs office on Vipawadee Rd. After the data was collected, the data was coded using the Statistical Package for Social Science (SPSS) computer program. The program analyzed and interpreted the data in a readable table form, in the form of simple frequency and descriptive statistics. The research uses T-Test for testing the difference among strategy types.

The study found that the small and medium businesses in Bangkok are classified in the group of the prospector business. Typically, prospectors emphasize the importance of product and market effectiveness, product research and development, and market research, among other innovative practices (Snow and Hrebiniak 1980). The next group is non-prospector, which consists of defenders, analyzers and reactors. Defenders adhere to what they know best and have a strong general management (Snow and Hrebiniak 1980). Analyzers are characterized as growth-oriented but tend to follow their industry. Whereas reactors have no strong strategic profile and demonstrate weakness in general management.