

ABSTRACT

The purpose of this project is to examine the propose strategies that may improving efficiency on supply chain for spa business, the result of this concept could be one solution of employee efficiency improvement for others service business chain.

The methodology for evaluating this project comes from various fields. The research paper develops a conceptual framework, which adapted from Theoretical framework explaining benefit of efficiency, productivity and utilization from applying scenario planning, the concept of network from logistic sector to spa business were adapted. The data for analysis was gathered from one Spa company and the Tourism of authority of Thailand. This paper presents the development of a proposed productivity, efficiency and utilization analysis framework for spa businesses by reviewing various well-known performance measurement frameworks available for the service sector. The proposed framework broadly categorizes measuring tools into three categories namely efficiency, utilization and productivity. These parameters are further sub-divided to give a detailed description of these parameters. The first dimension, efficiency, measures the output obtained in relation to consumption of input (resources). An efficiency measure deals with the success with which hospital management uses its funds or resources to produce outputs or outcomes. The second dimension, therapist utilization, is indicated by its overall outcomes or impacts. Productivity, the third dimension, is a lead performance measure, which focuses on analyzing forward looking, predictive and future performance comparisons. This dimension can measure a system's ability or adaptability to respond to diversity or change. Further division of these parameters will help spa businesses to directly use the framework for assessment of their performance. This framework will help the spa organizations to know their performance and also it will help in benchmarking the organization so that customers can know the worth of money they pay for the service as per the result of this study which produced a positive signal on the concept of applying Scenario Planning for supply chain efficiency improvement.