

ABSTACT

This paper is studying on major problem of SME in Thai Footwear Industry. Thai footwear industry was established more than 20 years ago and most of them are SME manufacturers. They have so many problems in term of production, and marketing.

This paper is studying on Thai footwear industry but it emphasized only on SMEs. Then it finds out major problems of SMEs in Thai footwear industry and then try to develop planning to solve that problem for SMEs in Thai footwear industry.

So in this project will study on problems of SME in Thai Footwear Industry and recommend solutions in order to succeed on SMEs in Thai footwear industry.

