

Title	An Analysis of Strategic Management of SME in Guangxi Beibu Gulf Economic Zone, China
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ABSTRACT

A case study of Guangxi Huangshi Dairy Co., Ltd. was conducted in this research to explore: 1) how the company use strategic management, and 2) if the company performance well, the strategic management would be expanded to other SME. Primary data were collected through in-depth interview and secondary data from websites, annual reports, and industrial analysis from academic documents. Internal Factor Evaluation (IFE) matrix and External Factor Evaluation (EFE) matrix was used to identify the company's internal factors and external factors. The study focused on the strategic management process to analyze the chosen company.

Findings showed that the company had clear vision, mission, and objectives. The strategies were formulated after analyzing both external and internal factors. The differentiation strategic approach was used by the company to gain competitive advantages. The company also merged with a company which has the same main business to strengthens the company's capability and enlarges its marketing channel to develop national market. The company has qualified human resources to fulfill its objectives. The sales and profit continues to improve year by year. However, the company paid less attention to the customer satisfaction, and promotion the buffalo milk with inaccurate data, which leads customers and academic doubts at this new products appearing in national market.

In conclusion, the chosen company has achieved its sustainable development through the strategy implementation. However, the researcher recommended that the company need to strengthen the relationship with customer, and achieve higher customer satisfaction through responding to messages promptly and keeping customer informed. Also, it was recommended that the company be precise in presenting information to the public, especially at the time of promoting new products.