

SUCCESSIONAL FACTORS OF CANNABIS ORGANIC AGRICULTURAL COMMUNITY ENTERPRISE MANAGEMENT IN THAILAND

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Abstract

This research aimed to study: 1) internal factors, external factors, and succession in operation of Don Chad Safe Plant Agricultural Community Enterprise, Thailand 2) factors that affect the success of Don Chad Safe Plant Agricultural Community Enterprise. 3) the guidelines for developing Community Enterprise. Data had been collected from 36 members of Don Chad Safe Plant Agricultural Community Enterprise. Data sampling determined by population stratification technique. Research tool was questionnaire. Data analysis had been done by statistical application SPSS and stepwise multiple regression analysis. Statistics used for this research were percentage, mean, standard deviation. Research showed that 1) internal factors ($\bar{x}=4.27$), external factors ($\bar{x}=4.09$), and succession ($\bar{x}=4.31$) of Don Chad Safe Plant Agricultural Community Enterprise were at the highest level. 2) the most effective factors to succession of Don Chad Safe Plant Agricultural Community Enterprise were overall internal environment factors, age of business, overall external factors, age of technology, personal funding, structural factor, workload factor, social and cultural factor at statistically significant .05. 3) guidelines for developing the success of Don Chad Safe Plant Agricultural Community Enterprise are containing both internal and external factors.

Keyword: Development, Succession, Community Enterprise

Introduction

Building strength among communities and societies is crucial foundation for the country and is important in strategies of the National Economic and Social Development Plan. Thailand has been adopting the principles "Philosophy of Sufficiency Economy" as a guideline for national development following the Economic Development Plan to handle the rapid change and close connections of the global situations. Intending to improve immunity and enrich sustainability of society of Thailand and conduct appropriate risk management that leads to develop the country towards balance and sustainability by focusing on human resource development. Forming a group that members can participate and share their ideas, to acquire a knowledge management process and a step-by-step learning system and emphasizing on self-sufficient production and consumption within the community. The supporting groups in form of cooperatives and professional group that utilizing their knowledge to create value for products and services. (Office of the Economic and Social Development Board, 2013).

Community enterprise is one form of collaboration between 7 people in a community and above that both owned and operated by the community. Production of products and services will focus on utilizing local resources in the community together with local wisdom to distribute products and services internally and externally. Their operation will be based on self-reliance and self-sufficiency as the essence. When members of community are working together, it can create an important economic that can be expanded the community in a concrete way (Seri and Supas, 2006; Kanyamon et al., 2011). Every organization normally contains 4 internal factors including personnel factor, workload factor, structural factor, and technological factor together with external factors or environmental factors that could affect the organizations. Researchers intended to study ordinary external factors based on PEST Analysis that were political factor, economic factors, technological factor, social and cultural factor (Rawat Chatriwisit et al., 2010).

Cannabis is a plant whose scientific name is *Cannabis sativa* L. in the family Cannabaceae with many common names including cannabis, hemp, Indian hemp, ganja, and marijuana that is a one-year-old biennial plant. Humans have been using it for long time such as using stem as fiber, consuming leaf and female inflorescence, smoking for recreation. There is a recent trend that using cannabis for treating disease that a modern medicine is incapable such as cancer and easing pain of patients. Many solutions can be used besides smoking that everyone is familiar with. For example, dropping cannabis oil underneath tongue to stimulate the rapid absorption into the nerve system. The population of the world is currently facing many health challenges. They are suffering from a variety of diseases, especially cancer. It causes scholars to invent for drugs that can be used to treat cancer and various human autoimmune diseases. Many research led to reconsider at ancient pharmaceutical texts that had been obsoleted for a long time. Some groups of people had begun utilizing cannabis in the treatment of diseases caused by human immunity. When it worked well then it caused a campaign that want to use cannabis for medical treatment. Starting from some European countries and 17 states in US, they allow planting and purchasing cannabis for medical intention. Cannabis is the plant that has many medicinal properties to help treating and curing diseases. A lot of research and experiments had been conducted among academics using cannabis to treat many symptoms such as reducing blood pressure in patients with glaucoma, reducing muscle spasms, using its properties in expanding bronchi to relief asthma symptoms, reducing menstrual pain, improving cancer treatment by reducing nausea from patients receiving chemotherapy and allowing them to eat better, curing Alzheimer's disease and Parkinson's disease, and relieving migraine pain. The experiment showed positive results and did not adversely affect health if used in appropriate and sufficient amounts. However, consuming cannabis in excessive amounts can have adverse effects with health including lack of thought, inability in self-control, and amnesia. Don Chad Safe Plant Agricultural Community Enterprise had been founded by Mr. Surat Woravibulsawat and Mr. Sombat Malasa focusing on cannabis. Planting and farming cannabis in greenhouses since 2015. It was a melon farm before developing to plant cannabis. It plants Thai Stick cannabis that recently provide to the Medical Department using recirculating system in greenhouses, planting and taking care of by both indoor and outdoor systems. Cannabis will be used for medical purpose and extracts will be used to make skin care and facial products. The agricultural community enterprise provides products such as cosmetics, facial cream, cleaner, bar soap, liquid soap,

sunscreen, FDA approved cannabis leaves and cannabis oil. Their cannabis plant is a Thai strain with a distinctive feature of the flower tail being bigger and fluffier and will be rebreeding to acquire their own original strain as Ban Don Chad strain. Their location and environment are spacious and shady with a large pond that is ready for water activities like rafting and boating. It has a seminar center that can support up to 150 people, 6 greenhouses for planting cannabis, a pavilion for resting, and a coffee shop that welcomes any visitors of the enterprise. There are as many as 4000 enterprise groups in lower north eastern area that researcher investigate (community enterprise information system, Community Enterprise Promotion Division Department of Agricultural Extension, 2022). In the middle of business competition that no exception for any entrepreneurs, especially community enterprises. Community enterprises are entrepreneurs that require a lot of support and development in order to be strong entrepreneurs and can rely on themselves. A current state of community enterprises is just a tool to manage funds by community to compete with other professional enterprises under limitations, from small enterprises to medium-sized enterprises and any other enterprises that are more capable in labor capital, management, and corporate status.

Therefore, researchers wanted to study factors that impact a succession of Don Chad Safe Plant Agricultural Community Enterprise, Ubon Ratchathani Province to become a strong, self-reliant entrepreneur. Stakeholders in community enterprises need to involve in management. They must learn, understand, and improve their set of knowledge to ensure that they have the most recent information that can empower and elevate community enterprises to be professional enterprises that are qualified for marketing competition.

Research Objectives

1. To study internal factors, external factors, and succession in operation of Don Chad Safe Plant Agricultural Community Enterprise in Ubon Ratchathani Province, Thailand.
2. To study factors that affect the success of Don Chad Safe Plant Agricultural Community Enterprise.
3. To create guidelines for developing the success of Don Chad Safe Plant Agricultural Community Enterprise.

Research Methodology

This research contained 3 independent variables:

1. Demographic information of representatives from community enterprise consists of: Gender, Age, Education, Funds of company and Accessibility to funding sources
2. Internal factors consist of: Personnel factor, Workload factor, Structural factor and Technological factor
3. External factors consist of Political factor, Economical factor, Social and cultural factor
4. Dependent Variable is a succession of community enterprise consists of: Succession in performance, Succession in market demand and Succession in sustainable business

Population of this research was 40 members from Don Chad Safe Plant Agricultural Community Enterprise, Thailand. Sample group of this research was members of Don Chad Safe Plant Agricultural Community Enterprise determined by Taro Yamane's formula (1973) with confident level at 95% and acceptable discrepancy less than 4%. The sample group was 36 people. The research tool used in this research is a questionnaire: Part 1 consists of questions about demographic information of the respondents, which is a multiple-choice questionnaire regarding gender, age, education, age of business, funds, and accessibility to funding sources. Part 2 consists of questions about internal factors that affect the succession of the Don Chad Safe Plant Community Agricultural Enterprise in Ubon Ratchathani province. Variables that had been studied included factors related to people, workload, organizational structure, and technology. Part 3 consists of questions about external factors that affect the success of the Don Chad Safe Plant Community Agricultural Enterprise in Ubon Ratchathani province. Variables that had been studied included factors related to politics, economics, society and culture, and technology. Part 4 consists of questions about the successional factors of the Don Chad Safe Vegetable Community Agricultural Enterprise in Ubon Ratchathani province, which include community performance, market demand, and sustainable business practices. Part 5 is an open-ended section where respondents can write their opinions, needs, and suggestions. Statistics used in this research included percentages, means, and standard deviations (S.D.). Interpreted by comparing the average values at each level to a standard criterion.

Research Result

This research showed the result as per following: in gender, most of members of the community enterprise that serve as a sample group is male, with a total of 21 people or 58.3 percent. Female members are 15 people or 41.7 percent. Age, most of the sample group falls within the 30-39 age range, with 20 people or 55.6 percent. Education, most members have completed secondary education, with a total of 21 people or 58.3 percent. Age of business, it ranges from 2-4 years, with a total of 36 people or 100 percent. Investing funds, most members have invested less than 50,000 baht, with a total of 21 people or 58.3 percent. Accessibility to funding resources, most member's access funding sources using personal funds, with a total of 26 people or 72.2 percent.

1. Data analysis of internal factors used within the organization of representatives of the Don Chad Safe Plant Community Enterprise showed that members of the community enterprise have the highest level of internal factor usage (\bar{x} =4.27). Considering on each factor, personnel factor had the highest average score (\bar{x} =4.37), followed by workload factor (\bar{x} =4.29), and structural factor (\bar{x} =4.24). While technological factor had the lowest average scores (\bar{x} =4.20).

Table 1: Results of data analysis of internal factors used within the organization of representatives of the Don Chada Safe Plant Community Enterprise.

(n=36)

| Internal Factors | \bar{x} | S.D. | Level |
|---------------------|-----------|------|---------|
| 1. Personnel Factor | 4.37 | .59 | Highest |
| 2. Workload Factor | 4.29 | .61 | Highest |

| | | | |
|-------------------------|------|-----|---------|
| 3. Structural Factor | 4.24 | .71 | Highest |
| 4. Technological Factor | 4.20 | .57 | High |
| Average score | 4.27 | .62 | Highest |

From table 1 Mean, Standard Deviation, and Level of internal factor usage in personnel factor of members in Don Chad Safe Plant Community Enterprise. It was at the highest level ($\bar{x}=4.37$) considering on each aspect, employees are satisfied with their job responsibilities aspect has the highest ($\bar{x}=4.42$). Following by employees have the skills to perform their jobs, fully use their knowledge and abilities in carrying out their assigned duties, and can solve problems that arise during their work independently aspect ($\bar{x}=4.39$), employees have an attitude towards work for the organization aspect ($\bar{x}=4.36$), and employees have a sense of responsibility in carrying out their assigned duties aspect ($\bar{x}=4.28$).

Mean, Standard Deviation, and Level of internal factor usage in workload factor of members in Don Chad Safe Plant Community Enterprise. It was at the highest level ($\bar{x}=4.29$). Considering on each aspect, the group assigns job responsibilities to employees aspect has the highest ($\bar{x}=4.39$). Following by the group assigning responsibilities beyond the main duties to employees appropriately aspect ($\bar{x}=4.36$), and group promotes employees to continuously develop themselves, and there is a continuous and systematic evaluation of work performance aspect ($\bar{x}=4.22$).

Mean, Standard Deviation, and Level of internal factor usage in structural factor of members in Don Chad Safe Plant Community Enterprise. It was at the highest level ($\bar{x}=4.24$). Considering on each aspect, group's clear definition of roles and responsibilities for everyone's work and employees fully utilized their knowledge and abilities in carrying out their assigned tasks aspect has the highest ($\bar{x}=4.22$). Following by group leaders used their power to manage work efficiently and appropriately aspect ($\bar{x}=4.17$), the group distributed power appropriately to employees at different levels aspect ($\bar{x}=4.14$), the group has assigned employees the authority to make decisions about their work aspect ($\bar{x}=4.11$), and members perform their duties using clear and systematic organizational rules and regulations aspect ($\bar{x}=4.08$).

Mean, Standard Deviation, and Level of internal factor usage in technological factor of members in Don Chad Safe Plant Community Enterprise. It was at the highest level ($\bar{x}=4.20$). Considering on each aspect, the group that uses technology in the production of goods or services aspect had the highest ($\bar{x}=4.28$). Following by the group promoted their products or services through various social network platforms aspect ($\bar{x}=4.25$), the group used modern technology and tools to facilitate their work ($\bar{x}=4.22$), and the group implemented a quality management system in their production process ($\bar{x}=4.08$).

2. Data analysis of external factors used outside the organization of representatives of the Don Chad Safe Plant Community Enterprise showed that members of the community enterprise have high level of external factor usage ($\bar{x}=4.09$). Considering on each factor, economical factor had the highest average score ($\bar{x}=4.30$). Following by technological factor ($\bar{x}=4.05$), social and cultural factor ($\bar{x}=4.04$), and political factor ($\bar{x}=4.00$).

Table 2: Data analysis of external factors used outside the organization of representatives of the Don Chad Safe Plant Community Enterprise.

(n=36)

| External factors | \bar{x} | S.D. | Level |
|-------------------------------|-----------|------|---------|
| 1. Political factor | 4.00 | .77 | High |
| 2. Economical factor | 4.30 | .73 | Highest |
| 3. Social and cultural factor | 4.04 | .69 | High |
| 4. Technological factor | 4.05 | .64 | High |
| Average score | 4.09 | .70 | High |

From table 2 Mean, Standard Deviation, and Level of external factor usage in political factor of members in Don Chad Safe Plant Community Enterprise. It was at high level ($\bar{x}=4.00$). Considering on each aspect, the stability of the government aspect had the highest ($\bar{x}=4.06$). Following by the overall political situation aspect ($\bar{x}=4.06$), government policies on investment promotion and government financial policies aspect ($\bar{x}=3.97$).

Mean, Standard Deviation, and Level of external factor usage in economical factor of members in Don Chad Safe Plant Community Enterprise. It was at the highest level ($\bar{x}=4.30$). Considering on each aspect, the interest rate aspect had the highest ($\bar{x}=4.98$). Following by the price of materials and equipment used in the production of goods and services aspect ($\bar{x}=4.14$), public utilities and energy costs aspect ($\bar{x}=4.08$), and employee wage aspect ($\bar{x}=4.03$).

Mean, Standard Deviation, and Level of external factor usage in social and cultural factor of members in Don Chad Safe Plant Community Enterprise. It was at high level ($\bar{x}=4.04$). Considering on each aspect, the changes in the social and cultural environment of modern era aspect had the highest ($\bar{x}=4.14$). Following by the adaptation of customers to social trends ($\bar{x}=3.94$).

Mean, Standard Deviation, and Level of external factor usage in technological factor of members in Don Chad Safe Plant Community Enterprise. It was at high level ($\bar{x}=4.05$). Considering on each aspect, change of technology in production and services aspect had the highest ($\bar{x}=4.08$). Following by change of technology in communication aspect ($\bar{x}=4.03$).

3. Data analysis of successional factor of the Don Chad Safe Plant Community Enterprise showed that members of the community enterprise have the highest level of success ($\bar{x}=4.31$). Considering on each factor, community performance factor had the highest average score ($\bar{x}=4.33$). Following by market demand factor ($\bar{x}=4.31$), and sustainable business factor ($\bar{x}=4.30$).

Table 3: Data analysis of successional factor of the Don Chad Safe Plant Community Enterprise.

(n=36)

| Succession of Community Enterprise | \bar{x} | S.D. | Level |
|------------------------------------|-----------|------|---------|
| 1. Community performance factor | 4.33 | .64 | Highest |
| 2. Market demand factor | 4.31 | .60 | Highest |
| 3. Sustainability business factor | 4.30 | .66 | Highest |
| Average score | 4.31 | .63 | Highest |

From table 3 Mean, Standard Deviation, and Level of succession in community performance factor Don Chada Safe Plant Community Enterprise. It was at the highest level (\bar{x} =4.33). Considering on each aspect, the use of local resources to produce the group's products aspect had the highest average score (\bar{x} =4.42). Following by production and creation of products from local wisdom of the community aspect (\bar{x} =4.36), and villagers in the community are proud of the products that come from the local wisdom of the community aspect (\bar{x} =4.22).

Mean, Standard Deviation, and Level of succession in market demand factor of Don Chada Safe Plant Community Enterprise. It was at the highest level (\bar{x} =4.31). Considering on each aspect, the group's products are in demand by the market and are sold throughout the year aspect had the highest average score (\bar{x} =4.36). Following by the products having distinctive and beautiful characteristics aspect (\bar{x} =4.28), and customers accept the quality and beauty of the products aspect (\bar{x} =4.25).

Mean, Standard Deviation, and Level of succession in sustainability business factor of Don Chada Safe Plant Community Enterprise. It was at the highest level (\bar{x} =4.30). Considering on each aspect, the members of the group have increased income from working in the community enterprise group aspect had the highest average score (\bar{x} =4.33). Following by the product group has shown continuous growth in sales aspect (\bar{x} =4.28)

Table 4 the correlation between independent variables between individual factors internal factors and external factors

| | A | B1 | B2 | B3 | B4 | B5 | C | D | E | F | G | H | I |
|---|------|------|-----|------|----|----|---|---|---|---|---|---|---|
| A | 1 | | | | | | | | | | | | |
| B | .054 | 1 | | | | | | | | | | | |
| 1 | * | | | | | | | | | | | | |
| B | - | .129 | 1 | | | | | | | | | | |
| 2 | .074 | | | | | | | | | | | | |
| B | .047 | .042 | .0 | 1 | | | | | | | | | |
| 3 | | | .72 | | | | | | | | | | |
| B | - | - | .1 | - | 1 | | | | | | | | |
| 4 | .037 | .025 | .31 | .044 | | | | | | | | | |

| | | | | | | | | | | | | | |
|---|---------|-------|------|------|------|------|------|-------|-------|--------|--------|--------|--------|
| P | -.246** | -.059 | .034 | .498 | .276 | .375 | .072 | -.39* | -.21* | .331** | .341** | .453** | .359** |
|---|---------|-------|------|------|------|------|------|-------|-------|--------|--------|--------|--------|

| | J | K | L | M | N | O | P |
|----|--------|--------|--------|--------|--------|--------|---|
| A | | | | | | | |
| B1 | | | | | | | |
| B2 | | | | | | | |
| B3 | | | | | | | |
| B4 | | | | | | | |
| B5 | | | | | | | |
| C | | | | | | | |
| D | | | | | | | |
| E | | | | | | | |
| F | | | | | | | |
| G | | | | | | | |
| H | | | | | | | |
| I | | | | | | | |
| J | 1 | | | | | | |
| K | .295** | 1 | | | | | |
| L | .514** | .851** | 1 | | | | |
| M | .291** | .501** | .400** | 1 | | | |
| N | .390** | .238** | .407** | .508** | 1 | | |
| O | .544** | .394** | .410* | .382** | .541** | 1 | |
| P | .486** | .863** | .851** | .710** | .596** | .541** | 1 |

A age, B1 age between 20 – 29, B2 age between 30 – 39, B3 age between 40 – 49, B4 age between 50 – 60, B5 age above 61, C education, D age of business, E investing fund, F access to capital, G people factor, H workload factor, I structural factor, J technology factor, K overall internal factor, L political factor, M economic factor, N social and cultural factor, O technology factor, P external environment factor overall, Q overall success of community enterprises.

Table 5 Multiple regression analysis prediction of variables influencing success in community enterprises

| Variable | b | Seb | Beta | t | P-value |
|-------------------------------|-------|------|-------|-------|---------|
| K overall internal factor | .29 | .11 | .46 | 6.69 | .000 |
| P external environment factor | .48 | .32 | .66 | 12.61 | .000 |
| O technology factor | -.106 | 0.34 | -1.42 | -3.13 | .000 |
| B2 age between 30 – 39 | -.107 | .041 | -.082 | -2.44 | .011 |
| F access to capital | -.322 | .078 | -.174 | -4.36 | .000 |
| I structural factor | .304 | .079 | .243 | 3.78 | .000 |

| | | | | | |
|-------------------------------------|-------|------|------------|-------|------|
| H workload factor | -.132 | .057 | -.110 | -2.28 | .005 |
| N social and cultural factor | .065 | .024 | .084 | 1.89 | .045 |
| Constant a | 0.246 | | sig = .000 | | |

From table 4 and 5 Research on development of safe plant community enterprise in Don Chad, Bung Wai Subdistrict, Warin Chamrap District, Ubon Ratchathani Province can be summarized as follows:

1. Research showed that members of community enterprise had the highest level in personnel factor to succession of safe plant community enterprise in Don Chad (\bar{x} =4.37). Human resources are a key resource in managing and making community enterprises successful, emphasizing the importance of job skills, responsibility, the ability to solve problems that arise from work processes, and job satisfaction. This is consistent with the research of Kemika Songwattana and Jittrada Rodploy (2021) who stated that the strengths are the abilities of the group leaders and the strength of the members, while the opportunities are that people in the community are ready and enthusiastic to work with the group. In addition, they receive assistance from community developers and leaders, who can use aggressive strategies to build cooperation among members and people in the area, leading to the formation of larger groups and continuous development.
2. Research showed that members of community enterprise had the highest level in workload factor to succession of safe plant community enterprise in Don Chad (\bar{x} =4.29). The assignment of tasks is based on knowledge, skills, and aptitude, and there is continuous assessment of job performance, as well as promotion of self-development among employees. This is consistent with the research of Vimolsiri Kukkuntod and colleagues (2563), who studied the factors that contribute to the development of a community enterprise group of banana producers and processors in Tambon Rahaan, Amphoe Bueng Samakkhi, Kamphaeng Phet Province, leading to success. There are two factors, internal and external. Internal factors should promote learning, continuous development of production processes, skill training, training, and field visits to related organizations.
3. Research showed that members of community enterprise had the highest level in structural factor to succession of safe plant community enterprise in Don Chad (\bar{x} =4.24). Don Chad Safe Plant Agricultural Community Enterprise, which produces safe crops, has clear roles and responsibilities for its employees with power distributed at various levels and opportunities for employees to make decisions. The organization operates with clear and systematic rules, regulations, and policies. This is consistent with research by Jintana Sarathongkhaow (2017) on organizational factors affecting the quality assurance of academic programs at Kasetsart University, Kamphaeng Saen Campus. The study found that the most strongly correlated organizational factor is structure, as businesses must clearly define roles and responsibilities.
4. Research showed that members of community enterprise had high level in technological factor to succession of safe plant community enterprise in Don Chad (\bar{x} =4.20). Don Chad Safe Plant Agricultural Community Enterprise has a promotion of products or services through various social networks. Technology is used to aid in the production of goods or

services, and new technology and tools are used to facilitate work. This is consistent with the research of Ratkarn Buasuwanee Ritthimas (2021). The research found that the organic agriculture industry still has opportunities for growth and can develop online marketing channels. Related agencies should prioritize support, particularly in promoting knowledge of online marketing and developing technology management skills.

5. Research showed that members of community enterprise had high level in external factor on political factor to succession of safe plant community enterprise in Don Chad (\underline{x} =4.00). The government's support in terms of investment has created jobs and generated income for people in the community. This is consistent with the study of Lak Kana Inbeng, Arada Chaisena, and Ratchada Phakkadiang (2020). A study of the success factors of community enterprise groups certified by the Community Product of Khon Kaen Province found that the following factors are present: members have solidarity, there is a guaranteed market for products, financial accounting is organized and transparent, and the state provides useful knowledge, advice, equipment, and marketing support to the groups. They also develop knowledge of group management and systematic accounting of income, expenses, and debts with transparent accounting and profit allocation. Financial management is also associated with the acquisition and use of capital.
6. Research showed that members of community enterprise had the highest level in external factor on economical factor to succession of safe plant community enterprise in Don Chad (\underline{x} =4.30). Representatives of community enterprise emphasized the importance of employee wages, interest rates, raw material costs, and production material expenses in product manufacturing, together with various public utility expenses. This is consistent to research of Silakhana Inbueng, Arada Chaisena, and Ratchada Phakdi Ying (2020), and Rachada Pakdiyong (2020) studying the environmental factors of organizations. The study found that the success factors of certified community enterprise groups producing community products in Khon Kaen province depend largely on environmental factors. Specifically, business operators give importance to environmental factors because part of their success depends on the environment, especially in terms of keeping track and understanding the systematic preparation of income, expenditure, and debt of the group. The accounting process is transparent, and there is a proportionate allocation of profits. Additionally, financial management related to the use and acquisition of capital, expenses, and operational costs is also in place to ensure the best value for the business.
7. Research showed that members of community enterprise had high level in external factor on social and cultural factor to succession of safe plant community enterprise in Don Chad (\underline{x} =4.04). Corresponding to research of Chonpong Aparmpisarn (2017) stated that the transformation of the shape and characteristics of society, such as planning product manufacturing and production processes, inspecting product quality before release, and conducting consumer behavior surveys before product manufacturing, have resulted in product diversity. The government plays an important role in supporting and promoting the strength and networking of communities.
8. Research showed that members of community enterprise had high level in external factor on technological factor to succession of safe plant community enterprise in Don Chad (\underline{x}

=4.05). They implied technology in the production process and communication within community enterprises which has become increasingly important. Technology is used to communicate, market products, and reach customers. It was enabling rapid information dissemination and increasing sales for community enterprises. Corresponding to research of Taksinya Songyoteen (2560), the factors contributing to the success of community enterprises and found that communication technology is a key factor. Successful groups have consistent and widespread communication among members, exchanging information and ideas. They also connect with external organizations and share knowledge and information to develop and solve problems.

9. Research showed that members of community enterprise had the highest level in successional factor on community performance factor of safe plant community enterprise in Don Chad (\bar{x} =4.33). This may be due to products from the production and creativity group from local wisdom. The group takes pride in products that come from the local wisdom of the community. Corresponding to research of Natthapong Nawatan (2012), stated that the factors of success for community enterprise include the development of the potential of the community enterprise group, particularly in handmade crafts. In Wiang Chai district, Chiang Rai province, research results found that the community enterprise group for handmade crafts had potential in the areas of leadership and enterprise management systems with a division of labor based on the structure of the group. In addition, members of the group had a collective role in designing their own products and distributing the work of weaving according to the suitability and abilities of each level of difficulty in the production of product. The group leader has skills in conveying knowledge to members of the group. They can adjust and creates work to meet the needs of customers on each occasion.
10. Research showed that members of community enterprise had the highest level in successional factor on market demand factor of safe plant community enterprise in Don Chad (\bar{x} =4.31). This maybe because products from community enterprise groups are in demand in the market and are available for sale all year round. The products have unique and outstanding characteristics, are beautiful, and customers appreciate the quality and beauty of the products. Corresponding to research of Nattanan Channda (2020) in the marketing field. They are sold both wholesale and retail, with distribution channels both online and offline. As for services, the group creates activities that promote customer satisfaction. Factors that contribute to development include internal factors, where every member has a role in group development, group formation, and internal management. The group promotes learning and continuously enhances knowledge.
11. Research showed that members of community enterprise had the highest level in successional factor on sustainability business factor of safe plant community enterprise in Don Chad (\bar{x} =4.30). This maybe because members of the community enterprise group have increased their income from working in the community enterprise group. The group's products have seen continuous sales growth, as the Don Chad agricultural community enterprise is relatively successful in producing safe crops and has the potential to develop and market products, which are in demand in the market that increased income from the sale of products. Corresponding to research of Somyot Panyamak, Pingpang Srikaew, and

Jiraporn Kloypaen (2019). It was found that: 1) Evaluating past work to find ways to improve or develop it further, 2) Consistently developing products and services, 3) Controlling and maintaining quality standards, 4) Production must not negatively impact environmental resources, occupations, and ways of life of the community, 5) Honest management in transparent funds that can be verified, 6) Further education and fieldwork observation, 7) Building networks for learning about production and marketing inside and outside the community, 8) Developing community enterprises as models for members and interested groups to educate from.

Conclusion

A community enterprise is a collaboration of people within a community that utilizing local wisdom and technology to develop community enterprises. This is considered an important role in economic development because it involves developing community management systems to create a systemized and stable capacity for the people in the community. Factors that influence the success of the Don Chad agricultural community enterprise include personnel factor, workload factor, structural factor, technology factor, and accessibility to fund factor which mainly from private fund together with external factors and particularly internal factors that also have an impact on the success of the enterprise. Therefore, members of the community enterprise group should prioritize and focus on internal factors to ensure that the operation of the enterprise is efficient, systematic, stable, sustainable, and more successful.

Suggestion

Researchers had suggested according to research results as per following:

1. Recommendations for utilizing research results. Research showed that personnel factor, workload factor, structural factor, technology factor, and accessibility to fund factor which mainly from private fund, external factors on social and cultural factor together with internal factors have an impact on the success of the enterprise. Members of the community enterprise group should give importance to these factors. Community enterprises should define clear roles and responsibilities for each individual staff member and assign tasks to members for decision-making in order to improve the efficiency of the community enterprise and create more success in its operations. Power should also be distributed appropriately to staff members at different levels.

Suggestion for next study.

1. Conducting a study to compare the success of community enterprise groups in different professions and regions, and continue to develop community enterprises.
2. Studying the factors of success in cases where groups develop professional network or receive government support to measure their ability to increase competitiveness and use it to develop into a business model.

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