

Chapter 5

Conclusion and Recommendation

5.1 Conclusion

5.1.1 Review of objectives

This research stated that demands of Thai electrical products increase for construction projects of Myanmar in order to fill in the basic infrastructures which have been developed in all over the country especially in Yangon. For electrical parts of construction projects, contractors and retailers preferred Thai products by confronting China and India products which were likely to be competitors in the electrical market in Myanmar. Although Thai electrical products generally cost higher than China and India products, Myanmar electrical contractors and retailers did not concern the price especially for construction projects. Accordingly, Thai products can penetrate into multiple construction projects of Myanmar electrical market according to current situation of Myanmar electrical market. Additionally, future potential market size is likely to grow with development of building and construction projects in Myanmar.

5.1.2 Data and method

For the results of this research work, the quantitative research method was used with collected data from self-administered questionnaires in a survey as primary data. The sample composed of 120 individuals of contractors and retailers in electrical fields in Yangon. The specific size of targeted people was used to support the judgmental sampling method as the sampling method of this research to provide final results. The method was an intention of own judgment for choosing populations of participants in this research to understand groundwork situations of Thai electrical products consumers and also secondary data of previous research work related to electrical fields was provided to support the final solutions of this research.

5.1.3 Results and final conclusion

Myanmar electrical importers traditionally import lower quality electrical products from China and Thailand for home supply. However, electrical contractors and retailers are to turn worldwide recognized brands and quality electrical products for building & construction projects. Thai products are like to be favoured by Myanmar consumers. Since Myanmar electrical market becomes bigger and bigger in recent years with many construction projects, demands for electrical products are also growing.

In this research, the aim was to meet demands and supplies of electrical products in doing trading business in Myanmar. Since construction projects enhance in Myanmar which desperately needs huge basic infrastructures, import electrical materials are largely required due to lack of its domestic products as Myanmar does not yet develops its manufacturing sectors. Solutions showed that loyalties on Thai products and international standard level and power of Thai suppliers increase in Myanmar electrical consumer mind. Results show that there is a positive correlation between being easy to find out domestics electrical products in Myanmar and the quality of domestic electrical products in Myanmar; between the quality of Thai electrical products and the price and the quality of Thai electrical products for the variable of the quality of Thai electrical products; between Thai electrical suppliers and the logistic system of Thailand for the variable of suppliers with effective logistic systems; between strong brand image and international standard level for the variable of international standard electrical products with strong brand image. Even Thai electrical products normally cost higher than Chinese and Indian products, importers for contrition projects do not concern the price of Thai products. This research suggests that Myanmar contractors and retailers who import Thai electrical products need to focus on construction projects. Furthermore, Myanmar electrical consumers are confident that there are also affective and shorter logistic and supply chain between Myanmar and Thailand – from Bangkok to Yangon just about four days delivery shipping. That takes advantages over other competitors who import other products such as Chinese, Indian and other electrical products.

5.2 Recommendation

As significant points, electrical contractors or retailers should have a good relationship with many suppliers from Thailand for product options which are important parts of electrical trading business in customer sides of construction projects. And they also have to have contacts with Thai electrical agent supplier companies because they have multi-electrical products kept in large warehouses. The import of electrical products from Thailand is a prospective business in Myanmar but it needs to more concentrate on construction projects rather than else sectors in customer side. Additionally contractors or retailers who have an electrical trading business between Thailand and Myanmar should closely work with architectures & design consultant groups for constructions because they can suggest project owners to put a certain brand and product design in the building structures.

References

- [1] Daw Zaw Zaw Naing (2014) Trade Policy Reform in Myanmar, Yangon University Press, Yangon Myanmar
- [2] KPMG Group (2013), Infrastructures in Myanmar, KPMG international group, published in Bangkok, Thailand
- [3] World Bank Group (2015), Going Beyond Efficiency, Doing Business 2015, Economy Profiles Myanmar, Washington, USA
- [4] PWC (2014), Myanmar Business Guide, PWC Business Consultants Group, Yangon, Myanmar
- [5] Ministry of Economy Japan (2013) Signing of the Japan-Myanmar Investment Agreement, Trade and Industry of Japan
- [6] Ministry of National Planning and Economic Development of Myanmar (2013), National Economic Planning Annual Report, Naypyidaw, Myanmar
- [7] MIC and DICA (2014), Myanmar Investment Guide, Yangon, Myanmar
- [8] Myanmar Times (February 2015) Potential Kyaukphyu builders come from China, Myanmar Times Journal, published in Yangon, Myanmar
- [9] U Khin Maung Thien, (2014) Current Situation and Future Trend of Building and Housing Sectors in Myanmar, ministry of construction, Myanmar.
- [10] Kumangai, S., T. Kudo, S. Umezaki (2013), Making Myanmar the Star Growth Performer in ASEAN in the Next Decade: A Proposal of Five Growth Strategies, Jakarta, Indonesia
- [11] TIR (February 2014), Tech Savvy Thailand, Thailand Investment Review, published in Bangkok, Thailand
- [12] International Crisis Group (2012) Myanmar: Politics of Economic Reforms, Asian reports, Brussels, Belgium.
- [13] Lee Jones (2012), Political Economic of Myanmar Transition, article of inequality, conflict and political regime in East and Southeast Asia, Vietnam National University, Hanoi, 2012.

- [14] Vikram Nehru (2012), Myanmar Economic Policy Priority, Carnegie Endowment for International Peace, Washington D.C., USA
- [15] Michael C. Williams (February 2015), Myanmar's Troubled Path to Reform, Chatham House, Royal Institute of International Affairs, London, UK
- [16] ShanghaiDaily (2014) , Myanmar plans more special economic zones for development
http://www.shanghaidaily.com/article/article_xinhua.aspx?id=228777, July 09, 2014
- [17] Irrawaddy News (January 2013), The cost of developing Dawei special economic zone has soared to \$10.7 billion, <http://www.irrawaddy.org/short-news/the-cost-of-developing-dawei-special-economic-zone-has-soared-to-10-7-billion.html>
- [18] ABD (November 2013) Progress Report on Transport and Trade Facilitation Initiatives in the Greater Mekong Subregion, Australia
- [19] ERIA (Economic Research Institute for ASEAN and East Asia) (October 2012), Mid-Term Review of the Implementation of AEC Blue Print-Executive Summary, Jakarta, Indonesia
- [20] Joakim Reiter (March 2014), Trade Policy Review, Myanmar, WTO (World Trade Organization), Centre William Rappard, Geneva, Switzerland
- [21] TEMCA' Show (2014) Electrical Exhibition Hand Books, Pattaya, Thailand
- [22] Theerachote Pongtaveewong (2014) Business Research (class handouts), Siam University, Bangkok, Thailand
- [23] Nut-tapon Pual Nimmanphatcharin (2010) Style Manual Guidelines for Academy Writing, Siam University, Bangkok Thailand
- [24] Solidiance (2014) Thailand's Logistic Opportunities, Solidiance, Bangkok, Thailand
- [25] KPMG (June 2015) The ASEAN Economic Community 2015, published in Bangkok, Thailand
- [26] Jones Lang LaSalle (2013) Southeast Asia's Rising Logistics Market, published in Singapore

