

Local Product Development

The Company is determined to preserve and pass on the culture and local wisdom to the future generations, as well as develop local products to create sustainable livelihoods for the community.

Local Product Development Strategies

Local products from many areas are already unique, but changes in the social context have rendered local products obsolete in meeting the needs of today's consumers. Therefore, the later generations forget about their existence. Local product development strategies are focused on bringing local cultures and wisdom to be developed in a variety of ways to add value and bring attention to these products, to become more in demand by the new generation. An example is the development of eco-tourism attractions or cultural attractions. Local products can be redesigned or their usage can be adapted to suit the modern lifestyle and cater to modern customers. Distribution channels for these products is also crucial, which can be developed through Ecotourism or Cultural tourism.

Na Muen Sri Community Handicraft Textile Learning Center Project



The Company supports the Na Muen Sri Project in Trang, in order to help expand the product range of woven fabrics that are outstanding in terms of traditional weaving patterns and its unique colors. In addition, the Company has established a museum, a fabric learning center, and a bicycle route for community life, in order to promote the community to be a cultural tourism destination. Inside the museum, there is a display of ancient textiles, showcasing the traditions of Na Muen Sri weaving. The biographies of founding weaving teachers who have passed away are also highlighted, together with the woven cloth series under the concept of "Heritage Pattern to Modern Na Muen Sri" which are done in collaboration with leading designers. The aim of the center is to allow tourists to study the weaving process and shop for woven fabric products. In addition, those interested in Na Muen Sri weaving can choose to buy products through other online channels, such as the official Facebook page of "Na Muen Sri Textile" and "Central Tham Market". From the implementation of this project, the community has been successful in maintaining weaving as a career and has passed on local wisdom to future generations.

Generated
9 million THB
of income for the community

Attracted
10,800
visitors

159
households in the community
joined the project

