

## Strategic Control Systems for the Business of Fresh Milk Shops in Thai - Denmark Milk Land.

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**Abstract:** The researcher aim to study the strategic control system of the Thai - Denmark MILK LAND. store business and to study the management potential of the Thai - Denmark MILK LAND. store operator and to apply the control system findings for further strategic development. the changing situation of consumers economy and a more competitive situation Thai-Danish milk Adjusting the army and ready to compete in the heat of the dairy industry "Year of the Cow", turn the strategy to receive the new marketing trend, highlighting "e-commerce - platform" Increasing the market share both domestically and internationally under the intense competition in the dairy industry Coupled with the outbreak of the coronavirus disease 2019 (COVID-19) in 2020, e-commerce businesses in the country have grown exponentially and the behavior of Thai people has a greater proportion of online shopping purchases. The franchise business of Thai-Denmark Milk Land must have a strategic control system for the business. to increase the management potential of shop operators. Therefore, the researcher is interested in studying the strategic control system of the business. Data were collected from managers and branch assistants of 30 sample branches and used a questionnaire as a tool. The statistics used in the data analysis were t-test, F-test (ANOVA and MANOVA), multiple regression analysis.

**Keywords:** Strategic Control Systems, Business, Fresh Milk Shops, Thai - Denmark Milk Land.

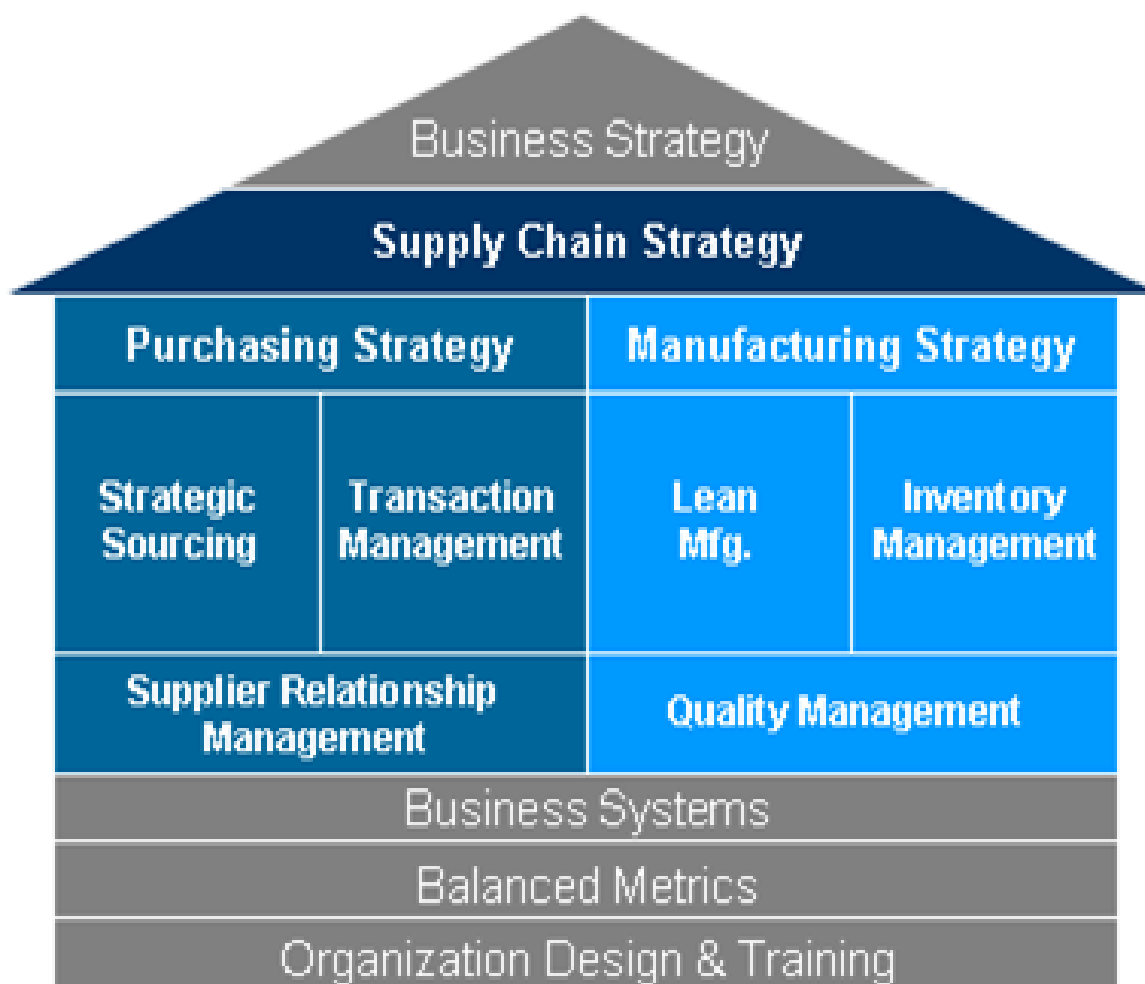
## 1. Background

Strategic management has become an important part of companies in today's dynamic and competitive environment. Strategic management consists of three separate processes which are interconnected together and influence each other. These processes are – strategic planning, strategic implementation, and strategic control. Researches in companies showed that the most important and the most underestimated part is strategic implementation. Implementation of the strategy is a part of strategic management which success is conditioned by managers, employees, their organization, as well as by the transformation of the company's culture. The main task of implementation of the strategy is to bring the strategy into the life as a part of everyday decision making process of the company. It is necessary to find appropriate indicators characterizing company activities and a system for measurement to eliminate deficiencies in the implementation of the strategy. Strategic implementation was firstly introduced on scientific conference held on the University in Pittsburg in 1978. In connection with strategic implementation is important to define strategy as a basic element of strategic management of the company. The strategy translates into the functional politics which specify how should be allocated resources and which way should be implemented goals of the company (Cisko & Klieštík, 2009). The strategy was considered in the past as the science about planning and defining directions of military actions, while the birth of company strategy occurred in 60's by publication of Alfred Chandler (1962) who pointed out the problem solving by managers in American companies connecting with long-term objectives, allocating resources and creating a structure to enable and support their implementation.

Gradually the concept of strategy has become more relevant and has been expressed by several authors. Quinn (1980) considers a strategy as a model or plan that integrates the objectives of the company, as well as policies and activities into a coherent whole. On the other hand Glueck (1980) sees strategy as a single, comprehensive and integrated plan that is designed to ensure the achievement of the basic objectives of the company.

Currently, the strategy is one of the key factors of the company and with its definition may be encountered in a number of domestic and foreign literatures dealing with strategic management.

According to Sadler (2003) strategy is a complex process defining activities need to be undertaken to achieve company objectives and prefers medium-and long-term goals before operational solutions. The proposed strategy is defined by Grunig & Kuhn (2006) as a managerial directive or declaration, which serves as decision support providing the possibility of appeal.



**Fig.1. Strategic Supply Management**

## 2. Methods

30 the entrepreneur in Fresh Milk Shops in Thai - Denmark Milk Land. Manager and Assistant Manager of were asked through questionnaire to measure research revealed that gender, age, education and level income Supply chain management strategies include raw materials, procurement and procurement. Warehousing and storage Distribution and feedback in a medium level. Five Rating Scale( 1=lowest , 2=low , 3=moderate, 4=high , 5=highest). The relationship between various strategic control systems and the management potential of entrepreneurs in Fresh Milk Shops in Thai - Denmark Milk Land. Collected data were statistics analyzed by Percentage, Mean, Standard Deviation, One-Way Analysis of variance, Multiple regression analysis.

### 3. Results

Table 1. Descriptive Statistics for Stepwise multiple regression analysis

Model	Sum of Squares	df	Mean Square	F	P-value
Regression	27806.427	1	27806.427	33.464	.000 <sup>b</sup>
Residual	23266.240	28	830.937		
Total	51072.667	29			
Regression	35248.341	2	17624.171	30.071	.000 <sup>c</sup>
Residual	15824.325	27	586.086		
Total	51072.667	29			

Multiple R	0.738a
R Square	0.544
Adjusted R Square	0.528
Standard Error	28.826

Table 1. The table shows the concluded that the variables that were selected into the equation were procurement and procurement, warehousing and storage. It has a multiple correlation coefficient (Multiple R) of 0.738a, a coefficient of determination (R Square) of 0.544, an adjusted working coefficient (Adjusted R Square) 0.528, the standard error in the system (Standard Error) 28.826.

Table 2. Descriptive Statistics for The relationship between various strategic control systems and the management potential of entrepreneurs in Fresh Milk Shops in Thai - Denmark Milk land.

#### Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	P value	Correlations			Collinearity Statistics	
	B	Std. Error				Zero-order	Partial	Part	Tolerance	VIF
Constant	181.516	24.047		7.549	0.000					
(X <sub>2</sub> )	1.344	0.342	-0.498	-3.934	0.001	181.516	-.048	1.344	0.951	0.278
(X <sub>3</sub> )	2.312	0.649	-0.451	-3.563	0.001	181.516	0.321	2.312	0.529	0.509

Significant of level .05

Table 2. The results of testing the relationship between various strategic control systems and the management potential of operators (Y1) of Thai-Denmark Milk Land. found that the strategy control system On procurement and procurement (X<sub>2</sub>), the P-value is equal to 0.001, less than 0.05 (0.000 < 0.05). and strategy control system In terms of warehousing and storage (X<sub>3</sub>), P-value is equal to 0.001, less than 0.05 (0.000 < 0.05), that is, rejects the main hypothesis H<sub>0</sub> accepts the secondary hypothesis H<sub>1</sub> means that the strategy control system of the Thai-

Denmark Milk Land store business It is related to the management potential of Thai-Denmark Milk Land shop operators. can be written in the form of three regression analysis as follows:

$$Y=181.516 + 1.344 (X_2) + 2.312 (X_3)$$

#### 4. Discussion

The results discovered in this study.

1. Procurement and purchasing, warehousing and storage It has a multiple correlation coefficient (Multiple R) of 0.738a, a coefficient of determination (R Square) of 0.544, an adjusted working coefficient (Adjusted R Square) 0.528, the standard error in the system (Standard Error) 28.826.
2. The strategic control system of Thai-Denmark Milk Land shop business is related to the management potential of Thai-Denmark Milk Land shop operators of Thai-Denmark Milk Land found that the strategy control system On procurement and procurement and strategy control system In terms of warehousing and storage.

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