Value Creation through Design: Goal and Constraint
Case Study Thailand’s Furniture Industry

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Abstract- Since the well being of humans partly rely on global economic, they are usually fighting among their competitors this era of Creative Economy. One important factor needed in order to be successful is Innovation. Most of innovations actually come from researches; however according to the survey, researches in Thailand have not been developed much further to be neither innovation nor commercialization. Therefore, design is the best solution to turn researches into products that respond to the needs of consumers.

Referring to the data submitted by the Department of exports, Thailand’s furniture industry gains the most revenue to the country comparing among all design industries. Thus, it is interesting to find out more about this topic of Value Creation through Design in this particular industry.

By the end of the research, Goal & Constraint could be utilized for further research topics to turn researches into Commercialization as well as to work as a guideline for any successful design work.

Keywords- Design, Thailand’s Furniture Industry, Value Creation

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