

OTOP EXPORT RECOGNITION

BURAN BENJARONG

My father is a Bangkokian but mother is a Suphanburi native. After marrying, they moved to Petchabun, having ricefield there in making their living. At free time from ricefield, they had to do clothes-making because they have 5 family members and earning from the ricefield is not enough to cover all family expense.

Until the children turned to growing up, my father and mother believed if we would still be living in Petchabun we will be destined to be peasants forever so they decided to move to Bangkok at Nong Kham in 1982. At the beginning here, our relatives advised us to do plantation and only just in the first year we were faced with flooding making us into poverty. Even at the beginning of our lives in Bangkok we were with a few money and we had to meet with flood problem in Bangkok at the time, forcing us to stay with others. Our family was really in trouble without money and everyone had to work hard to survive.

Doing plantation in Nong Kham not so long, then in 1985 we moved to Krathumban District of Samut Sakhon Province for a period of time until we had the idea against doing plantation as many years passed, it only rendered us a lot of liabilities, even deeper than doing ricefield, so as most of us are now grown up we look at doing business of factory and wanted to quit plantation, then we move to be enrolled into a factory.

Khun Viton at this period was a student in K-10 and when he was at K-11, he knew it was not possible to continue learning as the family was without money to support education, so he had to resign and worked full time in drawing blue and white china in a porcelain factory near the house with Khun Somjit, his sister for about 8 years.

It was 23 March 1995, we started doing a small business of our own with capital at the time about 10,000 Baht. Our small business is handmade ceramic that we did it in our house, with only two hired craftsmen at the start. At first, we are plagued with a number of problems as we did not have much capital, we had raw materials for our manufacture through installment payment. Our initial works are with polychrome chinaware and nielloware, as copy of ancient work but it came out in bad sale in the market. Therefore, in 1996 we adjusted our products into chinaware with raised glazing as the market welcomed this product at that time. It comes out with welcome response to our products. It was now that we have over 40 craftsmen on this branch of work and one more branch and also with Khun Wittaya and Khun Nukul, resigning from their work, to assist family work at BuranBenjarong and Kwanchai, our youngest brother, after his bachelor graduation also works with family business.

Presently, Buran Benjarong has been highly acknowledged and welcomed from our customers in both public and private sectors and we together strive to push our products with great efficiency and better quality to serve our customers.



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