

## Abstract

This quantitative study focused on design guidelines and physical management of a community retail center under the strategy to reform the structure of the economy for balance and sustainability. The objective is to analyze the strategic policy principles which is concerned about retail business under the Tenth National Economic and Social Development plan. Thus study also attempts to probe the marketing possibility of the suburban zone location which the Community Retail Center can be built around. The survey studied people's attitude towards physical requirement and participation in management of the Community Retail Center. The researcher has collected both primary and secondary data from documents and sample groups which are local residents (222 people) and small business entrepreneurs (50 people) in Baan Kluang Suan district. The content analysis and SWOT analysis were applied. Statistic test used were percentage, mode, mean, standard deviation, Chi-square test and correlation test.

The result is displayed in the form of descriptive essay and tables. The result of this study indicates that the way to apply physical management with the Community Retail Center and construction of the center should be the collaboration among freelance retailers, non-profit organization bureaus, government such as local administration network and municipality. The objective of the Community Retail Center is to establish a recreation center and public common area together with a business area. The community retail shop, as the center of community activities, can promote economic growth and grouping alliance within the community in the form of retailing business. The project should be located near the highway area or near the main road of that community. The area within the center should be divided into 5 zones, namely, Retail zone, Education zone, Recreation zone, Office zone and Service zone. It is recommended that the architecture of this building be Modern Tropical type and suitable for tropical hot weather. Also, within the center, it is suggested that the area be designed to be modern, divided buildings grouping into Cluster type and the building structures be made of durable materials which are conveniently low-priced and low-cost in maintenance.