

Wissaroot Namjarusruangsri 2010: The Impact of Joint Venture on Ready-to-Drink Fruit Juice's Market Structure. Master of Economics, Major Field: Economics, Department of Economics. Thesis Advisor: Associate Professor Chiraphan Kuladilok, M.Econ. 134 pages.

The main purpose of this study is to examine the impact of joint venture on Ready-to-Drink market share of three fruit juice producers the concentration of fruit juice market and the competitive advantage of Tipco. F & B Co. Ltd. The study is under the concept of measuring the Concentration.Ratio (CR) the Herfindahl Summary Index (HSI) the Comprehensive Concentration Index (CCI) and to study the impact of joint venture toward the competitiveness of Tipco F & B Co. Ltd. based on the concept of competitive advantage, Michael E. Porter and analysis strengths weaknesses opportunities threats (SWOT Analysis).

The study found that after the joint venture between Tipco F & B Co. Ltd and Suntory Ltd. the market share of Tipco F & B Co. Ltd increase but both Malee Sampran Ltd's market share and Uni President (Thailand) 's market share decrease. Then the three ratio show that the ready-to-drink fruit juice's market structure tend to the monopoly market. The impact of the joint venture with the changes of competitiveness of Tipco F & B Co.Ltd. have had the positive impact and negative impact. The positive impacts are the economies of scale and get technology for create products the stronger brand and the new place for sale the product. Moreover they have more bargaining power with suppliers of factors of production and consumption increased. But the negative impacts are the cost of marketing is increase with competition and the freedom for decision in business have decreased. The overall shows that Tipco F & B Co.Ltd.will get the more competitiveness with the joint venture.

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Thesis Advisor's signature