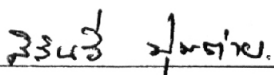


Sirinaree Numtai 2006: The Impact of Bird Flu on Quantity and Competitive Advantage of Frozen Chicken Export of Thailand to the European Union. Master of Economics, Major Field: Economics, Department of Economics. Thesis Advisor: Mr. Jeerasak Pongpisanupichit, Ph.D. 160 pages. ISBN 974-16-1672-4

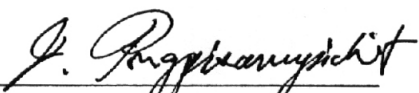
The objectives of this research were to study the impact of bird flu on quantity of frozen chicken export of Thailand to the European Union in 2004 and analyze the impact of bird flu on the competitive advantage of frozen chicken export of Thailand to the European Union. A regression analysis was used in the first part and Michael Porter's national competitive advantage framework was applied in the second part.

The result of this research revealed that the forecasted quantity of frozen chicken export from Thailand to the European Union in 2004, in the case without bird flu crisis, was about 34,579.0 tons. Compared with the quantity of frozen chicken export of Thailand to the European Union in 2004, which was only 18,578.4 tons, it implied that the bird flu caused the quantity of frozen chicken export of Thailand to the European Union to be decreased about 16,000.4 tons or 42.6 percent. Furthermore, the bird flu reduced the competitive advantage of frozen chicken export of Thailand to the European Union. The negatively effected components determining the competitive advantage were factor condition, domestic demand and support and related industries. On the other hand, the company strategy, structure and rivalry and the government were supportive competitive components for the advantage of the industry and eventually would be major drivers for the future competitive advantage of Thailand in this particular case.

Based on the results of the study, the government should support the research and development in frozen chicken industry in order to decrease cost production. Moreover, farmers had to develop the production process of frozen chicken up to Thai government and European Union standards in order to be competitive in the future.



Student's signature

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Advisor's signature