Amornrat Sasrisang 2007: Marketing System of Pulp Industry in Thailand.
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Pulp industry is potentialy developed and continuously expanded. In Thailand the pulp factory could produce only short fiber pulp. Nowadays, each pulp producers attemped to increase productivity, however it is still insufficient to meet the requirement of the consumers. Hence, the importation of pulp is needed. In addition, the pulp industry could not be developed at the full capacity this mainly due to the lacking of raw material and marketing problem. Thus, objectives of the study were to determine the general condition about production, marketing and structure of pulp industry in Thailand during 1996-2005 of the total 7 industries.

Results from this study, indicated that the raw material using for pulp production were eucalyptus, bamboo, bagasse, kenaf and rice straw. The pulp production was increases with an average rate of 7.85 % per year. Most pulp was made of eucalyptus because of it's proper quality for producing writing paper. The problem in the production aspect including, raw material price, insufficient raw material, fluctuation, high imported tax of chemical substance and pulp having more grain. Price of pulp in Thailand was ranging from 11,917 to 26,141 baht per ton this depended on cost of production and price of pulp in the world marketing. The marketing problems were the fluctuation of world market price and increasing of freight. The most of the produced pulp was sent to their branch factory and the other domestic factories while pulp factory A, B and G having their pulp exportation. Marketing structure of pulp industry was oligopoly. The seller concentration ratio (SCR) was 87.43-92.87 %. Product differentiation depends on raw material, production technology and packaging. The important obstacle for the marketing share was the high cost of interest which was over than 300 millions. In addition, the know-how cost, human resource and differentiation of the product. Moreover market behavior, represented that each producer could not decide freely price because it was controlled price product but there was quietly cooperated for decide price from assembly company. The policy of product was development of quality, product from order and return product. The competition types were vertical integration, collusion and cost reduction.

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