

Sangrawee Yimjoo 2012: Business System of Cassava Ethanol Industry in Thailand. Master of Arts (Agribusiness), Major Filed: Agribusiness, Department of Agricultural and Resource Economics. Thesis Advisor: Miss Aerwadee Ubolsook, Ph.D. 87 pages.

The objective of this is to study the business system of cassava ethanol industry in Thailand. The study is useful for all stakeholders in business systems of Cassava Ethanol Industry in Thailand, not only provide basic data and competitiveness information but also analyses the competitive advantage for the strategies formation. In addition, it also support and can be used as a guideline to develop and increase the competitiveness of cassava ethanol industry in Thailand.

The study found that Thailand has more potential to produce renewable energy due to the strength of agribusiness sector in Thailand which has the ability to produce energy crops in low cost and plant cassava for producing energy while having no effect to planting cassava for food. Ethanol industry from cassava in Thailand has a few vendor. Ethanol production from cassava has the lowest cost comparing to other raw materials. In the future, demand for ethanol in the world market trend to increase and emerge new investors in the industry.

The strategies for enhancing the competitive advantage of Thailand cassava ethanol industry are to promote and to encourage farmer to plant energy crop, apply contract farming for agriculture system, develop new high productive cassava species, research and development on technology for ethanol production from cassava, and collaborate among producers to supply ASEAN countries. The government should support Thailand cassava ethanol industry by promote ethanol for export, simulate consumer for gasohol used, and focus on productivity development of energy crop.

---

Student's signature

---

Thesis Advisor's signature