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ANUWIT LEUNGSajakul : RISK ANALYSIS OF CONSTRUCTION
PROJECT OF BANNKA TELEPHONE TERMINAL. THESIS ADVISOR : SITTICHAJ
SAELEM, Ph.D. 121 pp.

This research was aimed to do the risk analysis of construction project of Bannka telephone terminal using analytical and survey research methodology. The research was started from the economic analysis of preliminary project. The result showed that the estimated IRR was 3.70%, which was not feasible. Then, Strength, Weakness, Opportunity and Threat factors of the project obtained from the interviews of the 20 related specialists of TOT Public Company Limited was analyzed.

The scores of Internal and External Factors Evaluation Matrix were evaluated. The results were 1.93 and 2.05 out of 3 respectively. The competitive position of the project determined by TOWS Matrix was in the position of Weakness and Threat. The most important internal risk factors were the high cost of terminal expansion for supporting higher quantity of customer and the delay of the new telephone number expansion comparing to the competitors. While, the most important external risk factor was the trend of higher cable cost. The appropriate strategies that could bring the project turn to be feasible having the IRR of 46.3%. The sensitive factor was leased line service for the government network.

Finally, pay back period and IRR after applying the appropriate strategies was analyzed. It showed that for the case of 50% income decreasing, the IRR would be 20.8%, which the investment would be still feasible.

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