

Ekkawut Chonsophonpun 2011: Value Chain of Chinese Food Set Services in Nakhon Pathom Province. Master of Arts (Agribusiness), Major Field: Agribusiness, Department of Agricultural and Resources Economics. Thesis Advisor: Associate Professor Nongnuch Angyurikul, M.B.A. 119 pages.

This study is aimed at examining an overview and value chain of Chinese food set services in Nakhon Pathom Province. Data was collected from 14 entrepreneurs who have passed the assessment criteria and acquired standard mark for Chinese food set services in Nakhon Pathom. The study also examining consumer satisfaction toward marketing mix from the use of Chinese food set service through 408 questionnaires.

The study results indicated that Chinese food set services in Nakhon Pathom Province have always been developed in respect of equipment and management system to become a beautiful pattern. Value chain of Chinese food set services in Nakhon Pathom Province involves major activities such as inbound raw material which have good quality, reasonable price and meet the demand which will correspond to their storage and use. Food quality will determine services price and fixed price will enable the entrepreneurs to provide food items with quality. Marketing promotion is just a component to attract customer. Supporting activities include procurement where each establishment will have different standard in selecting raw material and equipment. Menu development has not been materially done which has been developed constantly. In regard employee management, it will be carried out based on relationship between employer and employees. In a large establishment, regulations have been clearly provided and its operation needs job order providing details of works. With respect to consumer satisfaction, it indicated that almost all factors show high level of satisfaction. Large service providers will gain satisfaction in various aspects at maximum average scores.

Recommendation will be that small Chinese food set service provider should exploit its advantage of more flexibility due to its size of business to easily control, change or improve elements while large business should exploit its capacity to reserve raw material and implement strategy on cost reduction approach.

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Thesis Advisor's signature