

The feasibility study of “the Investment in the Elephant Dung Paper of Thai Elephant Conservation Center in Hang Chat District, Lampang Province” aims to study the feasibility of the investment in the Elephant Dung Paper of Thai Elephant Conservation Center. This is because currently people have turned into the environment conservation and the natural products. The feasibility study of the investment in the marketing, management and financial are as follows:

Marketing analysis – According to the data collection from foreign business people content: Sri Lanka, German, American and the tourists at the Thai Elephant Conservation Center by using questionnaire and the interview with the officer of the Center. The assumed that the business people and tourists like the Elephant Dung Paper. The factors in purchasing decision are to help to conserve the environment and the society. The Elephant Dung Paper can create new products by using paper such as artificial flowers and photo frame. The market size in the year 2003, 2004 are expected to grow by 3 percent and 5 percent in sequence.

Management analysis - The Project of the Investment in the Elephant Dung Paper of Thai Elephant Conservation Center which has been studies is located in the Elephant Conservation Center in Hang Chat District, Lampang Province. It belongs to The Forest Industry Organization Lampang , located in the area of National Conservation Forest. First investment is 3,319,000 bath, for temporary investment. They used medium sized technology of machine and equipment. There were 12 staff members recruited as the functional structure organization. They have low education and their salary will be based on the total volume of products at the end of month.

Financial analysis - The Project of the Investment in the Elephant Dung Paper of Thai Elephant Conservation Center in Hang Chat District, Lampang Province is feasible. Because the analysis of the data showed satisfactory results, project will be terminated by 5 years after opening; Internal Rate of Return (IRR) is 34.18 percent Which is more than interest loan of commercial bank (8 percent per year), Net Present Value (NPV) is 2,676,351 bath at discount rate 8 percent and Payback Period with in 2 year 4 months 3 days. The sensitivity analysis in the set of sale amount are variable, that effect to the most sensitivity of NPV and IRR.

Thus the feasibility studies of the Elephant Dung Paper used some facilities of Thai Elephant Conservation Center such as land, and the expense of water and electricity. This can reduce the investment by lowering a part of costs, which will be compensated by the Thai Elephant Conservation Center.