

The independent study titled “A Feasibility Study of Investment of a Private Female Dormitory Located in Front of Lampang Rajabhat University” was conducted to study the feasibility of investment in the private female dormitory located in front of Lampang Rajabhat University, Lampang Province.

The feasibility was studied on 4 aspects which were marketing, technical, managerial and financial feasibility. Data were collected by interviewing owners of private dormitories adjacent to Lampang Rajabhat University and the Head of Beneficial Section, Khelang Nakorn Municipality. The questionnaires on the demand of dormitory for female students of Lampang Rajabhat University were distributed to 200 interviewees, as well as documentations from related books, articles, researches, reports, and relevant statistics. Data collection were conducted during February to May 2005 and was analyzed under a hypothesis to accept projects with more than 7 percent internal rate of return. The conclusions of the study were as follows:

The results on marketing analysis showed that the number of Lampang Rajabhat University students were increasing continually during 1999 to 2003. The dormitory sites spread among every village especially the location around the institute. For marketing need analysis, results showed that product, price, place, promotion, people, physical evidence and presentation and process were factors which influenced female students of Lampang Rajabhat University on choosing dormitory at a high level. And there are 175 students or 87.5 percent are interested in this project. The projection of average

living rate were expected to be 90 percent and the revenues for the first five years were expected to be 743,925 Baht per year and 685,725 Baht per year for the sixth to twentieth year. The marketing expenses were expected to be 6,000 Baht per year.

The results on the technical analysis showed that the dormitory would be located on 575 square metres space, 400 metres away from the university. It should have 32 rooms for female students with bathroom, terrace and clothesline. In addition furniture and equipment in the room consisted of a bed, two pillows, a wardrobe, a telephone, a dressing table, an electric fan, a basin and a water heater. Besides that it have 2 rooms for the commercial, an office, a shared TV, a newspaper room and a parking garage.

According to the management analysis, the project was analyzed base on single ownership working as dormitory manager. Also, the project require one local female caretaker.

The results on financial analysis showed that the project required an investment of 5,500,000 Baht, which consisted of 4,500,000 Baht for capital, and 1,000,000 Baht for debts. The payback period was 10 years and 11 months. The net present value was 128,725 Baht at 7 percent discount rate while the internal rate of return was 7.28 percent. The breakeven point was 23 rooms per month. For feasible study, it should be possible to investment on private female dormitory located in front of Lampang Rajabhat University.