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KEY WORD: SMALL INDUSTRY / SHOPHOUSES / URBAN PLANNING

KAMPON PUNKUN : A SUITABILITY STUDY OF SMALL INDUSTRY IN
SHOPHOUSES FOR URBAN DEVELOPMENT. THESIS ADVISOR :

ASSO. PROF. KIAT JIVAKUL, Ph.D. 138 pp. ISBN 974-584-239-7

The trend of the small-scale industries in the row houses are now increasing due to low costs, small area using, able to live in and also convenience to contact the customers. The selection of the location is the most significant factor for the entrepreneurs to consider. These kinds of industries impacts directly to the environment of the area. Knowing the factors which influences to the location selection and the buildings will effect to the promotion or stipulation of the small-scale industries in the row houses, or improving the area of existing small-scale industries appropriately.

The study was conducted by surveying every unit of small-scale industries in Khet Pomprab Sattruphai and make 200 samples by using questionnaires in order to study the general characteristics of the industries. Three concepts are used in the study, that are, external economy in the urban area, external economy in the industries and the location selection by economics reason. In addition, statistical significance is tested using Chi-square method.

It was found that the trend of the small-scale industries in Khet Pom Prab will not increased because there is no more space to expand. The trend in the outside district are increased. The most important factors for the locational selection are the location of the industries. The patterns, plan and the characteristics of the buildings are not the major factors.