

Pawinee Naksawat 2010: Marketing Opportunity of the Premium Coffee Shop Business in Nonthaburi Province. Master of Economics (Business Economics), Major Field: Business Economics, Department of Economics. Thesis Advisor: Associate Professor Darawan Virunhaphol, Ph.D. 99 pages.

The Market Opportunity of the Premium Coffee Shop Business in Nonthaburi Province has been explored. The study aims to explore the consumer behavior in premium coffee shops and examine the market opportunity of premium coffee shop business. The analysis of Strength, Weakness, Opportunity and Threat as well as the effectiveness of market strategies are studied. The questionnaire survey is used as a research tool for data collection. The statistics such as frequency, percentage, mean and median are used to help explain the consumer behavior. Chi-Square is also employed to test the hypotheses and explain the industrial environment and the competition in the industries including SWOT analysis. In addition, TOWS Matrix is used to identify the effectiveness of strategy.

The result shows that 86.30% of respondents have visited the premium coffee shops. Also, 49.8% of respondents have visited a coffee shop once a week. Apart from drinking coffee, respondents also drank ice chocolate, fruit juice, hot tea or hot chocolate. The most frequently visited shop were Star Buck and Black Canyon, respectively. Respondents prefer to visit the coffee shop at the department store (supermarket) or the cinema. The purpose of visit was to meet, chat or deal and the place should be business clean, tidy as well as Wi Fi service should be available. According to The SWOT analysis for coffee shop business, it can be concluded that the differentiation and the market promotion were the core strategies in order to succeed in this business.

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