

Chalita Nammakuna 2009: Production and Marketing of Bamboo Products in Lampang Province.
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Objectives of the study were to determine production and marketing of bamboo products, financial analysis and problems faced in bamboo product enterprise in Lampang province. Data was gathered by interviewing 17 sampled entrepreneurs which could be classified into 4 food stick, 7 food stick and chopstick producers, 5 food stick, chopstick and toothpick producers, and only one incense stick producer.

Results of this study indicated that *Dendrocalamus strictus* was the only one bamboo species using as the raw material for producing such bamboo products. In 2007, the quantity of bamboo in form of line wood utilization was 6,883,823 kg. The finished products had a little difference in design. Only 35.29 percent of total producers had their own brand and using corrugated paper box and sack for packaging, without extra packaging design. In 2007, the production of bamboo products in Lampang was 6,258,025 kg, generated income to producers in amount of 109,187,086 baht. Based on the financial analysis indicated that $B/C > 1$, $NPV > 0$ and $IRR >$ the determining discount rate, the main production problems were short of labor during paddy growing season from June to August, and during community cultural celebration and insect disturbance, raw materials and products were stored in warehouse for more than 3 months and the quality of ordered bamboo was not uniform. Marketing problems found were uncertainty of bamboo product price of each factory, mainly due to ordered companies. Bamboo products were not diversely designed for attracting customers. The most suppliers were factories which accepted to produce and sending the products to the permanent customers. They had insufficient advertisement budget for providing marketing informations to the customers. Thus, relevant government agencies should support to establish the Society of Bamboo Product Entrepreneurs in order to create the bargaining power for the entrepreneurs. Government agencies should be the center for providing production and marketing information as well as knowledge to the producers, this will enable them to produce the good quality products for increasing their market price. Moreover, the government agencies which take responsibility in bamboo utilization should conduct the extension programs on bamboo planting in the residential areas as well as cultivated lands in order to increase bamboo supply to meet the future bamboo demand in the near future, this will assist to reduce bamboo collection from the natural forest.

Student's signature

Thesis Advisor's signature