

EKACHAT CHATIYANONT : ECONOMETRIC DECISION MAKING FOR INVESTMENT
PROJECT IN MINI-ASSEMBLY FACTORY FOR EXPORT PURPOSE. THESIS
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This thesis applies econometric in decision-making to select type of industries concerning investment in mini-assembly-factory. The model is used to predict value of exported merchandises in six types, i.e. ready to wear clothes, gems and jewelry-making, shoes, travel equipment, furniture, and toys. The independent variables are quantity of raw materials used in producing such products, volume of labor in industrial sector, and value of such products imported throughout the world. In addition, to enable the mini-assembly-factories to properly fit the types of industries, those six types of industries must be selected again with the following criteria; predicted value of exports in the future, econometric model statistical analysis, and factors in planning and designing the mini-assembly-factories. The result reveals that the appropriate types of industries are ready to wear clothes, gems and jewelry-making, shoes and travel equipment. The four types of industry selected are light industries which do not create environmental pollution. The mini-assembly-factory model can be built with several floors. Each floor does not need high ceiling since these four industries do not require space from the height of the building. The size is 6 x 16 squaremeters. It has 3 stories with a mezanine. The front part can be beautifully designed to be used as an office. There are separate entrance and exit at the rear for loading and unloading trucks without interfering with other factories. The total space is 420 square meters. The cost is Baht 11,000 per square meter. From the study, it is found that the mini-assembly-factory project can be suitably built in an area of approximately 10 Rai with 80 sale units. The total investment cost of Baht 252,960,000 to outprofit of Baht 116,640,000 and NPV of the project equals Baht 84,882,587 IRR equals 35.53 %