

Sukunya Petsri 2008: An Analysis of Strategic Raw Materials Purchasing Decision of a Business Firm in Canned Pineapple Industry: A Case Study of Company Z. Master of Economics (Business Economics), Major Field: Business Economics, Department of Economics. Thesis Advisor: Associate Professor Santiya Eag-arkara, Ph.D. 158 pages.

Canned pineapple industry is an important industry of Thailand. The Thai producers are focus on production for exporting. To create competitive advantage in foreign market, Thai producers should emphasis on cost competitiveness by formulating the strategy of efficient raw materials purchasing. The main objectives of this study are: (1) to study the purchasing decision factor to acquire raw material of company Z, (2) to study the categorization method of raw material which use in the canned pineapple production process of company Z, Research method used in this study is the opinion survey of persons who have authority in making purchasing orders of company Z.

The study found that most of purchasing officers' decision in company Z will base on the specification of material and the factor of raw materials purchasing which impact to the company Z's profit was the same group factor such as the volume of purchasing ,however for its supplier material delivery risk was a various of group factor. According to such factor study, could be categorized material group into two groups: the company's strategic items group and non-critical items group. For the first groups was the most impact on the company Z' profit and its supplier material delivery risk. Thus, a company should focus on partnership creating and a vertical business development strategy with its suppliers. The last non-critical items group wasn't much impact on the company Z' profit and its supplier material delivery risk. Therefore, the suggestions for the last groups are: the company Z should emphasize on standard raw material sourcing, careful purchasing agreement contracts and supplier management in order to reduce times and expenditures.

The recommendation of this study is: the purchasing officers of company Z should select appropriate strategy for raw materials purchasing decision and should consider other factors impacted on company Z' risk, such as toxic or poisonous substances and the production processing and the transportation of suppliers.

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29, MAY, 2008