

Montree Kongmongkon 2012: Business Plan for Ban-Nong-Ma-Muang Community Rice Group in Nakhon Pathom Province. Master of Arts (Agribusiness), Major Field: Agribusiness, Department of Agricultural and Resource Economics. Thesis Advisor : Associate Professor Sanit Kao-ian, M.S.
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The objectives of this study were to analyze the production cost, marketing channel and to analyze strengths, weaknesses, opportunities, threats and business plan for Ban-Nong-Ma-Muang community rice group Banglane District Nakhon Pathom Province. The study used secondary data obtained from the group that interview 27 samples from Ban-Nong-Ma-muang Community Rice Group member. In addition, 100 samples from merchants and consumers of cultivated rice varieties. In conclusion, A basic economic cost and return analysis, maketing channel analysis, business plan and SWOT analysis were as the analytical tools to achieve the objectives.

The results showed that the cultivated rice production from Ban-Nong-Ma-muang Community Rice Group, 59.15 percentage of total cost that was variable cost that included running cost and operating cost and 40.85 percentage was fixed cost. The marketing channel analysis found that the marketing cost and profit mean of intermediaries were 3 and 17 percentage respectively, it was consumer expense. The consumer behavior indicated that the product quality was the most effective criteria factor affecting the buying decision. Moreover the satisfaction assessment of the consumers associated with the product, price, place and promotion contents of the cultivated rice varieties were done and analysed. It was found that the consumers were highly satisfied by the product content of the cultivated rice varieties while the price, marketing outlets and marketing promotion of cultivated rice varieties were able to moderately satisfy the consumers. The SWOT analysis of the group also indicated that the group could make use of some strategies focusing on them strengths and opportunities, while avoiding them weakness and threats in order to achieve the better business performance of the Ban-Nong-Ma-Muang community rice group

Student's signature

Thesis Advisor's signature