

WATTANA BOONDOWN : RETURN ON INVESTMENT IN SMALL-SCALE CERAMIC DISHES  
 INDUSTRY IN LAMPANG PROVINCE. THESIS ADVISOR : ASSO. PROF. DUANGMANEE  
 KOMARATAT, ASSIS. PROF. AMPON WATTANARANGSAN, 163 pp. ISBN 974-578-307-2

The purposes of this thesis are to study the production and the market situation and to compare the production costs and return on investment of small-scale ceramic dishes industry in Lampang Province. The results from the study can be concluded as follows :

Unit	Factory Size 1		Factory Size 2		Factory Size 3	
	1988	1989	1988	1989	1988	1989
Productivity	dishes 1,876,600	1,663,200	1,215,280	1,030,920	501,120	444,960
Cost of production	baht 2,792,822	2,796,430	1,956,173	1,840,412	1,021,656	970,583
Variable cost	% 75.55	75.55	74.91	73.42	74.21	73.31
Fixed cost	% 24.45	24.45	25.09	26.58	25.79	26.69
Rate of return on investment	% 19.59	9.71	17.98	5.88	12.48	5.46
Rate of margin of safety	% 39.78	24.70	38.32	17.10	29.22	15.72
Break-even point	baht 2,376,975	2,729,363	1,685,238	1,908,691	983,889	1,048,373

It can be seen that difference in production capacity yields difference rate of return on investment and the rate of return on investment in the year 1989 is much lower than 1988. This is because production volume had decreased due to the decrease of market demands in Ceramic Dishes in 1989, thus results a great decrease in net profit.

The main problems of the production of Ceramics Dishes are : Product quality is still not up to standard, unconsistant quality of raw materials, shortage of skilled labour, unmodern machineries, lack of market information and the absence of efficient management system.

The guide line to solve the mentioned problems is that the State, State Work Units and the manufacturers should cooperate in research and development of production technology in order to jointly solve the problems and to attain the required standard of the market. It also enables the development and further expansion of Ceramic Dishes Industry.

ภาควิชา การบัญชี  
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ลายมือชื่อผู้สมัคร วิวัฒน์ มงคล

ลายมือชื่ออาจารย์ที่ปรึกษา [Signature]