

NOPPORN AIEMKETKEOW : MARKETING OF PROCESSED FOOD IN THE ROYAL PROJECT. THESIS ADVISOR : ASSIS.PROF.GUNTALEE WECHASARA, Ph.D., ASSIS.PROF. SAKARINDR BHUMIRATANA, Ph.D. 213 pp. ISBN 974-578-890-2.

The Royal Processed Food Project has been established by His Majesty the King Phumipol Adulyadeth in 1972 to help the Hilltribes people to grow economic plants replacing poppeis and to help the poor people to gain more income and to have better living conditions. There are five factories for processing processed food under the brand name of "DOI KHAM". Two of these five factories are locate at Cheingmai and one factory each at Cheingrai, Sakolnakorn and Bureerum.

The purpose of this thesis is to study marketing conditions of processed food of the Royal Project. Only 4 factories were studies. They were factories at Cheingmai, Cheingrai, Sakolnakorn and Bureerum. Primary data were gathered by interviewing and observing 4 producers at Cheingmai, Cheingrai, Sakolnakorn and Bureerum, 11 middlemen in Bangkok, 20 industrial users in Bangkok and 240 consumers in Bangkok and Nakornrajasima. Secondary data were gathered from text book, documents and reports.

The findings reveal that there are only a few production problems. The main problem is understaffing. Futher, the small staff is more oriented to production than management and marketing. The limited funds have caused the problems of distributing, promotion, and long term planning.

The Royal project products are distributed by means of direct sale and middlemen. The middlemen distributes products to industrial users and general consumers. They have never tried to apply marketing strategies to promote their sales. The consumers have never experienced the advertisements before. Most consumers have bought the products from governmental agents and they have suggested that the products should continue to have good quality, moderate price more advertisements, and should be available in department stores.

Moreover, the findings also reveal that the market of processed food can be greatly expanded, especially among ultimate consumers. It is suggested that the project develops the product labels, launch more advertising campaign, and promotes the products through efficient distributing representatives instead of using direct sale. Above all long term planning for future development must be done so that enough budget will be allocated by the government and more funds and machinery will be provided by private sectors and international organization. The number of personnel must be increased and in-service training for the presen personnel must be held on marketing strategies. Marketing research should be conducted in order to satisfy consumers' needs.

ภาควิชา บริหารธุรกิจ
สาขาวิชา -
ปีการศึกษา 2533

ลายมือชื่อนิสิต Donna 18/07/15
ลายมือชื่ออาจารย์ที่ปรึกษา สมชาย