

·PRASERT KABSALAB : AN ANALYSIS OF PRE-PRODUCTION PROBLEMS FOR PARTICLE BOARD FURNITURE PLANT.. THESIS ADVISOR : ASSO.PROF. VANCHAI RIJIRAVANICH, ASST.PROF. DUMRONG THAWEESEANGSAKULTHAI, 241 PP. ISBN 974-578-393-5.

This research will explore the pre-production problems of a particle board furniture plant in Thailand. The study includes many aspects of the future demand for particle board (furniture) which will be compared with current productive capacity, marketing problems, engineering problems, investment and the rate of return.

The study showed that the future market for wooden furniture will tend to expand rapidly. The annual average demand for wooden furniture during 1990-1999 is forecasted to be 11,730 million baht, where as, at present, the annual average capacity is 5,385 million baht. With regard to marketing, the study indicated that there are problems concerning channel distribution in both domestic and foreign markets, the lack of foreign trade information, restrictions posed by importers, and the setting of foreign market prices. With respect to engineering factors, there are many problems such as barriers on the input of modern technology for production and design from the home countries, financial problems, and the higher price of land in Thailand. Furthermore, human resources are inadequate. Regarding investment, the study revealed that since investors cannot estimate the amount of investment capital required, capital funds are often excessive. Investors do not even know what the sources of financing are, the rate of return or the payback period on investment.