

Jarasrat Buree 2014: The Rediness Preparation of the Entrepreneurs, Small and Medium Enterprises for Entry into the ASEAN Economic Community. Master of Arts (Political Science), Major Field: Political Science, Department of Political Science and Public Administration. Thesis Advisor: Associate Professor Supattra Junnaphiya, M.A. 154 pages.

This research was to study the readiness preparation of the Small and Medium Enterprises (SMEs) for entry into ASEAN Economic Community (AEC). The sample of this study was 10 SMEs in Bangkok and suburban areas. A tool used to collect data in this analysis was the interview forms, using a semi-structured interview. The questions structured as a qualitative research method.

The results showed that the SMEs seemed to be ready for entering AEC, regarding basic investment factors such as investment size, investment value, investment type, investment period. At least, they affects economic and politic of the country. However, related factors to readiness preparation are the reception of information, the understanding, the expectation from the AEC, the reception of information from the internet, online system, and other technologies. Readiness preparation in workforces, production, and import guarantee their export products. Additionally, the government has been subsidized and promoted the determination of the entrepreneurs in order that all sectors of the SMEs are ready for entry into the AEC in 2015.

---

Student's signature

---

Thesis Advisor's signature