

Taweasap Compiranon 2014: A Financial Feasibility Study of Metal and Plastic Packaging Investment. Master of Economics (Business Economics), Major Field: Business Economics, Department of Economics. Thesis Advisor: Associate Professor Supriya Kuandachakupt, Ph.D. 79 pages.

The objectives of this thesis were to study production process, price and market of metal and plastic packaging, to compare financial feasibility of metal and plastic packaging investment project and to analyze sensitivity of projects. Data were collected from relevant entrepreneurs, reports, statistics, articles, academic papers. Descriptive analysis and quantitative analysis were used to generate cash flow and investment decision making, using these indicators of project worth, Payback Period, Net Present Value (NPV), Benefits-Cost Ratio (BCR) and Internal Rate of Return (IRR). Sensitivity analysis was used to identify effect from various situations.

The result of the study was found that plastic packaging investment project was financial feasible. Because financial return of plastic packaging investment project was more than metal packaging investment project. Even though the sensitivity analysis showed that plastic packaging investment project was more sensitive. However the Net Present Value (NPV), Benefits-Cost Ratio (BCR) and Internal Rate of return (IRR) were still more than metal packaging investment project. Moreover when consider machine, raw material, labor, production process, limitation of product, customer target and durable of product in each projects, it was found that plastic packaging investment project was more feasible.

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Thesis Advisor's signature