

Piraya Gamalanon 2014: Application of Quality Function Deployment for Frozen Ready Meal. Master of Science (Agro-Industrial Technology Management), Major Field: Agro-Industrial Technology Management, Department of Agro-Industrial Technology. Thesis Advisor: Assistant Professor Chutima Waisarayutt, Ph.D. 85 pages.

This research collected the needs of Chinese consumers in Shanghai, Beijing and Guangzhou on the frozen ready meal and applied the quality function deployment technique to converting the needs of consumer into product technical specifications. Such technique allowed the way to develop the ready meal product according to the consumers' needs. Results from the market research, found factors that affected consumer satisfaction in Shanghai were quality assurance, reasonable pricing and manufacturing processes concerning to animal welfare. Factors that affected consumer satisfaction in Beijing were reasonable pricing, no additives and good taste. The factors that affected consumer satisfaction in Guangzhou were a good taste, reasonable pricing and quality assurance. The results of applying quality function deployment, found the first three technical requirements to be considered in the ready meal products development for Guangzhou were price per box, the materials used in packaging and raw materials, while Shanghai were the price per box, materials used in packaging and time to warm. Consumers in three cities had similar needs on value and quality, quality assurance and good taste. Application of Quality Function Deployment Technique had the potential to be used as a part of product development system.

---

Student's signature

---

Thesis Advisor's signature