

Kanonrat Luengsode 2014: Rice Security Strategy. Master of Business Administration, Major Field: Business Administration, Faculty of Business Administration. Thesis Advisor: Associate Professor Yuraporn Sudharatna, Ph.D. 233 pages.

The objectives of this research were to assess food security on rice, to create the food security strategy on rice and to propose the way to create competitive advantage on rice in Thailand and CLMV (Cambodia Laos PDR. Myanmar and Vietnam). By using food security assessment which consist of three dimensions: food availability, food affordability and utilization; as well as SWOT analysis, PESTEL analysis, Five Forces Model and rice export statistics by country.

The research has shown Vietnam was the most food secure on rice, while Thailand was second place, followed by Myanmar Cambodia and Laos PDR, respectively. To improve food secure by decrease proportion of food consumption and total household expenditure and increase road infrastructure and political stability etc. The food security strategy contains increase food availability and food accessibility, development of infrastructure, agricultural production, agriculturist and government contribution. To create competitive advantage on rice classify into 2 categories, leader and followers of market, first to maintain number one in market and go beyond competitors and second to increase market share and rise in rank in the market.

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Student's signature

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Thesis Advisor's signature