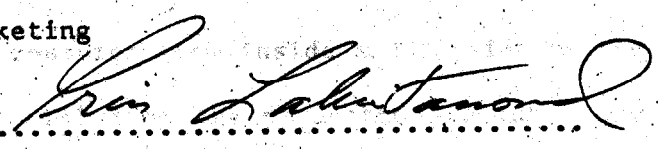


Title : Thai Jewelry Export To Japan

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Degree : Master of Business Administration

Major Field : Marketing

Thesis Advisor : 
(Prin Laksitanond)
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The purposes of this research were : 1) to study Thai Jewelry exporters' status in the gernerall, marketing, finance and production, 2) to determine Thai Jewelry export's problems concerning the marketing, finance and production, 3) to study Thai Jewelry exporters' needs in the general marketing, finance and production; and 4) to study Thai Jewelry export's important variables in setting the demand and supply.

The constructed questionnaire was administered to the population of 40 Thai Jewelry exporters to Japan; the number of returned usable responses to the questionniare was a 75 percent. The collected data were then analyzed through the application of percentage.

The findings indicated that :

1. With regard to Thai Jewelry exporters' status in general mainly such as monthly wage, the size of company composes of less than 50 workers, in marketing mainly to use the flight transportation, in finance mainly unreceivable promotion from B.O.I. loan come from the commercial banks, in production mainly to use the raw material resource from inside and outside of the country, to buy the material from the production resource and representation such as to cut finely.

2. In relation to Thai Jewelry export's problem in marketing such as high insurance premium and expensive flight rates, in finance such as loan return because of bad economy in production such as material using and transferred labours.

3. Concerning Thai Jewelry exporters' needs and proposal in general such as to increase Thai Jewelry export to Japan in marketing such as transportation service by cargo more comfortable and quickable, in finance such as low interest loan rate, in production such as to seek the gems for cutting more because of Japan's need. In case of quantity depends on labours' wage.

4. In reference to Thai Jewelry export's variable in demand such as import population's income and currency exchange rate, in supply such as production and currency exchange rate.