

Title : The export marketing and production in
freezing fresh chicken products.

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The objective of this research is to study marketing situations, effecting factors, problems and barriers in exporting freezing fresh chicken products of Thailand.

The secondary data indicate that the important importing countries have been expanding. Regarding to Thailand's exporting markets, Japan is the most considerable importing country for it is scoring 90 percent of the total value in exporting following by Germany, Singapore and Hong Kong. The exporting value of Thailand is increasing yearly to the total satisfaction because there are many supporting external and internal factors. The internal factors mostly are supported by the Thai Goverment, i.e. Board of Investment, Ministry of Commerce and the Custom Department. The primary data reveals that low price is the significant factor as well as

the quality of products. The problem of the exporting is due to the contamination of toxin in chicken. In addition there are problems such as high cost of productions and slowness in communication with the government.

Barriers which should be solved to help developing the exporting of Thai freezing fresh chicken are as follows: the production cost control. Manufacturers should pay attention in quality control and reduce the dependency on Japan market and expand to other countries. Other than this, exporters should arrange marketing promotions such as participation in international trade fair, trade mission, sending catalogs and visiting customers abroad.