

LIST OF TABLES

| TABLE | PAGE |
|--|------|
| 1.1 Project Scheduling. | 2 |
| 1.2 Project Milestones (Year 1-3) | 3 |
| 1.3 Project Milestones (Year 4-6) | 4 |
| 1.4 Project Milestones (Year 7-9) | 4 |
| 2.1 Cost Structure of Ceramic Production Costs | 6 |
| 2.2 Top 10 list of ceramic tableware product producers in Thailand in 2547 | 10 |
| 2.3 Core Competencies of tableware ceramics in Thailand [15] | 11 |
| 2.4 Physical property and Thermal shock Resistance of material [25, 30] | 17 |
| 3.1 Ovenware Samples from the market (Souroe :2006, Year in A.D.) | 19 |
| 3.2 The summary of physical properties of all Products were selected from the market | 22 |
| 3.3 Thermal- shock resistance according to standard JIS S 2400 [10] | 23 |
| 3.4 The mineral composition at different positions | 24 |
| 3.5 The mineral composition at different positions | 25 |
| 3.6 The mineral composition at different positions | 26 |
| 4.1 The chemical compositions of Prototype1 clay body in weight % | 30 |
| 4.2 The batch compositions of Prototype1 clay body 1-10 in weight % | 30 |
| 4.3 The Prototype2 clay body of different grinding times | 31 |
| 4.4 The Prototype3 clay body of different flux compositions in parts per hundred weight | 31 |
| 4.5 The batch composition of clay bodies with cordierite composition in weight% | 31 |
| 4.6 The batch composition of clay bodies with cordierite composition in weight% | 32 |
| 5.1 The chemical compositions (weight %) of commercial grade raw materials | 33 |
| 5.2 Median particle size (D50) and the specific surface area of commercial raw materials | 35 |
| 5.3 Chemical compositions (weight %) of the industry-waste raw materials | 35 |
| 5.4 Median particle size (D50) and specific surface area of the industry-waste raw materials | 37 |
| 5.5 The summary of physical properties of all clay bodies from commercial grade raw materials. | 41 |
| 5.6 Summary of physical properties of all prototype1 samples | 44 |
| 5.7 Summary of physical properties of the S7-6 samples compare with products in market | 47 |
| 5.8 Surface areas of particles from different sources | 49 |
| 5.9 XRD results of all samples at different firing temperatures | 52 |
| 5.10 COE of all samples at different firing temperatures | 52 |
| 5.11 Summary of physical properties of the samples at (a) 1250°C and (b) 1280°C | 54 |
| 5.12 The COE values of the materials [20, 19, 28, 6] | 54 |
| 5.13 XRD results of sintered samples at various temperatures | 58 |

LIST OF TABLES (CONTINUED)

| TABLE | | PAGE |
|--------------|---|-------------|
| 5.14 | Summary of physical properties of the samples at 1325°C | 59 |
| 7.1 | The 5-year cost estimation | 65 |
| 7.2 | Profit estimation for 5 year | 65 |
| 7.3 | Key Process, Key Resources list and cost (Baht), year 1 | 67 |
| 7.4 | Revenue estimation | 67 |
| 7.5 | Marketing activity | 68 |
| 7.6 | Marketing action plan | 68 |
| 7.7 | Sales actions plan | 70 |
| 7.8 | Production plan | 72 |
| 7.9 | Human resources for business operation, year 1 | 73 |
| 7.10 | Management plan, year 1-5 | 74 |
| 7.11 | Pro Forma Balance Sheet, year 2012-2016 | 75 |
| 7.12 | Income Statement, year 2012-2016 | 75 |
| 7.13 | Cash flow, year 2012-2016 | 76 |
| 7.14 | Break-even analysis | 77 |

LIST OF FIGURES

| FIGURE | PAGE |
|---|------|
| 2.1 Tableware ceramics export between 1997-2004 | 5 |
| 3.1 It showed XRD patterns of selected samples from the market | 24 |
| 3.2 SEM micrographs of samples J1. (The etching surfaces) | 25 |
| 3.3 SEM micrographs of samples C1. (The etching surfaces) | 26 |
| 4.1 It shows prototype development steps | 28 |
| 4.2 (a) Phase Diagram of MgO - Al ₂ O ₃ - SiO ₂ [25] and (b) Ten Points represented the chosen compositions | 30 |
| 5.1 XRD pattern of alumina A-21 and the standard peak positions of corundum (Co). | 33 |
| 5.2 XRD pattern of the Kaolin and the standard peak positions of Kaolin (K), Halloysite (H), Illite (I), Quartz (Q) and Microcline (Mi) | 34 |
| 5.3 XRD pattern of the Ball clay and the standard peak positions of Kaolinite (K), Illite (I) and Quartz (Q) | 34 |
| 5.4 XRD pattern of the Talcum and the standard peak positions of talc (T), Magnesite (M), Dolomite (D) and Quartz (Q) | 35 |
| 5.5 XRD pattern of the rice husk ash and the standard peak positions of Tridymite (Tri), and Cristobalite (Cr) | 36 |
| 5.6 XRD pattern of the sludge cake from aluminum scrap and dross recycling industry (Aw) and the standard peak positions of Aluminum oxide (Al), Aluminum magnesium oxide (AlMg), Potassium aluminum oxide (KAl) and Corundum (Co). | 36 |
| 5.7 Particle size distributions of Aw | 37 |
| 5.8 Thermal shock resistance of samples after firing at 1250°C | 38 |
| 5.9 The linear firing shrinkage of samples after firing at 1250°C | 38 |
| 5.10 The water absorptions of samples after firing at 1250°C | 39 |
| 5.11 Porosity, physical strength and resistance to thermal shock resistance temperature relationships [7] | 39 |
| 5.12 XRD patterns of selected samples after firing at 1250°C and the standard peak positions of Cordierite (C), Corundum (Co), Spinel (Sp), and Cristobalite (Cr) | 40 |
| 5.13 COE of samples no. 3, 7 and 8 | 41 |
| 5.14 Thermal shock resistances of all samples after firing at 1250°C | 42 |
| 5.15 The linear firing shrinkage of samples. | 42 |
| 5.16 Water absorption values of all prototype1 samples | 43 |
| 5.17 XRD patterns of prototype1 samples after firing at 1250°C with the standard peak positions of Cordierite (C), Corundum (Co), Spinel (Sp), and Cristobalite (Cr) | 43 |
| 5.18 Thermal shock resistance of spodumene containing samples after firing at 1250°C | 44 |
| 5.19 The linear firing shrinkage of spodumene containing samples | 45 |
| 5.20 The water absorption of spodumene containing samples | 45 |
| 5.21 COE graph of samples with spodumene adding | 46 |

LIST OF FIGURES (CONTINUED)

| FIGURE | PAGE |
|--|------|
| 5.22 XRD patterns of prototype 3 sintered at 1250°C with the difference amount of spodumene. The standard peak positions of Spodumene (S), Cordierite (C), Mullite (M), Corundum (Co), Spinel (Sp), and Cristobalite (Cr) | 47 |
| 5.23 The prototype S7-6-15 after pass thermal shock resistance test at 290°C for 5 times | 48 |
| 5.24 Linear firing shrinkage of the samples Q, R, and C after firing at 1250°C and 1280°C. | 49 |
| 5.25 The water absorption of the samples Q, R and C after firing at 1250°C and 1280°C. | 49 |
| 5.26 XRD patterns of samples after firing at (a) 1250°C and (b) 1280°C with the standard peak positions of Cordierite (C), mullite (M), Corundum (Co), Spinel (Sp), Quartz (Q), Protoenstatite (P) and Cristobalite (Cr) | 50 |
| 5.27 XRD patterns of samples after firing at 1250, 1280 and 1300°C (a) sample Q and (b) sample R with the standard peak positions of Cordierite (C), mullite (M), Corundum (Co), Spinel (Sp), Quartz (Q), Protoenstatite (P) and Cristobalite (Cr) | 51 |
| 5.28 COE graph of sample Q, R and C. at (a) 1250°C and (b) 1280°C | 53 |
| 5.29 The linear firing shrinkage of the samples W and C after firing at 1200-1325°C | 56 |
| 5.30 Water absorption of the samples W and C after firing at 1200-1325°C | 56 |
| 5.31 XRD patterns of samples C sintered at 1200-1325 °C. The marks are the standard peak positions of Cordierite (C), Spinel (Sp), Cristobalite (Cr), Corundum (Co) and Mullite (M). | 57 |
| 5.32 XRD patterns of samples W sintered at 1200-1325 °C. The marks are the standard peak positions of Cordierite (C), Spinel (Sp), Cristobalite (Cr), Corundum (Co) and Mullite (M). | 58 |
| 5.33 COE graph of samples C and W | 59 |
| 5.34 SEM micrographs of samples C sintered at 1325°C (A) The etching surfaces by HF 0.1 %, (B) Crystal structure of cordierite and corundum, (C) Crystal structure of cordierite, (D) Crystal structure of corundum. (cordierite:Co, corundum:C, spinel:sp). | 61 |
| 5.35 SEM micrographs of samples W sintered at 1325°C (A) The etching surfaces by HF 0.1 %, (B) Crystal structure of cordierite, (C) Crystal structure of cordierite, (D) Crystal structure of spinel. (cordierite: C, spinel: sp). | 61 |
| 7.1 Key process | 65 |
| 7.2 Organization structure | 66 |