

Independent Study Title	Business plan for Banana Syrup from degraded Sun-dried banana
Author	Mr. Rerkchai Kaewnoppamas
Major/Faculty	Technology Management, College of Innovation Thammasat University
Advisors	Pravit Khaemasunun, Ph.D.
Academic Year	2009

Abstract

The business plan of "banana syrup" producing from a non-acceptable grade of sun-dried banana is intended to study how to transform an innovative product from a laboratory scale to a commercial business scale. Intensive studies included market feasibility, production feasibility, and financial feasibility. All information were collected to make sure the commercial success. The business plan is included marketing plan, production plan, and financial plan as follow.

For marketing plan, the primary target group is restaurants in Bangkok Metropolis Hotel which having a total market value of 250-300 million Baht/year. The second target group is housewife's group, a total market value approximately 20-30 million Baht/year. The product positioning is the health conscious group with reasonable price. The price for 200 milliliter's bottle is at 150 Baht for domestic market and for export price is at 250 Baht. For export market, we appointed Capital Trading Co., Ltd. to be our agent but for domestic market will use our own sale representatives.

The production plan is as follow. The factory will be located at Buppa Sun-dried Banana Community Enterprise, Bang Kra Toom District, Phitsanulok Province. The production strategy will apply the "Product Quality–Cost Strategy". The strength of Buppa Sun-dried Banana Community Enterprise is consistence source of supply. The average capacity will be 9,800 kilogram per month.

For financial Plan, the total investment would be 11 million baht. The common stock capital would be 6 million baht and a long-run term loan would be 5 million baht. From the capital budgeting in our financial plan, the payback period would be 2.1 years, net present value (NPV) 32,426,017 Baht and the internal rate of return (IRR) 90.81%.

Key Words : Banana Syrup, Sun-dried banana