

Supawinee Thasanasuwan 2014: Analysis of Competitive Advantage of Thailand's Frozen Tilapia Products. Master of Arts (Agribusiness), Major Field: Agribusiness, Department of Agricultural and Resource Economics. Thesis Advisor: Associate Professor Winai Puttakul, Ph.D. 161 pages.

An Analysis of Competitive Advantage of Thailand's Frozen Tilapia Fillet Product. The objectives of this research are to study agribusiness system, to analyze the competitive advantage of Thailand's frozen Tilapia fillet product and to develop strategic plan for the product. The qualitative analysis research was conducted by studying the agribusiness system in conjunction with studying the competitive advantage theory of Michael E. Porter and primary data from expert persons of related product, secondary data were gathered from related articles and research documents.

The input sub sector of tilapia business faces many issues, which include high production cost due to high feed price, mud smell for fishes raised in mud pond, and procurement price and volume fixation by middleman. When compared with Vietnam, Thailand has minimal competitive advantage our Vietnam (average = 0.5) to export tilapia to USA. The recommendation from this study were that Thailand should increase production yield and diversity and create network of related organizations for sharing knowledge and assisting in the export of tilapia fillet product.

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Thesis Advisor's signature