

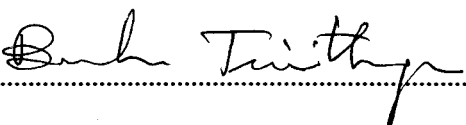
ABSTRACT

Title : Marketing Structure of Aquarium Fish Business in Thailand

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Degree : Master of Science (Cooperative Economics)

Major Field : Cooperative Economics

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The objectives of this research were to examine 1) markets the structure of aquarium fish markets in Thailand; and 2) import and export of Thailand aquarium business. The research results will be beneficial for those carrying out aquarium fish business in Thailand as well as for their investment decision and will provide interested people and government officials with information to be used for the Promotion of aquarium fish business.

The data consisted of : 1) Primary data obtained by interviewing academics, traders, and breeders, with predetermined topics; and 2) Secondary data from document and statistics from related organizations in production years 1992-1996.

The research results showed that the fish breeders, due to small family business, Thus resulting in middle men purchasing fish from farms and selling it in Sunday Plaza Markets at Bangkok is competition market. In case of this market with a lot of competition and trading bargaining depend on buyer and seller to make decision.

The marketing study for foreign market, showed the buyers came to farms to select the fish and settle the price with the breeders for export. In the case of the import markets, the breeders have to have orders from customers before importing.

The aquarium fish business has the limit to extend, because of the breeder lacked technical knowledge of fish keeping as it is family business, They were not serious in aquarium fish, but just aimed at the quantity of the fish. The fish breeders were also found using the conventional method, not interested in improving fish breeds, had inadequate operating funds, the aquarium fish business needs to be systematically and continuously supported by government agencies and financial institutes to improve. Increasing the quality of the models of the aquarium fish business to meet consumer demand and to give more profits to the farmers.