

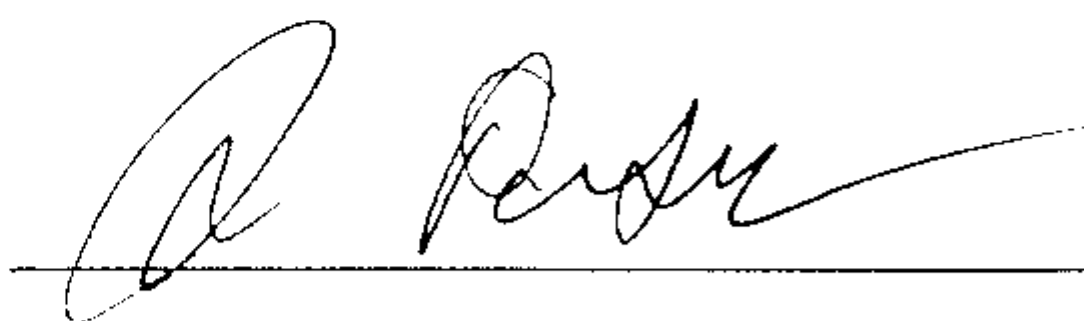
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Abstract

Thai plastic bag industry is one of a number of industries that export their products overseas. The raw materials are acquired both locally and abroad since labour, energy and public infrastructure are sufficiently available. With the support of the government, plastic bags have enjoyed rising export volume steadily. However, there are still a number of problems facing the industry.

This study aims to find the basic problems that entrepreneurs are facing. The subject comprises 18 owners or executives of small and medium-size enterprises that receive the support from Board of Investment before 1991. Questionnaires are used and the data are subjected to descriptive statistics analysis.

The study reveals that out of five categories that adversely affect plastic bags industry, factor related to government sector is deemed to be the most influential. This factor includes taxation system, ministerial regulations and public utilities. The second influential factor is labour-forces or lack of qualified workers with frequent job turnovers. Production is considered the third important factor, especially the operation of high-tech equipment and the production wastage. The next factor is marketing especially the lack of up-to-date information about market situation. The last factor is raw material especially its price which affects the competitive condition of the market.



Committee Chairperson