

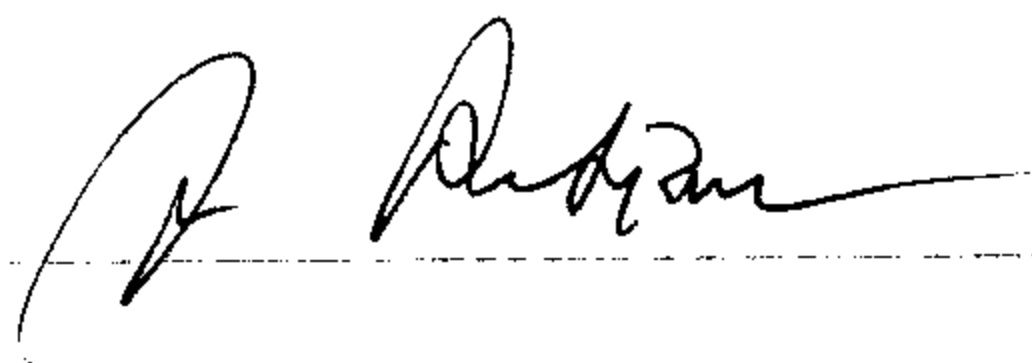
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Thesis Title : A Study on Fundamental Problems for Small and Medium
Frozen-Shrimp Industries.
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ABSTRACT

Thailand is one of the important countries which produce and export frozen shrimps. The production rate is about 125,000 metric tons per year, estimated 30,000 million Baht per year most and of which are small and medium industries. Nowadays, although it is a well-grown business, there are still some problems and barriers. The objective of this research is to study problems and barriers in the frozen shrimps industry in the viewpoint of the entrepreneurs.

The 34 samples used in this research are the entrepreneurs of small and medium industries of frozen shrimps in the area of 3 provinces which are Samutprakarn, Samutsakorn and Samut Songkram. Data were collected questionnaires by using and analyzed by descriptive statistics.

The result of these appeared that problems and barriers of frozen shrimps industry in 5 aspects respectively. The first aspect is on Government sector in Taxation, Infrastructure and Regulations. The second one is on Raw material in Purchasing cost, The quality of shrimps and Antibiotic in shrimps. The third one is on Marketing in Market environment, Purchasing cost, Market share and Market conditions. the fourth one is on Labouring in Lack of technicians, Job resignation and Inadequate labour. The last one is on Production in Production quality control, By-product elimination, Water supply and Electricity.



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