

ABSTRACT

Abstract of thesis submitted to the Graduate School of Maejo University in partial fulfillment of the requirements for the degree of Master of science in Cooperative Economics

AGRICULTURAL COOPERATIVE PURCHASING BUSINESS BRANCH MANAGEMENT:

A CASE STUDY OF THAWUNGPHA AGRICULTURAL COOPERATIVE LTD.,

NAN PROVINCE, FISCAL YEAR 1993 - 1998

By

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The purposes of this research were 1) to examine the agricultural cooperative purchasing business branch management of Thawungpha Agricultural Cooperative, Ltd., 2) to analyze the result of the agricultural cooperative purchasing business branch management in Thawungpha Agricultural Cooperative Ltd., 3) to investigate the problems and obstacles concerning the management, and the solutions for the agricultural cooperative purchasing branch management.

Trend percentage analysis, common size analysis and the financial ratio were analyzed from documentary data of fiscal year 1993 – 1998. The relationship of the economic and social factors, the knowledge and practices in the cooperative principles, and the marketing factors to the members worth of purchasing, were analyzed from data collected from 270 simple randomly selected cooperative members by using SPSS/PC+

computer program. Arithmetic mean, percentage and the correlation coefficient were presented.

The research findings were as follows:

1. Account analysis revealed that the value of the purchasing decreased to 82.72 percentage. The purchasing cost of the business decreased at 1.20 percentage. The profit of the business decreased at 0.31 percentage and the profit ratio on 1998 was a less than the standard ratio at 9.09 percentage.

2. Sex, member levels, vehicles used and types of the good purchased of the members were significantly related to the purchasing value.

3. Problems and Obstacles: Setting up of the cooperative branches did not arise from the members' need nor planning participation. Local competitors, tax of village branches, level of the members' knowledge and understanding of cooperative principles and practices, and ineffective use of public relations media were also listed as cooperative problems.

4. Recommendations:

4.1 The cooperative should allow the members to participate in planning its activities for a better management of purchasing business.

4.2 The Cooperative should consider reducing cost through searching of the new products source to be competitive with other local shops.

4.3 The Cooperative should explain to the governmental agencies on the purposes of setting the new branch of the cooperative which is different from other types of business.

4.4 The Cooperative should keep pace of the members and purchasing staff on the knowledge and the understanding of this business through training.

4.5 The cooperative should inform and explain the existing the public relations pattern to its member for better information access.