

Romanee Rasameekiree 2015: On Going Evaluation of Silk Powder Investment Project, A Case Study. Master of Arts (Agribusiness), Major Field: Agribusiness, Department of Agricultural and Resource Economics. Thesis Advisor: Associate Professor Winai Puttakul, Ph.D. 98 pages.

The objective of this study is to analyze the financial worthiness of an investment on Silk Powder. The analysis is based on data obtained from company of a case study. This study also analyzes the environment that impacts on the business in order to formulate the strategies for the entrepreneur.

The result of Cost – Benefit analysis when the discount rate is 8.0% indicates that the investment project is cost-effective. The values of all financial measures used in the investment analysis are found favorable: NPV is 48,205,827 baht, BCR is 1.25 and IRR is 26. The switching value test on cost and the switching value test on benefit shows that the project is still worth in investment. This result indicates that this project has the risk at low level.

The appropriate strategies from the business environment analysis are: Image building Strategy focused on the image of being innovative product nationally. Silk powder that can produce high quality, safe and able to meet the needs of consumers. Strategy First Impression build awareness of products through various trade shows to be more like giving consumers a chance to try the product before buying. Proactive PR Strategy with the publicity that consumers know the difference value unique features of products and strategic product development. By developing products to a variety of powder that is mixed with soap, cream, lotion, to achieve a new product. Easy to use and easier access to consumers.

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Thesis Adviser's signature

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