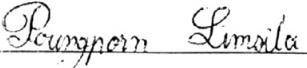


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This study has 3 main objectives: (1) to describe general characteristics of production and marketing of fatten-crocodile farm business, (2) to perform a cost-benefit analysis of the business project and (3) to analyze operations problems and factors affecting them. Data were collected, via face-to-face interview, from 30 entrepreneurs in Surat Thani province.

The result of financial investment analysis revealed that, at a 5% discount rate, the project generated a NPV of 408,561 baht, a BCR ratio of 1.26 and an IRR of 18.58%, indicating that it was worthy of investment. The switching value analysis indicated that the investment project keep itself financially feasible if its cost increase not more than 25.66% or its revenue decrease not more than 20.42%

The study of operations problems using ANOVA, found that educational level of respondents was related to marketing problems, and to problems due to external factors; and that farm size was related to problems concerning the quality of product.


Student's signature

 19 / 05 / 2006.
Thesis Advisor's signature