

Narong Chanbaiphad 2007: Financial Analysis of Investment on One Tambon
One Product Project: A Case Study of Ban Aoy Handicraft Group, Amphoe Sapphaya,
Changwat Chai Nat. Master of Science (Agricultural Economics), Major Field:
Agricultural Economics, Department of Agricultural and Resource Economics.
Thesis Advisor: Assistant Professor Nongnooch Poramacom, Ph.D. 69 pages.

The objective of this study were to analyze financial statement and to analyze financial return of the Ban-Aoy Handicraft Group, and analyze the strength, weakness, opportunity, and threats of the handicraft group.

The results showed that total sale rates of return, assets sale of return, and rate return of share holders performed a good statement.

The result of financial analysis revealed the suitable and commercially feasible in all case. The NPV, B-C Ratio and IRR were 47,547,369 bath, 1.03 and 30% respectively, at 7 discount rate and 10 years project life.

According to the SWOT analysis, it was recommended that the group should diversify the product lines, expand production developed skills, pursue contact orders with foreign customers, and training to members.

Student's signature

Thesis Advisor's signature

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