

Jintana Jarusema 2007: Performance Analysis and Business Plan Preparation of Ban-Nong- Bua-Daeng Woman Group Cooperative Producing Cotton Handicraft Products in Changwat Chaiyaphum. Master of Arts (Agribusiness), Major Field: Agribusiness, Department of Agricultural and Resource Economics. Thesis Advisor: Associate Professor Somsak Priebprom, Ph.D. 194 pages.

The main objectives of this study were to analyze the production cost, marketing channel, performance of cotton handicraft products(CHPs) and to analyze strengths, weaknesses, opportunities, threats and business plan preparation of woman group cooperative in the Ban-Nong-Bua-Daeng Amphoe Nong Bua Daeng Changwat Chaiyaphum. The data used in this study was obtained from an interview of all 40 members of the woman group cooperative, merchants and consumers of CHPs. A basic economic cost and return analysis, marketing channel analysis, business plan and SWOT analysis were employed as the analytical tools to achieve the objectives.

The results of this study indicated that the CHPs of the woman group cooperative were made from cotton threads dyed with the natural color. The major production cost of CHPs was a variable cost accounting for 99.81 percent of the total cost while the fixed cost was only 0.19 percent. The important variable cost items of CHPs productions were cotton threads and labor. On the average, the economic return to family labor used and total capital invested in CHPs making were 6.63 baht per hour and 15.31 percent, respectively. The results of the marketing channel analysis of the CHPs showed that the average marketing cost and profit margin of the traders accounted for 2.83 and 32.57 percent of the consumer prices, respectively. The analytical results of consumer survey indicated that the product quality was the most effective criteria factor affecting the buying decision of the consumers. Moreover the satisfaction assessment of the consumers associated with the product price, place and promotion contents of the CHPs were done and analysed. It was found that the consumers were highly satisfied by the product content of the CHPs, while the prices, marketing outlets and marketing promotion of CHPs were able to moderately satisfy the consumers. The analysis of the CIPP model associated with 4-key performance indicators of the group (input, context, process and product) indicated that the group had a highly success level. The SWOT analysis of the woman group cooperative also indicated that the woman group cooperative could make use of some strategies focusing on her strengths and opportunities, while avoiding her weakness and threats in order to achieve the better business performance of the Ban-Nong-Bua-Daeng woman group cooperative.

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Student's signature

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