

Tanisa Thaijongrak 2009: An Analysis of Sweet Corn Industry in Thailand. Master of Arts
(Agribusiness), Major Field: Agribusiness, Department of Agricultural and Resource Economics.
Thesis Advisor: Associate Professor Sanit Kao-ian, M.S. 122 pages.

The objective of the study aims to review the sub-system in sweet corn's business in Thailand. To analyse some competitive canned sweet corn production and export countries of Thailand, United States of America, France and Hungary during the period of 2002 – 2004 and 2005 -2007 in order to explore their quantity and value of export by the apply Boston Consulting Group Matrix Model (BCG Matrix). The study explores the competitive advantage by using the Reveal Comparative Advantage Index (RCA Index) of canned sweet corn export among those 4 competitive countries in 2002 – 2007. The study, moreover, analyses the Constant Market Share (CMS) of Thai canned sweet corn importers in United Kingdom, Russia and Japan during 2002 – 2004 and 2005 – 2007.

From the study, It was found that a sweet corn seed was significant to production factor in sweet corn industrial development. Furthermore, Thailand has suitable land and climate for growing sweet corn. Therefore, in terms of private-label's processing, the good quality of Thai's canned sweet corn has appreciated by importers.

From BCG Matrix Model application, Thailand has been ranked at "Question mark" in terms of quantity and value of export in 2002 – 2004. Meanwhile, from factor of quantity analysis found that its position has raised to "Star" in 2005 – 2007. Upon the study of RCA, it was found that Thailand and France trend to have a competitive advantage increasingly in exporting the canned sweet corn, contrary with United States of America and Hungary whose trend were decreased. The study, moreover, analyses the CMS indicates that the most important factor affecting the import value was increased from market distribution and Pure Share of Competitive Effect among those 3 Thailand's import market.

Student's signature

Thesis Advisor's signature