

Somchart Tana 2006: Market Structure and Marketing Strategy Analyses of Veterinary and Animal Health Products Business in Thailand. Master of Arts (Agribusiness), Major Field: Agribusiness, Department of Agricultural and Resource Economics. Thesis Advisor: Assistant Professor Winai Puttakul, Ph.D. 164 pages.  
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The objectives of the study were to investigate market structure and marketing strategies of Veterinary and Animal Health Products business in Thailand. Data were collected from 78 veterinary and animal health product companies which were registered with Animal Health Products Association (AHPA). They were divided into 3 groups: foreign entrepreneurs that sell to end user, foreign entrepreneurs that do not sell to end user, and local entrepreneurs.

The result of the analysis of business structure found that the industry had CR10 ranges between 56.30-60.27 % for the data between the years 2000 - 2003. When considers only business firms that sell to the end user, a total of 69 companies, found the CR10 ranges between 59.55 – 64.72 %. The more summarized index, Herfindahl Index(HI), had a value close to zero, indicating that the market is moderately competitive and considered as monopolistic competition. Marketing strategies of veterinary drugs focusing only on Coccidiostats was found as follows: Product strategies emphasized product differentiation and effectiveness of products on disease control; Sale promotion strategies emphasized the use of sale representatives with close relation to customers and be able to build positive image of the company; Finally, price strategies emphasized special discount, gift giving, and extra items providings.

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