

Nopphakrit Emsiri 2009: A Study of Ornamental Fish Business Systems in Thailand.
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The objectives of this study were 1) To study of characteristics business systems ornamental fish in Thailand. 2) To analyze the cost and return on investment of ornamental fish. 3) To analyze the strengths, weaknesses, opportunities and threats of ornamental fish business in Thailand. The sample used were 50 ornamental fish farmers from small farms in Ban Pong district in Ratchaburi province. It was that there were many sub-systems such as; production factor system, production system, marketing system, distribution system, exporting system and agricultural financial system.

The result of the analysis on cost and return on investment within 1 year showed that the cost for the production of ornamental fish was worth while for investment and the ornamental fish farmers earned net profit on investment in every fish species: 639,553.35 baht/rai/year for goldfish, 275,833.19 baht/rai/year for guppy fish, 485,606.28 baht/rai/year for molly fish and 343,522.20 baht/rai/year for integrated farm. The pay back period was within one year.

The result of the analysis of the strength, weakness, opportunities and threats in the business operation of ornamental fish showed that all ornamental fish farmers had high skill in aquaculture. High quality and healthy fish was the strength while only few breeding species and high cost of production especially cost of feed were the weakness of the business. However, increase in demand from oversea showed good opportunities of business and the increase in petrol price was the threat. The development strategies analyzed by Tows Matrix showed that the producers should develop new breeding fish species to serve the market need and formed a group of producers for bargaining power while trying to reduce the feed cost by using natural feed.

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