

Nattapol Siriworawet 2011: Gas Station Business Management. Master of Business Administration, Major Field: Business Administration, Interdisciplinary Graduate Program. Thesis Advisor: Associate Professor Amnaj Theeravanich, M.S., M.B.A. 177 pages.

The objectives of this research were to study management , business functions , procedure to service , how to fix the problem and success factors. The research survey methods include interviews with managers or owners. The population was gas stations registered with the Phrae province energy agency

The results showed that the individual was registered the most. Average age of business was 13.35 years. Most customer was a regular customer. Price was set by the trader. Business owner was provided service the most. Purchasing oil was by the manager or owner the most. The average number of employee was in the range of 4-6 persons. Minimum salary was 3,000 baht and maximum salary was 35,000 baht. Most business did not have a clear plan. Most of the organizations had flexible job description. The leadership of owners or managers focused on the quality and performance. Most business owners or managers had direct control. The success factors were good service, price and product standards.

Therefore the suggestions of the research are: business owners or managers should be study and compare sources, optimum cost and marketing campaign that are appropriate for the business. Moreover should be develop the control methods and technologies. And planning should be have a clear target.

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Thesis Advisor's signature