

Wanpen Sumananusorn 2011: Fresh Vegetables Supply Chain Management for Restaurants.
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Since vegetables are perishable and their quality and freshness affect the consumer safety. The purpose of this research are to study the current situation of the management of agriculturists, collectors and restaurants by interviewing the related parties and analyzing data based on SCOR Model and IDEF0. The results show that the restaurants require the safety of vegetables or no toxic contamination. The agriculturists and collectors play an important role for the supply chain of fresh vegetables. The most of agriculturists were small-scale farmers and there are a lot of middlemen in the supply chain, so it is difficult to manage and control the quality of fresh vegetables. Interestingly, we found that GAP standard and brand have affected the agriculturist operation and the vegetables quality, but GAP vegetables price is almost the same as non GAP vegetables price. The brand agriculturists are large-scale farmers who directly delivered their produces to the restaurants using the temperature-controlled vehicles. Their branded vegetables are guaranteed by GAP can be sold in a higher price compared to the market price. The collectors should procure the clean, fresh and safe vegetables under GAP standard. Thus, the government should promote GAP vegetables to have high price compared to low quality vegetables so that the vegetables supply chain of the restaurants can satisfy consumers who care about health and safety and increase revenue for the whole the supply chain.

We study raw material inventory management of the case-study restaurant focusing on the yellow lemon due to the highest value. We found that its price is seasonal and there are no historical price. Then, we forecast the green lemon price which has the same trend. The result shows the time series forecasting is not appropriate method because there are other factors affected the price. Then, the better forecasting methods should consider experience and current situation as well. We propose the inventory policy by considering price using linear programming and (s, S) policy. We found that the proposed policy can reduce the total cost about 7,051.56 Baht or 3.70% with 100% product fill rate and customer service level.

Student's signature

Thesis Advisor's signature