

Supasit Sriarkarin 2011: Marketing of Wood Plastic Composite Products in Thailand. Master of Science (Forest Resource Management), Major Field: Forest Resource Management, Department of Forest Management. Thesis Advisor: Associate Professor Santi Suksard, Ph.D. 115 pages.

Objectives of this study were to determine the production, marketing and five competitive forces analysis of wood plastic composite (WPC) products in Thailand. Questionnaires were used as a tool for data collection. Statistical methods used for the data analysis were frequency, percent, mean, minimum and maximum.

Results showed that in 2009 there were only 5 active WPC entrepreneurs. The majority of raw materials using for WPC production were saw dust and thermoplastic, with the approximated tonnage of product around 4,951 tons. The main obstacles relevant to the production process including raw plastic prices, quality and price of saw dust, lack of labour, and aged machine. WPC products can be classified by the type of installation into 3 models namely; Group 1 is solid-WPC, products will be separated into 32 sizes, with range of thickness, and width by order, as 0.8-5.0, 2.5-30.0 centimeters, respectively. Group 2 is hollow-WPC. There has 11 sizes of product, with range of thickness, and width by order, as 2.0-3.8, 2.5-25.0 centimeters, respectively, and the final group, C-shape with clipped lock WPC, their own types is up to 5 sizes with the different of thickness, with range of thickness, and width by order, as 1.3-3.8, 1.3-10.0 centimeters, respectively. All of them having length ranging 2.5-6.0 meters. Once comparing those of three groups above by fix the length at 1 meter, in various different of width and thickness; prices in each group were varied from 23.33 – 616.67, 80.00 – 650.00 and 45.00 – 65.00 baht per sheet, respectively. In the aspects of market structure, 92% of WPC products were locally distributed, while the rest was for exportation through the promotion channel, such as commercial ads, staff recommendation, public exhibition and CRM (Customer Relation Management). The market structure was oligopoly. Moreover, the products having differences in quality, price, type, size and service level. The obvious obstacles faced to new entrants were due to not only high-cost of production and also investment and the change of consumer's behavior from old companies. The finding obstacles of this market were the products weren't well known, the beneficial prices from export product, and unqualified to industrial standard. Based on the analysis of five force of market competitions revealed that there has been severely snatching amongst competitors to grasp market share. And, this will not let new entrants to easily gain the share. The other replaced products were vinyl, plywood, particleboard, fiberboard, wood cement board and sawn timber. WPC producer will solely settle the price level of saw-dust, while the plastic's price will be set by the distributors. However, from the economical recession in the meantime, further benefits have been provided to buyer such as, discounting, crediting of payment, and claiming of defect products.

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Thesis Advisor's signature