

Nakun Kamsucharit 2550: An Operative Evaluation on Safety Chemical Vegetable Growers Group: Case Study of Huai Phra Farmers Group: Changwat Nakhon Pathom. Master of Science (Agricultural Economics), Major Field: Agricultural Economics, Department of Agricultural and Resource Economics. Thesis Advisor: Mr. Aer Sirijinda, M.S. 168 pages.

The objectives of this thesis were to examine the general environments in production and marketing. Effectiveness and the CIPP model are used as conceptual criteria to study and to analyze strengths, opportunities and threats and also to strategically formulate of the safety of the Huai Phra farmers, chemical vegetable production group in Tambon Huai Phra , Amphoe Don Tum, Changwat Nakhon Pathom. The data used in this study were obtained from an interview of all 29 samples of the Huai Phra farmers group. Marketing chain analysis and the CIPP model were employed as an analytical tools to achieve the objectives.

The results of this thesis illustrate that sampling groups can effectively generate employment and the average income per person is lower than 20,000 bath per year, which is regarded as the minimum average income for expenditure under Basic Minimum Need criteria. When using the CIPP model to evaluate the sampling groups, the high level of Context evaluation was moderate due to the problems of insufficient econ and infra. The sampling groups level a level of Input and process evaluation. However, the overall product evaluation of the sampling groups had a high success level.

The results that the SWOT analysis indicated that the strengths of the sampling groups were good quality of products and a continuing in improvement and development of the quality of product. The weaknesses were high operational lack administration of marketing. The opportunities and the strengths were the growing of demand toward purchasing products . However Huai Phra farmers group can use some strategies focusing on them strategies and opportunities, while avoiding them weaknesses and threats. Taking account on of the overall results of the study, there is a need for the group to increase the marketing and product quality improvement, by doing this, the market performance of Huai Phra farmers group would become more efficient.

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Thesis Advisor's signature

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