

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 CIPP model are used as conceptual criteria to study and to analyze strengths, opportunities and threats and also to strategy formulation of the safety chemical vegetable production group Huai Phra farmers group, Tambon Huai Phra , Amphoe Don Tum, Changwat Nakhon Pathom. The data used in this study was obtained form an interview of all 29 samples of Huai Phra farmers group. Marketing chain analysis, 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 lower than 2,0000 bath per year which is regarded as the minimum average income for expenditure under Basic Minimum Need criteria. When using CIPP model to evaluation 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 result that the SWOT analysis indicated the strength of the sampling groups was good quality product and a continuing in improvement and development of quality product. The weakness were high operational lack of administration marketing management. The opportunities and the strong 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 the overall result of the study. There to 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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22 / 05 / 2007