

Thanaporn Munkachonpong 2012: Evaluation of the Performance of Community Enterprise of Bandonchad Bamboo Furniture, Warin Chamrap District, Ubon Ratchathani Province. Master of Arts (Agribusiness), Major Field: Agribusiness, Department of Agricultural and Resource Economics. Thesis Advisor: Associate Professor Sanit Kao-ian, M.S. 116 pages.

This study aims to assess the performance and SWOT analysis of Community Enterprise of Bandonchad Bamboo Furniture, Warin Chamrap District, Ubon Ratchathani Province. This study has used the data from the interview of group chairman, committees and members of Community Enterprise of Bandonchad Bamboo Furniture, total is 54 persons to do analysis by using CIPP model to assess the performance of qualitative group. There are four factors assessment such as contents, input factors, processes and output factors or products which have measurement criteria, indicator and measure of success in each factor. It is to show which level the group is successful and comprises of any factors and then bring the result of assessment to do SWOT analysis to make the suggestions and build the strategies to the group.

The study shows that Community Enterprise of Bandonchad Bamboo Furniture is a successful high level. The result of contents assessment found that it established the high level group because the group had the environmental readiness in the community that was benefit to set up the group. The result of input factors assessment found that it established the high level group because the group had good knowledge and skills as well as received supporting and promoting knowledge and the fund from many governmental agencies. The result of processes management found that it established the high level group and had the organizational management group and arranged to do income receipts and expense payment and dividend in the group clearly. The result of output factors of products assessment found that it established the high level group because the group could adapt the product form to meet with the customers' needs and the products were good quality to be well accepted in the market. The suggestion to the group is that the group should maintain the product quality to be neat, strong, and durable to maintain the old customers and to reduce the competition with the other traders. The group should rely on the opportunity to exhibit the products to know the other bamboo furniture manufactures and set up alliance group between the furniture manufacturers. In the case that it cannot produce the products in time under the customer orders, it can collect the products from alliance group to deliver to the customer in full quantity required which will help among group to earn more revenues and still maintain its own customers.

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Student's signature

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Thesis Advisor's signature