

Todsawut Wiwattanapornchai 2011: Analysis of Business Process and Production Cost of Premium Shrimp. Master of Science (Agro-Industry Technology Management), Major Field: Agro-Industry Technology Management, Department of Agro-Industry Technology. Thesis Advisor: Assistant Professor Ravipim Chaveesuk, Ph.D. 159 pages.

This research was focused on analysis of business process and production costs of the premium shrimp in order to develop guidelines to improve the business process and to reduce the production costs. Results for in-depth interviews and questionnaires from an organic shrimp farmer in Chanthaburi, bio shrimp farmers and white shrimp farmers in Prachuap Khiri Khan showed that these three business processes were similar. The differences lied in highest production standard of the organic shrimp, followed by the bio shrimp and the white shrimp, respectively. Bio shrimp farmers joined with the cooperatives to manage their farms whereas white shrimp farmers were on their own. The production costs of the organic shrimp, the bio shrimp and the white shrimp were 130.72, 103.58 and 100.38 baths per kg, respectively. The highest production cost of all types of shrimp was feed. The logistics costs of the organic shrimp, the bio shrimp and the white shrimp were 11.19, 3.14 and 3.03 baths per kg, respectively, with the material handling costs ranked highest, followed by the procurement costs. Moreover, logistics costs of every shrimp type constituted 3-9 percent of their production costs. The production costs and logistics costs of the bio shrimp and the white shrimp were not significantly different ($p \geq 0.05$). Guideline to reduce the production costs for organic shrimp was to employ electricity during the TOU (Time of Use Rate) period for the feed production. For the bio shrimp, the cost reduction could be achieved by changing the oxygen aeration system from fuel to electricity. Finally marketing research within Thailand and international market is must to determine target consumers and develop proper marketing-mix strategy.

Student's signature

Thesis Advisor's signature