

Eakapap Brownwutipong 2012: Gold Business Competitive Analysis in Trang.  
Province. Master of Business Administration, Major Field: Business Administration,  
Faculty of Business Administration. Thesis Advisor:  
Associate Professor Preeyanuch Apibunyopas , Ph.D. 79 pages.

This research aimed analyze Gold Business Competitive in Trang by studying external and internal environment affecting the competitive advantage of the gold business in Trang province. Secondary data and primary data were applied by interviewing with the gold business entrepreneurs in Trang province. And sample of customers in Trang province. The primary and secondary data were used to analyze the external environment and internal competition in the gold business in Trang province. Five forces model and value chain analysis, Michael E. Porter

The results of research in the general environment showed opportunities for doing gold business from the analysis the economy aspect, technology aspect, society aspect, culture aspect, and law and politics. The driving force of the five factors were found to provide the opportunity to do business. Threat of new entrants is minimal. Bargaining power of suppliers the raw material is less. There is no the replacement product for gold. The bargaining power of buyers is less. The competition among business was the threat of gold business. The strengths were found from value chain analysis: inbound logistics, operations, outbound logistics , infrastructure of the organization, technology development, and resource acquisition. Weaknesses were found in marketing and sales and human resources. Therefore, weaknesses should be corrected, by writing a clear marketing plan, recruiting and training of personnel to serve in the store. Gold prices should be forecasted for the benefit of investing in the business.

---

Student's signature

---

Thesis Advisor's signature