

Sirilak Toukam 2012: An Analysis of Economic Worthiness of the Central Rubber Market in Nakhon Si Thammarat Province. Master of Science (Agricultural Economics), Major Field: Agricultural Economics, Department of Agricultural and Resource Economics. Thesis Advisor: Associate Professor Winai Puttakul, Ph.D. 81 pages.

The objectives of this study were to study the management structure as well as the overall operation and to analyze the economic worthiness of the Nakhon Si Thammarat Central Rubber Market. Methodology used in this study was cost-benefit analysis.

The study of management structure showed that there are two kinds of natural rubber traded in Nakhon Si Thammarat Central Market, unsmoked sheet and ribbed smoked sheet. There are six activities including registration, grading, weighting, auction, payment, delivery and announcement of auction result of the rubber price. The performance was successful in terms of rubber price that can enhance the rubber price compared to the local market price.

The results of cost and benefit analysis of Nakhon Si Thammarat Central Rubber Market showed that cost of building and instrument was 31,967,730 Baht and variable cost was 4,549,857 Baht per year. The benefits, the net value that members received from selling rubber at the central market was 43,696,395 Baht per year.

The results of economic analysis showed that Net Present Value (NPV) was 615.22 million Baht, Benefit – Cost Ratio (BCR) was 5.05 and Internal Rate Ratio (IRR) was 134 percent. In conclusion, the Nakhon Si Thammarat Central Rubber Market has economic worthiness at a high level so that it should further operate.

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