

Sikawat Rungkitwattanukul 2011: The Analysis of Competitive Advantage in Automobile Industry of Thailand and Automobile Parts Industry with the Competitor to Brazil. Master of Economics, Major Field: Economics, Department of Economics. Thesis Advisor: Associate Professor Chiraphan Kuladilok, M.Econ. 233 pages.

This study aimed to examine the general conditions and the conditions market of automobile and automobile parts industry in Brazil and Thailand including analysis of competitive advantage between Brazil and Thailand in the automobile industry, and between Thailand and the competitor in automobile parts industry. Model used by Constant Market Share and the theory of Competitive Advantage under the concept of Star Circle and analyze strengths weaknesses opportunities and threats.

The result found that Thailand has increased export automobile designed for the transport of persons, new pneumatic tyres of rubber and lighting or visual signal to Brazil. Most factor affecting the export of automobile designed for the transport of persons as a result of the orientation of exports. Most factor affecting the export of new pneumatic tyres of rubber as a result of expanding imports of Brazil. Most factor affecting the export of lighting or visual signal as a result of expanding imports of Brazil. The result of the Competitive Advantage between Brazil and Thailand in the automobile industry found that Brazil has lower competitive advantage than Thailand in the automobile industry. Brazil has advantage Thailand in the factors of exchange rate, deposit interest rates, average income per capita, economic growth rate and disadvantage Thailand in the factors of material prices, electricity cost, transportation cost, wages, lending interest rate, inflation. The result of the Competitive Advantage between Thailand and the competitor in the automobile parts industry found that Thailand has higher competitive advantages than China in the automobile parts industry. Thailand has advantage China in the factors of material prices, electricity cost, transportation cost, wages, lending interest rate, exchange rate, deposit interest rates, inflation and disadvantage China in the factors of average income per capita, economic growth rate.

---

Student's signature

---

Thesis Advisor's signature