

Nukool Tongasuk 2008: An Analysis of Chili Production Business for Export to the European Union Market. Master of Arts (Agribusiness), Major Field: Agribusiness, Department of Agricultural and Resource Economics. Thesis Advisor: Mr. Apichart Daloonpate, Ph.D. 185 pages.

The objectives of this research were to study the process of each sub system in chili production business, to analyze costs and return, and to study internal and external business environment. Somponpanich Group co.,Ltd., Amphoe Khoksomrong, Changwat Lopburi, was used as a case study in 2006/07 crop year.

The study results found that chili production with Eurepgap needed a land with adequate water during the year. New technology was used in production process, while clean environment and safety product were concerned. The output was sent to an exporter with guarantee price.

Costs and return in chili production for export to the European Union market were analyzed. Total revenue was about 114,000 baht per rai, whereas total costs were about 40,120.52 baht per rai. Therefore, net benefit was 73,879.48 baht per rai.

The business environment of chili production business for export of the Sompronpanich Group co.,Ltd. was analyzed to construct strategies in terms of potential enhancement, immune formulating, speeding up business development, and crisis remedies. Such strategies would be beneficial in extending competitive advantages in this business.

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Thesis Advisor's signature

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