

Parichard Poomma 2007: Financial Return Analysis on Pethpakchong Sugar Apple Production in Amphoe Pak Chong Changwat Nakhon Ratchasima. Master of Science (Agricultural Economics), Major Field: Agricultural Economics, Department of Agricultural and Resource Economics. Thesis Advisor: Assistant Professor Boonterm Tiravattnaprasert, M.A.B. 118 pages.

In 1993, the Pakchong Research Station of Kasetsart University had started a breeding program for sugar apple. The purposes of the project were to search for a new type of sugar apple with better fruit quality and high productivity than the typical type. Finally, the new hybrid sugar apple named "Pethpakchong" was founded and widely released to growers in Pakchong district and near by area. However, there were none further study on an economic view of this new type of the produce.

The objectives of this study were to analyze the financial return on investment and compared risk and uncertainty circumstances for an investment in Pethpakchong sugar apple in 2 cases. One was non-borrowing from any credit institutes and the second was borrowing from the credit institutes. Primary data was collected from 20 farm households in Pakchong district, Nakhonratchasima province.

The results of this study which indicated by Net Present Value(NPV), Benefit-Cost Ratio(BCR) and Internal Rate of Return(IRR) showed the investment project was feasible at the discount rate of 9% per year in both cases of borrowing and non-borrowing. In the case of non-borrowing, the financial criteria; NPV, BCR and IRR were 1,062,890.85 baht, 1.56 time and 25.81 percent respectively. In the case of borrowing, the financial criteria; NPV, BCR and IRR were 1,062,898.45 baht, 1.44 time and 22.87 percent respectively. With the switching value tests, the investment cost of the project can be increased to 55.62 percent or the income of the project can be decreased to 35.74 percent in the case of non-borrowing. But the case of borrowing, the switching test showed the cost can be increased to 44.09 percent and the income can be decreased to 30.60 percent. From this financial study, the investment in Pethpakchong sugar apple plantation gained worthy return on investment.

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