

Supaporn Nuchanapai 2010: An Analysis of Market Potential for Thai Major Orchids Export.
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Thailand is the major exporter of orchids in the world. This facts make Thailand have competitors that want to share orchids market. This study aimed to analyze the comparative advantages of export and to analyze factors effecting on the change of Thai orchids market share with respect to the essential import market. This study employs the Revealed Comparative Advantages (RCA) and Constant Market Share Analysis (CMS) by using yearly data for computing shares in the average RCA and CMS during the period 2542-2548 to compare with the period 2549-2551 Japan, United States of America, Italy, China and Taiwan are the studied cases.

The studied RCA analysis found that Thai orchids exporting have advantage compared to Japan, United State of America, China and Taiwan which are indicated by the RCA result of more than 1. On the other hand, Thailand is disadvantage compared to Italy that is based on the RCA result of less than 1. With respect to the CMS analysis found that the exportation value of Thailand to major orchids importing market increase 33.046 Million US\$, as a result of interaction effect, directional effect, world growth effect and competitiveness effect, respectively. The result from comparison Thai orchids market share with competitors found that Thailand has only advantage factor is directional effect for world growth effect and interaction effect Thailand is disadvantage compare to Netherland and competitiveness effect Thailand is disadvantage compare to Malaysia as for Singapore has no any factors have more value than Thailand.

The orchids market is very competition in both domestic and international market, which imposed trade barrier. Therefore the study suggestion is that Thailand should expanse and seeking new market including improvement and strictness for product quality controlling.

Student's signature

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