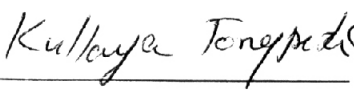



Kullaya Tongpetch 2008: Use of Key Performance Indicators of Agricultural Cooperatives A Case Study on Cooperatives in Royal Project Area. Master of Arts (Cooperative Economics), Major Field: Cooperative Economics, Department of Cooperative. Thesis Advisor: Associate Professor Vinai Artkongharn, M.A. 83 pages.

This study has objectives to study (1) the use of KPI to assess business of agricultural cooperatives located in Royal Project based area; (2) qualitative and quantitative factors aimed to develop cooperatives. The tool is questionnaire and individual interview of 19 cooperatives. The method used to statistically analyze are descriptive statistics, calculated by frequencies, percentage and ranking.

The finding reveals that agricultural cooperatives of 44.44 percent use KPI to assess all of 4 businesses: finance, service, internal management and learning and growth. The agricultural cooperative focus on 10 sub-factors: 1) continues human resource development 2) current ratio 3) satisfaction 4) net profit 5) accounts receivable turnover 6) profit margin on sale and growth rate of target products 7) ability to retain customers and cost of production 8) quick ratio, market share, competency and unit of products 9) customer relationship management 10) customer acquisition. The qualitative factors are current ratio, net profit and accounts receivable turnover, while the quantitative ones are continued human resource development, satisfaction and teamwork which indicate learning and growth. Of all, it is found that the agricultural cooperatives as many as 94.44 percent mainly attach importance on learning and growth or continued human resource development.


Student's signature


Thesis Advisor's signature

