

Terasak Suknit 2011: A Feasibility Study on Opening a Tutorial School for Entry to The Army Forces Academies Preparatory School in Lop Buri Province. Master of Economics (Business Economics), Major Field: Business Economics, Department of Economics. Thesis Advisor: Assistant Professor Sumalee Santipolwut, Ph.D. 189 pages.

The objectives of this study are 3 folds, firstly, to study the financial feasibility, secondly, to analyze the sensitivity on opening a tutorial school in Lop Buri in order to take entrance examination for the Armed Forces Academies Preparatory School, thirdly, to study the importance the student placing to the marketing mixes and analyze their differences according to personal factors of students. Financial feasibility, marketing mixed and descriptive statistics such as frequency, percentage, means, standard deviation, t-test, ANOVA and Scheffe test are concepts and tools used in this study.

For financial feasibility study, it finds that the project has an appropriate investment with high returns for the project life of 20 years. The project's payback period is only 7.28 years, NPV is 17,956,115.84 baht, IRR is at the rate of 15.66 per cent, and BCR is 1.153 respectively. The sensitivity analysis suggested that the changes in revenue are at the higher risk than those changes in cost. For marketing mixes, students have placed importance to the marketing mixes statistical differently according to their personal factors. The importance placing to marketing mixes are the most different among age group of students.

Basing on the results, the study recommends reducing the income risk of the project, classifying students by age group and GPA in order to accommodate students' needs and for effective instruction. Marketing strategies that are appropriate for the project is promotion strategy by advertizing the student achievement to enter the Army Forces Academies Preparatory School.

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