The aims of this research are (1) to analyze the comparative advantage of Thai wooden exports industry to the United States (2) to identify the factors that have impacts on the competitive advantage of Thai wooden furniture and (3) to identify strategies for industrial competition of Thailand by comparing with China and Vietnam. The comparative advantage index (RCA) is employed in order to analyze the comparative advantages. For the Diamond Model of Michael E. Potter and the growth of market share matrix in BCG Model are applied to analyze the factors that impact the competitive advantage and to set up strategies for the industrial competition.

The result of this research explore that, between 2003-2007, there is no comparative advantage in Thai wooden furniture used in the bedroom exported because the comparative advantage index is less than 1, while the wooden furniture used in the office, kitchen and Thailand's other 3 wooden furniture gain the comparative advantage in exporting to the United States since the comparative advantage index are higher than 1. For Thailand's competitors in wooden furniture export including China and Vietnam, they also gain the comparative advantage index higher than 1 throughout the period of study. Moreover, the results found that Thai wooden furniture has the competitive advantage in the production factors, especially in the areas of rubber plantations. Vietnam has the competitive advantage factor in minimum wages, while China gain the most comparative advantage factor in Demand conditions, Related and Supporting industries, Company strategy structure and rivalry and government supports when comparing with Thailand and Vietnam. For the factor of chance, the study shows that Thailand and Vietnam have higher competitive advantage than China, because china wooden Furniture had negative effect from anti-dumping market measure by the United States of America. The result of BCG Model found that Thai wooden furniture used in the office had competitiveness, because Thai wooden furniture located in a high growth market and Relative market share had increased from 2003. In the wooden furniture market trend in the USA, consumers are giving priorities to appropriate price, environmental friendliness, patterns, and utilities. But from the most problem of Thai wooden furniture is the lack of rubber wood. Thus, the strategies for Thai wooden furniture is making differentiate of products, niche marketing and the exporter should also emphasize in research and development in product and process in order for Thailand to be a leader in the world wooden furniture market

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Student's signature	Thesis Advisor's signature	