

Chitpinun Charoenrungraung 2009: Strategies for Supply Expansion of Prime Quality Cassava Chips in Northeast Thailand. Master of Arts (Agribusiness),  
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This study is aimed at examining the status of production activity, storage and distribution of prime quality cassava chips including factors influencing production and an increase of productivity of prime quality cassava chips by the cassava depot in the Northeastern and at setting out strategies for supply expansion of prime quality cassava chips in Northeast Thailand.

The result of study shows that strategies for supply expansion of prime quality cassava chips in the Northeastern can be categorized into 3 aspects, namely, strategy for production of cassava roots, strategy for production of prime quality cassava chips and strategy for prime quality cassava chips marketing. The strategy for production of cassava roots comprises of strategy for increasing potential of production of cassava roots, strategy for research and development of technology in production of cassava roots, strategy for development of quality harvest of cassava roots and strategy for contract framing and strategy for sale motivation of quality cassava roots. The strategy for production of prime quality cassava chips consists of strategy for increasing potential of production of prime quality cassava chips, strategy for research and development of technology in production of prime quality cassava chips, strategy for requiring low interest of capital found resource and strategy for audit and control of prime quality cassava chips. The strategy for marketing of prime quality cassava chips comprises of strategy for product development, strategy for penetration of market, and strategy for development of marketing skill. These strategies can be used as guidance for developing prime quality cassava chips business in the Northeastern in order to appropriately expand supply of prime quality cassava chips on the right direction which can lead value adding to the business of cassava chip toward sustainable growth.

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Thesis Advisor's signature

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