

**Independent Study      Marketing of Canned Fruits and Vegetable  
Industries in Chiang Mai Province**

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**Abstract**

The independent study of "Marketing of Canned Fruits and Vegetable Industries in Chiang Mai Province" has three main objectives:

1. To study the marketing mix of canned fruits and vegetable industries in Chiang Mai province.
2. To study production problems and marketing problems of canned fruits and vegetable industries.
3. To study the trend of canned fruits and vegetable industries in the future.

Data was collected from all population, 14 manufacturers. The data was analysed by SPSS/PC+ microcomputer program. The statistics used were frequency, percentage, mean, mode, standard deviation.

Result of the study discovered that most of factories are small factories which have set up cost less than 5 million bahts, operating in the form of limited company, product volume are 500,000 - 1,000,000 cans per year. The average ages of these factories are 5 years.

Most of distributions are overseas markets. The important markets are The United States of America, Europe, Asia and Middle East.

Analysis of the first objective discovered that most of the owner of factory concentrate on quality canned fruit and vegetable. The price set up by cost-oriented pricing system. Distribution to overseas markets were done by exporter and local markets were done by wholesalers and agents. Promotions were discount rate for customers and percentage on sales for sales persons.

Analysis of the second objective discovered that the production problems and marketing problems which are averaged from 14 factories. Production problems are high wage payments, labour shortage, expensive cost of utilities, obsolescent machine, frequent electric off, shortage of raw materials and high price of materials that all of these are moderate level problems and the low level problem is low quality of raw materials. The marketing

problems are lack of markets information, lack of government support, price cutting, lack of promotion and complicate exporting that are high level problems and the moderate level problems are trade barriers, high transportation cost, many competitors, difficult to sell and difficult to choose middlemen.

Analysis of the third objective discovered that trend of this industrial will be expand because overseas markets and local markets have high demand.