

Adirake WangSaeng 2018: Management Strategics of Non-Toxic Vegetables for Export of Sainoi District, Nonthaburi Community Enterprise. Master of Science (Agribusiness), Major Field: Agribusiness, Department of Agricultural an Resource Economics. Independent Study Advisor: Associate Professor Sanit Kao-ian, M.S. 81 pages.

The objectives of this study was to analyzed the Management Strategies of Non-Toxic Vegetables for Export of Sainoi District, Nonthaburi Community Enterprise. The 2015 -2017 Budgets, Insights interview of relevant persons and the 35 members of the community enterprise were used. The outside factors driving factor Value Chain Financial Ratio Five Force Analysis PEST Analysis and SWOT Analysis were used for setup the strategies.

The results found that outside factors, including politics, laws, economics, communities, culture and technology, didn't have the direct effects to this business. In part of Five Force Analysis found that there were not intense competition, noticeable for investment. But the buyers had Bargaining Power of Buyers, so replaceable difficulties in manufacturing and the supplier had Bargaining Power of Supplier. The analyzed of Value Chain found that there was the problem in case of both parties, group and exporter companies, had breached the agreement on vegetable trading. The analyzed of Financial Ratio showed the Liquidity Ratios is too high, made inefficiency investment . The ability of assets exchange to cash is rapid. Good financial status. However, the risk of operation is quite high. The analysis of strengths and weaknesses, opportunities and obstacles found that the strengths were the members had their own money and high rate of vegetables selling. While the weaknesses were there had no good of management and planning. The opportunities were introduction and application the modern technology to the business. The obstacles were plants pathogen and pest insects, water insufficient, unpredictable weather, The highly recommend strategies were reorganized management strategies, setup standard of packing house strategies and increasing plant protection startegies.

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Independent Study Advisor's signature

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