

Anutida Khongsanun 2019: Financial Cost Analysis in The Investment of Instant Curry Past Ban Pho Curry Brand for Sale in Souvenir Shops, Master of Science (Agribusiness), Major Field: Agribusiness, Department of Agricultural and Resource Economics. Independent Study Advisor: Associate Professor Sanit Kao-ian, M.S. 72 page

The purpose of this study is 1) to study the process and cost of finished curry paste production, Ban Pho curry brand 2) To analyze the financial return of the production of finished curry paste, Ban Pho brand, for use in the assembly Business 3) To study the feasibility of investing in the production of finished curry paste, Ban Pho Curry brand. By specifying the age of the project for 10 years with 3 types of curry paste: green curry, green curry And each type of chili type has 3 sizes, i.e.200 grams, 500 grams and 1 kilogram

The study concluded that Production of finished curry paste, Ban Pho curry brand For sale in stores of 3 types of souvenirs and 3 sizes, it was found that the production cost of each type was 1. Type of red curry paste, 200 grams, 500 grams and 1 kilogram. Production cost was 11.43 baht, 28.09 baht and 55.33 baht, Cham No. 2. Type of green curry, 200 g, 500 g and 1 kg, with production costs 13.26 baht, 32.65 baht and 64.45 baht, respectively. 3. Type of sour chili, 200 g, 500 g and 1 kg, with production costs 12.46 baht, 30.65 baht And 60.46 baht, Cham respectively. The amount of production can be produced at the highest level is 40% red curry pepper, followed by green curry and sour chili paste 30%. On the financial analysis, the payback period is 0.51 years. The study of the value of the project by determining the discount rate of 7 percent, found that the net present value (NPV) is 3,614,460.25 baht. The cost-benefit ratio (BCR) is 1.60 and Internal rate of return (IRR) of 223.96 percent and when testing the project variance, it was found that NPV was equal to zero when the cost increased by 59.79 percent and revenue decreased by 37.42 percent. Based on this study, it was found that production investment Finished curry is worth the investment and the risk is low.

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Independent Study Advisor's Signature

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