

TABLE OF CONTENTS

	Page
Acknowledgement	i
Abstract	ii
Thai Abstract	v
Table of Contents	vii
List of Tables	x
List of Figures	xii
List of Appendix Tables	ix
CHAPTER I INTRODUCTION	
1.1 Background of the Study	1
1.2 Rationale	2
1.3 Objectives of the Study	3
1.4 Usefulness of the Study	3
CHAPTER II LITTERATURE REVIEW	
2.1 Hedonic Price Model	4
2.2 Efficiency of Marketing	7
2.3 SWOT Analysis	8
2.4 Characteristics of Vegetable	9
CHAPTER III RESEARCH METHOD	
3.1 Scope of the Study	10
3.2 Data Collection	10
3.3 Data Analysis	11

CHAPTER IV THE ORGANIZATION STRUCTURE AND OPERATION OF THE TEMPERATE VEGETABLE FIRMS

4.1 The Structure and Operation of the Royal Project	15
4.2 The Structure and Operation of the Firms	19
4.3 Channel of Temperate Vegetable	21

CHAPTER V HEDONIC PRICE ANALYSIS

5.1 Head lettuce	24
5.2 Cos lettuce	25
5.3 Celery	26
5.4 Baby carrot	28
5.5 Carrot	29
5.6 Red cabbage	31
5.7 Michilli	33
5.8 Chinese cabbage	34
5.9 Sweet Pepper	35
5.10 Common tomato	36
5.11 Cherry tomato	38
5.12 Japanese pumpkin	39
5.13 Japanese cucumber	41
5.14 Zucchini	42
5.15 Snap bean	43

CHEPTER VI MARKETING COST

6.1 Management Cost of Vegetables	51
6.2 Vegetable Cost	52
6.3 Trimming and Packaging Cost	53
6.4 Opportunity Cost	53

6.5 The Cost of Unsold Vegetable of Chiang Mai Sale Section	53
6.6 The Cost of Trimmed Vegetable of Chiang Mai Sale Section	54
6.7 The Cost of Loss from Left and Trimmed Product of Bangkok Sale Section	55
6.8 Vegetable Cost of Chiang Mai and Bangkok Sale Section	56
CHAPTER VII SWOT ANALYSIS	
7.1 Strength and Weakness	78
7.2 Threat and Opportunity	81
7.3 Implications of SWOT Analysis	86
CHAPTER VIII ASSESSMENT OF EFFICIENCY OF THE ROYAL PROJECT MARKETING	
8.1 The Margin of the Farmers under the Royal Project	89
8.2 The Margin of the Royal Project	92
8.3 Gross Margin of Vegetable of the Royal Project	101
CHAPTER IX CONCLUSIONS AND RECOMMENDATIONS	103 - 105
REFERENCE	106
APPENDICES	109
CURRICULUM VITAE	122

LIST OF TABLES

Table 5.1	Least Squares Estimated Hedonic Price Equation of Head Lettuce	24
Table 5.2	OLS Estimated Hedonic Price Equation of Cos Lettuce	26
Table 5.3	Least Squares Estimated Hedonic Price Equation of Celery	27
Table 5.4	Least Squares Estimated Hedonic Price Equation of Baby Carrot	28
Table 5.5	Least Squares Estimated Hedonic Price Equation of Carrot	30
Table 5.6	OLS Estimated Hedonic Price Equation of Red Cabbage	32
Table 5.7	Least Squares Estimated Hedonic Price Equation of Michilli	33
Table 5.8	Least Squares Estimated Hedonic Price Equation of Chinese Cabbage	34
Table 5.9	OLS Estimated Hedonic Price Equation of Sweet Pepper	35
Table 5.10	Least Squares Estimated Hedonic Price Equation of Common Tomato	37
Table 5.11	Least Squares Estimated Hedonic Price Equation of Cherry Tomato	38
Table 5.12	OLS Estimated Hedonic Price Equation of Japanese Pumpkin	40
Table 5.13	Least Squares Estimated Hedonic Price Equation of Japanese Cucumber	41
Table 5.14	Least Squares Estimated Hedonic Price Equation of Zucchini	42
Table 5.15	Least Squares Estimated Hedonic Price Equation of Snap Bean	43
Table 5.16	The Positively Associated Characteristics of Imported Vegetables to the Price	45
Table 5.17	The Marginal Effects of Vegetables in Market Places	46
Table 5.18	The Marginal Effects of the Rainy Season on the Retail Prices	47
Table 6.1	Management Cost per kg. of Vegetable in 1999/2000	52
Table 6.2	Percentage and Value of left Vegetables of Chiang Mai Sales Section in 1999/2000	54
Table 6.3	Percentage and Value of Loss from Trimmed Vegetable of Chiang Mai Sales Section in 2000	55
Table 6.4	Percentage of Destroyed and Value of Left and Trimming Vegetable of Bangkok Sales Section in 1999/2000	56
Table 6.5	The Cost of Vegetables of Chiang Mai Sales Section	76

Table 6.6	The Cost of Vegetables of Bangkok Sales Section	77
Table 7.1	Strength and Weakness of the Royal Project Marketing Section	80
Table 7.2	Opportunities and Threats of the Royal Project Marketing Section	82
Table 7.3	Supplier in Supermarket	85
Table 7.4	Implication of SWOT Analysis	88
Table 8.1	Total Vegetable Cost and Gross Margin in 2000	101

มหาวิทยาลัยเชียงใหม่
Chiang Mai University

LIST OF FIGURES

	Page
Figure 4.1 The Structure of the Marketing Division	16
Figure 4.2 The Operation of the Royal Project Marketing Division	18
Figure 4.3 The Forms of Product	18
Figure 4.4 The Organization of Private Firm	20
Figure 4.5 The Operation of Private Firm	20
Figure 4.6 The Channel of Temperate Vegetable	21
Figure 5.1 Chart of the Hedonic Price Analysis	50
Figure 7.1 Value of Imported Fresh Vegetable	83
Figure 7.2 Price and Imported Quantity of Sweet Pepper	83
Figure 7.3 Cost Comparison of The Royal Project foundation and Imported Carrot	83
Figure 7.4 The Amount of Imported Carrot	84
Figure 7.5 Average Price per Kg. of Imported Carrot	84
Figure 8.1 Price paid by the Royal Project and Production Cost of Farmer	90
Figure 8.2 The Margin of Each Vegetable of the Farmer under the Royal Project in 2000	91
Figure 8.3 The Cost to the Chiang Mai Sales Section and Retail Price in the Market in Summer Season	99

Figure 8.4 The Cost to the Bangkok Sales Section and retail price in the Market in Summer Season	99
Figure 8.5 The Cost to the Chiang Mai Sales Section and Retail Price in the Market in Rainy Season	100
Figure 8.6 The Cost to the Bangkok Sales Section and Retail Price in the Market in Rainy Season	100
Figure 8.7 The Value of Purchased Vegetable by the Royal Project	102