

ABSTRACT

Topic : The Adaptability of Fruit Exporters in Chiangkhong District,Chaingrai Province Relating to Opening of the Fourth Friendship Bridge.

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The objective of this study. 1) To Study the internal and external factors affecting the adaptation of enterprises to export the fruit. 2) To study the adaptation of enterprises to export the fruit. The expansion of a new trade route between Thailand and Lao PDR: the 4Th Friendship Bridge Besides, people live along the border of Thailand and Loa PDR who benefit from this bridge such as border trade, investment and transportation. The research is qualitative study which population is divided into 2 groups : by groups 1 government such as scholar and groups 2 entrepreneurs at the area of study. The results found that adaptation of fruit export entrepreneur in chiangkhong district, chiangrai province. The operator for most part business of a family trait and dwell in the area chiangkhong district, chiangrai province. Conduct for a long time 10 years from generation to generation. The average income 50,000-100,000 baht. Internal factors affecting export is packaging the operators also have to adjust to the more modern. The quality and the warranty does not affect the adjustment of export fruit.

The qualitative data analysis. The qualitative data from interviews with entrepreneurs in the district, Chiangkhong, Chiangrai province. Expenditures in Comparison. To find the answer, according to the reseach objectives.

Since entrepreneurs freshness and quality assurance measures for the quality, safety of fruit and no residue .The impact of external factors affecting the adaptability of enterprises, International trade barriers. Which is restrictions on competition for investment. Law and regulations related to international trade and foreign investment. Continuous industries less and lack of integration links in the production, processing and marketing .The operator has to adjust to fluctuation in the economy, government policy, and modification of product for export. Should technology that helps to produce. Sources low cost finance and funding sources. Should the use the financial system and the correct account. Knowledge of breakeven point support funding costs lows and technology should be used in a system. Network

strategy. Entrepreneurs should find a business partner. Both in production and distribution. The government the local policies and practices clear and practical pace with the expansion of the district. The opportunity to make money from the resources available locally and increase channel sales, as well as to compete with its neighbors. Preparation of readiness with a growing economy.

Keywords : Internal Factor , External factor, fourth Thai-Lao friendship bridge, Export