

Thesis Title Supply Chain Management in Rubber Plantation in Chiang Rai Province

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ABSTRACT

The objectives of this thesis paper were to study supply chain management of rubber business and the trend of rubber investment in Chiang Rai Province. As Chiang Rai Province has rubber plantations the most in Northern Thailand and Thailand is one of the main rubber producing countries in the world, it is necessary to know rubber supply chain. Although the Thai government required for being a leading country of natural rubber producing and exporting, it still lack of readiness to the world market.

Data collections of the study are from primary and secondary sources, analyzing by both qualitative and quantitative methods. For qualitative research, Five Forces Model by Michael E. Porter is used for analyzing the current situation of rubber market together with SWOT Analysis that used for analyzing the strength, weakness, opportunity and threat of rubber business. The statistic data concerned with rubber plantations, rubber-tapping zone, rubber yield and its value collected from the Office of Rubber Replanting Aid Fund Chiang Rai in 2011-2013 are used for analyzing the current trend of rubber investment in quantitative research.

In fact, there are several factors involving in rubber supply chain in Chiang Rai Province and supply chain activities are also mentioned in this paper. In order to see the problems occurred and develop rubber business in Chiang Rai Province or larger section, the whole supply chain of rubber need to be understood. Lastly, the explanation of rubber supply chain in Chiang Rai Province will be displayed.

Keywords: Rubber Plantation/Supply Chain/Management

