

Thesis Title Supply Chain Management Perspective of Local Intermediary in Coffee Industry in Thailand

Author Chong Han Ren

Degree Master of Business Administration
(Logistics and Supply Chain Management)

Advisor Dr. Suthep Nimsai

ABSTRACT

This study explores the supply chain management (SCM) factors that are perceived by local intermediary in the coffee industry in Thailand. There is a need to understand the supply chain management system of local intermediary as well as factors that are structuring their businesses created by the fierce competition around. A paradigm shift in the coffee industry in Thailand in terms of customer demand as the consumption of soluble coffee is fast transforming into the fresh brewing coffee. This transformation leads to a study that focuses on how the local intermediary manages its own supply chain to meet the demand of the local market in Thailand. This study used qualitative research method to understand the current situation of the supply chain phenomena in the coffee industry in the Northern of Thailand. A qualitative method was designed to gather more in-depth understanding in the supply chain and a qualitative method also designed based on individual experiences in natural settings. A set of semi-structured interview is conducted on established local producers to understand their supply chain linkages and supply chain management method to sustain their businesses with the increasing new entrants into the market competition. Organizational, Technology and Environmental (OTE) framework is

then used to understand as factors that influence the supply chain management by local intermediary in the Thai context.

This paper shows the importance of the supply chain management of local producers to meet its demand for local consumption as the cultivation of coffee beans in the Northern of Thailand and is categorised as the specialty coffee market. On the other hand, there are increasing interests from local investors to venture in this competitive market. This forces a strong market competition to local intermediary as they need sourced the local coffee beans from the local farmers. Result for this research will present the OTE framework that leads to the strategy adoption for efficiency in the supply chain management of local Thai coffee intermediary. To develop an understanding of the coffee supply chain and the development of relationships in a supply chain management in the Thai coffee industry. Also, this study provides in-depth information on the coffee supply chain and its industry.

Keywords: Coffee Industry/Supply Chain Management (SCM)/Coffee Supply Chain