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FINAL STUDY REPORT

CRITICAL STUDY OF CONSUMER COOPERATIVES IN THAILAND

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COUNTRY CONSULTANT:
DR. ASANEE RATANAMALAI
4/12 CHOTANA SOI 12, NONG HAW, CHOTANA ROAD, TAMBOL
CHANG PHEUG, AMPHOE MUANG, CHIANG MAI 50300
THAILAND

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FINAL STUDY REPORT

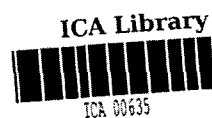
CRITICAL STUDY
OF
CONSUMER COOPERATIVES IN THAILAND

BY

DR. ASANEE RATANAMALAI

4/12 CHOTANA SOI 12, NONG HAW
CHOTANA ROAD, TAMBOL CHANG PHEUG
AMPHUE MUANG, CHIANG MAI PROVINCE 50300
THAILAND

TEL: +66-9-7967789, +66-9-5541388
E-MAIL ADDRESS: asanee@hotmail.com



Final Study Report

Critical Study of Consumer Cooperatives in Thailand

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Acknowledgement

The Critical Study of Consumer Cooperatives in Thailand was initiated on consultation with the International Cooperative Alliance, Regional Office for Asia and the Pacific (ICA AP) with the Cooperative League of Thailand (CLT) since more international retailers have been coming and opening big hypermarkets and the small local retail stores and Consumer Cooperatives have face the impact and gradually closed the business. ICA AP and CLT support contributed greatly to the development of the study plan and methodology were significant in the success of this study.

The study has put more emphasized on literatures review as well as partial field survey in five selected area in Bangkok, Chiang Mai, Khon Kaen, Chantaburi, and Nakornsrihammarat Provinces have been very important to gather primary information and data from various key informants from the various consumer cooperatives. These primary information presents view and situation of the consumer cooperatives of the country. In particular the government officer, consumer cooperatives leaders, retails shop owners, and members of consumer cooperatives in those provinces, have been very friendly and supportive during the visit to gather information's.

I gratefully acknowledge the significant support of the ICA AP and CLT in generously subsidizing all budgets for the study which is suitable for the present time.

Finally, I would like to express my since thanks and gratitude for the support of primary information gathering to the CLT team led by Khun Umpai Leungphirom, Deputy Executive Director who had greatly provided a lot of effort during field survey in five selected site areas to gather primary information for the study and work very hard to make this unique report to submit to ICA/ROAP.

I believe that this report on "Critical Study of Consumer Cooperatives in Thailand" will contribute many angles of present view on the situation of Consumer Cooperatives in Thailand. The proposed recommendations on Development Strategies will also be the key issues for ICA AP and CLT as well as Consumer Cooperatives in Thailand as a fruits for thought in the Country Workshop to finalize the recommendations and set up the Country Action Plan to combat the problems.

Dr. Asanee Ratanamalai
Bangkok, THAILAND
15th September 2005

Executive Summary

A unified Thai Kingdom was established in the mid 14th century. Known as Siam until 1939, Thailand is the only Southeast Asian country never to have been taken over by a European power. A bloodless revolution in 1939 led to a constitutional monarchy.

Thailand is located in Southeast Asia, bordering the Andaman Sea and the Gulf of Thailand, Southeast of Myanmar with geographic coordinate of 1500 N and 10000 E. The total area of the country is 514,000 sq. km. Apart from the total area; it is about 511,770 sq. km. is the land area, while 2,230 sq. km. is water area. The land boundaries are totally 4,863 km. It shares borders with Myanmar 1,800 km, Cambodia 803 km, Lao PDR 1,754 km, and Malaysia 506 km. The total coastline of the country is 3,219 km. The climatic conditions is tropical monsoon, rainy season begins in mid-May to September, dry season in November to mid-March, southern isthmus always hot and humid. The terrain is central plain, Khorat Plateau in the east and mountains can be found elsewhere. The elevation at Gulf of Thailand which is the lowest point is 0 m. above sea level and the highest point is Doi Inthanon at 2,576 m. above sea level. The government and administrative structure is constitutional monarchy. The capital of Thailand is known as Bangkok. The country is divided into 76 provinces.

The population of Thailand is 65,444,371 people and currently growing at rate of 0.87% per annum. Bangkok is by far the largest city in the kingdom, with population of over 10 million-too many for the scope of its public services and what little "city planning" exists. The age structure of population are 0-14 years is 23.9%, 15-54 years is 68.6% and 65 years and over is 7.5% About 75% of the citizenry are ethnic Thais, who can be divided into the central Thais or Siamese's of the Chao Phraya delta. The Thai-Lao of north-east Thailand; the Thai pak Tai of southern Thailand, and the northern Thais. Each of these groups speak their own Thai dialect and to a certain extent practice customs unique to their region. Politically and economically the central Thais are the dominant group, although they barely outnumber the Thai Lao of the north-east. Smaller groups with their own Thai dialects include the Shan, Thai Lue, the Lao Song, the Phuan, the Thai Khorat or Sawoei, the Thai, the Yaw and the Thai-Malay.

Average per capita income by early 2004 was USD 8,100 per year. Regional inequities, however, mean that local average range from USD 300 in the north-east to USD 2,600 in Bangkok. It doesn't reach the world's top 50 list in terms of raw per capita GNP, on the worldwide scale. Thailand's economy rank 21st (between Pakistan at 20th and Iran at 22nd) it's figured by the GDP "purchasing power parity" method.

Regarding the status of Consumer Cooperatives in Thailand, the first consumer cooperative had been established in Bangkok in 1939 on 23rd March 1939 namely Krungthep Cooperative Ltd. And after that period there were many consumer cooperatives had been gradually established. At present there are totally 347 consumer cooperatives throughout the country. There are two types of consumer cooperative in Thailand, firstly is **Opened Type Consumer Cooperatives** which the member are the people in the community. The second type of consumer cooperative is **Closed Type Consumer Cooperatives**. This type of consumer cooperative had been established by the members who are the personnel in the organizations of both governments and private sectors they are consumer cooperatives in educational institutions, in government and state enterprises organizations and consumer cooperatives in companies and industries. These consumer cooperatives are confronted with new challenges, particularly the consequential impact of globalization on from small outlets to middle sized supermarkets. This underlines the need for special safeguards and mechanism to protect them from surge in consumer imports and to enhance their competitiveness in the world market.

The chances of success for consumer cooperative development in Thailand are; to increase efficiency on cooperative management for Board of Director, Management Staff and Sale Staff, revision of Cooperative Act which some Clauses are not appropriate for cooperative management, Laws and Acts and Ministry of Consumer's Rules and Regulations on retails industries which are disadvantaged to Thai retails industries which is including consumer cooperatives establishment of Joint Purchase, Central Good Supply and Joint Logistic with all type of cooperative in Thailand. These solutions are for the future of Consumer Cooperative Development in Thailand.

CHAPTER 1
INTRODUCTION

Chapter 1

Introduction

1.1 Preface

With Increased tempo of globalization, more international retailers have been coming and opening big hypermarkets and a great number of supermarkets and convenience stores to dominate the retail market in Asian countries. Government policy of open economy and deregulation has accelerated this trend as well.

Consumer cooperatives of Asia-Pacific region and confronted with new challenges, particularly the consequential impact of globalization on from small outlets to middle sized supermarkets. This underlines the need for special safeguards and mechanism to protect them surge in consumer imports and to enhance their competitiveness in the world market.

Development of consumer cooperatives have been adopted as one of the most important components of strategy for development of civil society in terms of improving people's standard of living and protecting consumer's right.

Almost in all countries, consumer cooperatives constitute the main segment of entire cooperative movement. These consumer cooperatives provide kinds of consumer items to members at reasonable price. Also some cooperative play an important roles to protect consumers' right, food safety and food security.

Organizational structure of consumer cooperatives in federal-having primary cooperatives at community level, cooperative business federations at secondary level and apex organization at national level. Cooperatives may be either single purpose or multi purpose. The government has played a leading role in the development of such cooperatives. However, this has also brought excessive bureaucratic control and interference and thus adversely affected their democratic and autonomous character. Other important constraints faced by consumer cooperatives are that their stores are not attractive to customers compare to competitors, lack of participation of members, absence of business planning and professional management, lack of capital with inadequate training and education to strengthen competitive strength, absence of inter cooperative relationship in business like joint-operation of logistic.

1.2 Study Background

Important Key Result Areas of ICA in Asia Pacific are : Policy Development and legislation; Promotion and Implementation of Cooperative Values and Principles; Promotion of sound Leadership and Value Based Professional Management; and Development of Agricultural Cooperatives and Consumer Cooperatives.

Development of Consumer Cooperatives, begin one of its key result areas and recognizing the need for re-vamping these cooperatives in the context of intensified process of globalization under the aegis of WTO, the Regional Office for Asia and the Pacific (ICA/ROAP) in cooperation with the Cooperative League of Thailand (CLT) has initiated a Critical Study of Consumer Cooperatives in Thailand.

To address the confronted problems of the Consumer Cooperatives under globalize and competitive circumstance at the ground level, the International Cooperative Alliance (ICA) Regional Office for Asia and the Pacific (ROAP) in collaboration with the Cooperative League of Thailand (CLT) has proposed the study initiative entitled: "Critical Study of Consumer Cooperatives in Thailand."

1.3 General Study Characteristic

1.3.1 Study Objectives

The objective of the study aims to find-out the existing status and status and state of retail market, area of institutional, management, governance and Consumer Cooperatives in Thailand. The specific objectives of the study can be identified as following:

- (1) To critical examine the existing status and state of Consumer Cooperatives in Thailand.
- (2) To make an objective assessment of Consumer Cooperatives in retail market of Thailand.
- (3) To identify the areas of institutional, managerial and governance reforms to enhance the capacities and competitiveness of Consumer Cooperatives to survive in the market in selected countries.
- (4) To make a recommendation of strategy to develop and promote Consumer Cooperatives in Thailand.

1.3.2 Study Conception

The study conception envisioned by the consultant begins with;

- (1) Problems Census and Analysis: The consultant had conducted Brain Storming with the key informants from cooperative members, academicians, local inhabitant and government officers in three selected site areas in Bangkok, Chiang Mai, Khon Kaen, Chantaburi, and Nakornsrihammarat by using ZOPP approaches in order to know the real situation of problems, causes of problems, core problem and effects as well as to gather other relevant important information.

Appendix 2: Schematic Diagram: Illustrated Problem Census and Analysis Model

- (2) Objective Analysis: The consultant had conducted Brain storming with the same key informants in order establish objectives of those problems

Appendix 3: Schematic Diagram: Illustrated Objective Analysis Model

- (3) Problems Solving Measures: The Consultant had conducted Brain Storming with the same key informants in order to establish appropriate feasible measures to solve those problems.

ZOPP, AIC and other relevant approaches had been used by consultant.

1.3.3 Study Resources

The proposed Study Concept required an experience motivators and interpreters CLT team. Local leaders had been hired by consultant as his assistance during the sites surveys and investigation.

1.3.4 Study Operational Plan

In order to achieve the specific Objectives of the Study, the consultant had conducted certain procedures as follow:

- (1) Base map, data collection and analysis: General base map at a scale of 1 : 50,000 had been collected in order to obtain existing public utilities, infrastructures, present land use and present environment resources. Relevant existing secondary data has been collected and analyzed to know the situation of the country.
- (2) Site survey and investigation: The consultant had conducted partial selected sites survey, in Bangkok, Chiang Mai, Khon Kaen, Chantaburi, and Nakhonsrihammarat in order to gather firsthand, necessary and important, data and information at proposed sited by using of Participatory Rural Appraisal (PRA), Rapid Rural Appraisal (RRA) and Appreciation-influence-Control (AIC)

techniques. Suites survey had allowed consultant to have clear picture of existing environmental conditions and other necessary appearance in the proposed sites which can be assumed as the represent information of the country.

(3) Technical Frame Work of the Study and investigation on the following issues;

3.1 Country Profile-Socio-Economic indicators-Geographical area, Population-male & female-rural-urban-per capital income growth rate-GDP-employment situation-human development index-education, health, housing, availability.

3.2 Place of retail industry-important features-its place in national economy-impact of globalization-emerging issues.

3.3 Status of Consumer Cooperatives.

- (i) Growth Trends – Number – memberships, Coverage of Population, Share Capital, Reserves, Deposits, Business turnover, Number of Cooperatives in profit. Please give growth trends for cooperatives at primary level their federations at secondary and tertiary level.
- (ii) Types of Consumer Cooperatives – Number, member
 - (a) Community-based Consumer Cooperatives
 - (b) Institutional(company, university) Cooperatives with retail business.
 - (c) Multipurpose cooperatives with retail business.
 - (d) Credit Cooperatives detail business.
- (iii) Competitiveness; market share, price, assortment, Customer satisfaction etc.
- (iv) Level of store operation; profitability, efficiency, cleanliness, Etc.
- (v) Logistics and information.
- (vi) Organizational structure of Consumer Cooperatives-Role Of Federations situation regarding joint-buying, facilitating Infrastructure, training or inter-cooperative relations.
- (vii) Strategic Alliances with cooperatives outside-experiences of getting support from cooperatives or related agencies.
- (vii) Human resource development; training and education of members/manager/staff.
- (viii) Problems faced by Consumer Cooperative-organizational, viability, managerial legal

3.4 National policy/legislation on retail industry or consumer affairs

* Antimonopoly act, regulation of construction of store, etc.

* Any rules to protect consumers' right.

3.5 Cooperative Legislation and other legislations that have affected growth and development of consumer cooperatives both positively and negatively-describe critically any amendments proposal to be made by the government.

3.6 Conclusion and Recommendations on ;

3.6.1 What is the future of Consumer Cooperatives?

3.6.2 How their efficiency and competitiveness can be strengthened?

3.6.3 How they can capitalize the gains of globalization for the benefit of society in general and consumers in particular?

3.6.4 Action Plan for strengthening Consumer Cooperatives in Thailand.

1.4 Objectives of the Study

The main objectives of the study are aimed at;

- (1) To critical examine the existing status and state of Consumer Cooperatives in Thailand.
- (2) To make an objective assessment of Consumer Cooperatives in retail market of Thailand.
- (3) To identify the areas of institutional, managerial and governance reforms to enhance the capacities and competitiveness of Consumer Cooperatives to survive in the retail market in selected countries.
- (4) To make a recommendation of strategy to develop and promote Consumer Cooperatives in Thailand.

1.5 Study Location

The proposed country of the study is Thailand the partial selected sites for site survey and investigation to obtain firsthand data and information are:

- (1) Bangkok in the central area of the country.
- (2) Chiang Mai Province in the Northern area of the country.
- (3) Khon Kaen in the Northeastern area of the country.
- (4) Chanthaburi in Eastern area of the country.
- (5) Nakornsrihammarat in Southern area of the country.

Figure No 1-1: Illustrated the Location of Thailand

1.6 Study Approaches

The consultant had conducted study cover all areas stated in 1.3.4 and based on the following;

- (1) Secondary data relating to formal Consumer Cooperatives and retail industry.
- (2) Documents/Study Reports published by Governments, development agencies, universities, cooperative sector.
- (3) Case Study of one Consumer Cooperative and one Consumer Cooperative at primary, secondary and tertiary level.
- (4) Interviews with concerned senior government officials, cooperative leaders, members, cooperative managers, academicians, cooperative trainers etc.
- (5) Base map collection to use as secondary data for the study of the area on topography, land use, altitude, water sources, transportation and communication track in the country and selected site areas. The base map in the scale of 1: 50,000 will be collected.
- (6) Study of the relevant data by data collection and analysis. The existing available secondary data and information will be gathered by requesting from concerned government agencies and other Development Project in Thailand. i.e.
 1. Local Authorities
 2. District and Provincial Office
 3. District and Provincial Agricultural and Cooperative Office
 4. Consumer Cooperatives in the Province
 5. Universities
- (7) Site survey in order to enhancing existing information on present existing environmental, topographic, consumer cooperatives, communication and transportation linkage, inhabitant density, socio – economic of inhabitant, water, land, aquatic, terrestrial resources and marketing. The consultant will use the appropriate tools and techniques of PRA, RRA, AIC and Stratified Random Sampling for site survey and information gathering.

Appendix Schematic Diagram: Illustrated Structure of Study Approaches and Data Collection

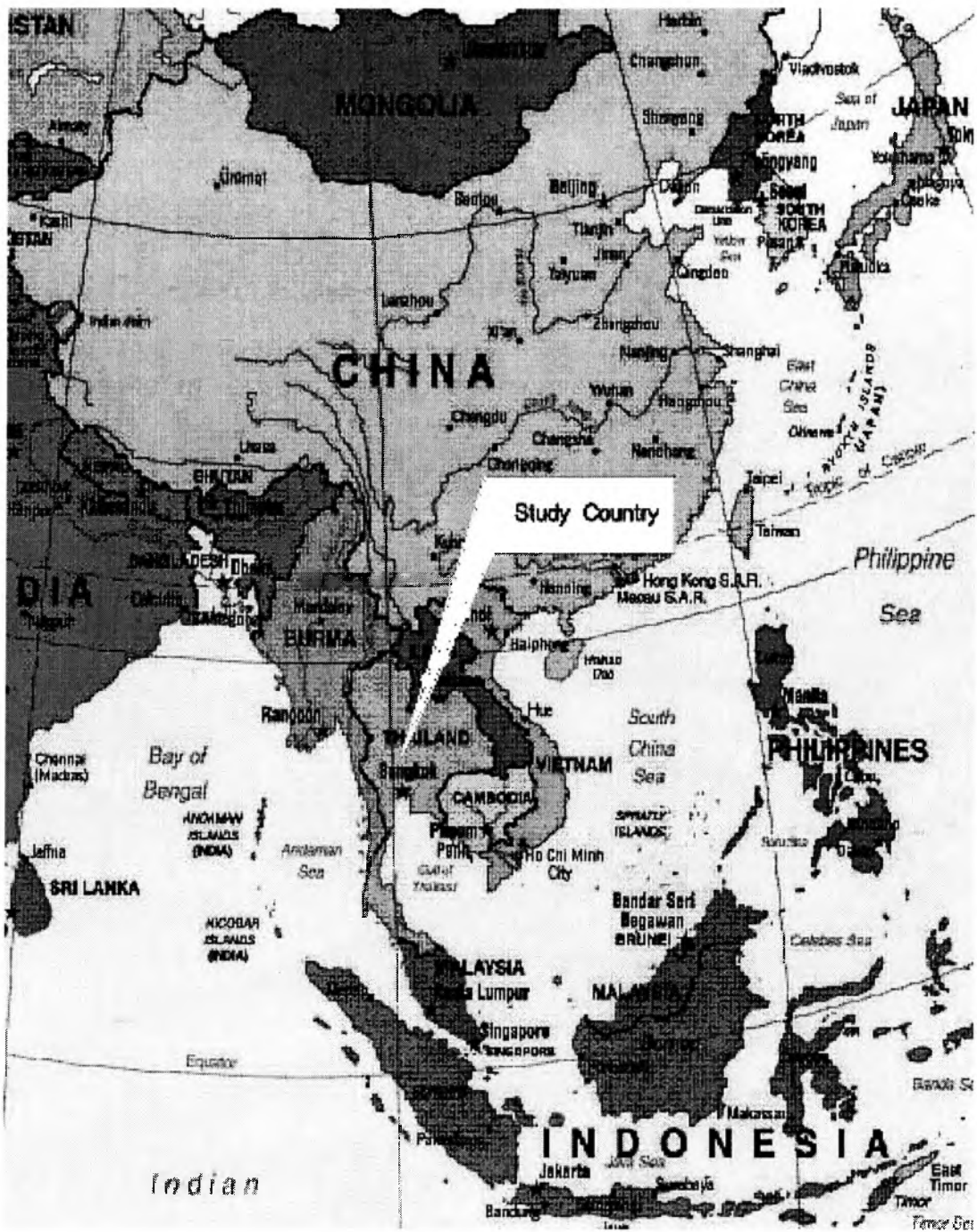


Figure No1-1 : Illustrated the Location of Thailand

CHAPTER 2
DATA COLLECTION AND ANALYSIS AND SITE SURVEY

Chapter 2

Data Collection and Analysis and Site Survey

2.1 Preface

Data collection and Analysis and Site Survey had been performed in five selected site areas of the country in order to gather primary and secondary data and information as well as to see and understand present situation of Consumer Cooperatives, retail market and other related issues in Thailand.

2.2 Data Collection and Analysis and Site Survey

2.2.1 Objectives

The objectives of this plan are as follow;

- (1) Study existing secondary data consensus with this study.
- (2) Exploration site areas to obtain present picture of environmental conditions, topographic and inhabitants.
- (3) Study all aspects as stated in 1.3.4 : Study Operational Plan (3)

2.2.2 Study Methodology

The consultant had collected concerned data and information in Lao PDR. as follow :

(1) Data Collection :

The consultant had collected both primary and secondary data. The primary data had been collected by conducting group discussion and brain storming with various key informants in Bangkok, Chiang Mai, Khon Kaen, Chanthaburi, and Nakhonsrithammarat Province as well as from field observation. The secondary data had also been obtained from various library in Thailand as well as from the library of universities.

(2) Site Survey and Investigation :

Partial site survey and investigation had been done in order to obtain present picture of the country as will as to obtain primary firsthand information and data from various key informants. The partial site survey had been done in 5 selected site which assumed to represent of the country as follow :

- (1) Bangkok in the central area of the country.
- (2) Chiang Mai Province in the Northern area of the country.
- (3) Khon Kaen in the Northeastern area of the country.
- (4) Chanthaburi in Eastern area of the country.
- (5) Nakornsrihammarat in Southern area of the country.

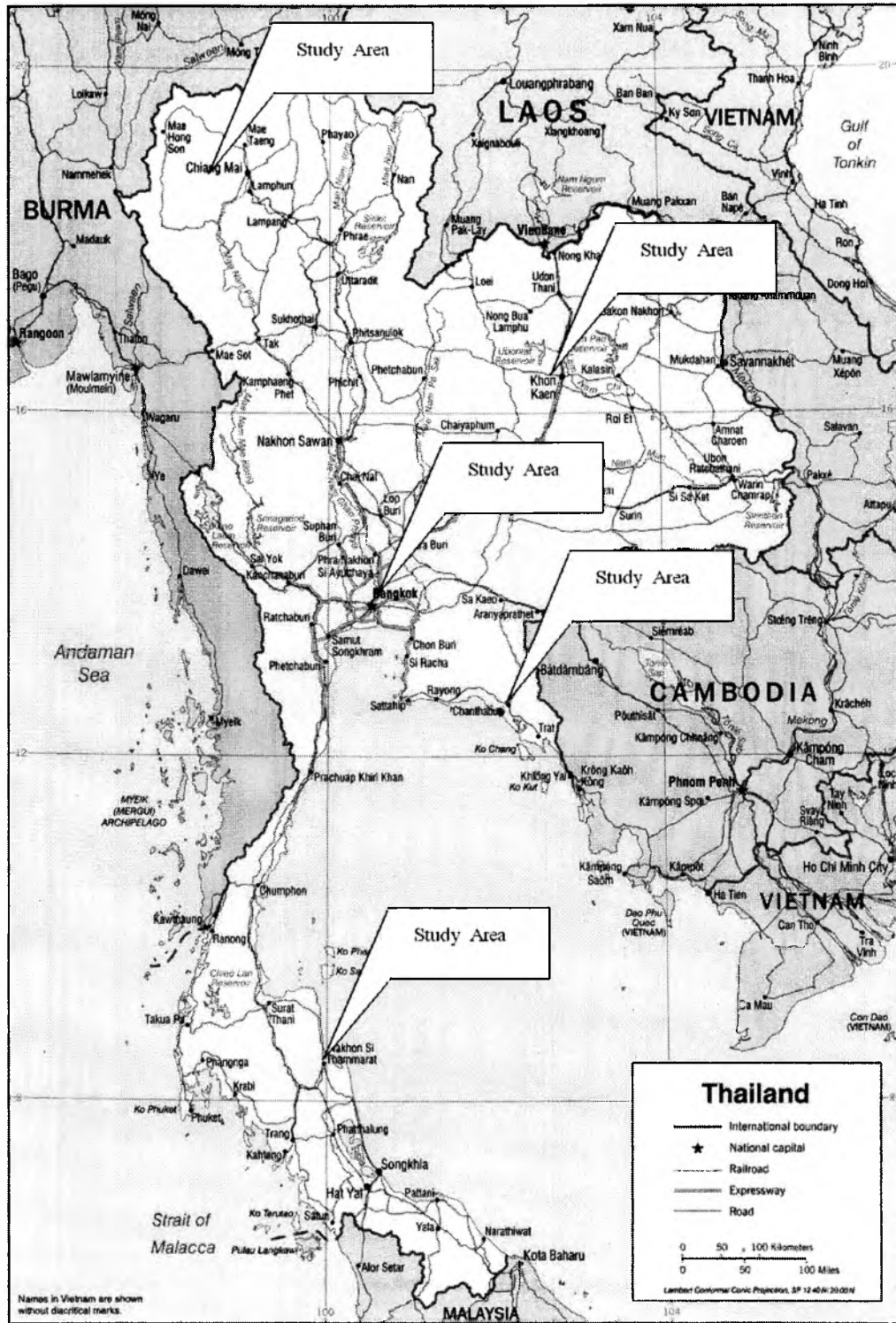
2.3 Technical Frame Work of the Study

The consultant had emphasized on the study of:

- 2.3.1 Country Profile
- 2.3.2 Place of Consumer Cooperatives and retail industry
- 2.3.3 Status of Consumer Cooperatives
- 2.3.4 Objective Assessment of Consumer Cooperative
- 2.3.5 National Policy on retail industry
- 2.3.6 Cooperative Legislation
- 2.3.7 Conclusion and Recommendation

The details of the study in each topic are stated in 1.3.4 (3)

Figure No 2-1: Illustrated the Selected Site Area for the study.



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Figure No 2-1 Illustrated the Selected Site Area s

CHAPTER 3
RESULTS OF THE STUDY

Chapter 3

Results of the Study

3.1 Country Profile

3.1.1 Geographic Setting

3.1.1.1 Location

A unified Thai Kingdom was established in the mid- 14th century. Known as Siam until 1939, Thailand is the only Southeast Asian country never to have been taken over by a European power. A bloodless revolution in 1932 led to a constitutional monarchy. In alliance with Japan during World War II, Thailand became a US ally following the conflict. Thailand is currently facing armed violence in its three Muslim – majority southernmost provinces.

Thailand is located in Southeastern Asia bordering the Andaman Sea and the Gulf of Thailand southeast of Myanmar with the geographic coordinate of 1500 N and 10000 E. The total area of the country is 514,000 sq.km. Apart from the total area, it is about 511,770 sq.km is the land area, while 2,230 sq.km is water. The area comparative is seemed slightly more than twice size of Wyoming. The land boundaries totally 4,863 km. It shares borders with Myanmar 1,800 km, Cambodia 803 km, Laos PDR 1,754 km, and Malaysia 506 km. The total coastline of the country is 3,219 km. The climatic conditions is tropical monsoon; rainy season begins in mid-May to September, dry season in November to mid- March, southern isthmus always hot and humid. The terrain is central plain, Khorat plateau in the east and mountains can be found elsewhere. The elevation at Gulf of Thailand which is the lowest point is 0 m above sea level and the highest point is a Doi Inthanon at 2,576 m above sea level.

Figure No 3-1: Illustrated the map of Thailand in the Southeastern Asia with border countries of Myanmar, Cambodia, Lao PDR Malaysia.

Its shape on the map has been compared to the ancient axe or the head of elephant, with its trunk extending down the Malay Peninsula, but it looks as if someone has squeezed the lowest part of the "boot" of Italy, forcing the volume into the top portion while reducing the bottom. The centre of Thailand, Bangkok, is at about 14 north latitude, putting it on a level of Madras, Manila, Guatemala and Khartoum.

The country's longest north to south distance is about 1,860 km, but its shape makes distances in any other direction a thousand km or less. Because the north-south reach spans roughly 16 latitudinal degrees, Thailand has perhaps the most diverse climate in South – East Asia. The topography varies from high mountains in the north – the southern most extreme of a series of ranges that extend across northern Myanmar and southwest China to the south – eastern edges of the Tibet Plateau-to limestone-encrusted tropical islands in the south that are part of the Malay Archipelago. The rivers and tributaries of northern and central Thailand drain into the Gulf of Thailand via the Chao Phraya Delta near Bangkok; those of the Mun River and other north-eastern waterways exit into the South China Sea via the Mae Khong River.

These broad geographic characteristics divide the country into four main zones: the fertile central region, dominated by the Chao Phraya River; the north – east plateau, the kingdom's poorest region (thin soil plus occasional droughts and floods), rising some 300 meters above the central plain; northern Thailand, a region of mountains and fertile valleys; and the southern peninsular region, which extends to the Malaysian frontier and is predominantly rainforest. The southern region receives the most annual rainfall and the north-east the least, although the north is less humid.

Extending from the east coast of peninsular Malaysia to Vietnam, the Sunda Shelf separates the Gulf of Thailand from the South China Sea. On the opposite side of the Thai-Malay Peninsular, the Andaman Sea encompasses that part of the Indian Ocean found east of India's Andaman and Nicobar Islands. Thailand's Andaman Sea and Gulf of Thailand coastline from 2,710 km of beaches, hard shores and wetlands. Hundred of oceanic and continental islands are found off shores on both sides-those with tourist facilities constitute only a fraction of the total. Off shore depths in the Gulf range from 30 to 80 meters, while offshore Andaman depths reach over 100 meters.

3.1.1.2 Rainfall

Thailand's climate is ruled by monsoons. As a result there are three seasons in northern, north-eastern and central Thailand, and two seasons in southern Thailand. The three season's zone, which extends roughly from Thailand's northernmost reaches to the Phetchaburi Province on the southern peninsular experiences a "dry and wet monsoon climate", with the south-west monsoon arriving between May and July and lasting into November. This is followed by a dry period from November to May, a period that begins with lower relative temperatures (because of the influences of the north-east monsoon, which bypasses this part of Thailand but results in cool breezes) till mid-February, followed by much higher relative temperatures from March to May.

It rains more and longer in the south, which is subject to the north-east monsoon from November to January, as well as the south-west monsoon. Hence, most of southern Thailand has only two seasons, a wet and a dry, with smaller temperature differences between the two.

Although the rains "officially" begin in July (according to the Thai agricultural calendar), they actually depend on the monsoons in any given year. As a rule of thumb, the dry season is shorter the farther south go. From Chiang Mai north the dry season may last six months (mid-November to May); in most of central and north-east Thailand five months (December to May); on the upper peninsular three months (February to May); and below Surat Thani only two months (March and April). Occasional rains in the dry season are known as "Mango Showers"

In central Thailand it rains most during August and September, though there may be floods in October since the ground has reached full saturation by then. It is also found that in Bangkok in early October the water level may be in hip-deep water in certain part of the city. It rains a little less in the north, August being the peak month; the north-east gets less rain and periodically suffers droughts. In the south it rains most in May (an average of 21 out of 30 days) and in October (an average of 22 out of 30 days), as then area undergoes both monsoons.

3.1.1.3 Temperature

Most of Thailand with mountains in the north and the Khorat plateau of the north-east notable exceptions-is very humid, with an overall average humidity of 66% to 82%, depending on the season and time of day. The hot part of the dry season reaches its hottest along the north-east plain, and temperatures easily soar to 39 C in the daytime, dropping only a few degrees at night. The temperature can drop to 13 C at night during the season in Chiang Mai and even lower in Mae Hong Son.

3.1.2 **Government and Administrative Structure**

The country name of Thailand can be called in three categories:

- Conventional long form: Kingdom of Thailand
- Conventional short form: Thailand
- Former: Siam

The government type is constitutional monarchy. The capital of Thailand is known as Bangkok. For the administrative divisions, there are 76 provinces (called *changwat*, singular and plural); Chai Nat, Chaiyaphum, Chanthaburi, Chiang Mai, Chiang Rai, Chon Buri, Chumphon, Kalasin, Kamphaeng Phet, Kanchanaburi, Khon Kaen, Krabi, Krung Thep Mahanakhon (Bangkok), Lampang, Lamphun, Loei, Lop Buri, Mae Hong Son, Maha Sarakham, Mukdahan, Nakhon Nayok, Nakhon Pathom, Nakhon Phanom, Nakhon Ratchasima, Nakhon Sawan, Nakhon Si Thammarat, Nan, Narathiwat, Nong Bua Lamphu, Nong Khai, Nonthaburi, Pathum Thani, Pattani, Phangnga, Phatthalung, Phayao, Phetchabun, Phetchaburi, Phichit, Phitsanulok, Phra Nakhon Si Ayutthaya, Phrae, Phuket, Prachin Buri, Prachuap Khiri Khan, Ranong, Ratchaburi, Rayong, Roi Et, Sa Kaeo, Sakon Nakhon, Samut Prakan, Samut Sakhon, Samut Songkhram, Sara Buri, Satun, Sing Buri, Sisaket, Songkhla, Sukhothai, Suphan Buri, Surat Thani, Surin, Tak, Trang, Trar, Ubon Ratchathani, Udon Thani, Uthai Thani, Uttaradit, Yala, Yasothon.

The function of present Thai Government can be identified as follows:

(1) Executive Branch: Chief of State is King PHUMIPHON ADUNYADET (Since 9 June 1946). Head of the Government is Prime Minister THAKSIN CHINNAWAT (Since 9 February 2001) and Deputy Prime Minister CHATURON CHAISAEANG (Since 3 October 2002), CHITTHAI WANNASATHIT (Since 11 March 2005), PHINIT CHARUSOMBAT (Since 6 October 2004), SOMKIT CHATUSIPHITHAK (Since 11 March 2005), SURAKIAT SATHIANTHAI (Since 11 March 2005), VISHANU KRUA-NGAM (Since 8 November 2003). For the cabinet is the Council of Ministers appointed by His Majesty the King.

Concerning to election: the monarch is hereditary; Prime Minister is designated from among the members of the House of Representatives; following national elections for the House of Representatives, the leader of the party that can organize a majority coalition usually is appointed Prime Minister by the King.

(2) Legislation Branch: Bicameral National Assembly or *Rathasapha* consists of the Senate or *Wuthisapha* (200 seats; member elected by popular vote to serve six-year terms) and the House of Representatives or *Sapha Phuthaen Ratsadon* (500 seats; member elected by popular vote to serve four-year terms) The election of Senators-last held on 4 March, 29 April, 4 June, 9 July, and 22 July 2000. Next election to be held in February 2009. The House of Representatives election results is Thai Rakthai Party 376 seats, Democratic Party 97 seats, Thai National Party 25 seats, and People's Party 2 seats.

(3) Judicial Branch: There are Supreme Court or *Sandika* (judges appointed by monarch).

3.1.1 Social – Economic Indicator.

During the 1980s, Thailand maintained a steady GNP growth rate which in 1988 reached 13% per annum. Now Thailand has suddenly found itself on the threshold of attaining the exclusive rank of NIC or “Newly Industrialized Country,” which experts forecast will happen within the next 6 to 10 years. Thailand will be joining Asia's Little Dragons, also known as the Four Tigers-South Korea, Taiwan, Hong Kong and Singapore in becoming a leader in the Pacific Rim economic boom.

Sixty percent of Thailand's exports are agricultural: the country ranks first in the world for rice (a whopping 36% of world exports, followed by 20% from the USA and 9% from Pakistan), second in tapioca (after Brazil) and fifth in coconut (following Indonesia, the Philippines, India and Sri Lanka). Since 1991 Thailand has been the world's largest producer of natural rubber, although it still ranks behind Malaysia in total rubber exports. Other important agricultural exports include sugar, maize, pineapple, cotton, jute, green bean, soybean, and palm oil. Processed food and pineapple also account for significant export earnings. The other exports commodities apart from agricultural products are textile, footwear, jewelry, automobiles, computers and electrical appliances. Thailand exports-partners are USA 17%, Japan 14.2%, Singapore 7.3%, China 7.1%, Hong Kong 5.4%, and Malaysia 4.8%. The exports worth is 87.91 billion USD f.o.b (2004).

About 49% of the Thai labour force is currently engaged in agriculture, 14% in industry and 37% in services. By the year 2000, it is expected that close to half of Thailand's labour force will be engaged in the manufacturing and industrial sectors. Manufactured goods have become an increasingly important source of foreign exchange revenue and now account for at least 30% of Thailand's exports. Cement, textiles, and electronic appliances led the way. The country has also substantial natural resources, including tin, petroleum and natural gas (18.73 billion cubic meters of production). The other industries are tourism, textiles and garments, agricultural processing, beverages, tobacco, cement, light manufacturing such as jewelry, electric appliances and components, computers and parts, integrated circuits, furniture, plastics, world's second-largest tungsten producer, and third-largest tin producer.

Since 1987, tourism has become a leading earner of foreign exchange, occasionally outdistancing even Thailand's largest single export, textiles, with receipts as high as USD 4 billion per annum. The government's economic strategy remains focused, however, on export-led growth through the development of light industries such as textiles and electronics, backed by rich reserves of natural resources and a large, expensive labour force. It is expected that such a board-based economy will make Thailand a major economic competitor in Asia in the long term.

Average per capita income by early 2004 was USD 8,100 per year. Regional inequities, however, mean that local average range from USD 300 in the north-east to USD 2,600 in Bangkok. It doesn't reach the world's top 50 list in terms of raw per capital GNP, on the worldwide scale Thailand's economy ranks 21st (between Pakistan at 20th and Iran at 22nd) if figured by the GDP “purchasing power parity” method. Thais are tied with the Japanese in eighth place for gross saving of GDP income at 34% (Singapore ranks first at 45%; Australia and the US are ranked 42nd and 66th, with respective savings rates of 15% and 21%)

Thailand has a well developed infrastructure, a free-enterprise economy, and welcomes foreign investment; Thailand has fully recovered from the 1997-1998 Asian Financial Crises and was one of East Asia's best performers in 2002-2004. Increased consumption and investment spending and strong export growth pushed GDP growth up to 6.9% in 2003 and 6.1% in 2004 despite a sluggish global economy. The highly popular government's expansionist policy, including major support of village economic development has raised concerns about fiscal discipline and the health of financial institutions. Bangkok has pursued preferential trade agreements with a variety of partners in an effort to boost exports and maintain high growth, and in 2004 began negotiations on Free Trade Agreement with us. In late December 2004 a major tsunami took 8,500 lives in Thailand and caused massive destruction of property in the southern provinces of Krabi, Phangnga, and Phuket.

Table No. 3-1: Illustrated Basic Facts about Economic in Thailand.

No	Basic Facts	Descriptions
1.	GDP	Purchasing power parity USD 524.8 billion
2.	GDP-real growth rate	6.1%
3.	GDP-per capita	Purchasing power parity USD 8,100
4.	GDP-Composition by sector	Agricultural : 9.0% Industry : 44.3% Service : 46.7%
5.	Investment (gross fixed)	22.5% of GDP
6.	Population below poverty line	10%
7.	Household income or consumption by percentage share	Lowest 10% : 2.8% Highest 10% : 32.4%
8.	Distribution of family income-Gini index	51.1
9.	Inflation rate (Consumer price)	2.8%
10.	Labour force	36.43 million
11.	Labour force by occupation	Agricultural : 49%, Industry : 14%, and Service : 37%
12.	Unemployment rate	1.5%
13.	Budget	Revenues : USD 30.86 billion Expenditure : USD 31.94 billion including capital expenditures of USD 5 billion
14.	Public debt	47.6% of GDP
15.	Agricultural-products	Rice, cassava (tapioca), rubber, corn, sugarcane, coconuts, soybeans
16.	Industries	Tourism textiles, garments, agricultural processing, beverage, tobacco, cement, light manufacturing such as jewelry, electric appliances, computers and parts, integrated circuits, furniture, plastics, world's second-largest tungsten producer, and third-largest tin producer
17.	Industrial production growth rate	8.5%
18.	Electricity production	118.9 billion kWh
19.	Electricity consumption	106.1 billion kWh
20.	Electricity exports	188 billion kWh
21.	Electricity imports	600 billion kWh
22.	Oil production	225,000 bbl/day
23.	Oil consumption	785,000bbl/day
24.	Oil proved reserves	600 million bbl
25.	Natural gas production	18.73 billion cu.m
26.	Natural gas imports	5.2 billion cu.m
27.	Natural gas proved reserves	368.2 billion cu.m
28.	Current account balance	USD 6,736 billion
29.	Exports	USD 87.9 billion f.o.b.
30.	Exports commodities	Textiles and footwear, fishery products, rice, rubber, jewelry, automobiles, computers and electrical appliances.
31.	Export partners	Us 17%, Japan 14.2%, Singapore 7.3% China 7.1%, Hong Kong 5.4% Malaysia 4.8%
32.	Imports	USD 80.84 billion f.o.b.

Table No 3-1

No	Basic Facts	Descriptions
33.	Imports commodities	Capital goods, intermediate goods and raw materials, consumer goods, fuel.
34.	Imports partners	Japan 24.1% US 9.5% China 8% Malaysia 6% Singapore 4.3%, Taiwan 4.2%
35.	Reserves of foreign exchange & gold	USD 48.3 billion
36.	Debt external	USD 50.59 billion
37.	Economic and recipient	USD 72 million
38.	Currency	Baht (THB)
39.	Currency code	THB
40.	Exchange rate	Baht per US dollar 40.5348 (2004) 41.4846 (2003) 42.9601 (2002) 44.4391 (2001) 40.1118 (2000)
41.	Fiscal year	1 October – 30 September

Source: CIA, 2005 The World Fact Book

3.1.4 Population and People

The population of Thailand is 65,444,371 people and currently growing at rate of 0.87% per annum (as opposed to 2.5% in 1979)

Bangkok is by far the largest city in the kingdom, with the population of over 10 million (more than 10% of the total population) too many for the scope of its public services and what little “city planning” exists. Ranking the nations other cities by population depends on whether look at Thetsabaan (municipal district) limits or at Meuang (metropolitan district) limits. By the former measure, the four most populated cities in descending order (not counting the densely populated “suburd” provinces of Samut Prakan and Nothaburi, which would rank second and third if considered separately from Bangkok) are Nakhonratchasima, Chiang Mai, Hat Yai, Khon Kaen. Using the rather misleading Meuang measure, the ranking runs Udon Thani, Lopburi, Nakhonratchasima and Khon Kaen.

Concerning life expectancy at birth, it is revealed that the Thais can have their age at 71.57 years average from total population, while 69.39 years for male and 73.88 years for female.

The Thai Majority: About 75% of the citizenry are ethnic Thais, who can be divided into the central Thais or Siamese of the Chao Phraya Delta (the most densely populated region of the country); the Thai-Lao of north-east Thailand; the Thai Pak Tai of southern Thailand; and the northern Thais. Each of these groups speak their own Thai dialect and to a certain extent practice customs unique to their region. Politically and economically the central Thais are the dominant group, although they barely outnumber the Thai Lao of the north-east.

Smaller groups with their own Thai dialects include the Shan (Mae Hong Son), the Thai Lue (Nan, Chiang Rai), the Lao song (Phetchaburi and Ratchaburi), the Phun (Chaiyaphum, Phetchaburi, Prachinburi), the Thai Khorat or Sawoei (Khorat), the Phu Thai (Chaiyaphum, Phetchaburi, Prachinburi), the Thai Khorat or Sawoei (Khorat), the Phu Thai (Mukdahan, Sakon Nakhon), the Yaw (Nakhon Phanom, Sakon Nakhon) and the Thai-Malay (Satun, Trang, Krabi)

The Chinese: People of Chinese descent make up 11% of the population, most of whom are second or third generation Hokkien or Tae Jiu. Ethnic Chinese probably enjoy better relations with the majority population here than in any other country in, South-East Asia, due partly to historical reasons and partly to traditional Thai tolerance of other cultures (although there was a brief spell of anti Chinese sentiment during the reign of King Rama VI). King Rama V used Chinese businesspeople to infiltrate European trading houses, a man oeuvre that helped defeat European colonial designs on Siam. Wealthy Chinese also introduce their daughters to the royal court as consorts, developing royal connections and adding a Chinese bloodline that extends to the current King.

Minorities: The second largest ethnic minority group living in Thailand are the Malays (3.5%), most of whom reside in the provinces of Songkla, Yala, Pattani and Narathiwat. The remaining 10.5% of the population is divided among smaller non-Thai-speaking groups like the Vietnamese, Khmer, Mon, Semang (Sakai), Koken (Chao leh or sea gypsies), Htin, Mabri, Khamu and variety of hill tribes,

The term "Hill Tribes" refers to ethnic minorities living in the mountainous regions of northern and western Thailand. The Thais refer to them as "Chao Khao," literally "Mountain People". Each hill tribe has its own language, customs, mode of dress and spiritual beliefs.

Most are of semi-nomadic origin, having migrated to Thailand from Tibet, Myanmar, China and Laos during the past 200 years or so, although some groups may have been in Thailand much longer. They are "fourth-world" people in the sense that they belong neither to the main aligned power nor to the Third-World nations. Rather, they crossed and continue to cross national hood. Language and culture constitute the borders of their world- some groups are caught between the 6th and 20th centuries while others are gradually being assimilated into modern Thai life.

Many tribes' people are moving into lowland areas inhabited by Thais as mountain lands become deforested by both traditional swidden (slash-and-burn) cultivation methods and illegal logging.

The Tribal Research Institute in Chiang Mai recognizes 10 different hill tribes in Thailand, but there may be up to 20. The institute estimates the total hill-tribe population to be around 1,250,000.

Linguistically, the tribes can be divided into three main groups: the Tibeto-Burman (Lius, Lahu, Akha), the Karenic (Karen, Kayah), and the Austro-Thai (Hmong, Mien). Comment on ethnic dress refers mostly to the female members of each group, as hill-tribe men tend to dress like rural Thais. Within each major group there may also be several sub-groups, eg. Blue Hmong, White Hmong, Striped Hmong; these name usually refer to predominant elements of clothing.

The Shan (Thai Yai) are not included since they are not a hill-tribe group per se-they live in permanent locations, practice the Theravada Buddhism and speak a language very similar to Thai. Thai scholars consider the Shan to have been the original inhabitants (Thai Yai means "larger" or "majority thais") of the area.

Table No 3-2: Illustrated Basic Facts about Population and People in Thailand

No	Basic Facts	Descriptions
1.	Population	65,444,371: estimate for Thailand explicitly take into account the effect of excess mortality due to AIDS; this can result in lower life expectancy, higher infant mortality and death rates, lower population and growth rates, and change in the distribution of population by age and sex than would be otherwise be expected.
2.	Age structure	0-14 years: 23.9% (male 7,988,529/female 7,633,405) 15-64 years: 68.6% (male 22,195,625/female 22,731,767) 65 years and over: years: 23.9% (male 7,988,529/female 7,633,405)
3.	Median age	Total : 30.88 years Male : 30.11 years Female : 31.66 years
4.	Population growth rate	0.87%
5.	Birth rate	15.7 births/1,000 population
6.	Death rate	7.02 deaths/1,000 population
7.	Sex ratio	At birth: 1.05 male(s)/female Under 15 years: 1.05 male(s)/female 15-64 years: 0.98 male(s)/female 65 years and over: 0.85 male(s) / female Total population: 0.98 male(s)/female
8.	Infant mortality rate	Total: 20.48 deaths/1,000 live births. Male: 21.83 deaths/1,000 live births. Female: 19.06 deaths/1,000 live births.
9.	Life expectancy at birth	Total population: 71.57 years Male: 69.39 years Female: 73.88 years
10.	Total fertility rate	1.88 children born/woman
11.	Ethnic group	Thai : 75% Chinese : 14% Other : 11%
12.	Religious	Buddhism : 95% Muslim : 3.8% Christianity : 0.5% Hinduism : 0.1% Other : 0.6%
13.	Language	Thai, English (secondary language of the elite), ethnic and regional dialects.

Source: CIA, 2005 The World Fact Book.

Figure No 3-4: Illustrated Ethnic Groups of Hill Tribes in Thailand: Linguistic Class fiction.

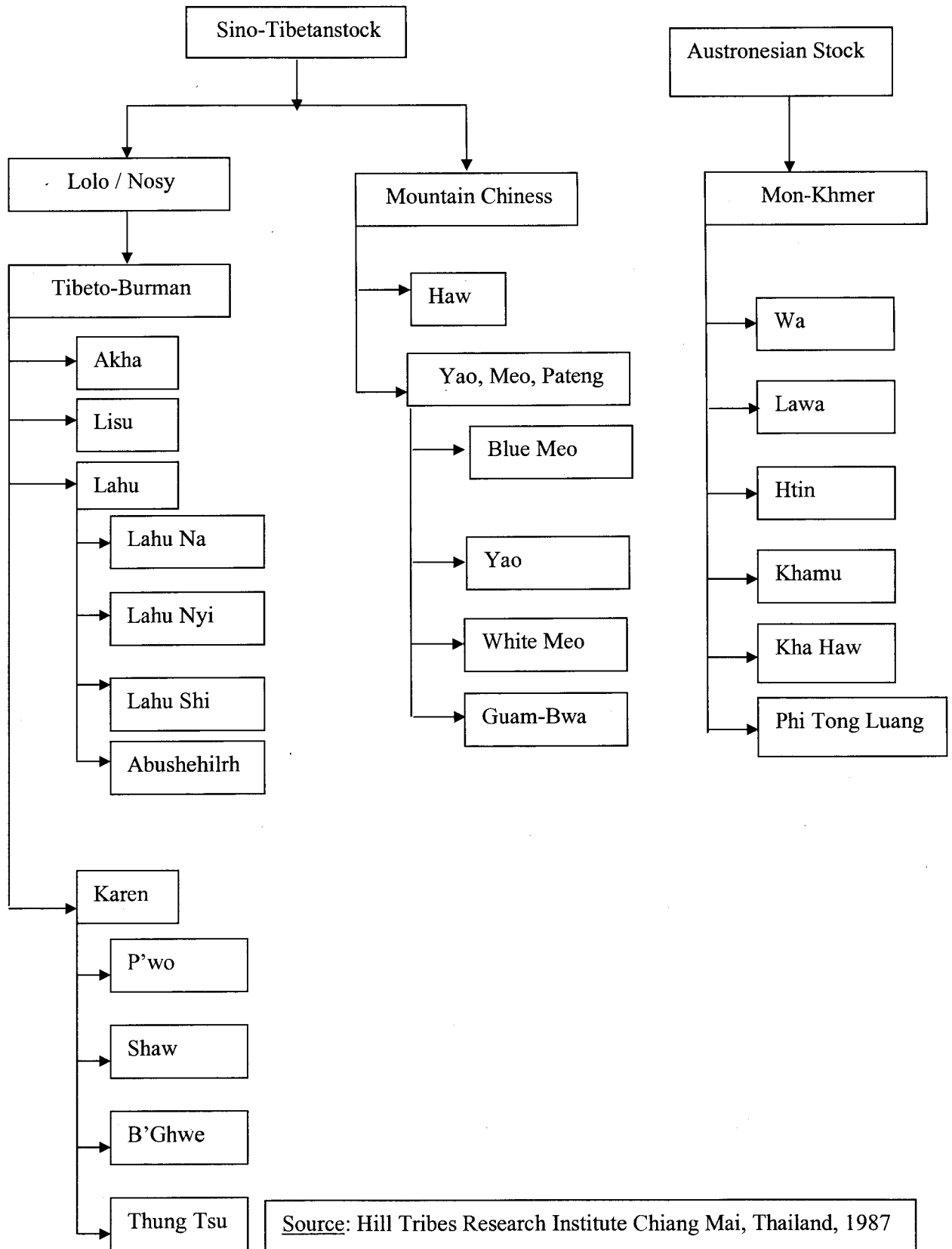


Figure No 3-4: Illustrated Ethnic Group of Hill-Tribes in Thailand: Linguistic Classification.

3.1.5 Political Structure

Thailand has new constitution signed by His Majesty the King Phumiphon on 11 October 1997. The political structure can be identified into two levels. The local level and National level which can be identified as follows;

3.1.5.1 Local level: Comprises of

(1) Provincial Administrative Organization (PAO):

Members elected by popular vote in each province to serve four year terms. There may be local political parties or groups apply for election. The PAO works at provincial level. There is also the Tambol (Administrative Organization (TAO) works at grassroot level in Village and Tambol level. Members elected by popular vote in each Tambol to serve four year terms.

(2) City Municipality (CM)

Members elected by popular vote in each province to serve four year terms. There may be local political parties or groups or individual famous people apply for election. City Municipality serves at provincial level there are also District Municipality (DM). Members elected by popular vote in each districted to serve four year terms. The grassroots municipality called Tambol Municipality (TM). Members elected by popular vote in each Tambol to serve four year terms. There may be local political parties or groups or individual famous people apply for election.

3.1.5.2 National Level: Comprised of

(1) House of Representation (Sapha Phuthaen Ratsadon): There are 500 seats in the house. Members elected by popular vote to serve four-year terms. Last election held on 6 February 2005. Next to be held in February 2009. The result of election is Thai Rak Thai (TRT) Party 376 seats, Democrat Party (DP) 97 seats, Thai National Party (TNP) 25 seats, and People's Party 2 seats. The applicants have to be member of political party within 90 days before election.

Concerning present political parties and leaders. There are as follow;

1. Thai Rak Thai Party or TRT Lieutenant Police Dr.Thaksin Chinnawat is party leader.
2. Democrat Party or DP (Prachathipat Party). Mr. Abhisit Wetchachiwat is party leader.
3. Thai Nation Party or TNP (Chat Thai Party) Mr. Barnham Silpa-Archa is party leader.
4. People's Party or PP (Mahachon Party) Mr. Anek Laothamatas is party leader.

(2) National Assembly (Rathasapha): There are 200 seats. Members elected by popular vote to serve six-year terms. Last elections have been held on 4 March, 29 April, 4 June, 9 July, and 22 July 2000. Next election to be the member of political party. Individual famous/well-known people can apply for election.

3.1.6 Transportation and Communication

The transportation and Communication in Thailand seem to be more developed. There are road access to all Tambols and Villages. The railway is totally 4,071 km. with narrow gauge of 1,000 meters gauge. The highway is totally 57,403km of which 56,542 km is paved while only 861 km is unpaved. There are waterways approximately 4,000 km which 3,701 km navigable by boats with drafts up to 0.9 meters. The pipeline for transport petroleum products length 3,112 km while for transport of refined products is 265 km. There are 7 ports and Harbors available for Merchant Marines. They are Bangkok, Laem Chabang, Pattani, Phuket, Sattahip, Si Racha, and Songkhla. Concerning the Merchant Marines, there are totally 386 ships (1,000 GRT or over) 2,038,597 GRT/3,104,712 DWT. The ships can be classified as follows;

- 57 ships as bulk carrier ship
- 142 ships as cargo ship
- 12 ships as chemical tanker ship
- 1 ship as combination ore/oil
- 21 ships as container ship

- 25 ships as liquefied gas ship
- 3 ships as passenger ship
- 4 ships as passenger/cargo ship
- 89 ships as petroleum tanker ship
- 30 ships as refrigerated cargo ship
- 1 ship as roll on/roll off ship
- 1 ship as specialized tanker ship

These ships can be identified as foreigner owned for 55 ships (Indonesia 1, Japan 3, Norway 45 and Singapore 6). There are 35 ships registers in other countries.

For the transportation by air, Thailand has the Airports in the country totally 109 Airports. There are 65 Airports with paved runways as follows;

- 7 Airports with runways length over 3,047 meters
- 10 Airports with runways length 2,438 to 3,047 meters
- 23 Airports with runways length 1,524 to 2,437 meters
- 19 Airports with runways length 914 to 1,523 meters
- 6 Airports with runways length under 914 meters.

There are also 44 Airports with unpaved runways as follows;

- 1 Airports with runways length 1,524 to 2,437 meters
- 15 Airports with runways length 914 to 1,523 meters
- 28 Airports with runways length 914 meters

There are 3 commercial Heliports. At present there are 7 Thai Airlines having flight operation for domestic and international routes. They are Thai International, Nok Air, Thai Air Asia, Orient Thai, Bangkok Airways, BP air, and Phuket Air.

Regarding communications, there are 6,617,400 telephone main lines in use throughout the country, while there are 26.5 million telephones mobile cellular system. The general assessment of the telephone system is revealed that the system is high quality, especially in urban areas like Bangkok, Chiang Mai, Khon Kaen or other big cities. WTO requirement for privatization of telecom sector is planned to be complete by 2006. For the domestic system, fixed line system provided by both government owned and commercial provider wireless service expanding rapidly and outpacing fixed lines, while the international system can be connected via satellite earth stations with 2 Intelsats. One is at Indian Ocean and another one is at Pacific Ocean. The system use in the country is APCN submarine cable. The country code is 66.

There are 204 AM radio broadcast stations while 334 stations are FM and 6 stations are shortwave system. There are 5 television broadcast stations which all are in Bangkok plus 131 repeaters. The internet country code is. There are 103,700 internet hosts with 6,971,500 internet uses.

Table No 3-3: Illustrated Basic Facts about Transportation

No	Basic Facts	Descriptions
1.	Railways	Total: 4,071 km Narrow gauge: 4,071 km 1,000 –m gauge
2.	Highways	Total: 57,403 km Paved: 56,542 km Unpaved: 861 km
3.	Waterways	4,000 km 3,701 km navigable by boats with drafts up to 0.9 m
4.	Pipelines	Gas: 3,112 km Refined products: 265 km
5.	Ports and Harbors	Bangkok, Laem Chabang, Pattani, Phuket, Sattahip, Si Racha, Songkla
6.	Merchant marine	Total: 386 ships (1,000 GRT or over) 2,038,597 GRT/3,104,712 DWT By type: bulk carrier 57, Cargo 142, Chemical tanker 12, combination ore/oil 1, container 21, liquefied gas 25, passenger 3, passenger/cargo 4, petroleum tanker 89, refrigerated cargo 30, roll on/roll off 1, specialized tanker 1. Foreign-owned: 55 ships (Indonesia 1, Japan 3, Norway 45, Singapore 6) Registered in other countries: 35 ships
7.	Airports	109 Airports
8.	Airports with paved runways	Total: 65 Over 3,047 m: 7 2,438 to 3,047 m: 10 1,524 to 2,437 m: 23 914 to 1,523 m: 19 Under 914 m: 28
9.	Airports with unpaved runways	Total: 44 1,524 to 2,437 m: 1 914 to 1,523 m: 15 Under 914 m: 28
10.	Heliports	3

Source: CIA, 2005 the World Fact Book

Table No 3-4: Illustrated Basic Facts about Communications.

No	Basic Facts	Descriptions
1.	Telephone-main lines in use	6,617,400 lines
2.	Telephones-mobile cellular	26.5 million
3.	Telephone system	<u>Domestic:</u> fixed line system provided by both a government owned and commercial provider wireless service expanding rapidly and outpacing fixed lines <u>International:</u> country code-66; satellite earth stations-2 Intelsat (1 Indian Ocean and 1 Pacific Ocean)
4.	Radio broadcast stations	AM 204, FM 334, Shortwave 6
5.	Television broadcast stations	5 Call in Bangkok, plus 131 repeaters
6.	Internet country code	.th
7.	Internet hosts	103,700
8.	Internet users	6,971,500

Source: CIA, 2005 the World Fact Book

3.1.7 Social Situation

Thailand has been identified by UNDP as Developing Country the same as other country in Asia and Pacific except Japan. Child mortality rate is still high when compare with most develop country. Child mortality rate fall at 20.48 deaths/1,000 live birth. The mortality rate may reach up in some remote village in mountain area in the north and northeastern. Life expectancy is 71.57 years. The major infections diseases are identified as high degree of risk. The food or waterborne diseases are bacterial diarrhea and hepatitis A. The vector borne diseases are dengue fever; malaria, Japanese encephalitis, and plague are high risk in some location. The animal contact disease is rabies while the water contact disease is leptospirosis.

Thailand is still a minor produce of opium, heroin, and marijuana. It is the illicit transit point for heroin en route to the international drug market from Myanmar and Laos; eradication efforts have reduced the area of cannabis cultivation and shifted some production to neighboring countries. Opium poppy cultivation has been reducing by eradication efforts. It is also a drug money-laundering centre. Minor role in amphetamine production for regional consumption. Thailand is increasing indigenous abuse of methamphetamine.

The unemployment is 945,000 people or 1.5% of total population. The government tries to reduce the gap of unemployment of the population by providing the opportunity of business on SMEs to those unemployment and would like to have their own business. The SME Bank responsible to provide both knowledge on business and loan to those interested people.

3.1.8 Health

The literature review reveal that major infections diseases with high risk are bacteria diarrhea and hepatitis A which is the food and waterborne diseases while the vector borne diseases are dengue fever, malaria, Japanese encephalitis, and plague are high risk in some location. The animal contact disease is rabies and the water contact disease is leptospirosis.

Concerning to HIV/AIDS, it is found out that the prevalence rate in adult is 1.5% and people living with HIV/AIDS is 570,000 people. There are 58,000 people died with HIV/AIDS.

At present Thai people can access to health care of the government with the "Gold Card of 30 Baht available to cure all diseases" Programme. The people in remote satellite villages can access to be cured at Tambol Health Care Centre and District Health Care Centre while the people in the big cities and provinces can access to the hospitals for both Private Hospitals and Government Hospitals. In the remote villages the people can also receive the health service farm "Village Health Volunteer" and the "Volunteer Doctor of His Majesty the King Mother" It is report by UNDP that 96% of the population can access to improved sanitation and 84% of the population with sustainable access to can improved water source while 95-100%population with sustainable access to affordable essential drugs.

Table No 3-5: Illustrated Health Indicators for Thailand.

No	Basic Facts	Descriptions
1.	Commitment to health: access services and resources.	
	1.1 Population with access to improved sanitation.	96%
	1.2 Population with sustainable access to an improved water source.	84%
	1.3 Affordable essential drug.	95-100%
	1.4 One year-olds fully immunized against tuberculosis.	99%
	1.5 One year-olds fully immunized against measles.	94%
	1.6 Contraceptive prevalence rate.	72%
	1.7 Births attended by skilled health personnel.	85%
	1.8 Physicians (per 100,000 people).	24%
	1.9 Public Health expenditure.	2.1% of GDP
	1.10 Private Health expenditure.	1.6% of GDP
	1.11 Health expenditure per capita.	237 PPP USD
2.	Leading global health crises and challenges	
	2.1 Undernourished people	18% of total population
	2.2 Children underweight for age.	19% under age 5
	2.3 Children under height for age	16% under age 5
	2.4 Infants with low birth weight.	7%
	2.5 HIV/AIDS-adult prevalence	1.5%
	2.6 HIV/AIDS-People living with HIV/AIDS	570,000 people
	2.7 HIV/AIDS-deaths	58,000 people
	2.8 Major infections diseases Degree of risk : Food or waterborne diseases : Vector borne diseases : Animal contact disease : Water contact disease :	High Bacterial diarrhea and hepatitis A Dengue fever, malaria, Japanese encephalitis, and plague are high risks in some locations Rabies Leptospirosis
2.9 People living with HIV/AIDS, adults (age 15-49)	1.79%	
No	Basic Facts	Descriptions
	2.10 People living with HIV/AIDS, women (age 15-49)	220,000 people
	2.11 People living with HIV/AIDS, children (age 0-14)	21,000 people
	2.12 Malaria cause (per 100,000 people)	130 people
	2.13 Tuberculosis cause (per 100,000 people)	100 people
	2.14 Cigarette consumption per adult (annual average)	798 people

Source: UNDP, 2005

3.1.9 Education

The present Government of Thailand has adopted a policy of Bureaucratic Reform so as to have in place an efficient distractive system with a learn structure. The new system is suitable to the prevailing situation and responsive to the needs for national economic and social development. Urgent measures have therefore been taken for enactment to the legislations for streamlining the different ministries and agencies to attune to global trends as well as the national economic and social changes. The recent Bureaucratic Reform focuses on obtaining a Leaner Organization and attaining Higher Efficiency. It allows greater participation of the people as well as the society. New budgeting techniques are availed of, serving as tools for moving forward the bureaucratic reform. The remuneration system which also includes salaries has been improved so as to attract professional civil servants of integrity who are entirely devoted to the common interest.

Such policy has resulted in the restructuring of the different ministries and agencies. With effect from October 1, 2002, the National Administration is under aegis of 20 different ministries.

Regarding the Ministry of Education, the 1999 National Education Act and its 2002 Amendment as well as the 2003 Act for Streamlining of Ministries and Governmental Agencies mandate the amalgamation of the 3 ministries and agency responsible for education, namely, Ministry of Education, Ministry of University Affairs, and Office of the National Education Commission into a single Ministry of Education with a new administrative structure.

The Administrative Organization of the Ministry of Education Act of BE 2546 (2003) has been approved by the Joint Standing Committee of the House of Representatives and the Senate, the new structure of the Ministry of Education therefore comprises 5 major offices and a unit as follows:

1. Office of the Permanent Secretary with the Permanent Secretary (level 11) serving as chief executive; the Office comprises the following bureaus:

- Bureau of General Administration
- Bureau of Policy and Strategy
- Bureau of International Cooperative
- Bureau of Legal Affairs
- Bureau of Inspection and Evaluation
- Office of the Teacher Civil Service Commission
- Office of the Private Education Commission
- Office of the Non-Formal Education Commission
- Bureau of Information and Communication Technology
- Bureau of Scout Movement, Red Cross Youth and Affairs
- Institute for Development of Educational Administrators

2. Office of the Education Council with the Secretary-General of the National Education Council (level 11) serving as chief executive; the office comprises the following bureaus/units:

- Bureaus of General Administration
- Bureaus of Education Policy and Planning
- Bureaus of Education Standards and Learning Development
- Bureaus of Educational Research and Development
- Bureaus of Education Administration Evaluation
- Bureaus of Education Law Development
- Public Sector Development Division
- Office of the Chief Information Officer
- Internal Auditing Unit

3. Office of the Basic Education Commission with the Secretary-General of the Basic Education Commission (level 11) serving as chief executive; the Office comprises the following bureaus:

Bureaus of General Administration
Bureaus of Policy and Planning
Bureaus of Academic Affairs and Educational Standards
Bureaus of Monitoring and Evaluation
Bureaus of Special Education
Bureaus of Personnel Administration Development and Legal Affairs
Bureaus of Finance
Bureaus for Innovative Development in Education
Bureaus of Educational Testing
Bureaus of Technology for Teaching and Learning
Office of the Committee for Educational Service Area.

4. Office of the Higher Education Commission with the Secretary-General of the Higher Education Commission (level 11) serving as chief executive; the office comprises the following bureaus:

Bureaus of General Administration
Bureaus of Bureaus of Cooperation and Promotion
Bureaus of Student Development
Bureaus of Personnel Administration and Development
Bureaus of Community College Administration
Bureaus of Central Education Testing

5. Office of the Vocational Education Commission with the Secretary-General of the Vocational Education Commission (level 11) serving as chief executive; the Office comprises the following bureaus:

Bureaus of General Administration
Bureaus of Policy and Planning
Bureaus of Cooperation with Private Sector
Bureaus of Vocational Education Standards and Qualifications
Bureaus of Personnel Competency Development
Bureaus of Research and Development
Bureaus of Monitoring and Evaluation

Office of the Minister with the chief of the office of the Minister as chief executive; the office comprises the following 3 units:

Unit of general Administration
Unit of Political Relations
Unit of Academic Support

There are also 9 public organizations under the supervision of the Ministry of Education, namely:

Office for National Education Standards and Quality Assessment
Kurusapa (Teachers Council of Thailand)
Institute for the Promotion of Teaching Science and Technology
International Institute for Trade and Development
Mahidol Wittayanusorn School
National Institute for Education Testing
Language Institute
Institute for Development and Promotion of Teachers and Educational Personnel Office of Welfare Promotion for Teachers and Educational Personnel.

There is also the National Institute of Technologies for Education and universities/autonomous higher education institutions which are under aegis of the Ministry of Education.

The above 5 major offices emanating from the new administrative structure of the Ministry of Education **report directly to the Minister** without following the previous line of command through the Permanent Secretary.

The Bureau of International Cooperation (formerly External Relations Division), **Office of the Permanent Secretary**, assumes major responsibilities for International relations and cooperation. It also continues to serve as **Secretariat of the Thai National Commission for UNESCO** and **Secretariat of the Thai National Commission for SEAMEO**.

For the development of education in Thailand consensus with the educational reform, the Ministry of Education has its Vision Missions, Strategies, Goals and focus Points for Education Development as follows;

Vision: The Ministry of Education is the learning organization which has freedom and efficiency to promote educational arrangement and filling the talent to social in order to develop human potential, build-up strength to the community and increase efficiency for global competition.

Mission:

1. Promote, support and control of education services to all with quality and efficiency.
2. Promote research build-up knowledge's body, transfer of technology for educational development and to fill talent to the social.
3. Promote resources solidarity and social for education.

Strategies:

Strategy 1: Educational arrangement to allow Thai people having an opportunity to learn in order for continuation develop themselves for life long development.

Strategy 2: Promote and support to change the learning process to develop learners in order to reach their potential and standards.

Strategy 3: Develop teacher's lectures, administrators and education personnel in order to allow them to be the leaders on technical and professional in order to support the philoshy and thought and the intention of education reform.

Strategy 4: Reform the administration and educational management in order to let educational management of the ministry of Education success and well result to the administration.

Goals on Service Providing at the Ministry Level:

1. To increase researches develop innovation and potential of the personnel for country competition.
2. Promote researches and development of Science and Technology for the development of environmental and natural resources.
3. Produce qualifies human staff and having suitable number of human staff to support the development according to the country direction.
4. Provide the knowledge body for the people, communities and organizations to develop efficiency of the country.
5. Build-up models and knowledge body for the services on health, physical, and mental for the people.

Focus Points for Educational Development:

1. Provide and promote educational services for all:
 - 1.1 Develop the models of diversify basic education management for ensure the opportunity.
 - 1.2 Expansion of higher educational level, remote education and informal education.
 - 1.3 Support education for disadvantage, less opportunity, special gifted, early year education and alternative education.
2. Lift-up quality of education
 - 2.1 Expansion of the system for internal quality assurance and reduce inequality of the quality of educational institutions.

- 2.2 Support to take the curriculum for operation and reform the learning to complete cycle.
- 2.3 Provide national testing standards.
- 2.4 Improve system, produce, develop and lift-up standard of professional teachers, lecturers, administrators, and educational personnel.
- 2.5 Support readiness for educational institute to use information technology for teaching and learning.
- 2.6 Support research for the development of knowledge's and innovation.
- 3. Development the efficiency on educational administration.
 - 3.1 Support readiness to educational areas and educational institutions for the decentralization.
 - 3.2 Improve the efficiency of administration according to new structure.
 - 3.3 Push for issue the law and rules/regulations related with the Official Reform of the Ministry of Education.
 - 3.4 Develop the information technology system and the systems of checking and monitoring.
 - 3.5 Support the empowerment of personnel in various levels and their participation.

Concerning the number of educational institutions, teachers and students of the whole country. It is revealed from the data base of the Ministry of Education in 2005 that for the Office of Basic Education Commission there are totally 41,176 educational institutions, 554,117 teachers and 13,604,012 students. For the Office of Vocational Education Commission, there are 421 educational institutions, 1,695 teachers, and 575,288 students. While the Office of Higher Education Commission having 212 educational institution, 44,770 teachers and 1,642,997 students. The grand total views of the country are 41,800 educational institution 600,582 teachers, and 15,822,815 students.

Table No 3-6 Illustrated Numbers of Educational Institutions, Teachers and Students

No	Level of Education	Educational Institutions	Teachers	Students
1.	Office of Basic Education Commission			
	1.1 Office of National Primary Education			
	1.2 (หน้า 76)	30,054	300,353	6,826,136
	1.3 Office of Private Education commission.	2,737	124,926	2,543,552
	1.4 Office of Informal Education.	7,477	126,393	2,898,830
		908	2,445	1,336,012
	Total	41,176	554,117	13,604,530
2.	Office of Vocational Education Commission	412	1,695	575,288
	Total	412	1,695	575,288
3	Office of Higher Education Commission			
	3.1 Demonstration school			
	3.2 University	-	1,684	35,635
	3.3 Ratchaphat University	94	31,525	1,273,096
	3.4 Ratchamankla University	68	7,082	234,257
		50	4,479	100,009
	Total	212	44,770	1,642,997
Grand Total		41,800	600,582	15,822,815

Source: Ministry of Education, 2005

Table No 3-6: Illustrated Number of Education Institutions, Teachers, and Students.

The high number of educational institutions, teachers, and enrolment of students in schools and universities are reflex to the literacy rate of the country. It is revealed by UNDP that the adult literacy rate is 95.7% of the population age 15 and above while the youth literacy rate is 99.0% of age 15-24 years old. The net primary student's enrolment ratio is 85.0% and the children reaching grade 5 is 97.0%. It is found out that the tertiary students in science, mathematic, and engineering is 21.0% of all tertiary students.

The commitment to education development can be identified from the percentage of capital investment for public spending. The UNDP report in 2005 revealed that the public expenditure on education is 5.4% of GDP. The public expenditure on education is 31.0% of total government expenditure. It is also reported that the public expenditure on education, pre-primary and primary is 56.2% of all levels while the public expenditure on education for secondary is 27.1% of all levels and the public expenditure on education, tertiary is 24.1% of all levels.

Table No 3-7: Illustrated Basic Facts about Literacy, Enrolment, and Commitment to Education: Public Spending.

Table No 3-7

Illustrated Basic Facts about Literacy, Enrolment, and Commitment to Education: Public Spending.

No	Basic Facts	Descriptions
1.	Literacy and Enrolment.	
	1.1 Adult literacy rate (age 15 and above) 1990	92.4%
	1.2 Adult literacy rate (age 15 and above) 2001	95.7%
	1.3 Youth literacy rate (age 15-24) 1990	98.1%
	1.4 Youth literacy rate (age 15-24) 2001	99.0%
	1.5 Net primary enrolment ratio, 200-2001	85.0%
	1.6 Children reaching grade 5, 199-2000	97.0%
	1.7 Tertiary Students in science, mathematic, engineering (of all tertiary students) 1994-1997	21.0%
2.	Commitment to Education: Public Spending.	
	2.1 Public expenditure on education of GDP, 1990	3.5%
	2.2 Public expenditure on education of GDP, 1998-2000	5.4%
	2.3 Public expenditure on education of total government expenditure, 1990	20.0%
	2.4 Public expenditure on education of total government expenditure, 1998-2000	31.0%
	2.5 Public expenditure on education, pre-primary and primary of all level, 1990	56.2%
	2.6 Public expenditure on education, pre-primary and primary of all levels, 1998 - 2000	36.0%
	2.7 Public expenditure on education, secondary of all level, 1990	21.6%
	2.8 Public expenditure on education, secondary of all levels, 1998-2000	27.1%
	2.9 Public expenditure on education, tertiary of all levels, 1990	14.6%
2.10 Public expenditure on education, tertiary of all levels, 1998-2000	24.1%	

Source: UNDP, 2005**3.1.10 Human Development Index (HDI)**

Thailand is the rapid developing country in South East Asia when compare with other countries in the region. Thailand has been ranked for HDI at rank 74 from 175 countries in the world with the HDI in 2001 at 0.768 better than Vietnam (rank 109), Cambodia (rank 130), Myanmar (rank 131), Lao PDR (Rank 135), The HDI of Thailand is between 0.500-0.800 and it has been ranked as the country in Medium Human Development Group. While Malaysia which is the country in South East Asia and sharing boarder with Thailand in the South has been ranked at 58 with HDI at 0.790 which is better than Thailand.

Table No 3-8: Illustrated Human Development Index (HDI) with Country Ranking.

Thai population at present, according to the population survey of the Ministry of Interior in 2004 there are 65,444,371 inhabitants all over the country of which 75% are Thais, 14% are Chinese and 11% are other ethnic group. The majority of this 95% are Buddhism, 3.8% are Muslim, 0.5% is Christianity, and 0.1% is Hinduism while 0.6% is other religions. There are people in the highland so called hill tribes which some still believe in animist. The HDI situation is rapidly improved when compare with last 10 years. The life expectancy at birth is 68.9 years. The adult literacy rate is 95.7% for people age 15 and above. The ADP per capita is 6,400 USD. Adult illiteracy rate is 4.3% of population age 15 and above. The population without sustainable access to an improved water source is 16%. The child under weight is 19% for fewer than 5 years old. The population living below 2 USD a day is 32.5% while the population living below the national poverty line is 13.1. Concerning to population can access to services and resources. It is revealed by UNDP that there are 96% that population can access to improved sanitation. While the populations can sustainable access to improved water source is 84% and 95-100% cans affordable access to essential drugs.

Table No 3-9: Illustrated Human Development Indicators 2003

Rank	Country	Human Development Index					
		1975	1980	1985	1990	1995	2001
1.	Norway	0.858	0.876	0.887	0.900	0.924	0.944
2.	Iceland	0.862	0.884	0.893	0.912	0.918	0.942
3.	Sweden	0.862	0.871	0.882	0.893	0.924	0.941
4.	Australia	0.843	0.859	0.872	0.886	0.926	0.939
5.	Netherlands	0.863	0.876	0.890	0.904	0.925	0.938
6.	Belgium	0.840	0.857	0.871	0.892	0.923	0.937
7.	United States	0.864	0.883	0.896	0.911	0.923	0.937
8.	Canada	0.866	0.881	0.904	0.924	0.929	0.937
9.	Japan	0.851	0.875	0.890	0.906	0.920	0.932
10.	Switzerland	0.872	0.884	0.891	0.904	0.912	0.932
11.	Denmark	0.871	0.879	0.886	0.893	0.910	0.930
12.	Ireland	0.819	0.832	0.847	0.871	0.895	0.930
13.	United Kingdom	0.840	0.847	0.857	0.877	0.916	0.930
14.	Finland	0.835	0.854	0.872	0.894	0.907	0.930
15.	Luxembourg	0.835	0.849	0.864	0.886	0.913	0.930
16.	Austria	0.839	0.853	0.867	0.890	0.908	0.930
17.	France	0.846	0.862	0.874	0.896	0.912	0.930
18.	Germany	..	0.859	0.868	0.885	0.908	0.929
19.	Spain	0.834	0.851	0.865	0.883	0.901	0.925
20.	New Zealand	0.844	0.850	0.861	0.870	0.898	0.921
21.	Italy	0.838	0.854	0.862	0.884	0.900	0.918
22.	Israel	0.794	0.818	0.838	0.857	0.879	0.917
23.	Portugal	0.785	0.799	0.821	0.847	0.876	0.916
24.	Greece	0.831	0.847	0.859	0.869	0.875	0.905
25.	Cyprus	..	0.800	0.820	0.844	0.864	0.896
26.	Hong Kong, China (SAR)	0.755	0.794	0.821	0.857	0.875	0.892
27.	Barbados	0.802	0.823	0.835	0.849	0.855	0.891
28.	Singapore	0.722	0.755	0.782	0.819	0.858	0.889
29.	Slovenia	0.843	0.851	0.888
30.	Slovenia	0.701	0.736	0.774	0.814	0.848	0.884
31.	Korea, Rep. of	0.881
32.	Brunei Darussalam	0.835	0.843	0.879
33.	Czech Republic	0.716	0.751	0.778	0.812	0.835	0.872
34.	Malta	0.784	0.797	0.804	0.807	0.829	0.861
35.	Argentina	0.794	0.810	0.856
35.	Poland
36.	Seychelles	0.849
37.	Bahrain	..	0.742	0.773	0.796	0.823	0.841
38.	Hungary	0.775	0.791	0.803	0.803	0.807	0.837
39.	Slovakia	0.836
40.	Uruguay	0.756	0.775	0.779	0.799	0.814	0.834
41.	Estonia	..	0.811	0.818	0.814	0.793	0.833
42.	Costa Rica	0.749	0.774	0.776	0.794	0.815	0.832
43.	Chile	0.700	0.735	0.752	0.780	0.811	0.831
44.	Qatar	0.826
45.	Lithuania	0.819	0.785	0.824
46.	Kuwait	0.760	0.780	0.784	..	0.822	0.820
47.	Croatia	0.801	0.794	0.818
48.	United Arab Emirate	0.816
49.	Bahamas	0.812

50.	Latvia	..	0.791	0.803	0.803	0.761	0.811
51.	Saint Kitts and Nevis	0.808
52.	Cuba	0.806
53.	Belarus	0.806	0.774	0.804
54.	Trinidad and Tobago	0.733	0.765	0.784	0.787	0.788	0.802
55.	Mexico	0.684	0.729	0.748	0.757	0.771	0.800
56.	Antigua and Barbuda	0.798
57.	Bulgaria	..	0.769	0.790	0.792	0.784	0.795
58.	Malaysia	0.615	0.658	0.692	0.721	0.759	0.790
59.	Panama	0.710	0.729	0.744	0.745	0.768	0.788
60.	Macedonia	0.784
61.	Libyan Arab	0.783
62.	Jamahiriya	..	0.654	0.684	0.720	0.744	0.779
63.	Mauritius	..	0.796	0.811	0.809	0.766	0.779
64.	Russian Federation	0.667	0.696	0.711	0.731	0.758	0.779
65.	Colombia	0.643	0.687	0.691	0.712	0.738	0.777
66.	Brazil	0.777
67.	Bosnia and	..	0.709	0.717	0.749	0.768	0.776
68.	Herzegovina	0.776
69.	Belize	0.715	0.729	0.737	0.755	0.765	0.775
70.	Dominica	0.714	0.726	0.743	0.775
71.	Venezuela	0.775
72.	Samoa (Western)	0.781	0.768	0.765	0.773
73.	Saint Lucia	0.596	0.656	0.679	0.716	0.746	0.769
74.	Romania	0.612	0.650	0.673	0.705	0.739	0.768
75.	Saudi Arabia	0.797	0.748	0.766
76.	Thailand	0.781	0.738	0.765
77.	Ukraine	0.762
78.	Kazakhstan	0.690	0.693	0.695	0.723	0.736	0.757
79.	Suriname	0.755
	Jamaica						
	Oman						
80.	St. Vincent & the	0.755
81.	Grenadines	0.654	0.677	0.691	0.717	0.739	0.754
82.	Fiji	0.639	0.668	0.691	0.702	0.729	0.752
83.	Peru	0.678	0.728	0.752
84.	Lebanon	0.674	0.708	0.714	0.736	0.744	0.751
85.	Paraguay	0.647	0.680	0.684	0.713	0.731	0.751
86.	Philippines	0.751
87.	Maldives	0.748
88.	Turkmenistan	0.746
89.	Georgia	0.744
90.	Azerbaijan	..	0.637	0.659	0.675	0.702	0.743
91.	Jordan	0.514	0.572	0.620	0.654	0.693	0.740
92.	Tunisia	0.686	0.689	0.680	0.687	0.711	0.740
93.	Guyana	0.738
94.	Grenada	0.625	0.654	0.675	0.683	0.703	0.737
95.	Dominican Republic	..	0.668	0.686	0.697	0.698	0.735
96.	Albania	0.589	0.612	0.649	0.681	0.712	0.734
97.	Turkey	0.627	0.672	0.694	0.704	0.720	0.731
98.	Ecuador	0.731
99.	Occupied Palestinian	0.609	0.644	0.670	0.692	0.715	0.730
100.	Territories	0.756	0.709	0.729
101.	Sri Lanka	0.728	0.712	0.729

102.	Armenia	0.727
103.	Uzbekistan	0.593	0.632	0.683	0.727
104.	Kyrgyzstan	0.521	0.554	0.591	0.624	0.679	0.721
105.	Cape Verde	0.595	0.595	0.614	0.653	0.692	0.719
106.	China	0.562	0.566	0.607	0.646	0.690	0.719
107.	El Salvador	0.510	0.559	0.609	0.648	0.668	0.704
108.	Iran, Islamic Rep. of	..	0.718	0.739	0.756	0.704	0.700
109.	Algeria	0.582	0.603	0.646	0.688
110.	Moldova, Rep. of	0.536	0.578	0.612	0.632	0.664	0.685
111.	Viet Nam	0.660	0.676	0.702	0.734	0.741	0.684
112.	Syrian Arab Republic	0.464	0.526	0.578	0.619	0.659	0.682
113.	South Africa	0.736	0.736	0.665	0.677
114.	Indonesia	0.511	0.546	0.573	0.598	0.631	0.672
115.	Tajikistan	0.522	0.571	0.603	0.626	0.648	0.667
116.	Bolivia	0.664
117.	Honduras	0.647	0.655	0.634	0.661
118.	Equatorial Guinea	0.653
119.	Mongolia	0.514	0.551	0.563	0.587	0.617	0.652
120.	Gabon	0.433	0.480	0.530	0.572	0.605	0.648
121.	Guatemala	0.643
	Egypt						
	Nicaragua						
122.	Sao Tome and	0.639
123.	Principe	0.632
124.	Solomon Islands	0.677	0.627
125.	Namibia	0.509	0.573	0.626	0.674	0.666	0.614
126.	Botswana	0.427	0.472	0.506	0.538	0.567	0.606
127.	Morocco	0.416	0.443	0.481	0.519	0.553	0.590
128.	India	0.568
129.	Vanuatu	0.444	0.474	0.487	0.515	0.537	0.567
130.	Ghana	0.512	0.543	0.556
131.	Cambodia	0.549
132.	Myanmar	0.428	0.450	0.470	0.487	0.527	0.548
133.	Papua New Guinea	0.510	0.541	0.567	0.611	0.606	0.547
134.	Swaziland	..	0.485	0.503	0.507	0.515	0.528
135.	Comoros	0.422	0.449	0.485	0.525
136.	Lao People's Dem.	0.511
137.	Rep.	0.477	0.517	0.542	0.565	0.558	0.510
138.	Bhutan	0.351	0.378	0.399	0.431	0.465	0.503
139.	Lesotho	0.336	0.352	0.384	0.414	0.443	0.502
140.	Sudan	0.462	0.506	0.553	0.538	0.517	0.502
141.	Bangladesh	0.402	0.750	0.449	0.480	0.491	0.501
142.	Congo	0.402	0.445	0.495	0.510	0.798	0.499
143.	Togo	0.287	0.326	0.368	0.413	0.451	0.499
144.	Cameroon	0.344	0.370	0.403	0.440	0.472	0.499
145.	Nepal	0.544	0.570	0.626	0.614	0.567	0.496
146.	Pakistan	0.440	0.487	0.510	0.535	0.519	0.489
147.	Zimbabwe	0.402	0.403	0.412	0.489
148.	Kenya	0.392	0.429	0.470
149.	Uganda	0.397	0.431	0.424	0.731	0.438	0.468
150.	Yemen	..	0.446	0.461	0.457	0.456	0.467
151.	Madagascar	0.291	0.426	0.463
152.	Haiti	0.324	0.384	0.400	0.426	0.452	0.463
153.	Gambia	0.459	0.457	0.462

154.	Nigeria	0.346	0.369	0.87	0.399	0.427	0.454
155.	Djibouti	0.419	0.446
156.	Mauritania	0.311	0.328	0.354	0.378	0.394	0.430
157.	Eritrea	0.425
158.	Senegal	0.349	0.394	0.405	0.359	0.343	0.422
159.	Guinea	0.286	0.322	0.348	0.352	0.378	0.411
160.	Rwanda	0.408	0.401	0.400
161.	Benin	0.380	0.413	0.422	0.420	0.405	0.396
162.	Tanzania, U Rep. of	0.314	0.341	0.355	0.365	0.404	0.387
163.	Cote d'Ivoire	0.462	0.470	0.478	0.461	0.414	0.386
	Malawi						
	Zambia						
	Angola	0.377
164.	Chad	0.265	0.265	0.305	0.330	0.342	0.376
165.	Guinea-Bissau	0.263	0.267	0.297	0.319	0.347	0.373
166.	Congo, Dem. Rep. of	0.419	0.426	0.429	0.417	0.380	0.363
167.	the	0.339	0.356	0.378	0.379	0.370	0.363
168.	Central African	0.281	0.305	0.322	0.359
169.	Republic	..	0.309	0.295	0.317	0.325	0.356
170.	Ethiopia	0.287	0.312	0.338	0.343	0.317	0.337
171.	Mozambique	0.231	0.261	0.268	0.287	0.308	0.337
172.	Burundi	0.237	0.260	0.286	0.301	0.313	0.330
173.	Mali	0.243	0.262	0.254	0.264	0.270	0.292
174.	Burkina Faso	0.275
175.	Niger						
	Sierra Leone						

Source: "Human Development Report 2003" United Nations Development Programme.

Note: The index number, reported in the Human Development Report, is an indication of where a country is development wise. Countries with an index over 0.800 are part of the High Human Development group. Between 0.500 and 0.800, countries are part of the Medium Human Development group and below 0.500 they are part of the Low Human Development group.

Table No 3-9 Illustrated Human Development Indicators 2003

Thailand
HDI Rank: 74

1. Human development index	
Life expectancy at birth (years), 2001	68.9
Adult literacy rate (%age 15 and above), 2001	95.7
Combined primary, secondary and tertiary gross enrolment ratio (%), 2001/01	72 (1)
GDP per capita (PPP US\$), 2001	6,400
Life expectancy index, 2001	0.73
Education index, 2001	0.88
GDP index, 2001	0.69
Human development index (HDI) value, 2001	0.768
GDP per capita (PPP US\$) rank minus HDI rank	-2
2. Human development index trend.	
Human Development Index, 1975	0.612
Human Development Index, 1980	0.650
Human Development Index, 1985	0.673
Human Development Index, 1990	0.705
Human Development Index, 1995	0.739
Human Development Index, 2001	0.768
3. Human and income poverty: developing countries	
Human Poverty Index (HPI-) rank	24
Human Poverty Index (HPI-) value	12.9
Probability at birth of not surviving to age 40 (% of cohort), 2000-05	10.2
Adult illiteracy rate (% age 15 and above), 2001	4.3
Population without sustainable access to an improved water source, 2000	16
Children under weight for age (% under age 5), 1995-2001	19 (2)
Population living below \$1 a day (%), 1990-2001	..
Population living below \$2 a day (%), 1990-2001	32.5
Population living below the national poverty line (%), 1987-2000	13.1
HPI-1 rank minus income poverty rank	16
4. Human and income poverty: OECD, Central & Eastern Europe & CIS	
Human Poverty Index (HPI-) rank	..
Human Poverty Index (HPI-) value	..
Probability at birth of not surviving to age 60 (% of cohort), 2000-05	23.1
People lacking functional literacy skills (% age 16-65). 1994-98	..
Long-term unemployment (as % of labour force), 2001	..
Population living below 50% of median income (%), 1990-2000	..
Population living below \$11 a day (1994 PPP US\$), 1994-95	..
Population living below \$4 a day (1994 PPP US\$), 1996-99	..
HPI-2 rank minus income poverty rank	..
5. Demographic trends	
Total population (millions), 1975	41.3
Total population (millions), 2001	61.6
Total population (millions), 2015	69.6
Annual population growth rate (%), 1975-2001	1.5
Annual population growth rate (%), 2000-2015	0.9
Urban population (as% of total), 1975	15.1
Urban population (as% of total), 2001	20.0
Urban population (as% of total), 2015	24.2

Population under age 15 (as% of total), 2001	25.9
Population under age 15 (as% of total), 2015	22.0
Population under age 65 (as% of total), 2001	5.6
Population under age 65 (as% of total), 2015	8.1
Total fertility rate (per woman), 1970-75	5.0
Total fertility rate (per woman), 2000-05	1.9
6. Commitment to health: access, services and resources	
Population with access to improved sanitation (%), 2000	96
Population with sustainable access to an improved water source (%), 2000	84
Population with sustainable access to affordable essential drugs (%), 1999	95-100
One-year-olds fully immunized against tuberculosis (%), 2001	99
One-year-olds fully immunized against measles (%), 2001	99
Oral dehydration therapy use rate (%), 1995-2001	72
Births attended by skilled health personnel (%), 1995-2001	85
Physicians (per 100,000 people), 1990-2002	24
Public health expenditure (as % of GDP), 2000	2.1
Private health expenditure (as % of GDP), 2000	1.6
Health expenditure per capital (PPP US\$), 2000	237
7. Leading global health crises and challenges	
Undernourished people (as % of total population), 1998/2000	18
Children underweight for age (% under age 5), 1995-2001	19 (3)
Children under height for age (% under age 5), 1995-2001	16 (3)
Infants with low birth weight (%), 1995-2000	7
People living with HIV/AIDS, adults (age 15-49), 2001	1.79
People living with HIV/AIDS, women (age 15-49), 2001	220,000
People living with HIV/AIDS, children (age 0-14), 2001	21,000
Malaria cases (per 100,000 people), 2000	130
Tuberculosis cases (per 100,000 people), 2001	100
Cigarette consumption per adult (annual average), 1992-2000	798
8. Survival: Progress and setbacks	
Life expectancy at birth (years), 1970-75	61.0
Life expectancy at birth (years), 2000-05	69.3
Infant mortality rate (per 1,000 live births), 1970	74
Infant mortality rate (per 1,000 live births), 2001	24
Under-five mortality rate (per 1,000 live births), 1970	102
Under-five mortality rate (per 1,000 live births), 2001	28
Probability at birth of surviving to age 65, female (% of cohort), 2000-05	79.9
Probability at birth of surviving to age 65, male (% of cohort), 2000-05	62.4
Maternal mortality ratio reported (per 100,000 live births), 1985-2001	44
9. Commitment to education: public spending	
Public expenditure on education (as % of GDP), 1990	3.5
Public expenditure on education (as % of GDP), 1998-2000	5.4
Public expenditure on education (as % of total government expenditure), 1990	20.0
Public expenditure on education (as % of total government expenditure), 1998-2000	31.0
Public expenditure on education, pre-primary And primary (as % of all levels), 1990	56.2
Public expenditure on education, pre-primary And primary (as % of all levels), 1998-2000	36.0
Public expenditure on education, secondary (as % of all levels), 1990	21.6
Public expenditure on education, secondary (as % of all levels), 1998-2000	27.1
Public expenditure on education, tertiary (as % of all levels), 1990	14.6
Public expenditure on education, tertiary (as % of all levels), 1998-2000	24.1

10. Literacy and enrolment	
Adult literacy rate (% age 15 and above), 1990	92.4
Adult literacy rate (% age 15 and above), 2001	95.7
Youth literacy rate (% age 15-24), 1990	98.1
Youth literacy rate (% age 15-24), 2001	99.0
Net primary enrolment ratio (%), 1990-91	..
Net primary enrolment ratio (%), 2000-01	85
Net secondary enrolment ratio (%), 1990-91	..
Net primary enrolment ratio (%), 2000-01	..
Children reaching grade 5(%), 1999-2000	97 (54)
Tertiary student in science, math and engineering (as % of all tertiary student), 1994-97	21
11. Technology: diffusion and creation	
Telephone mainlines (per 1,000 people), 1990	24
Telephone mainlines (per 1,000 people), 2001	99
Cellular subscribers (per 1,000 people), 1990	1
Cellular subscribers (per 1,000 people), 2001	123
Internet users (per 1,000 people), 1990	0
Internet users (per 1,000 people), 2001	57.7
Patents granted to residents (per million people), 1999	..
Receipts of royalties and license fees (US\$ per person) 2001	0.1
Research and development (R&D) expenditures (as % of GDP), 1996-2000	0.1
Scientists & engineers in R&D (per million people), 1996-2000	74
12. Economic performance	
GDP (US\$ billions), 2001	114.7
GDP (PPP US\$ Billion), 2001	391.7
GDP per capita (US\$), 2001	1,874
GDP per capita (PPP US\$), 2001	6,400
GDP per capita annual growth rate (%) 1975-2001	5.4
GDP per capita annual growth rate (%) 1990-2001	3.0
GDP per capita, highest value (PPP US\$), 1975-2001	6,763
GDP per capita, year of highest value	1,996
Average annual change in consumer price index (%), 1990-2001	4.6
Average annual change in consumer price index (%), 2000-2001	1.7
13. Inequality in income or consumption	
Survey Year	2,000 (6)
Share of income or consumption (%) -Poorest 10%	2.5
Share of income or consumption (%) -Poorest 20%	6.1
Share of income or consumption (%) -Richest 20%	50.0
Share of income or consumption (%) -Richest 10%	33.8
Inequality measures-Ratio of richest 10% to poorest 10%	13.4
Inequality measures-Ratio of richest 20% to poorest 20%	8.3
Inequality measures-Gini index	43.2
14. The structure of trade	
Imports of goods and services (as % of GDP), 1990	42
Imports of goods and services (as % of GDP), 2001	60
Exports of goods and services (as % of GDP), 1990	34
Exports of goods and services (as % of GDP), 2001	66
Primary exports (as % of merchandise exports), 1990	36
Primary exports (as % of merchandise exports), 2001	22
Manufactured exports (as % of merchandise exports), 1990	63

Manufactured exports (as % of merchandise exports), 2001	74
High-technology exports (as % of merchandise exports), 1990	21
High-technology exports (as % of merchandise exports), 2001	31
Terms of trade (1980=100), 2000	67
15. Flows of aid, private capital and debt	
ODA received (net disbursements) Total (US\$ millions), 2001	281.1
ODA received (net disbursements) Per capital (US\$), 2001	4.6
ODA received (net disbursements) (as % of GDP), 1990	0.9
ODA received (net disbursements) (as % of GDP), 2001	0.2
Net foreign direct investment inflows (as % of GDP), 1990	2.9
Net foreign direct investment inflows (as% of GDP), 2001	3.3
Other private flows (as% of GDP), 1990	2.3
Other private flows (as% of GDP), 2001	-6.0
Total debt service (as% of GDP), 1990	6.2
Total debt service (as% of GDP), 2001	17.5
Total debt service (as% of exports of goods and services), 1990	11.4
Total debt service (as% of exports of goods and services), 2001	7.9
16. Priorities in public spending	
Public expenditure on education (as % of GDP), 1990	3.5
Public expenditure on education (as % of GDP), 1998-2000	5.4 (7)
Public expenditure on health (as% of GDP), 1990	0.9
Public expenditure on health (as% of GDP), 2000	2.1
Military expenditure (as% of GDP), 1990	2.3
Military expenditure (as % of GDP), 2001	1.4
Total debt service (as % of GDP), 1990	6.2
17. Unemployment in OECD countries	
Unemployed people (thousands), 2001	..
Average annual unemployment rate (% of labour force), 191-2001	..
Female unemployment rate as % of male rate, 2001	..
Youth unemployment rate (% of labour force aged 15-24), 2001	..
Female youth unemployment rate as % of male rate, 2001	..
Long-term unemployment (as % of total unemployment): Female, 2001	..
Long-term unemployment (as % of total unemployment): Male, 2001	..
18. Energy and the environment	
Traditional fuel consumption (as % of total energy use), 1997	24.6
Electricity consumption per capita (kilowatt-hours), 1980	279
Electricity consumption per capita (kilowatt-hours), 2000	1,448
GDP per unit of energy use (PPP US\$ per kg of oil equivalent), 1980	2.9
GDP per unit of energy use (PPP US\$ per kg of oil equivalent), 2000	5.1
Carbon dioxide emissions-Per capita (metric tons), 1980	0.9
Carbon dioxide emissions-Per capita (metric tons), 1999	3.3
Carbon dioxide emissions-Share of world total (%), 1999	0.8
Ratification of environmental treaties – Cartagena Protocol on Biosafety, 2000	..
Ratification of environmental treaties – Framework Convention on Climate Change, 1992	(8) ○
Ratification of environmental treaties-Kyoto Protocol to the Framework Convention on Climate Change, 1997	○ (8)

19. Refugees and armaments	
Internally displaced persons (thousands), 2001	-
Refugee by country of asylum (thousands), 2001	111
Refugees by country of origin (thousands), 2001	..
Conventional arms transfers (1990 prices) – Imports (US\$ millions), 1992	395
Conventional arms transfers (1990 prices) – Imports (US\$ millions), 2002	150
Conventional arms (1990 prices) – Exports (US\$ millions), 2002	..
Conventional arms transfers (1990 prices) – Exports Share (%), 1998-2002	..
Total armed forces Thousands, 2001	306
Total armed forces Index (1985=100), 2001	130
20. Gender related development index	
Gender-related development index (GDI) rank, 2001	61
Gender-related development index (GDI) value, 2001	0.766
Female life expectancy at birth (years), 2001	73.2
Male life expectancy at birth (years), 2001	64.9
Female adult literacy rate (% age 15 and above), 2001	94.1
Male adult literacy rate (% age 15 and above), 2001	97.3
Female combined primary, secondary and tertiary gross enrolment ratio (%), 2000-01	69 (9)
Male combined primary, secondary and tertiary gross enrolment ratio (%), 2000-01	75 (9)
Female estimated earned income (PPP US\$), 2001	4,875
Male estimated earned income (PPP US\$), 2001	7,975
HDI rank minus GDI rank, 2000	2
21. Gender empowerment measure	
Gender empowerment measure (GEM) rank, 2001	55
Gender empowerment measure (GEM) value	0.457
Seats in parliament held by women (as% of total)	9.6
Female legislators, senior officials and managers (as% of total)	27 (10)
Female professional and technical workers (as% of total), 1992-2001	55 (10)
Ratio of estimated female to male earned income	0.61
22. Gender inequality in education	
Female adult literacy rate (% age 15 and above), 2001	94.1
Adult literacy rate (female as % of male), 2001	97
Female youth literacy rate (% age 15-24), 2001	98.4
Youth literacy rate (female as % of male), 2001	99
Female primary net enrolment ratio, 2000-01	84 (11)
Primary net enrolment ratio (female as % of male), 2000-01	0.97 (11)
Female tertiary gross enrolment ratio, 2000-01	32 (11)
Tertiary gross enrolment ratio (female as % of male), 2000-01	0.82 (11)
23. Gender inequality in economic activity	
Female economic activity rate (% age 15 and above), 2001	73.1
Female economic activity rate (index, 1990=100, age 15 and above), 2001	98
Female economic activity rate (as % of female rate, age 15 and above), 2001	85
Female employment in agriculture (as a % of female labour force), 1995-2001	47
Male employment in agriculture (as a % of male labour force), 1995-2001	50
Female employment in industry (as a % of female labour force), 1995-2001	17
Male employment in industry (as a % of male labour force), 1995-2001	20
Female employment in service (as a % of female labour force), 1995-2001	36
Male employment in service (as a % of female labour force), 1995-2001	31
Female contributing family workers (as % of total), 1995-2000	66
Male contributing family workers (as % of total), 1995-2000	34

24. Women's political participation	
Year women received right to vote	1,932
Year women received right to stand for election	1,932
Year first women elected (E) or appointed (A) To parliament	1,948 A
Women in government at ministerial level (as % of total), 2000	5.7
Seats in lower house or single house held by women (as % of total)	9.2
Seats in upper house or senate held by women (as % of total)	10.5
25. Status of major international human rights instruments	
International Convention on the Elimination Of All Forms of Racial Discrimination, 1965	(8)
International Convention on civil and Political Right, 1966	(8)
International Convention on Economic, Social And Cultural Right, 1966	(8)
Convention on the Elimination of All Forms of Discrimination Against Women, 1979	(8)
Convention Against Torture Other Cruel, Inhuman or Degrading Treatment or Punishment, 1984	(8)
Convention on the Rights of the Child, 1989	(8)
26. Status of Fundamental labour rights conventions	
Freedom of association and collective bargaining- Convention 87 Freedom of association and collective bargaining-Convention 98 Elimination of forced and compulsory Labour-Convention 29	(8)
Elimination of forced and compulsory labour-convention 105	(8)
Elimination of discrimination in respect of employment and occupation-Convention 100	(8)
Elimination of discrimination in respect of employment and Occupation-Convention 111	
Abolition of child labour-Convention 138	
Abolition of child labour-Convention 138	(8)
MDG1. Goal 1: Eradicate extreme poverty and hunger-Goal 2: Achieve universal primary education	
Population living below \$1 a day (%), 1990-2001	<2
Poverty gap ratio (%), 1990-2001	<0.5
Share of poorest 20% in national income or consumption (%), 1990-2001	6.1
Children under weight for age (% under age 5), 1995-2001	19 (12)
Undernourished people (as % total population), 1990-92	28
Undernourished people (as % total population), 1998-2000	18
Net primary enrolment ratio (%), 1990-1991	..
Net primary enrolment ratio (%), 2000-2001	85 (13)
Children reaching grade 5 (%), 1990-1991	..
Children reaching grade 5 (%), 1999-2000	97 (13,14)
Youth literacy rate (% age 15-24), 1990	98.1
Youth literacy rate (% age 15-24), 2001	99.0
MDG2. Goal 3 Promote gender equality and empower women	
Ratio of girls to boys, in primary education, 1990-91	0.94
Ratio of girls to boys, in primary education, 2000-01	0.94 (15)
Ratio of girls to boys, in secondary education, 2000-01	0.94 (15)
Ratio of girls to boys, in tertiary education, 2000-01	0.82 (15)
Ratio of literate females to males (age 15-24), 1990	0.99
Ratio of literate females to males (age 15-24), 2001	0.99
Female share of non-agricultural wage employment (%), 1990	45
Female share of non-agricultural wage employment (%), 2001	47
Seats in parliament held by women (as % of total), 1990	3
Seats in parliament held by women (as % of total), 2003	9

MDG3. Goal 4: Reduce child mortality – Goal 5: Improve maternal health	
Under-five mortality rate (per 1,000 live births), 1990	40
Under-five mortality rate (per 1,000 live births), 2001	28
Infant mortality rate (per 1,000 live births), 1990	34
Infant mortality rate (per 1,000 live births), 2001	24
One-year-olds fully immunized against measles (%), 1990	80
One-year-olds fully immunized against measles (%), 2001	94
Maternal mortality ratio (per 100,000 live births), 1995	44
Births attended by skilled health personnel (%), 1995-2001	85
MDG4.Goal 6: Combat HIV/AIDS, malaria and other diseases.	
HIV prevalence among pregnant women aged 15-24 (%), in major urban areas, 1999-2002 ..	
HIV prevalence among pregnant women aged 15-24 (%), outside major urban areas, 1999-2002	..
Condom use at last high-risk sex (% age 15-24) female, 1996-2002	..
Condom use at last high-risk sex (% age 15-24) male, 1996-2002	..
Orphans' school attendance rate as % of non-orphans', 1995-2001	..
Malaria-related mortality rate (per 100,000), all ages,2000	8
Malaria-related mortality rate (per 100,000), all ages0-4, 2000	9
Malaria case (per 100,000 people), 2000	130
Children under 5 with insecticide-treated bed nets (%), 1999-2002..	
Children under 5 with fever treated with anti- Malarial drugs (%), 1999-2002	..
Tuberculosis-related mortality rate (per 100,000 people), 2001	18
Tuberculosis cases (per 100,000 people), 2001	100
Tuberculosis cases detected under DOTS (%), 2001	75
Tuberculosis cases cured under DOTS (%), 2000	69
MDG5. Goal7: Ensure environmental sustainability: land and air.	
Land area covered by forests (%), 1990	31.1
Land area covered by forests (%), 2000	28.9
Ratio of protected area to surface area, 2003	0.14
GDP per unit of energy use (PPP US\$ per kg of oil equivalent), 1990	4.7
GDP per unit of energy use (PPP US\$ per kg of oil equivalent), 2000	5.1
Carbon dioxide emissions per capita (metric tons), 1990	1.7
Carbon dioxide emissions per capita (metric tons), 1999 (ODP metric tons), 1990	3.3
Consumption of ozone-depleting chlorofluorocarbons	6,660
Consumption of ozone-depleting chlorofluorocarbons (ODP metric tons), 2001	3,375
MDG6. Goal 7: ensure environmental sustainability: water and sanitation	
Population with sustainable access to an improved water source, Rural (%), 1990	78
Population with sustainable access to an improved water source, Rural (%), 2000	81
Population with sustainable access to an improved water source, Urban (%), 1990	87
Population with sustainable access to an improved water source, Urban (%), 2000	95
Urban population with access to improved sanitation (%), 1990	95
Urban population with access to improved sanitation (%), 2000	96
MDG10. Goal 8: Develop a global partnership for development: work opportunities, access to drugs and access to new technologies.	
Youth unemployment (% of labour force aged 15-24) total, 1990	4
Youth unemployment (% of labour force aged 15-24) total, 2001	7 (16)
Youth unemployment (% of labour force aged 15-24) female, 1990	4
Youth unemployment (% of labour force aged 15-24) female, 2001	6 (16)
Youth unemployment (% of labour force aged 15-24) male, 1990	4
Youth unemployment (% of labour force aged 15-24) male, 2001	7 (16)
Population with sustainable access to affordable essential drugs (%), 1999	95-100

Telephone mainlines and cellular subscribers (per 100 people), 1990	2.5
Telephone mainlines and cellular subscribers (per 100 people), 2001	22.2
Internet users (per 100 people), 1990	0
Internet users (per 100 people), 2001	5.8
Personal computers in use (per 100 people), 1990	0.4
Personal computers in use (per 100 people), 2001	2.8

Notes:

- (1)-Preliminary UNESCO Institute for Statistics, subject to further revision.
- (2)-Data refer to a year or period other than that specified, differ from the standard definition refer to only part of a country.
- (3)-Data refer to a year or period other than that specified, differ from the standard definition or refer to only part of the country.
- (4)-Preliminary UNESCO Institute for Statistics estimates, subject to future revision.
- (5)-Data refer to the 1998/99 school year.
- (6)-Survey based on consumption.
- (7)-Preliminary UNESCO estimate, subject to further revision.
- (8)- Ratification, acceptance, approval, accession or succession. Signature.
- (9)-Preliminary UNESCO Institute for Statistics estimates, subject to further revision.
- (10)-Data are based on the International Standard Classification of Occupations (ISCO-68) as defined in ILO (2002. Yearbook of Labour Statistics. Geneva).
- (11)-Preliminary UNESCO Institute for Statistics estimates, subject to further revision.
- (12)-Data refer to a year or period other than that specified, differ from the standard definition or refer to only part of a country.
- (13)-Data are preliminary and subject to further revision.
- (14)-Data refer to the 1998/99 school year.
- (15)-Preliminary UNESCO Institute for Statistics estimate, subject to future revision.
- (16)-Data refer to 2000.

3.1.11 Housing

There are two aspects of housing in Thailand one in the big cities and another in the rural areas. Traditional houses, farm field survey and observation in the rural areas, are self-built and owner-occupied. The most common is the wooden house built on columns to leave a space below the house for various functions, from cooking to small-scale industries, some house use this space to keep their livestock at night. At present, more sophisticated construction materials, for instance, cement, bricks, steel and other, have rapidly replaced the use of wood in housing construction. In return, the remained traditional wooden houses have become a valuable architectural heritage for the majority of cities in the country. The traditional wooden houses are also become most expensive house especially after Log Ban Act in 1992. Woods have to be imported from Lao PDR, Cambodia, and Myanmar. Now a day, the traditional function design has been widely developed in urban 2-4 storey town houses, with the ground floor used for commercial purposes as small retailing shops, storage industries, and workshops. However, the housing of most people in urban areas are now developed by Private Housing Real Estates. People can buy these houses via loan request from commercial banks.

For people who issued the income the government has issued the public housing policy so called "Ban Ure Arthorn" (or "Sympathy Housing") The housing provided to the less income people are apartments, town houses, twin houses, and small single house. The National Housing Authority (NHA) is responsible for this project. The payment per month range from 1,000 Baht to 3,000 Baht per month and loan period is 15 to 30 years.

3.1.12 Availability

The past decade Thailand required many assistants from donor countries for community for community and rural development. On poverty alleviation, natural resources conservation, water resources development, Children care, community forestry, natural resources management, wildlife conservation, village revolving fund, crop replacement for opium, health and education Programme development. The donors were development agencies both GOs, NGOs and International Organizations. They are DANIDA, SIDA, USAID, AUSAids, TG-HDP, TA-HDP, TN-HDP, Royal Initiative Project, JICA, Save the Children US, WWF, and WFT. The largest donors were the Asian Development Bank, the World Bank, Sweden, Norway, Germany, USA, Japan, FAO and UNDO. After Thailand informed the public in 1998 that Thailand will be Nic. The economic aid recipients from donor countries and international organizations have been gradually reduced. At present the economic aid recipient is only 72 million USD. The assistants have been provided by both budget and technical assistants.

3.2 Place of Consumer Cooperatives and Retail Industries

3.2.1 Important Features

3.2.1.1 Consumer Cooperatives

(1). Brief History

From the beginning of the establishment of Funding cooperative in 1916 which had been counted to be the first beginning of cooperative in Thailand. The aim of setting up the cooperative was for the farmers' groups to take the money from the cooperative to pay their debts. The rest of the money after debts. Payment could be invested for their cultivations. The government has realized that it was very necessary for farmers' family to purchase the commodities from the merchants with higher price and the farmers had always been taken advantage of by the merchants. Therefore, the government tried to establish the first Consumer Cooperative namely "Ban Koa Consumer Cooperative Ltd" It was located at Tambol Chai Nam, Amphure Sena, Pranakorn Sri AYUTHYA Province on 18th March 1937. There were only 279 members for the first establishment of this consumer cooperative. The beginning share began with 26,350 Baht. In the same year there were many consumer cooperatives had been established in many provinces. They were in Uttaradit, Sara Buri, Chachoengsao, Lop Buri and Pathum Thani for one cooperative in each province. However, the 6 consumer cooperatives which had been established were already dissolved.

In 1939 the consumer cooperative had been established in Bangkok as the first cooperative in Bangkok on 23rd March 1939 namely "Krungthep Cooperative Ltd." It was located at Tambol Sam Yod, Amphure Pranakorn, Bangkok. It was indicated for the capital shares were 60,000 shares. The value of the share was 20 Baht. The first share holders were 276 members hold 409 shares with it value of 8,180 Baht. At present the Krungthep Cooperative is still operated. In 1943 there was the establishment of Chiang Mai Central Cooperative Ltd. On 16th April 1943 at Tambol Chang Moi, Amphure Muang, Chiang Mai with it capital shares of 20,000 Baht. The worth of the share was 500 Baht per share. This cooperative functioned as the retailer cooperative in the North. The cooperative got the support of budget from the government for the revolving fund. From the first establishment of the cooperative until 1944 there were 70 consumer Cooperatives had been established and until 1948 there were 147 consumer Cooperatives. In this year there was the establishment of so called "Pranakorn Cooperative Ltd." on 21st May 1948. It was established by one of the official group of the Ministry of Cooperative. The first established members were 302 members with totally capital for operation of 15,100 Baht. The development of the consumer cooperatives in the past can identify that the government had given priority to the consumer cooperatives which used as one of the tools for

country economic development. Especially in the period of the Prime Minister General Por. Piboonsongkram. It was the economic rehabilitation period of the country which effected from the World War II. It's caused for the high price of commodities and lack of goods. It was impact directly to the people and government officers who has less income. The government, therefore, supported to establish the consumer cooperatives in nearly every province. The government had also provided privilege to the consumer cooperatives on selling of liquors, and cigarettes. At present, some consumer cooperatives still got this special privilege i.e. Sing Buri Consumer Cooperative.

(2) Type and Structure of Consumer Cooperatives:

(2.1) Type of Consumer Cooperatives

(2.1.1) Opened Type Consumer Cooperatives:

The members of Opened Consumer Cooperatives are the people in the community which have more different in occupation, age education. The communication between cooperatives and the members is very difficult the example for this type of consumer cooperatives is Krungthep Consumer Cooperative, Pranakorn Consumer Cooperative.

(2.1.2) Closed Type Consumer Cooperatives.

Thus type of consumer cooperative had been established by the members who are the personnel in the organizations of both governments and private sectors. It was established as one of the welfare for the personnel in the organizations. Its may be classified according to the characteristic of the organizations as follows;

- Consumer Cooperatives in Educational Institutions
- Consumer Cooperatives in Government and State Enterprises Organizations
- Consumer Cooperatives in companies and industries.

The opportunity to develop this type of cooperatives is depending on the administrator of those organizations. The communication between cooperative with members is easily than the opened type cooperative because the members are in the organizations. The examples of this type of consumer cooperatives are Chulalongkorn University Consumer Cooperative, Army Aviation Centre Consumer Cooperative Krung Thai Bank Officer Consumer Cooperative etc.

(2.2) Structure of Consumer Cooperatives Administration

Business operating of the consumer cooperatives is under the Principles and Methods of cooperative's Operation. Its may be different from other cooperatives in the details of operations. For the structure of the consumer cooperative administration has developed from the Primary Cooperative or Local Cooperative. In the first phase of operation, the consumer cooperative is very small and having limited capital. The business of consumer cooperatives is very simple and not so complicate until present. Most consumer cooperatives are very small. There are only some that are big consumer cooperatives and have very complicate administrative structure.

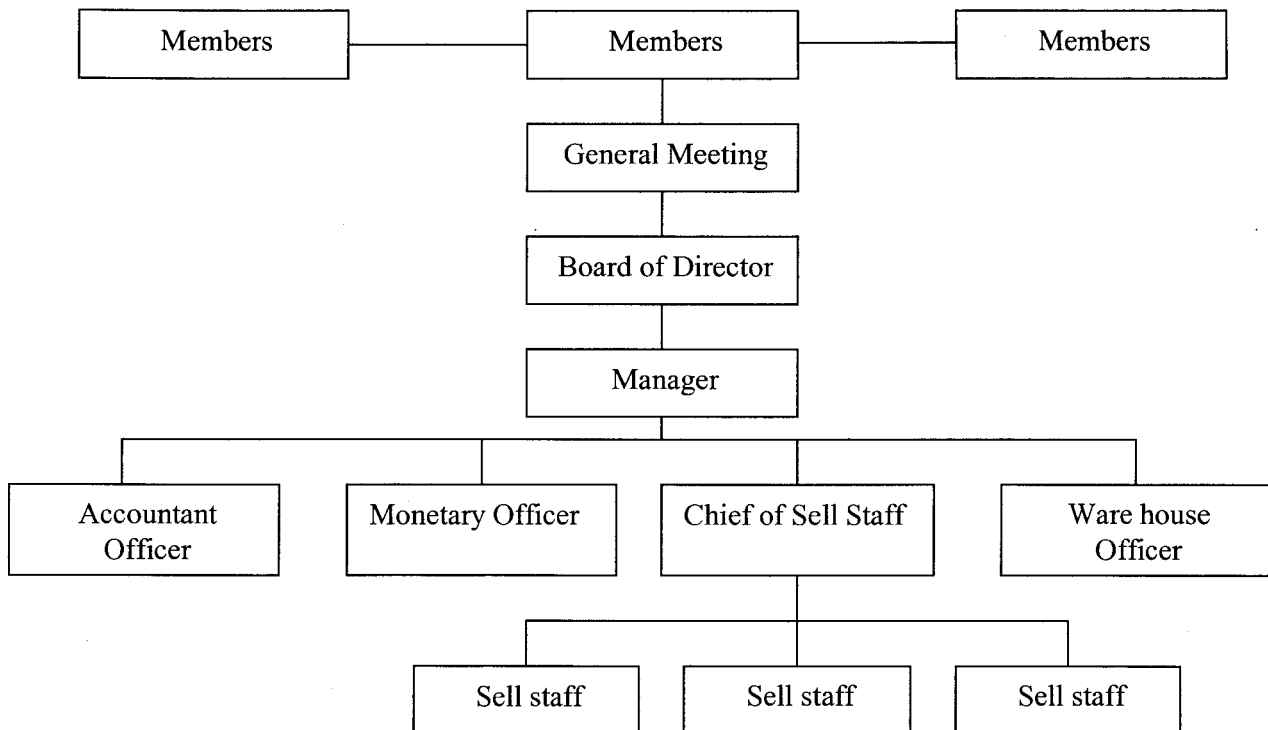
Figure No 3-6: Illustrated the Administrative Structure of Small Consumer Cooperatives.

For the big consumer cooperatives in Thailand there are only 2 consumer cooperatives. They are Pranakorn Consumer Cooperative and Krungthep Consumer Cooperative. These two consumers cooperative have its feature like cooperative department store by having supermarket. It should have its branches at least 2-3 branches. The General-Manager is the person who control, over see, and manage as well as to cooperate with the sections in the cooperative. There are three divisions

as follow; Services Division, Whole Sale Division, and Retails Division. The division Managers will responsible for management in their respective Division. The management in the big consumer cooperatives is very complicate therefore; the General-Manager should have well knowledge and experience and also the key person for the success of the cooperative.

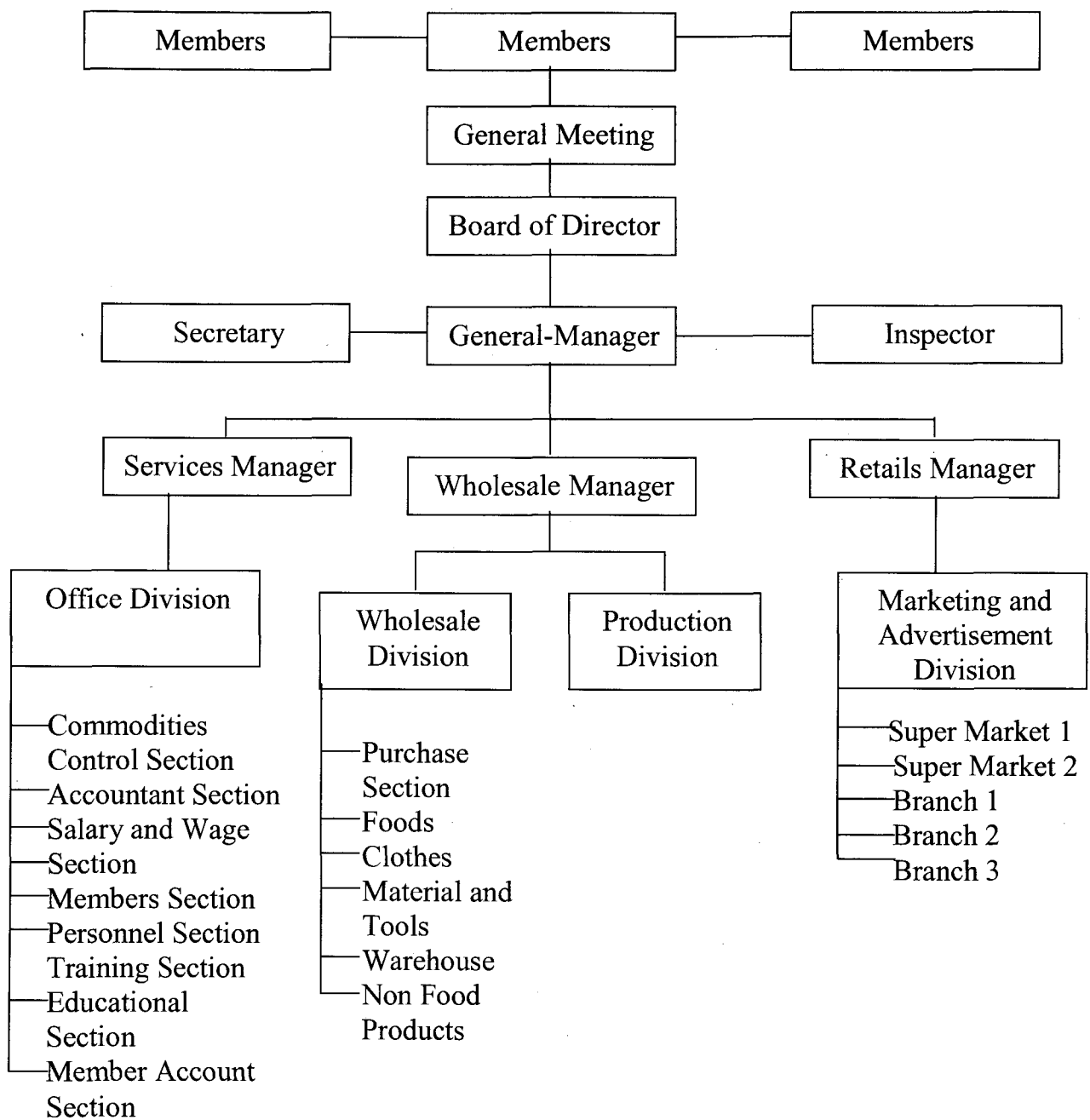
Figure No 3-7: Illustrated the Administrative Structure of Big Consumer Cooperatives.

Figure No 3-6: Illustrated the Administrative Structure of Small Consumer Cooperatives.



Source: Prasert Janyasupharb, Rattana Phothisuwarn, Research on Direction for the Development of the Administration of Consumer Cooperatives, 2001

Figure No 3-6: Illustrated the Administrative Structure of Small Consumer Cooperatives.



Source: Prasert Janyasupharb, Rattana Phothisuwarn, Research on Direction for the Development of the Administration of consumer Cooperatives, 2001

Figure No 3-7: Illustrated the Administrative structure of Big Consumer Cooperatives

Concerning the place of Consumer Cooperatives in Thailand, the Secondary Data from the Cooperative Auditing Department in 2003 revealed that at the 31st March 2003 there are totally 347 Consumer Cooperatives throughout the country. This figure is not including the Consumer Cooperatives Federations of both at Provincial and National Level.

From the total number of 347 Consumer Cooperatives. It is found out that in Bangkok and provinces adjacent to Bangkok there are 71 consumer cooperatives or 20.46%. In the Southern region there are 67 consumer cooperative or 19.31%. In the Northeastern region there are 66 consumer cooperative or 19.02%. In Northern Region there are 58 consumer cooperatives or 16.71%. In western Region there are 31 consumer cooperatives or 8.93%. in Eastern Region there are 30 consumer cooperatives or 8.65% while in Central Region there are 24 consumer cooperatives or 6.92%.

Table No 3-10: Illustrated place of Consumer Cooperatives.

No	Region	Number of Consumer Cooperative	Percentage
1.	Bangkok and Provinces adjacent to Bangkok	71	20.46
2.	Southern	67	19.31
3.	Northeastern	66	19.02
4.	Northern	58	16.71
5.	Western	31	8.93
6.	Eastern	30	8.65
7.	Central	24	6.92
Total		347	100

Source: Cooperative Auditing Department, 2003

3.2.1.2 Retails Industries

(1) Brief history

The retails businesses in Thailand begin in Rattanakosin Era by the merchants from China who came to trade in Thailand. After 1855, Thai had signed Baowring Agreement with United Kingdom. It is the beginning point of the open economy of Thailand. The companies owned by western began operation in Thailand i.e. Borneow Co.,Ltd from United Kingdom, East Asiatic Co.,Ltd. From Denmark, Berly Juker Co., Ltd and Oriental Store etc. In 1932, there use a changed in political in Thailand and the trading has been changed from the wholesalers who had the power to indicate the price to the era of suppliers who had the power to indicate the price. In 1956, the retailers were rapid grow and developed it's diversify retails types until present. In 1956, the "Central Department Store" at Wang Burapha, by Khun Tieng Jirathiwat, had operated as the first Thailand Department Store. There were diversity commodity products nearly all type of the products. There were no bargains for the price illustrated at the goods. However, there was Super Market in the Department Store. At that period, there were many other retails shops such as Tai Fah, Maew Dum, etc. which were situated in the same location.

In 1964, the Thai-Dai Maru Department Store opened its operation at Ratchadamri by the investors from Japan. The Department Store sold the Japanese goods and other imported products. There were many initiatives of modern technologies to be used in the Department Store such as electric moving stair air conditions and opened light music in the Department Store.

This new strategies could bring in the customer to the Department Store. It is recognized as the mode of the Department Store of Thailand in the later year.

In 1967, the "Central Silom" which was recognized as the perfect Department Store had been operated and adding the super Market Section, large parking area, and provided various variety of goods from both in the country and from abroad for the customer.

During 1968-1974, the Department Store had big developed by initiated of food plaza, shops, and theatre into the same building of the Department Store such as Indra Department Store, Siam Centre etc.

During 1977-1984, the Department Store had developed themselves to be shopping Complex. The complex comprised of many Department Stores in the same building, business offices, hotel, theatre, food centre, and fantasy garden for children.

During 1987-1993, it was the rapid growth of Thai's economy. The retails industries had expanded from the business centre in the cities to the suburbs and other big cities. There were many developments of sell channels such as Convenience Store and Cash & Carry.

During 1994-1996, the retails business in Thailand had rapidly expanded. There were many development of various sell channels such be identified for 2 types, Super Centre and Hyper Market, Category Keller, and Specialty Store.

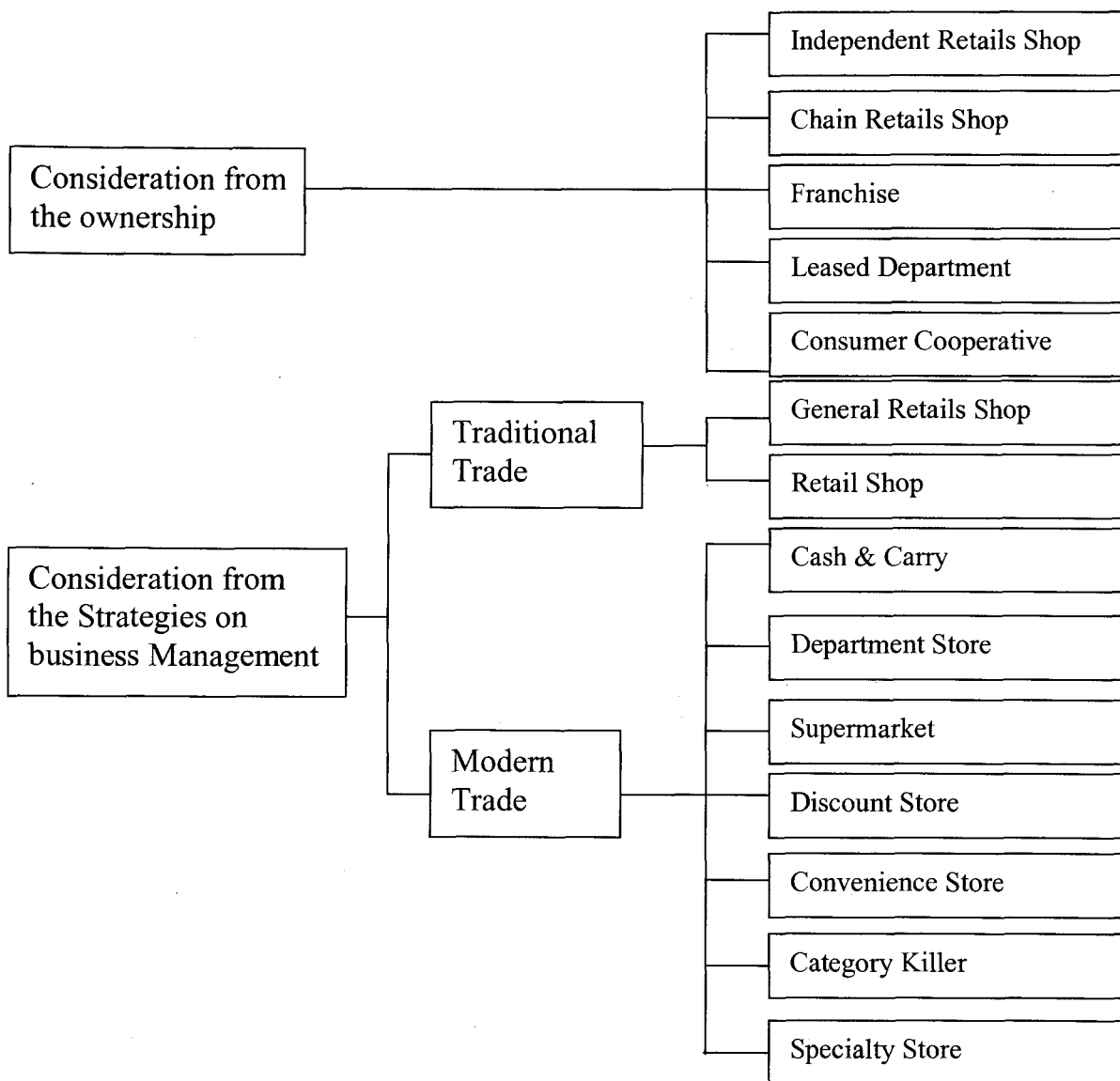
In 1997, it was the crisis year for Thai economy. This event was not only effected to the retails business in the country and halted the development of cell channels but also impact to some retailers for their loss on the rate of currency exchange and the reduction of total sell. This event led to the owner of the business had to be on debt moratorium, or had to sell their business such as the Imperial Department Store, and Yao Han Department Store. The leader of large retails business such as Central Group, the Mall Group and Chareon Phokaphan Group and its subsidiary groups had also confronted with low sale from their target in 1997. These problems led to lack of cash flow for operation and they had to sell some business to foreign companies.

(2) Types of Retails Business

As mentioned in the history of retails business it is illustrated that there are many types of retails channels. At present, the retails business is repeated the wholesale business such as Makro Super Store has one division for retails sell directly to the customers. The Convenience Store such as 7-Eleven can be classified in Franchise Type. Therefore, it can be classified the retails business into 2 big groups as follows;

- (2.1) Consideration from the ownership
- (2.2) Consideration from the strategies on business management.

Figure No 3-8: Illustrated the Classification of Retails Business



Source: CA International Information Co., Ltd , 1999 PP.11.TDRI, PP 61-64

Figure No 3-8: Illustrated the Classification of Retails Business

(2.1) retail Business: Consideration from the Ownership:

1). Independent Retails Shop:

This type of Retails Shop is owned by people or partnership or sometime the company. Shop management is depending on only one person who is the owner or the family members or friends. This type of Retail Shop such as General Retails Shop, Drugs Store etc. This Independent Retails Shop is easily established, low investment, and did not require more knowledge's. The place is required only shop house or the lower storey of the chophouse. Because most of the owner used the second storey as for living. By this reasons, the Independent Retails Shop has high advantage on decision making and fast management on type of commodities and goods to be sold in the shop, price set-up etc. However, if the owner lack of efficiency and interest to the business it will lead to business colas and less business expansion.

2). Chain Retails Shop:

This type of Retails Shop is the Retails Shop that having more than one branch. The important factor for the management of the Chain Retails Shop or branch is to have the same operational management system and also should have the same standards of image and services. Therefore, to manage this type of Retails Shop, there should be the certain policy from Centralized Management such as the image of the shop should be the same, goods and services should be the same, as well as the open-and close time schedule have to be the same from the policy of the Central Management.

This type of Retails Shop will different from the Independent Retails Shop. The Retails Branches have no authority for decision making management and less independent in operation. However, from the centralized management points of view, it will be easily for Retails Branches control due to it is on the same system, rules, and standards for every branch.

The big Chain Retails Shop normally having more branches. It is due to the moment of efficiency on management and to reduce the investment cost on operation. These types of Retails Shops are mostly expanding the business in Vertical Integration such as arranged to have large goods Distribution Center. The example for Chain Retails Shop is Central Department Store, Bata Shop. Etc.

3). Franchise:

From the definition given by the California Franchise Investment Law. Franchise means symbol or agreement between people or juristic person from 2 or more and having agreement with 3 major principles as follows;

(1) Franchisee has the rights to sell the products or service under systems, plans or marketing systems which the Franchisor has indicated.

(2) To sell the products or operate and business management of Franchisee has to follow the operation according to plans, or systems under the trade mark or services which indicated by Franchisor.

(3) Franchisee has to pay for the Copy Rights for the business operation as agree by Franchisor in term of Franchise Fee and other services fee as may agree from time to time or as known as Royalty Fee.

Business operation and management under Franchise system is one of the business cooperation between the other business with certain agreement and rights that both party had made. From the mentioned definition, it is recognized that the Franchise business is the type of marketing

business which the company or the person/juristic person give the rights to present or juristic person to have the rights on using the Trade Mark, services systems, or the products which the company that given rights had developed. Under this system the Franchisee can operate the business independently but have to follow the standard and direction as indicated by the Franchisor. However, in operation, the Franchisor may assist the Franchisee on marketing administration, goods quality control, training, acquisition of goods, and sell promotion to Franchisee. To give in return to the Franchisor that allowed to use the rights to the Franchisee, the Franchisee has to pay for Franchise Fee to the Franchisor. The Franchise Fee is the fee to give as the return as know how that Franchise Fee is only one time payment to the Franchisor. This Franchise Fee, the Franchisee has to pay immediately after signed the agreement. To calculate the Franchise Fee is different vary from the type of the business. It is depending on the efficiency and growth trends of that business. However, the Franchises Fee will worth equal to the value of expenditures that Franchisor has to invest to assist Franchisee for establishing the business i.e. advertisement cost, training, and other handbooks and manuals etc. Apart on Franchise Fee, the Franchisee has to pay for Service Fee or Royalty Fee in order to be the return for Franchisor. The fee normally will be calculated at the certain ratio from the total sell or the ratio of Gross Profit. The income from Franchise Fee, the Franchisor will use to develop the products, market ivy systems, and administration systems in order to improve the efficiency and stimulate the total sell of the business as for the whole of the Franchise business.

To provide the rights for Franchise business, there are 2 types of rights providing as follows;

(1) To provide the rights on the products or the trade mark of Franchisor: This type of Franchise can be called Product or trade Name Franchising such as the Shell of Thailand Co., Ltd given the rights to the Gas Stations which are the Franchise to use the Shell trade mark and sell the fuel that shell has developed, or the Coca-Cola of United State, who produces Coca-Cola, given the rights to Franchise which is the Thai Namthip Co., Ltd in Thailand to produce and distribution of Coca-Cola trade mark and the formulation of Coca-Cola indicated by the mother company and the mother company will not involve in the administration of the Franchise.

(2) Business Format Franchising: The example for this Franchise is Mc Donald, 7-Eleven etc. The mother company will introduce complete set formula for business operation to the Franchise. This complete formulation comprised of selection of the business location, goods importing, personnel training, sell management and administration, advertisement, and financial system.

4.) Leased Department or Consignment: This type:

These types of retails shops are mostly using the services of the big Department Store. The Department Store allowed the owner of the goods to lease the area/space in the Department Store in order to sell their goods. The lessor will receive the lease fee according to the agreement, or may receive the return payment in term of the total sell percentage. Thai type of the retails shop in the retails society recognized as "Consignment". The total responsible fall at the owner of the goods or the lessee not the owner of the area or pace. Most of the goods (more than 70%) that sell in the Department Store are Leased Department or Consignment such as Booth to sell perfume, Booth to sell Clothes and Boutic, Booth for keys duplication etc.

This type of retails is the business sharing between the owner of the goods or the lessee and the owner of the space in the Department Store. The lessee or the owner of space has no risk on goods quality deterioration or lost and not required the knowledge and experience on that kind of goods and its business. At the same time the lesser will take advantage from the owner of the goods which are famous to sell their products in the Department Store. This is the strategies to bring in the customers to the Department Store. For the lessee or the owner of the goods will not worry about the location of the shop and can take advantage from the Department Store on their Sell Promotion.

5.) Consumer Cooperative:

The business operation in the form of Consumer Cooperative can be classified into 2 main types as follows;

(1) The consumer Cooperative within the organizations or Closed Consumer Cooperative: such as Consumer Cooperative in the Educational Institution (Chulalongkorn University Consumer Cooperative, Chiang Mai University Consumer Cooperative etc), Consumer Cooperative in the government office, military, police office (Pattana Consumer Cooperative Ltd., Border Police No 33 Consumer Cooperative Ltd, etc), Consumer Cooperative in the hospital (Lampang Hospital Consumer Cooperative Ltd., Batong Hospital Consumer Cooperative Ltd., etc), Consumer Cooperative in the State Enterprises or Private Enterprises (B.A.A.C. Consumer Cooperative Ltd., EGAT Worker Consumer Cooperative Ltd., etc)

This type of consumer cooperative will have the personnel in that organization being the shareholders. The shareholders of the cooperative are recognized as the members and owners of that consumer cooperative. The operation and management of the consumer cooperative is operated by the Board of Director which was elected from the General Meeting. The goods to be sold in the consumer cooperative will be commodities goods and other goods required by those organizations.

(2) The Consumer Cooperative outside the organizations or Opened Consumer Cooperative: such as Krungthep Consumer Cooperative Ltd, Nong Jok Consumer Cooperative Ltd, etc. These types of consumer cooperative are widely providing services to the public. The shareholders are recognized as the members and the owners of the consumer cooperative. Most of the goods to be sold in the consumer cooperative are daily commodities goods. The system operation of this consumer cooperative is the same as the Consumer Cooperative within the organizations.

The profits from business operation of the consumer cooperative have to be arranged according to the principles, rules regulations, and by-Law of the cooperative. However, at least has to be arranged as follows:

2.1 Reserve capital of the cooperative not less than 10% of the net profit.

2.2 Subscription fee for the Cooperative League of Thailand not more than 5% of the net profit but should not more than the rate which indicated by the Committee for National Cooperative Development.

2.3 Payment the dividend for the full paid shares but should not more than the rate indicated in the Ministry Rules and Regulations for each type of cooperative.

2.4 Payment to the members according to the ratio that they have done with the cooperative during the year.

2.5 Payment as the bonus for the Board of Director and the office of the cooperative but should not more than 10% of net profit.

2.6 Payment as accumulated capital for the operation in the cooperative according to set-forced in the by-law.

(2.2) Retails Business: Consideration from the Strategies on Business Management:

(2.2.1) Traditional Trade

The Traditional Trade is the store which had been operated since the first era of the retail business. The style is in the shop house, the shop is narrow, no decoration in the shop or display of the goods in the same category. The goods have been placed according to the convenience of the shop owner. The business may run by one owner or the juristic person as company but still remain the feature of "Family Business". The management is very simple, not complicate. There is no initiated of computer or high technology to use in the business. This type of business still cannot penetrate the specific customers. Classifications of customers groups are still not cleared. The shops that can be identified to be on this type are as follows;

1). General Store:

The General Store is the big size shop. There are not many type of goods but there are a lot of variety such as books, writing material, commodities goods, etc. The price is not expensive, moderate quality. These types of stores are mostly situated in the small village in the suburb with not density of population. This type of store is the old store and there are many pf them in the retails business because there is low investment capital and low operating cost.

2). Retails Shop:

The Retails Shop can be finding everywhere in the small villages or in the big city. The retails shop in each location will be different according to the environment such as the retails shop which located in the community will have less goods than the retails shop which located in the suburb or village that having less the retails shop. The retails shop can be classified into 2 types.

2.1 Retails Shop without all commodities.

2.2 Retails Shop with all commodities.

The goods to be sold in the shop are mostly the goods that required for daily life such as rice, fish sauce, soap, beverages etc. If it was the Retails Shop with all commodities types, there will be fresh commodities available in the shop such as fresh vegetables, meats etc. The Retails Shop is recognized as the place to distribute the goods which is very important for the whole economic of the country. Because it is the market that very close to the consumers and distribute the goods which is very necessary for the daily life of the people.

(2.2.2) Modern Trade:

1). Cash & Carry:

The characteristic of the goods to be sold in this type of shop are diversity from 20,000-30,000 items. It is emphasized on commodities goods necessary for daily life consumer. There are high daily total sales or rotation of the goods. The goods will be contained in so called Shrink Wrap or carton. In the one carton, there may be the goods contained for one dozen.

The target customers of Cash & Carry will be clearly identified. The customers who can come to purchase the goods have to be only members. Cash & Carry Group can be classified into 2 big groups as follows;

(1.1) Retails Shop Group or General Retails Shop.

(1.2) Organizations or Stores, Companies and the Service Providing Groups such as hotels, restaurants, and catering.

The price of the goods sold in this type of shop is averagely lower than sold in the Department Store, retails shop and other wholesale shop. Because the quantity of orders are more. This is including the efficiency of management and cooperation with the producers in order to reduce the cost as well as to reduce the operational cost. The customers have to be on self service from finding out the goods and transport the good by themselves.

The location of the Cash & Carry generally will be situated on the important main roads in the city and out of the city. The buildings look like the warehouse and having only 1-2 storeys with high roof in order to place more goods and convenience for finding out. It is not emphasized on decoration. The example of the Cash& Carry is Makro and Save Co.

2). Department Store:

This is the type of large retails business with many categories of goods to provide service to the customer. There are clear goods classification and placed at the same area or near by. The goods to be sold in the Department Store are usually with high quality and, of course, expensive price. The Department Store is the place where taking the Category Killer Shop to be in one place under the same roof. The management system of the Department Store is seemed very complicate because it should have sell staff at every section to provide service to the customers. Therefore, the operational cost is too high. At present, the Department Store has tried to provide services for both goods and other facilities as to be "One Stop Shopping" for customers.

Its may be classified the category of the Department Store into 2 levels according to group of customers as follows;

- Upper Class Department Store: This Department Store emphasized on the customers which having high income such as Central Department Store etc.
- Moderate Class Department Store: This Department Store emphasized on the customers which having moderate income such as Robinson Department Store, the Mall Department Store etc.

It is also can classify the level of the Department Store according to the size of the Department Store as follows;

- Large Size Department Store: such as Central Department Store, the Mall Department Store, and Robinson Department Store etc.
- Moderate Size Department Store: such as Tang Hua Seng Department Store etc.
- Small Size Department Store: such as Ocean Department Store, Wonder Department Store etc.

3.) Supermarket:

The Supermarket is the large retail shop which focused on the daily consumer commodity goods. Its place more emphasized on fresh, new, and diversity category of the goods. Especially the goods in food section for both fresh and ready for cook. It is also focused on self service and fast rotation of goods in order to reduce the operational cost and able to sell the goods in cheaper price as well as can get fresh and new goods.

In Thailand, there are supermarkets for both situated in the Department Store and solely situated alone. The supermarket which located in the Department Store mostly situated on the ground floor or the under ground floor of the Department Store such as Tops in Central and Robinson Department Store, Home Fresh Mart in the Mall and the Emporium Department Store etc. However by the principle, the Department Store and Supermarket is the different retails segment business. The target groups of customers of the Department Store are mostly of the Department Store are mostly the working customers who has high purchasing power and able to buy the quality, brand name, and high price goods. While the target customers group of Supermarket are the House Wife which come to buy the commodity goods in the Supermarket. The reason to place the Supermarket in the Department Store is to provide the service for the customers on the strategy of "One Stop Shopping." Future trends of the Supermarket development is that the Supermarket will be clearly separated out from the Department Store. The Supermarket which separately itself from the Department Store or recognized as "Supermarket Stand Alone" at present are Food land Villa, Fuji, Food Lion etc.

4.) Discount Store:

The discount store has taken the principles of the Supermarket to be used for operational system. There are no sell staffs to provide service to the customers. The customers have to be on self-service. The store will provide necessary facilities for the customers such as baskets, carts, etc. The goods sold in the Discount Store are the general goods. It is not necessary to be the goods that can be sold rapidly or the goods that can get more profit. It is emphasized on cheap price goods with moderate quality. There are no brand name goods like in the Department Store. The target groups of the Discount Store are the customers who have moderately to low income.

At present, there are 2 types of Discount Store in Thailand as follows;

4.1) Super Center.

The Super Center is the retails shop with the conceptualized of the US trading system. It is emphasized on selling of clothes, and other dress facilities including tools and equipment as well as additional on selling of foods as support commodities, such as Big C, Lotus etc. In the future the retails shop as Super Center will be more accepted by the customers. It is because the Super Center is able to response the requirement of the moderate level customers and at the same time the Super Center business can provide more profit than the Super Market. Because Super Center can increase income from selling of other goods apart from commodities goods such as clothes, electricity appliances etc. These kinds of goods are able to provide more profit than the commodities goods.

4.2) Hyper Market:

The Hyper Market is the large size retails shop. The Hyper Market in abroad may have larger size than Super Market for 6 times and having diversify varieties of the goods up to 30,000 types. The goods to be sold in the Hyper Market are commodities goods including the goods that sold in the Super Store. The different is mainly focused on selling of food products as major goods. There are many varieties of foods to select. There are some clothes and dress facilities sold in addition but not many. The management of Hyper Market is complicating than normal retails shop. Because it required low investment capital and least management cost such as Carrefour and Ochong (Ochong had been taken over by Big C in 2001)

5.) Convenience Store:

The convenience Store is the retails shop which focused on selling of necessary daily commodities goods including foods and beverages as fast foods. There are many variety of goods but not diversify like Supermarket. The quantity and brands of the goods are not many. The sell size is small. The prices of the goods, in general, are more expensive than the price in Supermarket. The Convenience Store emphasized on providing services for the convenience of the customers began from the location which mostly situated in the community areas, bus stops, schools, hospitals, etc. The service time is mostly 24 hours or lengthy time service such as 07.00-22.00 hrs. The target customers are the customer who has their resident or work place adjacent to the Convenience Store. The buying behavior is convenience buying when necessary. The Convenience Store is different from the other retails shop on the case of ratio of the goods that can over the requirement of the customers such as 7-Eleven, AmPm, Family Mart, V-Shop Express etc. At present, there are Convenience Stores have been opened in the gas stations as to provide service and facilitate the customers who comes to fill the gasoline. It is including the customers who drives the car and want to buy some item of gods i.e. foods, beverages etc. such as Select which had been opened in Shell Gas Station, Tiger Mart in ESSO Gas Station, Lemon Green in Bang Jak Gas Station, PTT Mini Mart in PTT Gas Station.

6.) Category Killer:

The Category Killer is the retails shop which is selling only one product line but having many brands, quality, size, and color for selection. The price is very cheap. The target groups of the customers are the customers who are interesting on the specific goods such as the Power Buy which is the shop that only sell the electrical appliances goods or the Super sport is the shop that only sell the sports and its facilities products.

7.) Specialty Store:

The Specialty Store is the retail shop which is selling limited types of goods. The shop sells only the special features goods or not many types of goods so that the shop can provide the special goods to sell. It is may be the shop that sell the modernize goods, or fashionable goods. These types of Specialty Store in Thailand are Mark and Sponsor, Watson, Boots etc.

Table No 3-10: Illustrated the Features of the Modernized Retails Business in each type.

Table No 3-11: Illustrated the Important large Size Retails Business Classified according to types.

Figure No 3-9: Illustrated the Circulation of Present Trading System.

Table No 3-11
Illustrated the Feature of the Modernized Retails Business in each type.

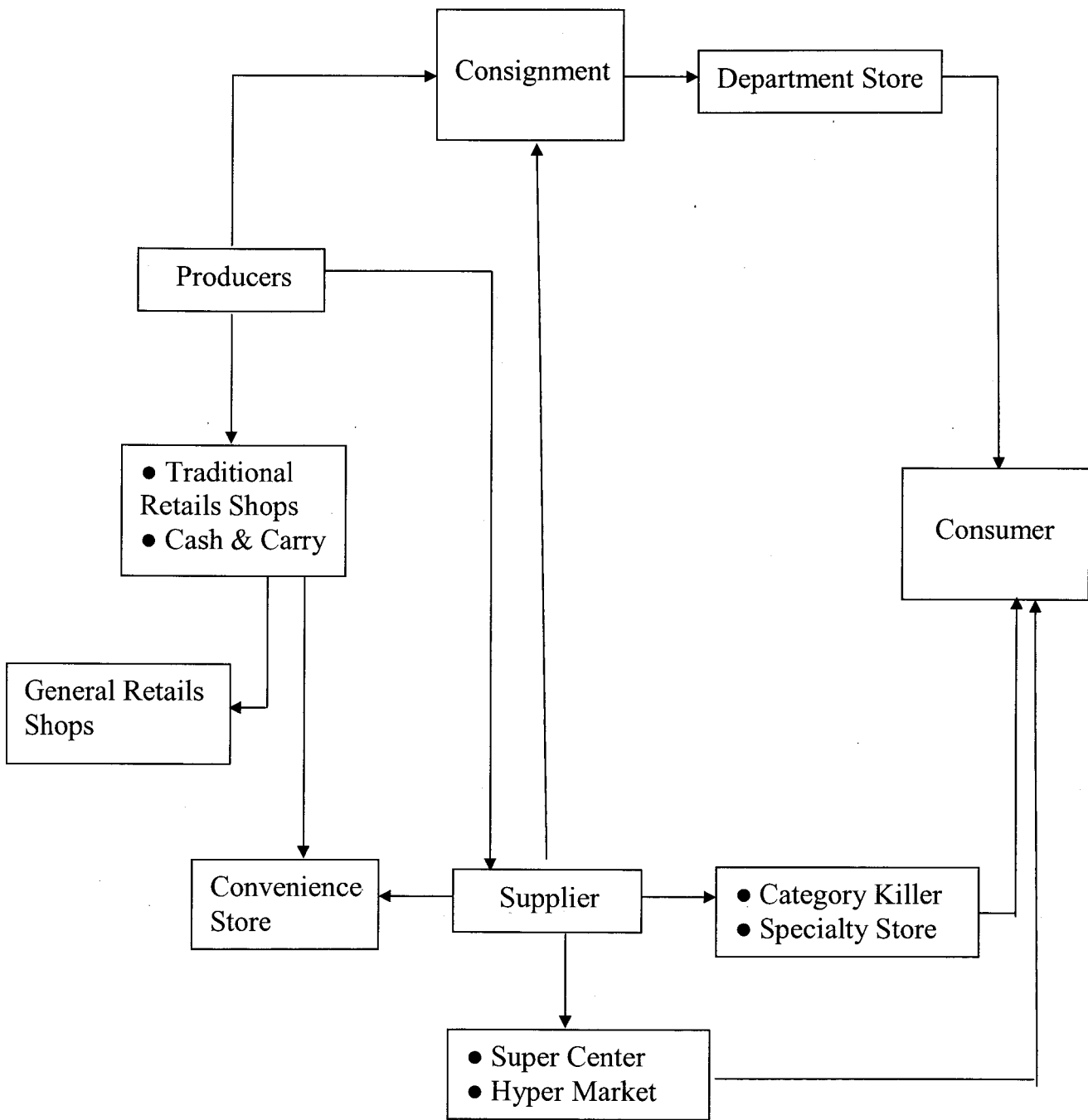
Type of Business	Target consumers' Groups	Sell Area (sq.m.)	Amount of Goods (Items)	Type of Goods	Location	Strategies Used
Cash & Carry	Companies, Shop, Organizations	10,000-20,000	20,000-30,000	Daily consumer commodities Goods	Suburb	Cheap price
Department Store	General people	20,000-40,000	More than 30,000	All Commodities	Community Areas	Services and there are all types of commodities to buy
Supermarket	General people	2,000-5,000	5,000-8,000	Daily consumer commodities Goods	Community Areas	Convenience, Fresh foods
Super Center Hyper Market	General people	10,000-30,000	More than 30,000	Daily consumer commodities Goods	Suburb	Cheap price
Convenience Store	General people	100-300	1,000-5,000	Daily consumer commodities Goods	Community Areas	Convenience on time and place to buy
Category Killer	General people and small business	2,000-5,000	Less than 3,000	Special Goods	Community Areas and Business Areas	Price
Specialty Store	General people and small business	2,000-5,000	Less than 3,000	Special feature commodities	Community Areas and Business Areas	Special specification of Goods for sell

Source: Present Janyasupharb, Rattana Phothisuwarn, Research on Direction for the Development of the Administration of Consumer Cooperatives, 2001

Table No. 3 – 12
 Illustrated the Important Large Size
 Retails Business Classified according to types.

No	Type of Business	Name of Business
1.	Cash & Carry	<ul style="list-style-type: none"> ● Makro ● Save Co
2.	Department Store	<ul style="list-style-type: none"> ● Central ● The MAII ● Robinson
3.	Supermarket	<ul style="list-style-type: none"> ● Tops ● Sunny ● Food land ● Food Lion
4.	Super Center	<ul style="list-style-type: none"> ● Big C ● Tesco Lotus
5.	Hyper Market	<ul style="list-style-type: none"> ● Carrefour
6.	Convenience Store	<ul style="list-style-type: none"> ● 7-Eleven ● Am Pm ● Family Mart ● V-Shop Express
7.	Category Killer	<ul style="list-style-type: none"> ● Power Buy ● Office Depot ● Super Sports ● Makro Office Center
8.	Specialty Store	<ul style="list-style-type: none"> ● Watson ● Mark & Sponsor ● Boots

Source: Asanee Ratanamalai, 2005, Modified from Prasert Janyasupharb, Rattana Phothisuwarn.



Source: Asanee Ratanamalai, 2005 Modified from CA International Information Co., Ltd., 1999

Figure No 3-9: Illustrated the Circulation of Present Trading System

3.2.2 Its Place in National Economy

The Consumer Cooperatives is one of very important business to the National Economy of the country apart from other business. However, after 1997 Thailand had confronted with the server economic crisis which was affected to the financial institutions, business organizations until present. The impact from the economic crisis is still remained and the financial institutions as well as other business organizations are still not well rehabilitated. In other hand, some business had been collapsed without a chance for rehabilitation. One of the businesses which is cleared that cannot further run the business are the small retails shops which is the traditional trade. It is not only faced with the economic crisis but also its faced with the competition with the large retails and wholesale industries from the foreign investors. The Consumer Cooperatives are also faces with the same programs and situations. The Consumer Cooperatives is a type of retails shop had been established since 1937. The first establishment of the consumer Cooperatives called Ban Koa Consumer Cooperative, Pranakorn Sri Ayuthaya had faced the problems the same as other small retails shop.

Table No 3-12: Illustrated the 5 years Results of Business Operation of the Consumer Cooperatives.

From the Table No 3-12, it is revealed that the numbers of the consumer cooperatives are drastically reduced. The consumer cooperatives registered in 2000 is 371 cooperatives. It was respectively reduced from 420 cooperatives in 1997 to 412 m 1998, 381 in 1999 and 371 cooperatives in 2000. This is resulted to the reduction on the amount of business and income of the consumer cooperatives. The annual income of the cooperative per member decreased to 5,960.30 Baht in 2000 from the previous year that uses to have 8,887.58 Baht in 1997. While the annual net-profit of the cooperative per member was also decreased to 183.47 Baht from the previous year that use to have 355.53 Baht in 1997.

From the over view of the consumer cooperatives which is indicated before It is realized that if this situation is still continued. There will be many consumer cooperatives have to stop the business or dissolve to be cooperative. The examples are the Nakorn Chiang Mai Consumer Cooperative and Pranakorn Consumer Cooperative. This is the symbol of warning to other consumer cooperative to improve and develop their own consumer cooperative administration and management in order to service in this confronted situation. Because the two mentioned consumer cooperatives were used to be the most successful consumer cooperatives of the country but could not cover themselves from the economic crisis and the situation of high competitive from the retails industries high competitive from the retails industries. This impact will be resulted widely to the members and the economy of the country.

However, after the year 1996, the business situation of Nakorn Chiang Mai Consumer Cooperative revealed to the unsuccessful operation and management of the cooperative. There are many attempts from both government sector by the Cooperatives Promotion Department (CPD) and the organizations related to the consumer cooperatives by trying to find out the ways to develop and improve its operations and managements systems such as promotion to use the computer technology, training to increase efficiency of business operation, shop layout, goods display, promotion for joint buying in order to reduce capital investment, as well as the technical assistant from the consumer cooperative from Sweden.(KFPC) by providing training to increase business efficiency and promotion for joint buying. However, it cannot help the consumer cooperatives in the country to combat with the strong stream of retails business competition. It is including cannot assist consumer cooperatives to lift-up and develop their business operation and management capacity. The real clear picture example is the attempt from many organizations and cooperatives to launch the Programme on "Joint Purchasing" in order to reduce investment cost but it was not success due to the problems on the administration and management structure of each consumer cooperatives.

Table No 3-13
Illustrated the 5 years Results of Business Operation of the Consumer Cooperatives

No	Descriptions	Year				
		2000	1999	1998	1997	1996
1.	Number of the Consumer Cooperatives	371	381	412	420	419
2.	Amount of Business (Million Baht)	3,848.30	4,038.23	4,583.11	4,636.68	4,426.44
3.	Debts may be loss (Million Baht)	9.05	3.63	2.54	2.52	0.95
4.	Total Income (Million Baht)	3,954.79	4,122.37	4,664.87	4,709.19	4,498.04
5.	Income of the Cooperatives per member (Baht)	5,960.03	7,559.36	7,410.60	8,887.58	7,778.66
6.	Net-profit of the Cooperatives per member (Baht)	183.47	296.26	237.45	355.53	323.70

Source: Cooperatives Auditing Department, 2001

3.2.3 Impact of Globalization

3.2.3.1 Consumer Cooperatives

After the establishment of consumer cooperatives in a certain period and the cooperatives had adjusted itself to the suitable conditions. The consumer cooperative begins progress. Especially during 1972 until 1987. Most consumer cooperatives fallen into progressive period. i.e. Pranakorn Consumer Cooperative has its excellent operation for 1975. The expert from the Swedish Cooperative had esteemed that it is one of the best in South East Asia. There were also other consumer cooperatives which were the best in that period they were Krungthep Consumer Cooperative and Nakorn Chiang Mai Consumer Cooperative which were expanded many branches in that period. There were modernized retails sections which were equal to the big super store. These three consumer cooperatives were recognized as the best and famous consumer cooperatives in Thailand and abroad.

After 1984 when there were many super stores establishment in Thailand. There were high competitive between consumer cooperatives and those super stores. Many consumer cooperatives confronted with those impacts. Pranakorn Consumer Cooperative was the first consumer cooperative faced with the reduction of total selling. During 1994-1995, It was the critical point of the Pranakorn Consumer Cooperative on operation when the Board of Director had missed decision making for the investment on new building with worth 120 million Baht. This led to lack of operational cash flow of the cooperative. Compiling with the additional economic crisis in 1996-1997 resulted to the loss in the amount of 10 million Baht and during 1997-1998 the loss account had been increased to 24 million Baht. With no different situation, Nakorn Chiang Mai Consumer Cooperative had been closed in 1998. Whilst Krungthep consumer Cooperative had also confronted with the same problems and resulted to the respectively deduction of the business.

The real situation which the big consumer cooperatives, which were used to be the example and model for other consumer cooperatives, had confronted with Sevier crisis. At the same time other consumer cooperatives had also faced these challenge problems. The degree of problems faced were different depending on the efficiency of the administrator. This is the important questions to the consumer cooperatives that "Is there any solutions to rehabilitate those consumer cooperatives" and "How do we do?" There are many efforts from the government sides especially from the Department of Cooperatives Promotion (DCP) to solve these problems by injected money seeds as operational capital more than 10 million Baht to Nakorn Chiang Mai Consumer Cooperative In 1991-1992 DCP had cooperated with Kasetsart University to establish the rehabilitation plan for Pranakorn Consumer Cooperative. In 1999 conducted the seminar in order to establish the network and alliance between

consumer cooperatives and agricultural cooperatives as well as with private business in order to develop the retail business in order system. This cooperation is including production of information leaflets on using of computer with consumer cooperatives as for public relations. At the same time in 1996 there was the technical assistant from Sweden via the Cooperative League of Thailand for the development of the consumer cooperatives recognized as KFPC Project or KF Project Center. This project has focused on; shop display, joint purchase, and marketing and members relations. There were 7 consumer cooperatives participated with the project. The consumer cooperatives were from Bangkok and other province surrounding Bangkok. The project operational plan had ended in 2002. This attempt had reached the success at the certain level. For example, shop display which is the strategy to bring interesting from customers. This strategy has been developed from the Pilot Project of the consumer cooperatives under the project. Conducting of problems census and analysis is led to see more clear pictures of the problems. While the joint purchases and joint marketing is not progress as it should be. There are only some big Closed Type Consumer Cooperatives that can operate their business such as EGAT Consumer Cooperative or Lemon Farm Consumer Cooperative. The trend of business operation of these consumer cooperatives still going well. However, there were many big consumer cooperative which had more impact from business operation i.e. Pranakorn Consumer Cooperative, Nakorn Chiang Mai Consumer Cooperative, Krungthep Consumer Cooperative, Pattana Consumer Cooperative and Thammasart University Consumer Cooperative.

3.2.3.2 Retails Industries:

After 1997, the leader of many Retails Business Groups had confronted with loss in the business. Some of them had to dissolve their business and some to sell their business and foreign companies such as Carrefour Hyper Market which was previously holding the shares by the Netherlands at the ratio of 40% and SSCP Holding at the ratio of 60%. At present, the Netherlands has holed the shares at 100%. The Tops Super Market which was previously owned by CRCA Hold Co., Ltd authorized by Royal A Hold (Netherlands) holding the shares in the amount of 49% and the Central Retail Group Holding the shares in the amount of 51%. At present, the CRCA Hold Co., Ltd. By Royal A Hold (Netherlands) holding the shares in the amount of 100%. From the situation, it can be concluded as follows;

1). Barrier to Entry:

The new investors which are the Thai investors are difficult to enter into the retail business. This is because the former investors have holed all market segments and gradually expanded the branches. This is led to save of budget for purchasing of goods to be sold in the shop (economy of scale) and the investment for technology development will assist for fastly cover investment cost. In case of foreign investors which having more capital investment and having more experience in business operation can easily access to the business such as Big C Group which is having Casine Group from France to be the major share holder and had expanded its branches for 24 branches all over Thailand. The Big C Group and Casine Group had already taken over the O'chong business since 2001

2). The bargaining of Firm's supplier:

The investors for large size retail industries are mostly holding the shares by foreigners and having more bargaining power with suppliers than the small retail investors or the Thai investors. This is due to the different of order and ability of payment to the goods cost.

3). The bargaining power of the firm's buyer:

The large scale retail industries will get advantages because there is more bargaining power with the buyer. The buyer in the retail business is the general people which buy the commodities goods in each time with not so high value.(not less than 300 Baht per buy). Therefore there is no buyer having an important for the retail investors

4).The threat of substitute products:

The retail industries will have been low threatened by other goods. Because the commodities goods is the goods that required in daily life. The substitution will be substituted by the investors than by the goods themselves from the business or industries such as case of the goods in

Supermarket the substitute goods are the goods in retails Super Center, Hyper Market which can be some part substitution. Because the customers in Supermarket are mostly required the goods which is fresh, clean i.e. vegetables, fruits, and fresh foods etc. At the same time the goods in Super Center and Hyper Market which are the commodities goods. The consumers give less priority for the fresh of the foods. But give the priority to the cheaper price, moderate quality but more quantity.

The goods substitution of the Convenience Store is the goods in Supermarket, Super Center which is only partially substitution. Because the Convenience Store has its strength on the service for 24 hours and the location is spreading in the community areas. Which is make more convenience for the customers to buy some quick required of goods more than Supermarket or Super Center? Therefore, even the customers have their choice to use the service of other channels in Supermarket or Super Center³. But the Supermarket and Super Center could not provide better response to the requirement of the customers than the Convenience Store which provide more convenience to buy the goods than the others.

5). The intensity of competitive rivalry:

During the year 1987-1995, the economic growth rate of Thailand is very high. The large retails business in Thailand had high investment and expanded the business from the Department Store to Convenience Store, Discount Store, Hyper Market and Category Killer. There are joint venture and alliance agreement with the retails investors from abroad such as Lotus Super Center which is the investment joint venture of C.P. Groups with Tesco from United Kingdom. The Carrefour is the investment joint venture of the Central Group with Carrefour Group from France. The investment joint venture at the time the Thai site had holded the majority of shares which is more than half of the share. The joint venture with the retails investors from abroad had assisted the Thai investors to learn more technology on administration and management of the retail business.

In 1997, the government had announced the policy for the Thai Baht Currency Floating and there was the big economic crisis of the country. It was directly a huge impact to the companies who requested the loan from abroad for investment in the business. These companies had increased their debt more in Thai Baht. Because they have to payback the loan in US dollar. It was also the Financial Institution had confronted with many problems and delay to provide credit line and loan as well as the population income and their buying power were reduced. Therefore, it was resulted to the retails business that could not reach their sale target as expected. Its could be observed from the total sale of the Development Store in 1997 which had approximately 114,625 million Baht which was reduced from the year 1990 at 9% and in the year 1998, the total sale was 109,304 million Baht which was reduced from the year 1997 at 4.9%. This is lead to lack of cash flow and revolving cash fund for the business operation and to pay their debts. The Thai retails investors have to find out the joint investors by selling some of their shares or the whole of their shares to the foreign investors. The foreign investors who bought the shares were mostly the foreign investors who had joint invested with the Thai retails business since at the first time. The retails business which the foreign investors have holded the majority of shares or the total whole shares are Lotus Super Center, Carrefour Hyper Market, Tops Super Market and Office Depo etc. As per the foreign investors groups had joint invested with Thai retails business investors from the beginning, and at that period they were only the minority of the shares holders but these foreign investors groups had learnt more about the behaviors of the Thai consumers' consumption of goods and when compiled with their efficiency long experience on retails business administration and management so that they are very confident to expand the retails business in Thailand.

Therefore, the situation of the retails business industries in Thailand at present is under controlled mostly by the foreign investors groups.

At present it is revealed that there are 4 big groups of foreign investors for Retails Industries in Thailand. They are

- Tesco Lotus Group from United Kingdom
- Makro Group from the Netherlands.
- Carrefour Group from France
- Big C Group from France

Table No 3-14

Table No 3: Illustrated the Number of Branches of the Foreign Retails Industries in Thailand

No	Foreign Retails Industries Group	Branches			Investment Capital (Baht)	Number of Staff (Person)
		Bangkok	Provinces	Total		
1	Tesco Lotus	16	17	33	380,000Million	18,000
2	Big C	13	16	29	-	9,000
3	Makro	7	13	20	-	-
4	Carrefour	14	1	15	-	-
Total		50	47	97	-	-

Source: Sunday Analysis Daily Newspaper, 2001

3.2.4 Emerging Issues

The emerging issues shall be emphasized on the Development Potentials and Constraints and Retails Act problems. The future of the Consumer Cooperatives and Traditional Retails Industries are depending on the Development Potentials, Development Constraints, and Retails Act Problems as follows;

(1). Development Potentials:

- Joint Purchase and Supply Network of the Goods: The Joint Purchase and Supply of the Goods between consumer cooperatives which have retails shop will assist cooperatives to buy the cheap price of goods and can reduce capital investment cost.

- Joint Logistic Network: The Joint Logistic between consumer cooperatives and all types of cooperatives which have retails shop will reduce transportation cost

- Development of Consumer Cooperatives Federation of Thailand (CCFT) to be the center for Joint Purchase and Supply and Joint Logistic for consumer cooperatives and all types of cooperatives which have retails shop.

- The Closed Consumer Cooperatives Type in the organizations can survive during high competition with foreign retails industries. However, its need the improvement and development of administration and management strategies.

- Shop Layout and Good Displays in the shop can be improved via continuation training

- Business Networking between consumer cooperatives and other cooperatives in the country.

- Development and establishment of Franchise by the Consumer Cooperatives Federation of Thailand to other cooperatives which have retails shop.

- Promote to establish Strategic Plan and data base of the suppliers who provide cheap goods supply.

(2). Development Constraints:

- Structure of consumer cooperatives are different size of big, moderately, and small consumer cooperatives which have not much quantity of business. The management structure which is independently from each other is the bottle neck that resulted the consumer cooperatives cannot build up network together for Joint Purchase of goods.

- The members have no feeling of self belonging of ownership of the cooperative.

- The Board of Directors are mostly lack of suitable qualifications on business administration and management. The Board of Director came from election by voting on personal contact and personal knowing more than selection of the person who has qualifications on business administration and management.

- The management and other operating staff in the consumer cooperative less knowledge and efficiency on business administration and management as well as lack of service mind to the customers.

(3). Retails Act Problems

It is recognized that in the year 2000 is the year that the foreign retails investor groups have invested in Thailand and also have killed Industries". These foreign retails investor groups have been in Thailand since 1998 and begin to transfer and cover all retails business in 1999. These foreign retails investor groups have rapidly expanded their branches cover the country since they knew that there is no law in Thailand to control their branches expansion (the number of branches of foreign retails industries see Table No 3-14) The expansion of branches are not only the Discount Store like Tesco-Lotus, Big C, Carrefour, and Makro but also including the supermarkets Groups like Tops, Food Lion, as well as the Convenience Stores like 7-eleven. It is impact to the local Thai Retails Industries. The services time of these Discount Stores, Supermarkets, and Convenience Stores of the foreign retails investor groups are impact to the decrease of total sale of the Thai local retails shop. Because some of the foreign retails shops are opened from hrs until hrs or some of them opened hours The severe situation occur in the Rama IV Road area because there are the Discount Stores confronted between Tesco-Lotus with Carrefour and they opened hours This is resulted to the total sale of the retailers and whole sailors as well as the restaurants in the Klog Toey area. Some of them have to close the business.

The above information is the direct effect of the "Foreigners' Business Operation Act of B.E. 2542" which is one of the "Eleven Economic Rehabilitation Law "Which is condemned to be the law to sell the country which was issued by Ministry Tharin Nimmanakemin in the period of Prime Ministry Chuan Leek-pai.

During the Priministry Taksin Chinnawat period, there was a revision meeting on, 16th July 2001 to review the "Foreigners' Business Operation Act of B.E. 2542"

The majority of the changes in this Act are:

- The foreigners who would like to establish business on foods and beverages have to be the instant foods and beverages ready produced from the factory such as Pepsi, Coke or the instant foods packed from the factory.
- It is not allow to sell the products which is the selling price lower than investment cost
- The large retails and wholesales industries have to be located in the outside area of the city
- The investment capital at last 100 million Baht for the first retails shop the shop later should be invest 20 million Baht

Thailand has also the "Training Competition Act of B.E. 2542" which is aiming at to protect monopoly in trading. It is prohibited for the investors not to have more power than the markets. However, the large Discount Stores, Supers, Department Stores and Supermarkets will also cause the disadvantages. The examples are that they can indicate the purchasing price, selling price or the services costs with injustice or indicated the conditions by direct or indirect of force to the other business investors, which are their customers, to have limit services, productions, purchase, or sell of goods or limit the chance to select to buy, or to sell goods, to receive services or seeking of loans from the other business investors or it is the causes to halt, reduce, or limit the service, purchase, sell, deliver, and import into the Kingdom by having no appropriate reason, destroy, or damage of goods to reduce to amount less than the demand of the market or to sanction of the business operation of other people without appropriate reason.

The large Department Stores and Discount Stores are the place where many businesses are compiled. It will directly impact to the monopoly of the market. The compilation of business are also mean to the producers compile with the producers, the distributors compile with the distributors, the producers compile with the distributors, or the services compile with the services. It is resulted to one business is still remained but other one business will be collapsed or having new business, purchasing all properties or party of other business in order to control the policy, business management, direction, or management, by buying entirely shares or partly shares of other business in order to control policy, business management. It is deemed one part of the monopoly and it is a chance for the large Discount Stores, Department Stores, Super Stores and Supermarket.

The monopoly in the large Discount Stores and Department Store can be done in many ways such as price indicated for selling of goods or services at the same price or agreed to limit the quantity of goods and services or agreed together to cover the markets or control the market or set up the agreements or conditions by both side in order to let the other side to win the tender or bidding the price of the goods or services or to protect the side can come to compete the price in the bidding or tender submission or to indicate the areas for business operation or to reduce the quality of the goods but selling at the previous price. It is included to appoint or seconded solely person to be the distributor of goods or services of the same goods, and the same types. This operation will be resulted to collapse, damage, or limit to the other business operation and to causes the dissolve of other business. The mentioned problems raised are caused from the monopoly of trading of the large retails industries which will be long term affected to the damage of traditional and small retails industries of the country.

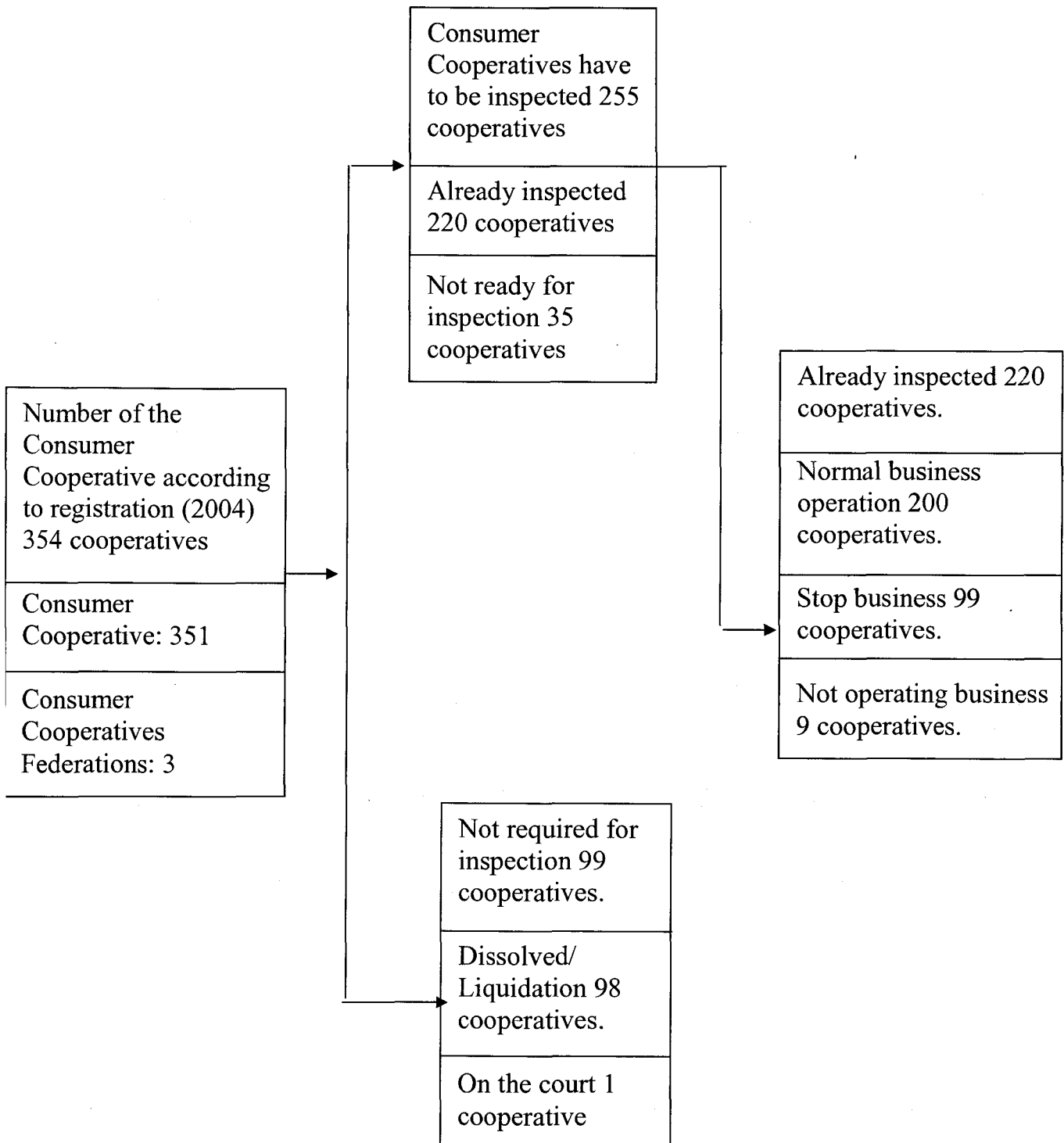
3.3 Status of Consumer Cooperatives

3.3.1 Growth Trends

3.3.1.1 General Issues

The Consumer Cooperatives had been first established in Thailand in the form of "Cooperative Association Store" on 18th March 1937 at Tambol Chai Nam, Amphure Sena, Pranakorn Sri Ayuthaya Provinec namely "Ban Koa Cooperative Store Limited" There are 279 members as the first founded members with the total shares worth 26,350 Baht. This types of Cooperative Store seeks capital investment and operation by follow the principles of Rochdel Consumer Cooperative in United Kingdom. There are 5 consumer cooperatives had been established in the same year in Ultraradit, Sara Buri, Lopburi, Chacheongsao, and Prathumthani Province. At present the 6 consumer cooperatives had been dissolved the operation already. In 1939, there had been the establishment of the city consumer's cooperative so called "Krungthep Cooperative Store Limited." It was located at Bang Lamphoo, Bangkok. There are increasing the establishment of Consumer Cooperatives every year. But at the same time there are many consumer cooperatives did not success in business in business operation and have to be dissolved. After from the establishment of the consumer cooperatives, the business operations of the consumer cooperatives were success in some period. It is because the consumer cooperative is the new type of business which is different from other private shops. The open consumer cooperatives which the members are general people, it was found out that during the year 1957-1977, the consumer cooperatives could operate and expand its business until recognized by the people. It was famous to go to use the services at the consumer cooperative cooperatives. However, after the private investors began to open new type of trading as the "Large Department Store". It was appreciated from the people to go to use the services from the Department Store more than to go to use services from the consumer Cooperatives until the open type consumer cooperatives could not expand the business and have to gradually trim down the size of business operation. The appreciations on consumer cooperatives are still only with the close type consumer cooperatives which the members are from the people in their organizations. It was operated as the welfare of the employee. During the pass ten years the retails and wholesales business of the private sectors had been changed from the Department Stores to Super Stores and there are many models of the Convenience Stores had been established. This is lead to the severe competition in term of providing services to the customers. Therefore, the situation of business operation of the consumer cooperatives, at present, is at the high risk to face with the loss from operation. Because its cannot compete with the outside market competition.

Figure No3-10: Illustrated the Number of Consumer Cooperatives and its Inspections.



Source: Cooperative Auditing Department, 2004

Figure No 3-10: Illustrated the Number of cooperatives and its inspections.

3.3.1.2 Risk of Capitals

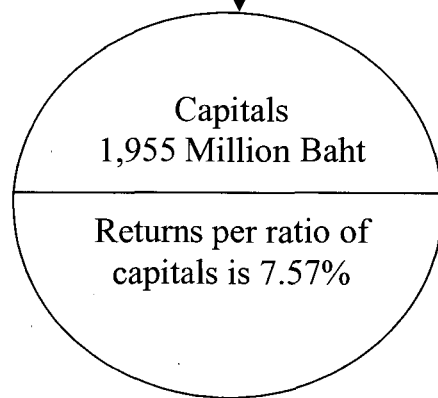
The Consumer Cooperatives have its capitals for business expansion decreased from the last year at 5.70%. It is the decrease of debts at 5.15% which of the capital decrease 5.94% the problem is the Board of the cooperative did not build up the opportunity to increase high trading debts. Because the cooperatives have adequate capitals to protect cover the debts which may occur to increase the quantity of business in terms of providing diversity variety of goods to sell according to members' requirement.

The consumer cooperatives should support the members to increase investment in the cooperatives in terms of cash deposit or buy the shares. Because when compare with other business, the amount of capitals of cooperatives is still less than other business. It is the capitals rising from the inside of cooperatives. The advantages will fall to the members more than the outside people.

In the year 2005, the management of the cooperatives should speed up to solve the problem on capitals management as well as to find out the strategies to get more return to the cooperatives buy using of new marketing strategies as a tools to operate the business of the cooperatives.

Figure No 3-11: Illustrated the Sources of Capitals and the ratio of Debts per Capitals.

Source of Capital		
● Inside cooperatives	1,365.57 Million Baht	69.85%
- Cash deposit	16.43 Million Baht	0.84%
- Capitals of the cooperatives	1,349.14 Million Baht	69.01%
● Outside cooperatives	589.43 Million Baht	30.15%
- Loans and short terms creditors	236.04 Million Baht	12.07%
- Long terms loans	15.49 Million Baht	0.79%
- Others	337.90 Million Baht	17.29%
Reserve capitals per total property 0.28 time		



Ratio of Debts per Capitals is 0.45 time	
● Debts	: 605.86 Million Baht
● Capitals	: 1,349.14 Million Baht
Growth of capitals decreased	5.94%
Growth of debts decreased	5.15%

Source: Cooperatives Auditing Department, 2005

Figure No 3-11: Illustrated the Sources of Capitals and the ratio of Debts per Capitals

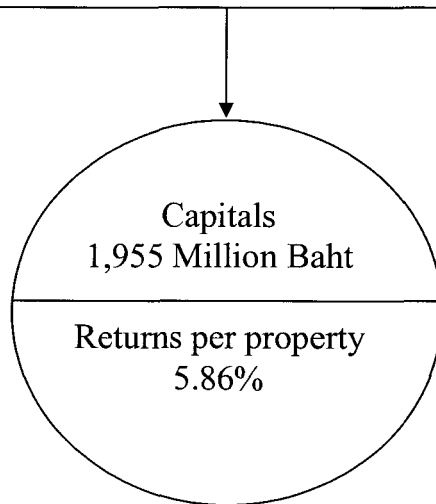
3.3.1.3 Quality of Property

The Consumer Cooperatives have the ratio on high cash deposit at 31.51%. The cooperative should keep cash and the deposit only for the ratio of standards cash flow. The rests have to be invested in the other properties which will create more income for the cooperatives. The cooperatives have more goods remained in the stock. Therefore, the management of the cooperatives have to strictly consideration for acquisition of goods, to be sold in the cooperatives. It is including the goods in the stocks need to be kept as adequate for selling. The cooperatives should not acquire or having the goods which are not the requirement of the members. If there were that kinds of the goods, the cooperatives have to sell out all that goods. The properties which are non-performing income such as the permanent properties and material or other properties, the cooperatives need to have better management guidelines. The cooperatives should keep only the permanent property which can perform the income back to the cooperatives at full capacity. The management of the cooperatives should plan and monitor all business of the cooperatives in all aspects in order to let the business fast flow and can be shifted into cash more than the property that slows revolving.

Figure No 3-12: Illustrated the Investment, Capitals and the ratio of Property Revolving.

The Investment in the Property		
Cash deposit	616.07 Million Baht	31.51 %
Debtors	498.56 Million Baht	25.50 %
(Debts may be loss)	(63.59) Million Baht	(3.25 %)
Land/Building/material	491.61 Million Baht	25.15
Property/money/document	130.65 Million Baht	6.66 %
Remained goods	216.01 Million Baht	11.05 %
Others	66.19 Million Baht	3.38 %

Debts could not be paid in due time..... Million Baht or the rate of
Debts payment per due time debts.....%



Ratio of the Property Revolving 2.24 rounds	
Average property	2,014.17 Million Baht
Sale/service	4,516.20 Million Baht
Property enlargement decreased	5.70%

Source: Cooperatives Auditing Department, 2004

Figure No 3-12: Illustrated the Investment, Capitals and the ratio of Property Revolving

3.3.1.4 The Capacity on Management.

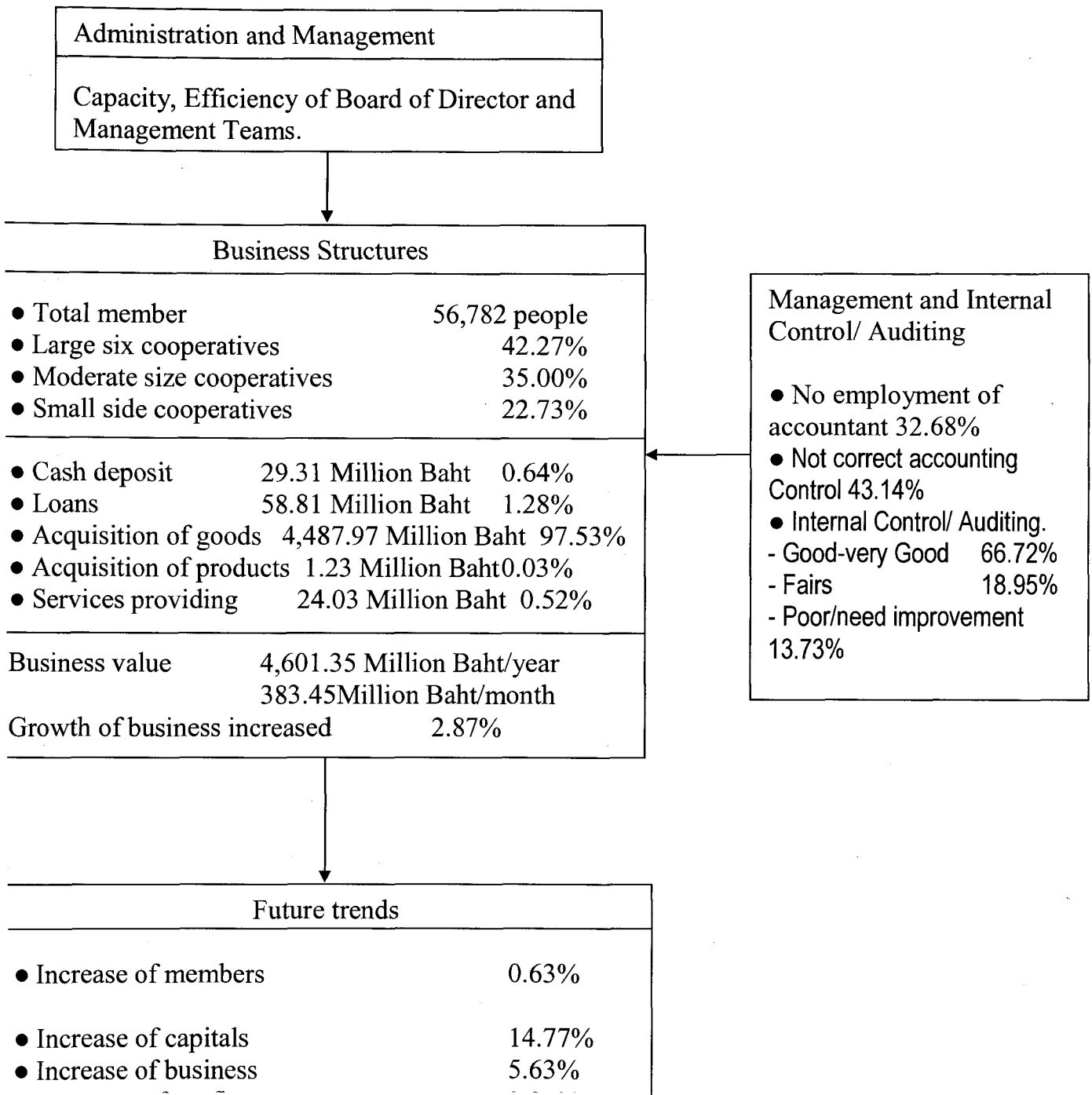
The Board of Director and the management staff of the Consumer Cooperatives are still lacking of knowledge and understanding for Consumer Cooperatives Management in order to make the cooperatives progress and providing returns to cooperatives and the members. It is including able to compete with the other same business, usage of existing resources in the cooperatives, assist on the management of the cooperatives, with less efficiency such as did not use the data base on monetary and accounting for the consideration on business operation or did not use full capacity of tools and equipment to cover maintenance cost and its depreciation cost. This is lead to low expansion of business and low returns of investment. The cooperatives have lost the profit that should be received in every year.

It is the urgent need to develop and improve the structures and business management of the consumer cooperatives. Because the cooperatives has the readiness on capitals in all aspects but the management of the cooperatives

Lack of knowledge and experience on business management as well as the competitive strategies in order to allow consumer cooperative can compete with other retails business.

The management term of the consumer cooperatives at present should be qualified people who have experience and knowledge on business management. Especially the people who will be elected to be the board of Director of the Consumer Cooperatives. It is also required to hire qualified manager, business inspector and business advisors to participate on manage the cooperative in order to solve the problems, expand business of the cooperatives to get the profit and return to the members. Staff of the cooperatives are also required staff who has well knowledge and experience suitable for the assigned positions to work and cooperation closely for each position. It is also required cooperation from the members to have business with the cooperatives. If every sections of the cooperatives cooperate together. It is believe that the consumer cooperatives can efficiently compete with other retails industries in the competitive market.

Figure No 3-15: Illustrated the Capacity on Management and Business Structures.



Source: Cooperative Auditing Department, 2004

Figure No 3-15: Illustrated the Capacity on Management and Business Structures.

3.3.1.5 Profit Making

There are the members in the Consumer Cooperatives approximately 666,157 members. The average business value at 4,391.66 Million Baht. The average business value per member at 6,593 Baht. However, the capacity of the cooperatives for profit making is very low and gradually decreasing. This is the warning signal indicated the competition capacity and efficiency of the consumer cooperatives with other retails industries in the market. The consumer cooperatives are still less advantage in competition with other retails industries since the members of the consumer cooperatives are still purchasing goods from other retails industries more than purchasing from the consumer cooperatives. Therefore, the consumer cooperatives have to build-up high motivation to the members and other customers on the quality of goods and services according to their requirements or the goods should be different from the competitors or the price should be decreased from the origins. At present the consumer cooperatives still have less advantage on the price per unit of the goods because it's still higher than other retails industries. Therefore, the consumer cooperatives have to find out appropriate solutions of goods according to need of the members, joint purchase of goods with other cooperatives from sources of productions or distributions in order to have low price per unit, control to reduce all investment cost and management cost, using of new technology for management, business learning management, production management, business group consolidation, business groups separation, for consumer cooperatives management in order to get business advantage on investment more than the competitions.

Figure No. 3-16: Illustrated Profit Management and Net Profit

3.3.1.6 Cash Flow

The Consumer Cooperatives should maintain the cash flow capacity of the cooperatives by maintaining sufficient balance at the lower rate not less than 5% from the sources of cash flow. The cooperatives have to be careful for providing all type of credits. It should not more expansion. Because it is the business that there are very slow of capital flow in. The cooperatives should also avoid investing in all types of less quality assets, not to buy shares, or monetary document which providing low returns and long due date time, not invest in the permanent assets which is not providing high advantages to the cooperatives. For the monetary burden responsibility the cooperatives have to be careful for making short term debts from the borrower and trading. Because the cooperatives have to prepare additional cash flow for those debts.

The consumer cooperatives have to maintain the schedule of timing for changing of assets to be cash. For the trading debtors per total sale/365 not less than 50-60 days, additional with the existing goods (average) per sale investment/365 not less than 30-40 days for the retails trading and 60-90 days for wholesale trading minus with trading creditors per total sale/365. Timing should be affiliated with the timing of goods which equal to the round of timing. This should not be less than the lower rate in order to maintain the balance of responsible burden on monetary and source of cash flow of the cooperatives in order to avoid the impact which may be occurred.

Figure No 3-17: Illustrated Cash Flow, the Revolving Assets and Revolving Debts.

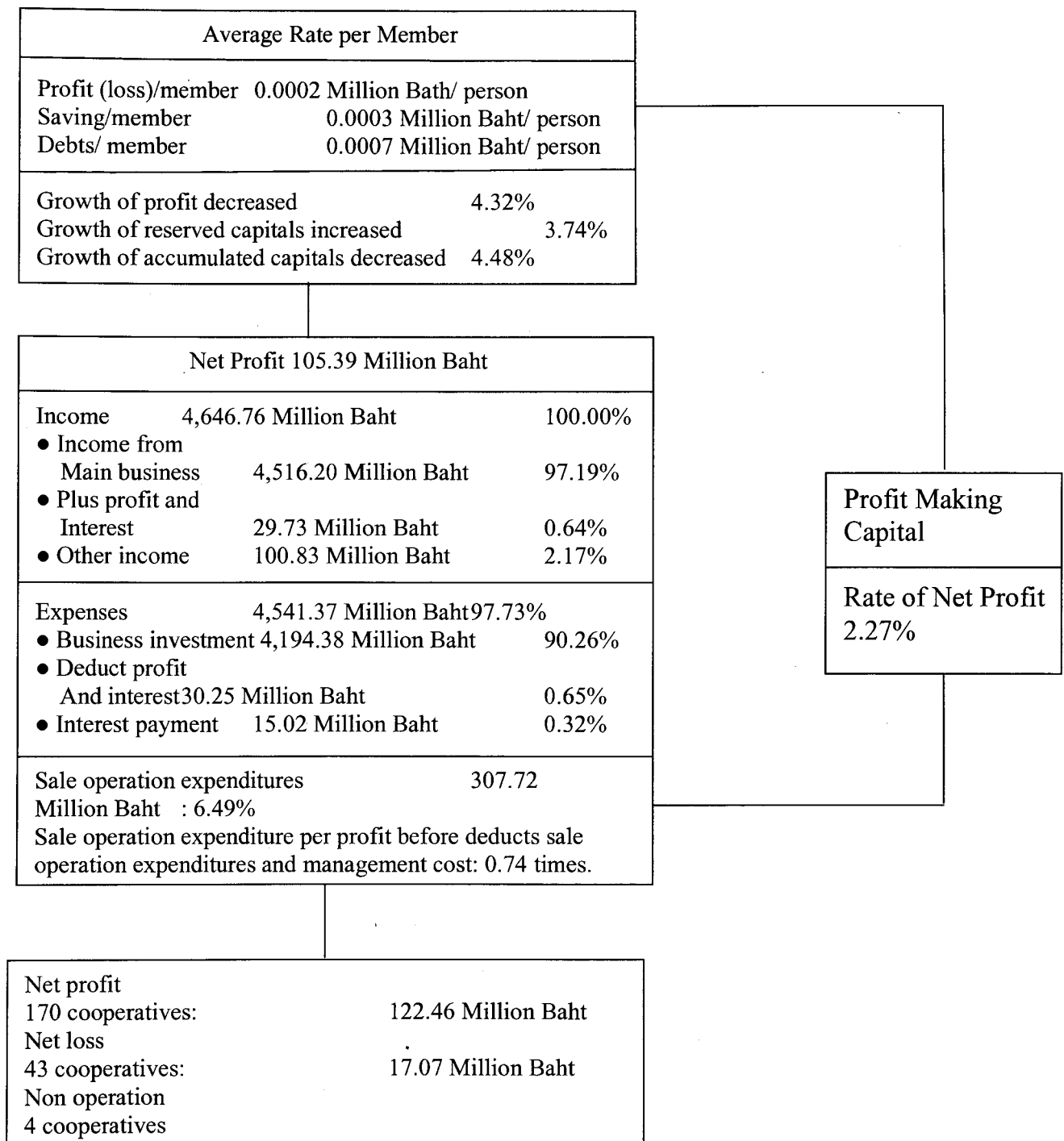
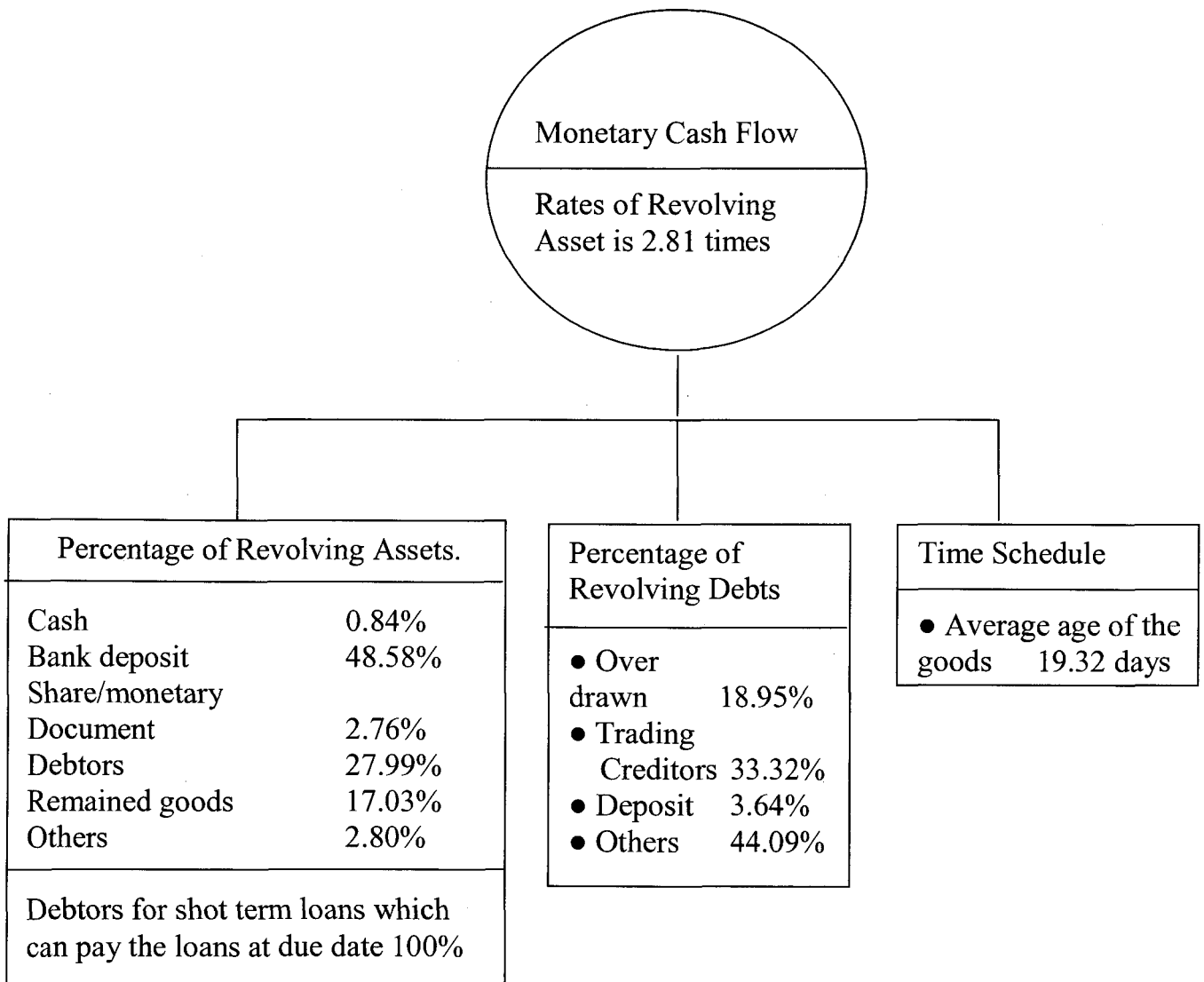


Figure No 3-16: Illustrated Profit Making and Net Profit



Source: Cooperatives Auditing Department, 2004

Figure No 3-17: Illustrated Cash Flow the Revolving Assets and the Revolving Debts.

3.3.2 Type of Consumer Cooperatives

The Consumer Cooperatives or Cooperative Stores have its operational function the same as other retail shops. However, the difference is the ownership of the business. The ownership of the cooperatives are the cooperatives' members and have registration for the establishment of the cooperatives according to the Cooperative Act of BE2542 (1999)(the revision of the Act of B.E. 2511 (1968)

The main income of the consumer cooperatives are the business on selling of goods. The consumer cooperatives will sustainable service is depend mainly on the sincerity, trust, confident and participation on purchasing of goods from the consumer cooperatives from the entire members.

The office of the consumer cooperatives are mostly located in Educational Institutions, Hospitals, Military, Government Organizations, and State Enterprises while the Private Organizations Consumer Cooperatives are spreading in the Communities, Villages, companies, and Factories.

The statistic of the consumer cooperative which is available at 31 December 2003 revealed that there are the consumer cooperative registered, according to the registration recorded at 31 March 2003, totally 347 cooperatives. It is also found out that 60.52% is the consumer cooperatives in the Government side and 39.48% in the Private Sectors Side. They are spreading in 69 provinces. There are 7 provinces which has no consumer cooperatives. They are Sa Kaeo, Lamphun, Phichit, Chaiyaphum, Mukdahan, Kalasin, and phangnga. The area which have more consumer cooperatives for the first 3 areas are Bangkok and the provinces adjacent to Bangkok 71 cooperatives, Southern Region 67 cooperatives, and Northeastern Region 66 cooperatives or 20.46%, 19.31% and 19.02% respectively.

When compared the year 2003 at the same period with the last year, it was found out that the consumer cooperative had withdraw registration more than having new establishment registration. It is resulted to the total number of entire consumer cooperatives decreased from the last year in the amount of 3 cooperatives or 0.86%. It was decreased less than the fore casting at 0.57%.The last year fore-casting for the decreased at 1.43%.

Table No 3-15: Illustrated the statistic on Economic Monetary of the Consumer Cooperatives which can be liquidated

For the type of Consumer Cooperatives in Thailand they are as follows;

- (a) Consumer Cooperatives in the Educational Institutions
- (b) Consumer Cooperatives in the Hospitals
- (c) Consumer Cooperatives in the Military Organizations
- (d) Consumer Cooperatives in the Government Organizations and State Enterprises
- (e) Consumer Cooperatives in the Communities and Private Organizations.

Table No 3-15

Illustrated the Statistic on Economic Monetary of the Consumer Cooperatives which can be liquidated.

Descriptions of Statistic	Measurement Unit	2003	2002	2001	2000	1999
Number of cooperatives at 31 March	Cooperatives	347	350	358	371	381
Provinces which have consumer cooperatives	Provinces	69	69	69	70	71
Situation of cooperative at 31 December	Cooperatives	347	350	358	371	381
Business operation	Cooperatives	233	247	254	274	284
Dissolved Business operation	Cooperatives	13	12	11	19	20
No business operation after registration	Cooperatives	5	5	4	8	11
Not more than 1 year	Cooperatives	4	1	1	1	2
More than 1 year	Cooperatives	1	4	3	7	9
Liquidation	Cooperatives	75	69	77	55	54
Dissolved	Cooperatives	19	16	11	13	11
Suing at Court/ Assets Protection	Cooperatives	2	1	1	2	1
Cooperatives which could not liquidate	Cooperatives	125	129	128	147	140
Cooperatives which can be liquidated	Cooperatives	222	221	230	224	241
Members	Persons	676,807	652,581	681,063	663,552	545,333
Member's shares	Million Baht	353.95	315.41	314.50	276.66	177.20
Investment Capitals	Million Baht	2,073.14	2,021.96	1,776.07	1,697.68	1,453.35
Debts	Million Baht	638.74	682.58	634.15	620.79	415.59
Cooperatives' capitals	Million Baht	1,434.40	1,339.38	1,131.92	1,076.89	1,037.76
Revolving Capitals	Million Baht	927.89	902.57	945.40	842.84	903.00
Total Business	Million Baht	4,472.83	4,502.37	4,533.38	3,848.30	4,038.23
Sell of Goods business	Million Baht	4,374.85	4,436.42	4,463.42	3,798.84	3,984.10
Loans Business	Million Baht	43.75	14.04	52.42	22.01	23.16
Deposit business	Million Baht	25.22	51.91	17.54	27.45	30.97
Services business	Million Baht	29.01	0.00	0.00	0.00	0.00
Debtors of the cooperatives	Million Baht	528.14	485.77	492.41	409.26	367.03
Non-Performing Loans	Million Baht	63.97	57.48	45.67	38.11	30.20
Lost Debts	Million Baht	12.74	3.65	7.99	9.05	3.63
Lost Debts payment	Million Baht	1.88	1.47	1.89	1.82	0.96
Total income of the cooperatives	Million Baht	4,540.41	4,601.49	4,618.54	3,954.79	4,122.37
Total expense of the cooperatives	Million Baht	4,430.26	4,484.01	4,495.76	3,833.05	3,960.81
Net Profit/(Loss) of the cooperatives	Million Baht	110.15	117.48	122.78	121.74	161.56

Source: Cooperatives Auditing Department, 2003

(a) Consumer Cooperative in the Educational Institutions

The Consumer Cooperatives in the Educational Institutions is the Cooperative Store which has been established in the Primary Schools, Vocational Education Colleges, Ratchaphat Institutes and Universities.

From the study of secondary data collected at 31 December 2003. It is revealed that this type of cooperatives as registered at 31 March 2003, there are totally 127 cooperatives or 36.60% of the entire Consumer Cooperatives throughout the country as follows;

- In Primary School 22 cooperatives in 21 provinces
- In Vocational Education Colleges 66 cooperatives in 46 provinces.
- Ratchaphat Institutes 21 cooperatives in 20 provinces
- Universities 18 cooperatives in 9 provinces

These consumer cooperatives are the governmental sector. The location of the cooperatives are spreading in every region totally 52 provinces. It is increased from 2002 for 1 province. It is Tak province. The area which have more this type of the cooperatives for the first 3 areas are Bangkok and the Provinces adjacent to Bangkok 28 cooperatives. Northeastern Region 26 cooperatives and Northern Region 25 cooperatives or 22.05%, 20.47%, and 19.68% from the entire consumer cooperatives in the Educational Institutions respectively.

When compared with the year 2003 at the same period of 2002. It was found out that there were consumer Cooperatives registered for withdrawal more than registered for establishment and resulted to the number of entire consumer cooperatives decreased from the year for 1 cooperative or 0.78% which was decreased less than the fore-casting at 0.78%. It was fore cast in the last year at 1.56%. However, in 2004, it was fore-caste that it will be decreased from 2003 at 0.79

Table No 3-16: Illustrated the Economic Monetary of the Consumer Cooperatives in the Educational Institutes which can be liquidated.

Table No 3-16

Illustrated the Economic Monetary of the Consumer Cooperatives in the Educational Institutions which can be Liquidation.

Descriptions of Statistic	Measurement Unit	2003	2002	2001	2000	1999
Number of cooperatives at 31 March	Cooperatives	127	128	131	135	135
Provinces which have consumer coops	Provinces	52	51	53	53	53
Situation of cooperative at 31 December	Cooperatives	127	128	131	135	135
Business operation	Cooperatives	91	97	100	107	110
Dissolved Business operation	Cooperatives	5	5	5	7	6
No business operation after registration	Cooperatives	1	1	0	3	5
Not more than 1 year	Cooperatives	1	0	0	0	0
More than 1 year	Cooperatives	0	1	0	3	5
Liquidation	Cooperatives	20	24	23	14	11
Dissolved	Cooperatives	6	5	3	4	3
Suing at Court/ Assets Protection	Cooperatives	0	0	0	0	0
Cooperatives which could not liquidate	Cooperatives	42	44	45	49	45
Cooperatives which can be liquidated	Cooperatives	85	84	86	86	90
Members	Persons	199,587	180,512	224,162	299,215	214,881
Member's shares	Million Baht	50.78	44.45	63.32	59.62	47.84
Investment Capitals	Million Baht	378.13	331.70	381.80	393.54	365.21
Debts	Million Baht	76.86	71.65	100.37	95.90	93.77
Cooperatives' capitals	Million Baht	301.27	260.05	281.43	297.64	271.44
Revolving Capitals	Million Baht	268.22	252.74	279.14	288.88	258.73
Total Business	Million Baht	529.25	472.78	540.95	548.39	538.98
Sell of Goods business	Million Baht	477.99	447.97	489.21	505.10	493.62
Loans Business	Million Baht	33.02	7.89	38.02	22.01	15.69
Deposit business	Million Baht	18.22	16.92	13.72	21.28	29.67
Services business	Million Baht	0.02	0.00	0.00	0.00	0.00
Debtors of the cooperatives	Million Baht	78.32	58.04	74.22	61.62	50.44
Non-Performing Loans	Million Baht	9.74	9.82	10.17	8.38	6.49
Lost Debts	Million Baht	1.28	1.33	1.39	1.57	0.87
Lost Debts payment	Million Baht	0.75	0.37	0.56	0.52	0.25
Total income of the cooperatives	Million Baht	493.18	463.17	509.69	528.47	519.78
Total expense of the cooperatives	Million Baht	464.59	435.51	474.78	487.35	475.16
Net Profit/(Loss) of the cooperatives	Million Baht	28.59	27.66	34.91	41.12	44.62

Source: Cooperatives Auditing Department, 2003

(b) Consumer Cooperatives in the Hospitals

The Consumer Cooperatives in the hospitals is the cooperative stores which have been established in the hospital in each province such as Wachira Phuket Hospital Consumer Cooperative Ltd., Phayao Hoapital Consumer Cooperative Ltd., Sondet Prajaowtaksin Maharat Hospital Consumer Cooperative Ltd., etc.

From the study of secondary data of the consumer cooperatives in the hospital compilation at 31 December 2003 at 31 December 2003. It was revealed that there were the consumer cooperatives in the hospital, according to the registration record at 31 March 2003, in the amount of 23 cooperatives or 6063 of the total consumer cooperatives throughout the country as follows;

- Southern Region 10 cooperatives in 8 provinces
- Northern Region 6 cooperatives in 5 provinces
- Northeastern Region 3 cooperatives in 3 provinces.
- Eastern Region 3 cooperatives in 3 provinces
- Bangkok and provinces adjacent to Bangkok 1 cooperative in 1 province.

These consumer cooperatives are the cooperatives in the government sectors. Their offices are spreading in 5 regions with 20 provinces. It is increased from the year 2002 for 2 provinces i.e. Samut Sakhon and Chachoengsao

When compared with the year 2003 at the same period with the last year. It is found out that there are these type of the cooperative increased registration by having no dissolved registration, resulted the number of the consumer cooperatives, in the hospitals increased from the last year for 2 cooperatives or 9.52%.

Table no 3-17: Illustrated Economic Monetary of the Consumer Cooperatives in the Hospitals which can be liquidated.

Table No 3-17

Illustrated Economic Monetary of the Consumer Cooperatives in the In the Hospitals which can be Liquidated.

Descriptions of Statistic	Measurement Unit	2003	2002	2001	2000	1999
Number of cooperatives at 31 March	Cooperatives	23	21	21	20	20
Provinces which have consumer cooperatives	Provinces	20	18	19	16	17
Situation of cooperative at 31 December	Cooperatives	23	21	21	20	20
Business operation	Cooperatives	20	20	19	17	17
Dissolved Business operation	Cooperatives	0	0	1	1	1
No business operation after registration	Cooperatives	1	0	0	1	1
Not more than 1 year	Cooperatives	1	0	0	1	1
More than 1 year	Cooperatives	0	0	0	0	0
Liquidation	Cooperatives	2	1	1	1	1
Dissolved	Cooperatives	0	0	0	0	0
Suing at Court/ Assets Protection	Cooperatives	0	0	0	0	0
Cooperatives which could not liquidate	Cooperatives	2	3	3	4	3
Cooperatives which can be liquidated	Cooperatives	21	18	18	16	17
Members	Persons	11,521	9,517	8,524	6,390	6,899
Member's shares	Million Baht	17.51	15.50	14.85	9.81	7.39
Investment Capitals	Million Baht	73.33	62.24	59.13	44.98	43.72
Debts	Million Baht	12.76	13.55	13.17	11.95	13.76
Cooperatives' capitals	Million Baht	60.57	48.69	45.96	33.03	29.96
Revolving Capitals	Million Baht	55.52	44.63	43.72	30.72	26.82
Total Business	Million Baht	176.90	136.12	121.40	95.29	94.73
Sell of Goods business	Million Baht	175.15	136.12	121.40	93.33	94.73
Loans Business	Million Baht	0.00	0.00	0.00	0.00	0.00
Deposit business	Million Baht	0.00	0.00	0.00	1.96	0.00
Services business	Million Baht	1.75	0.00	0.00	0.00	0.00
Debtors of the cooperatives	Million Baht	17.84	15.18	13.30	9.21	11.08
Non-Performing Loans	Million Baht	4.06	2.30	1.92	1.16	1.08
Lost Debts	Million Baht	0.81	0.03	0.43	0.06	0.53
Lost Debts payment	Million Baht	0.18	0.09	0.00	0.03	0.06
Total income of the cooperatives	Million Baht	178.25	138.05	123.48	95.90	96.86
Total expense of the cooperatives	Million Baht	165.02	126.71	114.07	87.93	90.25
Net Profit/(Loss) of the cooperatives	Million Baht	13.23	11.34	9.41	7.97	6.61

Source: Cooperatives Auditing Department, 2003

(C). Consumer Cooperatives in the Military Organizations

The Consumer Cooperatives in the Military Organizations are the cooperatives stores which have been established in the Military Bases in each province such as Ratchanavig Consumer Cooperative Ltd, 11th Army Regional Head Quarter Consumer Cooperative Ltd, etc.

From the secondary data of this type of consumer cooperatives at 31 December 2003. It was revealed that the consumer cooperatives in the Military Organizations which had been registered at 31 March 2003 were 32 cooperatives or 9.22% of the total consumer cooperatives throughout the country. It is the cooperatives in the government sectors. Their offices are spreading in every region totally 19 provinces. They are as follows;

- Bangkok and provinces adjunct to Bangkok 6 cooperatives
- Northern region 6 cooperatives
- Southern region 6 cooperatives
- Western region 5 cooperatives
- Central region 4 cooperatives
- Northeastern region 2 cooperatives.

When compared with the year 2003 at the same period with Last year. It was found out that this type of cooperatives had been withdrawal registered from the registration record without any new establishment registration. This is resulted to the number of this type of cooperatives decreased from last year for 1 cooperative or 3.035%

Table No 3-18: Illustrated the Economic Monetary of the Consumer Cooperatives in the Military Organizations which can be liquidated.

Table No 3-18

Illustrated the Economic Monetary of the Consumer Cooperatives in the Military Organization which can be Liquidated.

Descriptions of Statistic	Measurement Unit	2003	2002	2001	2000	1999
Number of cooperatives at 31 March	Cooperatives	32	33	34	36	41
Provinces which have consumer cooperatives	Provinces	19	19	19	20	20
Situation of cooperative at 31 December	Cooperatives	32	33	34	36	41
Business operation	Cooperatives	25	27	27	30	33
Dissolved Business operation	Cooperatives	2	0	0	0	1
No business operation after registration	Cooperatives	0	0	0	0	0
Not more than 1 year	Cooperatives	0	0	0	0	0
More than 1 year	Cooperatives	0	0	0	0	0
Liquidation	Cooperatives	5	6	7	6	6
Dissolved	Cooperatives	0	0	0	0	1
Suing at Court/ Assets Protection	Cooperatives	0	0	0	0	0
Cooperatives which could not liquidate	Cooperatives	6	7	8	10	11
Cooperatives which can be liquidated	Cooperatives	26	26	26	26	30
Members	Persons	69,250	69,048	69,114	69,075	71,204
Member's shares	Million Baht	23.64	24.62	24.77	23.80	24.12
Investment Capitals	Million Baht	172.47	182.69	170.93	173.23	174.63
Debts	Million Baht	43.93	56.48	45.12	48.81	49.29
Cooperatives' capitals	Million Baht	128.54	126.21	125.81	124.42	125.34
Revolving Capitals	Million Baht	121.73	122.62	122.66	118.09	116.95
Total Business	Million Baht	223.46	242.58	262.19	279.39	308.23
Sell of Goods business	Million Baht	223.46	242.58	262.19	279.39	307.23
Loans Business	Million Baht	0.00	0.00	0.00	0.00	1.00
Deposit business	Million Baht	0.00	0.00	0.00	0.00	0.00
Services business	Million Baht	0.00	0.00	0.00	0.00	0.00
Debtors of the cooperatives	Million Baht	42.03	42.39	43.64	40.26	43.49
Non-Performing Loans	Million Baht	6.76	3.23	3.09	2.35	3.58
Lost Debts	Million Baht	3.78	0.40	0.96	0.66	0.21
Lost Debts payment	Million Baht	0.25	0.21	0.05	0.40	0.19
Total income of the cooperatives	Million Baht	233.60	252.45	272.73	292.11	323.50
Total expense of the cooperatives	Million Baht	229.47	242.81	261.81	278.61	308.33
Net Profit/(Loss) of the cooperatives	Million Baht	4.13	9.63	10.92	13.50	15.17

Source: Cooperatives Auditing Department, 2003

(d) Consumer Cooperatives in the Government Organizations and State Enterprises.

The Consumer Cooperatives in the Government Organizations and State Enterprises established in the government organization and the state enterprises such as Prae Municipality Consumer Cooperative Ltd., The Communication Authority of Thailand Ltd., The 31st Border Police Consumer Cooperative Ltd., etc.

From the study of secondary data of the consumer cooperatives at 31 December 2003. it was revealed that there are this type of the cooperatives, registered according to registration record at 31 March 2003, totally 28 cooperatives or 8.07% of the total consumer cooperative throughout the country. It is the consumer cooperative in the government sectors. The offices are spending in very regions accepted the Central Region, with totally 18 provinces. It is equally with the last year. The first 3 areas which have more this type of cooperatives are

- Bangkok and provinces adjacent to Bangkok 12 cooperatives
- Northern region 5 cooperatives
- Southern region 4 cooperatives

When compared with the year 2003 at the same period with last year. It was found out that there are this types of the cooperatives have been registered for withdrawal and there is no new cooperative have been registered. It is resulted to the number of the cooperatives are decreased from the last year for 2 cooperatives or 6.67%. It is decreased more than the forecasting at 3.34% Last year it was forecast that it will be decreased at 3.33%

Table No 3-19: Illustrated the Economic Monetary of the Consumer Cooperatives in the Government Organizations and State Enterprises which can be liquidated.

Table No 3-19

Illustrated the Economic Monetary of the Consumer Cooperatives in the Government Organizations and State Enterprises which can be liquidated.

Descriptions of Statistic	Measurement Unit	2003	2002	2001	2000	1999
Number of cooperatives at 31 March	Cooperatives	28	30	31	33	34
Provinces which have consumer cooperatives	Provinces	18	18	19	20	20
Situation of cooperative at 31 December	Cooperatives	28	30	31	33	34
Business operation	Cooperatives	16	18	21	24	25
Dissolved Business operation	Cooperatives	2	1	0	1	3
No business operation after registration	Cooperatives	0	0	0	2	1
Not more than 1 year	Cooperatives	0	0	0	0	0
More than 1 year	Cooperatives	0	0	0	2	1
Liquidation	Cooperatives	7	9	9	6	5
Dissolved	Cooperatives	3	2	1	0	0
Suing at Court/ Assets Protection	Cooperatives	0	0	0	0	0
Cooperatives which could not liquidate	Cooperatives	11	12	11	13	13
Cooperatives which can be liquidated	Cooperatives	17	16	20	20	21
Members	Persons	48,461	45,688	50,093	47,871	47,562
Member's shares	Million Baht	39.90	36.28	42.14	41.74	32.23
Investment Capitals	Million Baht	329.43	334.10	324.81	299.81	260.74
Debts	Million Baht	87.39	105.52	91.93	78.79	59.16
Cooperatives' capitals	Million Baht	242.04	228.58	232.88	221.02	206.58
Revolving Capitals	Million Baht	219.96	209.13	246.95	207.13	190.64
Total Business	Million Baht	465.91	441.10	466.69	422.87	396.28
Sell of Goods business	Million Baht	433.27	409.49	462.06	422.64	395.28
Loans Business	Million Baht	6.60	2.60	4.60	0.00	1.00
Deposit business	Million Baht	0.01	29.01	0.03	0.29	0.00
Services business	Million Baht	26.03	0.00	0.00	0.00	0.00
Debtors of the cooperatives	Million Baht	981.29	175.20	196.27	171.27	141.74
Non-Performing Loans	Million Baht	2.86	2.17	2.44	0.90	0.97
Lost Debts	Million Baht	0.55	0.26	0.89	0.29	0.28
Lost Debts payment	Million Baht	0.02	0.10	0.03	0.11	0.12
Total income of the cooperatives	Million Baht	489.07	456.79	500.76	457.52	431.18
Total expense of the cooperatives	Million Baht	451.61	417.59	462.32	419.10	388.15
Net Profit/(Loss) of the cooperatives	Million Baht	37.46	39.20	38.44	38.42	43.03

Source: Cooperatives Auditing Department, 2003

e) Consumer Cooperatives in the Communities, and Private Organizations

The Consumer Cooperatives in the Communities and Private Organizations is the cooperatives stores which have been established in the villages in the rural communities and in the cities in the private companies and factories such as Bangkok Union Consumer Cooperative Ltd., Bungchawag Consumer Cooperative Ltd., Pranakorn Consumer Cooperative Ltd., etc.

From the study of secondary data of the consumer cooperatives collected at 31 December 2003. It was revealed that there are this type of cooperatives which had been registered, according to registration recorded at 31 March 2003, in the amount of 137 cooperatives or 39.48% of the total Consumer Cooperatives Throughout the country. They are spreading in every region for 57 provinces and has been decreased from last year for 2 provinces they are Prathumthani and Tak.

The areas which have more this type of cooperatives for the first 3 areas are as follows;

- Northeastern region 32 cooperatives.
- Southern region 30 cooperatives.
- Bangkok and provinces adjacent to Bangkok 24 cooperatives

When compared with the year 2003 at the same period with the last year. It is found out that this type of the cooperatives have been withdrawal more than registration which is resulted to the number of the cooperatives had been decreased from the last year for 1 cooperative or 0.72%

Table No 3-20: Illustrated the Economic Monetary of the Consumer Cooperatives in the Communities and Private Organizations.

Table No 3-20

Illustrated the Economic Monetary of the Consumer Cooperatives in the Communities and Private Organizations

Descriptions of Statistic	Measurement Unit	2003	2002	2001	2000	1999
Number of cooperatives at 31 March	Cooperatives	137	138	141	147	151
Provinces which have consumer cooperatives	Provinces	57	59	61	63	66
Situation of cooperative at 31 December	Cooperatives	137	138	141	147	151
Business operation	Cooperatives	81	85	87	96	99
Dissolved Business operation	Cooperatives	4	6	5	10	9
No business operation after registration	Cooperatives	3	4	4	2	4
Not more than 1 year	Cooperatives	2	1	1	0	1
More than 1 year	Cooperatives	1	3	3	2	3
Liquidation	Cooperatives	37	33	37	28	31
Dissolved	Cooperatives	10	9	7	9	7
Suing at Court/ Assets Protection	Cooperatives	2	1	1	2	1
Cooperatives which could not liquidate	Cooperatives	64	61	61	71	68
Cooperatives which can be liquidated	Cooperatives	73	77	80	76	83
Members	Persons	347,988	347,816	329,170	311,001	204,787
Member's shares	Million Baht	222.12	194.56	169.42	141.69	65.62
Investment Capitals	Million Baht	1,119.78	1,111.23	849.40	786.12	609.05
Debts	Million Baht	417.80	435.38	383.56	385.34	199.61
Cooperatives' capitals	Million Baht	701.98	675.85	445.84	400.78	409.84
Revolving Capitals	Million Baht	262.46	273.45	252.93	198.02	309.86
Total Business	Million Baht	3,077.31	3,209.79	3,142.15	2,502.36	2,700.01
Sell of Goods business	Million Baht	3,064.98	3,200.20	3,218.56	2,498.38	2,693.24
Loans Business	Million Baht	4.13	3.55	9.80	0.00	5.47
Deposit business	Million Baht	6.99	5.90	3.79	3.98	1.30
Services business	Million Baht	1.21	0.00	0.00	0.00	0.00
Debtors of the cooperatives	Million Baht	208.66	194.90	164.98	126.90	120.28
Non-Performing Loans	Million Baht	40.55	39.90	28.05	25.32	18.08
Lost Debts	Million Baht	6.32	1.63	4.32	6.47	1.74
Lost Debts payment	Million Baht	0.68	0.71	1.25	0.76	0.34
Total income of the cooperatives	Million Baht	3,146.31	3,291.03	3,211.88	2,580.79	2,571.05
Total expense of the cooperatives	Million Baht	3,119.57	3,261.39	3,182.78	2,560.06	2,698.92
Net Profit/(Loss) of the cooperatives	Million Baht	26.74	29.64	29.10	20.73	52.13

Source: Cooperatives Auditing Department, 2003

3.3.3 Competitiveness

The Consumer Cooperatives in 2004 as revealed in the registration record are totally 217 consumer cooperatives. The total members are 256,782 persons. The total members are 256,782 persons. It is the large size consumer cooperatives to very large size consumer cooperatives approximately 42.27%. While the remaining 57.73% are very small, small and moderately size consumer cooperatives. The consumer cooperatives use the capitals for business operation at 1,955.00 million Baht and running the business according to the major objectives of business operation with the business worth totally 4,601.35 million Baht. There are business growth rate increased at 2.87%. The major or capitals for investment are came from the internal sources of the consumer

cooperatives at 69.85% they are from deposit business at 0.84%, and the capitals at 69.01% and from the outside sources of capitals at 30.15%. It is for the creditors and loans at 12.86% and the other parts is 7.57%. In 2004, the consumer cooperatives have its growth rate for capitals decreased to 5.94%. However, its may be increase at 14.77% in 2005. As per mentioned in 3.3.1.6 Cash Flow and Figure No 3-16 on Profit Making and Net Profit. It is shown the ratio of debts per capitals. It is shown that the consumer cooperatives still having capacity to project the creditors. The cooperatives should increased more debts on the training creditors in order to find out an opportunity for business expansion on acquisition of more goods to be sold at the cooperatives or providing services to the members.

The consumer cooperatives which were divided into 2 main types are the Opened Type consumer cooperatives or the cooperative stores which provide selling of goods to general people and the Closed Type Consumer Cooperatives or the cooperative store which provide selling of good to the people in the organizations which are the members. It was found out that the operational of the Opened Type Consumer Cooperatives had been decreased more the Closed Type Consumer Cooperatives. It is because the impact from the Large Retails Business of the Private Foreign Investors such as Makro, Big C, Tesco-Lotus, Carrefour etc. There are severe competitive in the market. It is including there are little improvement of the business management. Therefore the Opened Type Consumer Cooperatives have to be closed especially the Opened Type Consumer Cooperatives which sale more on commodities goods, which have high competition with the large retails industries. For the Closed Type Consumer Cooperatives, even the situation is better, but however, they could not avoid from the competition from the large retails industries from the private foreign retails industries. The Closed Type Consumer Cooperatives which have more capitals investment and good business operation most of them have to find another goods which have high margins to be sold in their cooperatives such as electricity compliances, computers, mobile phone etc. and use of the advantage that is the consumer cooperatives in the organizations and using the sale strategies on long term payment and deduct the payment at the monthly payment of their office. Apart from these, it was found out that there are many Closed Type Consumer Cooperatives having support from their Chief of Organization such as personnel, building, office, electricity cost, water cost etc. However even there are the Consumer Cooperatives spreading throughout the country which is seem it is the advantage and strength but they could not establish network and alliance for their business. They could not use the "symbol of cooperative" which have the same symbol throughout the country to be their advantage and strength for their business operation to compete with the foreign retails industries.

When considered to the issues of administration and management of the consumer cooperatives. It is suggested that the Board of Director and the Management Team have to improve the administration system, business operational and management system consensus with the present situation of the economic and especially the crisis of high competition in the Retails Business with the "Foreign Retails Investors". Therefore, the consumer cooperatives need to have suitable retails business management strategies, good management systems, selling of fast revolving goods, and give high returns, improvement of personnel suitable for each position, using of new technology equipment to assist the staff work for their fast operation and use less time, as well as to stimulate member to use the services of the consumer cooperatives more than to go to buy at other retails shops. The consumer cooperatives need also good internal control; Board of Director and Management Team have to be united and strong enough to fight with the high competition in the outside market in order to survive with this situation.

3.3.4 Logistic and Information Systems

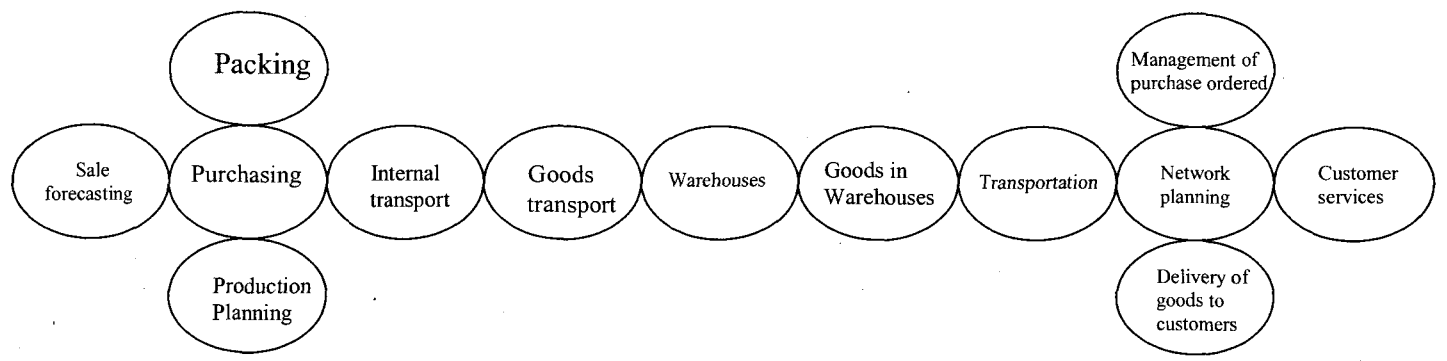
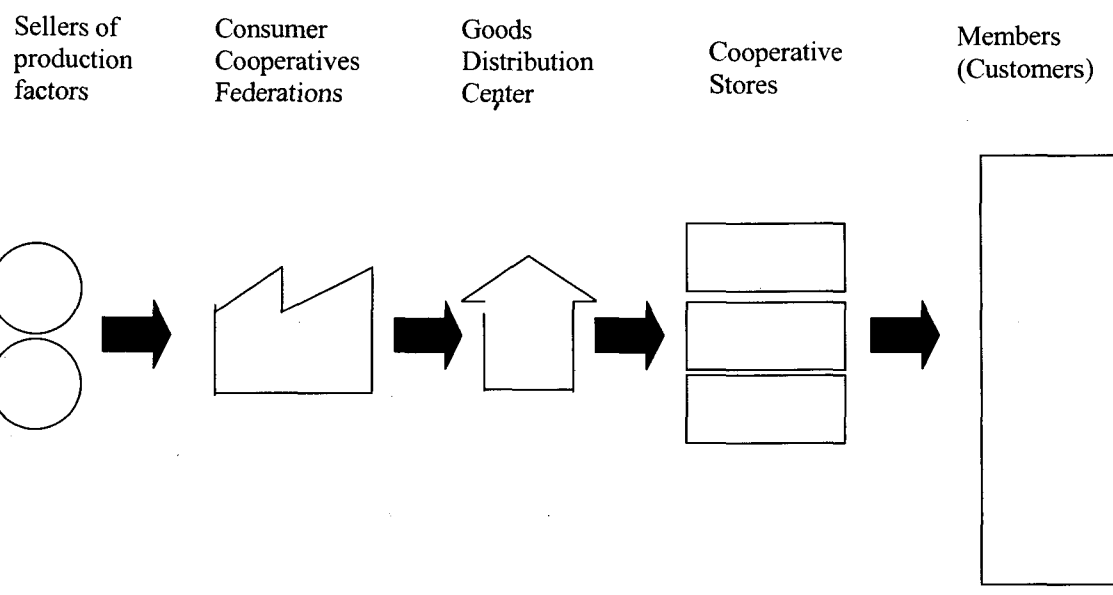
The logistic and information systems of the Consumer Cooperatives are still poor. There is no a logistic and supply chain as well as information systems of the consumer cooperatives. This is the reasons why the consumer cooperatives in Thailand are not progress as it should be and cannot compete with the large retails shops. In the globalization Streams, which concerned with the labour force, capitals investment, trading and services, and information & technology the consumer cooperatives have to prepare themselves ready to confront with the situations.

The compounds of the logistic comprised of the sellers of production factors, Consumer Cooperatives Federations, Goods Distribution Center, Cooperative Stores, and member (customers). The related issues that the cooperatives need to be considered are total sale forecasting, packing, purchasing, production planning, transportation in the cooperatives, transportation of goods, warehouses, goods in the warehouses, delivery of goods, management of purchase ordered, network/alliance planning, delivery of goods to customer (members), and service providing to customers (members). It is found out that all these mentioned logistic of the consumer cooperatives are still weak preparation when compared with the private retails shops.

Figure No 3-17: Illustrated the Compounds of the Logistics.

Concerning to the Supply chains Management in the Consumer Cooperatives in order to reduce operational costs. It is found out that there are still lacks of good cooperation between the Consumer Cooperatives. There is no network together. The principles of the supply chains are

- Joint purchase
- Joint bargain
- Joint bargain
- Joint keep raw materials and goods
- Joint production
- Joint logistic transportation
- Joint low rate of keeping goods in the warehouse
- Joint goods distribution
- Joint using service of the Export Company
- Joint using of insurance company
- Joint using of insurance company
- Joint using of transportation company
- Joint development of data base and information technology systems
- Joint development of personnel



Source: Kamnai Apipratchayakul, 2004

Figure No 3-17: Illustrated the Compounds of the Logistic.

3.3.5 Strategic Alliance with the Cooperatives Outside.

From the research of Asanee Ratanamalai in 2004 on Networking Structure of the Cooperative Societies for the Cooperative League of Thailand. It was found out that from the primary data which had been sampling from 516 samples which were from Agricultural Cooperatives 327 persons, Land Settlement Cooperatives 25 persons, Fisher Cooperatives 20 persons, Saving and Credit Cooperative 110 persons, Service Cooperatives 18 persons, and Consumer Cooperatives 11 persons, and the Government Officers 5 persons. It was revealed on the Networking of the cooperatives with other cooperatives both in the country and outside the country that 63.95% there is no Networking in all aspects with other cooperative in the country and outside the country. There are 28.68% having Network/Alliance with other cooperatives in the country. There are 6.98% did not provide the information and 0.39% revealed that having Network/Alliance with other cooperatives outside the country.

Table No 3-21: Illustrated the Information from Key Informants on Networking of Cooperatives with other Cooperatives in the country and outside the country.

By the business structure of the consumer cooperatives which mostly are small cooperatives and moderately size cooperatives and having not many quantity of business. Therefore, there are high business operation and management cost. From the information of many experts and cooperatives. It was mutually agreed that if there were "Joint Purchase Networking" of all consumer cooperatives and other cooperatives especially Agricultural Cooperatives. It will increase quantity of business and will result the overview of the business view. The government sectors by the Cooperative Promotion Department (CPD) with the KFPC Project from Sweden had attempted to lunch the "pilot Project" on "Central God Supply (CGS)" by "Joint Purchase" with selected consumer cooperatives such as Krungthep consumer cooperative, Pattana Consumer Cooperative, EGAT Consumer Cooperative, Sukhothai Thammathirat University Consumer Cooperative, etc, for their Joint Purchase since 1996. But, however, from the information from the cooperatives under project, and including the officers from the Cooperative League of Thailand and the responsible person of the Project found out that the Joint Purchase Project was collapsed even there were continuous attempted. Many of them revealed that the reasons that the Joint Purchase Project could not be done because there was the lost of personal benefits and advantages which each cooperative used to receive if there was joint purchase, untransparent on the goods investment capitals of the different goods, and the volume/ quantity of purchase order did not adequate, as well as the person who will be the core of the activity is not accepted and trusted by the cooperatives. It is the obstacles on the Joint over, it is important that each consumer cooperative has their freedom on their purchase management, By this structure of the consumer cooperatives, it is the important constraints on "Joint Purchase". It is different from the private large retails industries which have its branches in the regions and the purchasing power is at the center. They are also joining hands for Joint Purchase (Bangkok Post, 2000). However, sometime the consumer cooperatives are able to joint purchase in some occasion but its could not reduce the goods investment cost lower than the large retails industries.

The business networking by Joint Purchase, especially for the daily commodities goods which have high competition is not at present the better solutions because the private large retails industries are able to deduct their goods investment costs lower than the joint purchase/network of the consumer cooperative because their volumes required are bigger.

The guidelines for networking establishment of the Consumer Cooperatives in order to reduce the capitals investment costs are mostly emphasized at to reduce the investment cost on the goods. It is over looked on the investment cost on administration and management and the sale management. In the economic perspectives its means the efficiency on personnel and material utilization for business operation. From the research of Prasert Janyasupharb and Waraporn

Siriphokakit (1996) revealed that most of the managers in Consumer Cooperatives did not receive their monthly salary from the Consumer Cooperatives because their organizations request to assist the cooperatives. The second problems are that the managers salary is between 3,000-6,000 Baht per month and there are only 10% that having monthly salary higher than 9,000 Baht and should have the experience on working not more than 5 years at 73% and the green hand which have just start to work at 31%. It is affiliated with the questions to the staff of consumer cooperatives during the survey that they have very low monthly salary and have just started working. This is the indicator to point out that "Most Consumer Cooperatives have placed emphasize to green-hand staff in order to reduce the administrative and management cost. It is also there are very few training courses for personnel development. Therefore, the efficiency of the personnel in consumer cooperatives is the major constraints which is affiliated with the problems found in the consumer cooperatives such as capacity of the manager, lack of business and cooperative strategies and Strategic Plan, lack of skill on sale promotion, less efficiency on Public Rotation, account operation, stock management etc. There are other minor problems on tools and material management, lack of new technology soft wares and hard wares are also the constraints. Therefore, the establishment of networking for the development of the management capacity will reduce the management cost when compare with the operational result i.e. sharing of expenses for computer system development, for accounting, training on management, using of the trade mark between the consumers cooperative. This is the long term increment of capacity building and at the same time will create an indirect exchange of business information between the consumer cooperatives.

Table No 3-12

Illustrated the Information from Key Informants on Networking of Cooperatives with other Cooperatives in the country and outside the country.

No	Information from Key Informants	Number of Samples	Percentage
1	Networking with the cooperatives in the country	128	28.68
2	Networking with the cooperatives outside the country.	2	0.39
3	No networking with other cooperatives	330	63.95
4	No idea and information	36	6.98
	Total	516	100

Source: Asanee Ratanamalai, 2004

3.3.6 Human Resources Developments.

The personnel who work in the consumer cooperatives are the important persons for the organization. Because people will expand the growth of the cooperatives with their capacity. Training for the capacity development of the personnel is the important conditions which have to be in place. In the other hands if the consumer cooperatives are neglected to provide training to the staff in the cooperatives. These staff will be the factors to reduce the progression of the cooperatives. Therefore the consumer cooperatives have to think for the whole cycle begin from staff selection, training, development and work performance evaluation. Especially the training and development of staff because the consumer cooperatives required staff who has keen experiences and knowledge's to work and increase the efficiency to the cooperatives. At present, there are many repaid change in technology and other market environment if the consumer cooperatives lack of training for staff to allow them knowing to that change. The consumer cooperatives may not follow to the Globalization Stream and cannot adjust themselves to combat with the competition market of retails industries. Therefore the Board of Director and the Management Team of the Consumer Cooperatives have to think about staff Training and Development.

When looks back to the administration and management of the consumer cooperatives. It is different from the other private sector business. The Board of Director of the consumer cooperative is the additional burden from their daily life occupation. Therefore, the time, use for working in the cooperatives is very limited when compared with their occupation. Some consumer cooperatives are still very often changing the Board of Director and Management. Therefore, its seem that some consumer cooperative is the place for probation of the Board and Manager of the consumer cooperatives. It is, therefore, to develop the Board and Manager to be professional hand for the consumer cooperative seems very difficult. The policy, new strategies and shop and marketing management, therefore, cannot compete with the private retails industries. Because the administrators, and managers of the private sectors they think that it is their main occupation and they have to devote themselves to work, get more experience and knowledge until they are experts. But for the consumer cooperatives the Board and Manager are lack of experiences and knowledge's on retails industries management, as well as cannot control the work of the management team according to the plan. Therefore, it cannot be seen much different change of the work in the consumer cooperatives from the pass to present. The duties of the Board of Director of the consumer cooperatives are seem like the Adhoc Committee only. The motivation to the people who has efficiency on business management to be the member and to be selected to be the Board of Director of the consumer cooperatives are seem difficult. Because there are very few return from the meeting honorarium but very high responsibility. To invite the experience and knowledgeable people to be Advisor of the consumer cooperatives is also can be done only by their name because there is not honorarium for them as well.

It was also found out that in some consumer cooperative the Board of Directors had shared their responsibility on the form of various "Sub-Committee" such as Sub – Committee on Public Relations, Education, Sale Promotion, Goods Purchase etc. But most of consumer cooperatives had no sharing responsibility into Sub-Committee. The Board of Directors has it regular meeting once a month. It is suggested by the expert for cooperatives development that it is not adequate especially the consumer cooperatives which did not give Power of Attorney for decision making to the manager such as selection to purchase goods, deduction of the goods costs etc. The overlap of duty between Board and the manager is also the issues need to be solved.

For the management team as the consumer cooperatives having its formal structure which mostly are small and moderately size. Therefore, the manager of the consumer cooperative is the person who takes responsibility on all operation of the cooperative from purchasing to sale management. Each type of the work has the different of its specific characteristic. Therefore, the manager should have high capacity to manage all work and especially have to develop themselves in order to compete with the private retails industries business. From the collected secondary data, it is revealed that there are 2 major problems of the Management Team of the Consumer Cooperative they are; firstly Work System Development this is meant the efficiency of work operation and build-up satisfaction to the customers, and new technology such as computer Programme on sale of goods and accounting etc. The Second is Human Resources Development. It was requested by the most management staff that there are no training service provided to them at all especially the cooperative stores in the Provinces. The other problems are that there are no budgets available for transportation cost to go to attend the training. There is no Training and Development unit in the cooperatives, therefore, the support from government sectors, Cooperatives League of Thailand, an the Consumer Cooperative Federation of Thailand are the hope of most consumer cooperatives to send their staff to be trained for the staff development.

Most consumer cooperatives are under the controlled and inspected by the government and had absorbed the ways of official administration systems to be used in their cooperatives. Most of the ways of business and cooperative administration and management systems are seem look like government style. The motivation to the management and business operation to the staff including Board of Director and management team into business style like other private sectors are seem disappeared. The ideal Board of Directors of the cooperatives should be sacrifice, faithful. While the private sectors are emphasized at high efficiency outputs with valuable returns. The goals of

administration and management are them very different. When considered the way that the cooperative got the Board of Directors it was controlled by election from the members in the General Meeting Board of Directors are the persons who would like to provide services to the cooperatives or sometime they are requested to manage the cooperatives for the members which the cooperatives are not their property. The term periods to be the Board are not too long (according to the Act.). The successful in administration and management of the cooperatives are not reflex to the return to the Boards, or even if it is failed in business management it is not impact or have to responsible on what they have done. Therefore, there is no development to the cooperatives. While the Boards of private sectors have been selected from the persons who are qualified to be the manager by the Board of Directors, and having returns and profit or salary their job. The successful or any fails are the responsibility of the Board of Directors and manager. The administration and management of the Board of Director to management team of some cooperative is not continuation. It is limited by the term period of being in the position. Therefore, it's seemed that the Boards have learnt from the management team more than to control them. The ways that the Boards used to control the management team followed by the government official system more than sifting and outputs on business goals.

3.3.7 Problems Faced by the Consumer Cooperatives.

The information from the secondary data and the primary data from the field survey revealed the Problem Faced by the Consumer Cooperatives as follows;

1). Less efficiency of cooperatives and business management

1.1). The Board of Director lack of experience and knowledge's on cooperatives and business management and less responsible to the cooperatives.

1.1.1 The administration and management of the cooperative and business are sticked to the government system not business system.

1.1.2 Less time for the cooperatives and lack of intention to work for the cooperative.

1.1.3 Lack of marketing and business vision and network with other cooperatives to expand market as well as to reduce cost during crisis of competition with other retails industries

1.1.4 Lack of knowledge on role of the Board of Director and the business system.

1.2). Members did not attend the General meeting and less goods buying from the cooperatives as well as using of other services.

1.2.1 Members are less responsibility to the cooperative

1.2.2 Members did not well cooperate with General Meeting

1.2.3 Members had more duty on their profession

1.3). Management team of the cooperatives lack of knowledge on business administration and management.

1.3.1 Manager lack of business experience and knowledge

1.3.2 Sale staff lack of goods relationships with members and customer

1.3.3 Staff did not give priority to the Public Retails for members.

1.3.4 Lack of regular training provide to the sale staff and manager on business aspects.

1.4). Lack of facilities for business management.

1.4.1 Lack of vehicles for transport of goods to the big members.

1.4.2 Work place is not appropriate

1.4.3 No new soft wares and hard wares to work.

2. Less capacity of the staff in cooperatives operation

2.1). Members lack of knowledge on principles of the cooperatives.

2.1.1 Lack of providing knowledge on principles of the cooperative before being the members.

2.1.2 Lack of additional knowledge providing during membership periods.

2.1.3 The cooperative did not give priority to the training providing to members.

2.2). The Board of Director lack of professional Knowledge's on Consumer Cooperative and business administration and management

2.2.1 The Board of Directors lack of intention to attend training on professional and modern cooperative business management and administration

2.2.2 The Cooperatives Act of B.E. 2542 does not allow the professional hand Board of Director for long term work in the position

2.2.3 The cooperative did not send the Board of Director to go to attend training course on cooperative administration and management.

2.3). The management team lack of skills and experience on monetary and accountant.

2.3.1 There is no continuously send management team to attend training on monetary and accountant.

2.3.2 Manager lack of experience and knowledge on monetary management.

3.4 National Retails Policy

3.4.1 Legislation on Retail Industry

There are many laws and Acts have been issued by the Ministry of Commerce (MOC) in order to make the retails industry smoothly operation. These laws and Acts or any other Ministry Rules and Regulations should not make any trade limit and barriers to other countries under WTO Regulations and Agreements. The Ministry of Commerce Laws and Acts as well as Rules and Regulations related to the Retails Industries are as follows;

- Rice Trading Act of B.E. 2542
- Goods and Services Price Act of B.E. 2542
- Trading Competition Act of B.E. 2542
- Commodities Control Act of B.E. 2495
- The Central Committee Rule on Goods and Services Price of B.E. 2542
- The Orders of Internal Trade Department on Retails Industries
- The order of Ministry of Commerce on Retails Industries
- Trading Confidential Act of B.E. 2545
- Trading Trademark Act of B.E. 2534 amended by Trading Trademark Act (second edition) B.E. of 2543
- The order of Ministry of Commerce on the Goods and Services Identification
- The Copy Rights Act of B.E. 2522
- The Intellectual Property Rights Act of B.E. 2522
- The Order of Internal Trade Department on the Criteria's to use the Blue Flag-Save Price B.E. 2546
- The Foreigner Business Operational Act of B.E. 2542

After the severe economic crisis in Thailand in 1997 and there were many consumer cooperatives and other retails industries collapsed. It is at the same time that the Foreign Investors come to invest the big Department Stores, Supermarkets, Cash & Carry, Super Centers, Hyper Markets, Special Stores, Category Killers and Convenience Stores. This is the worse situation for Thai Consumer Cooperatives and retails industries. In 2002, the government, by the Ministry of Commerce has tried to establish the big retails industry so called "Allied Retail Trade Co., Ltd (ART) with the first

establishment fund of 350 Million Baht from the government. The ART is, by the law, the private company. The major aim of ART is to be the private company to promote, support, and capacity development of the small retailers and wholesalers in Thailand to be able to survive and strong enough in the local and national trading completion with other foreign investors in retails and wholesales business. The ART is also promote the member to get the rights and benefit on business operation in terms of self retails and wholesales business via the efficient process of purchasing, marketing, goods distribution, logistic, and the establishment of modern standard store under the company.

The objectives of ART are as follows;

1. Goods purchasing according to the needs of the members' groups and manage the goods purchase to get at justice price in order to allow the members' stores can stand and survive.
2. Arrange and decorate the members' stores to be at the same standards of the prototype store
3. Promote Knowledge's and new technology as well as providing consultation on administration & management of retails and wholesale shops continuously.
4. Using of marketing strategies to promote business competition capacity to the members in order to run the business with efficiency.
5. Supporting of fund, investment, and credits on business to the members via the management from various organizations.
6. To be data base center on marketing, management, and business administration to the members
7. To find out new channels for investment, business expansion in the new forms and types for the members.

The interested persons or Juristic persons can directly contact the ART at
Allied Retail Trade Co., Ltd 2034 Italthai Tower Building Floor 29, New Petchaburi Road,
Bangkrapi Huay Kwang, Bangkok 10320
Tel : 0-2704 1888
Fax : 0-2716 1007-8
Website: <http://www.art.co.th>

However the ART is still cannot compete with the big foreign retails industries in all respects.

3.4.2 Antimonopoly Act

The government of Thailand has realized to the problems of monopoly on trade. Therefore, the government by the Ministry of Commerce had issued the Trading Competition Act of B.E. 2542. The law did not provide any privilege to Thai or any other foreigner companies to have monopoly on trading business. The Ministry of Commerce had also issue the Foreigner Business Operational Act of B.E. 2542. This law is also did not allow any other privilege on monopoly of business for the foreigner business investors who investment the retails and wholesale business in Thailand.

3.4.3 Regulations on Construction of Store.

The Ministry of Commerce had issued the Trading Competition Act of B.E. 2542 and the Foreigner Business Operational Act of B.E. 2542. This Act had identified the details of store construction and sale areas of each type of the store such as Cash & Cary Store the sale area is 10,000-20,000 square meter, Department Store the sale area is 20,000-40,000square meter, Supermarket the sale area is 2,000-5,000 square meter etc. See the Table No 3-11: Illustrated the features of the Modernized Retail Business in each type.

The investors on the retails and wholesales industries have to construct their stores/ shops according to the Acts and regulations.

3.4.4 Rules to Protect Consumers' Rights

The government has award to the consumer's right. Therefore, the government had issues many laws, Acts and Rules and Regulations to protect consumers' rights as follows;

- Commodities Control Act of B.E. 2495
- The Central Committee Rule on Goods and Services Price of B.E. 2542
- The Order of Ministry of Commerce on the Goods and Services Identification
- The Consumers' Rights Protection Act of B.E. 2542. It is also established the Office of Consumers' Rights Protection to responsible on the issues.
- The Foods and Medicines Act of 2542. It is also established the Office of Foods and Medicines in order to control quality and standards of foods and medicines in the markets.

3.5 Cooperative Legislation

The cooperatives in Thailand had been established in 1916. The first cooperative was namely "Watchan Cooperative Unlimited". Until present the cooperative has its age at 89 years old. The development of the cooperatives in Thailand had been changed and development in 4 phases with its legislation as follows:

1. **Phase 1:** (1916-1967). The government had put emphasis on the establishment of small cooperatives in Tambols level and Villages level. The cooperatives had its business on special business and being Single Purpose Cooperative. The cooperative operate rated the credit business. The first operation during 51 years of the cooperative society was the trial phase and expanded (1928-1954) and the remaining phase (1955-1967). It was found out at the last phase that the cooperatives had faced the problems with less business, the members had the problems on production, production factors, and marketing as well as the production efficiency. The cooperative in this phase was under the Cooperative Act of B.E. 2471 (1928).

2. **Phase 2:** (1968-1970). The government had placed emphasis on the establishment of the Multi-Purpose Cooperatives. The government had reviewed and issued new Cooperative Act of B.E. 2511 (1968) as the new Cooperative Law. This law had ordered the Credit Cooperatives in the Tambol Level to be the Agricultural Cooperative in Amphure Level and had operated Multi-Purpose Business.

3. **Phase 3:** (1981-1990). This was the period that the cooperatives, especially Agricultural Cooperatives had many progress and development. There were the developments in cooperative business, having good control on monetary systems. In the government side, the government had use the cooperative as the mechanism of the government for raw rice price lift-up. There were many construction for Silos to keep raw rice, as well as the construction of warehouses and rice mills for the cooperatives throughout the country.

4. **Phase 4:** (1999-Present). The government has its policy to support and build-up the strength of the cooperatives. There are many business networking with the organizations on credit and marketing. There are the establishments of the cooperative in the Bang for Agriculture and Agricultural Cooperatives (BAAC) on 1st June 1991. BAAC had its agreement with the Cooperative Promotion Department for the establishment of Agricultural Cooperative for the Market of BAAC Customers (ACM). The ACM has its responsibility on finding the agricultural material necessary for the member's production and sale to the members at justice price. The important function of ACM is to set –up the Central Market for the members to sale their products. ACM is also providing training to the member. At this phase, the government had review the Cooperative Act of B.E. 2511 (1968) and issued the new Cooperative Act of B.E. 2542 (1999) to be use for all cooperatives until present.

The other important Cooperative Legislation is the Constitution of B.E. 2542 (1999) especially Clause No. 85: It is written that "The government has to support and protect the remaining of the cooperative"

3.6 Results of the Field Survey

3.6.1 General Information

The primary data gathered from the Consumer Cooperatives in five selected provinces will allow knowing the real situation of the Consumer Cooperatives of the country.

The studies of the primary data gather from stratify random sampling of 89 samples. It can be defined as 10 consumer cooperatives in Bangkok, 9 cooperatives in khon Kaen, 11 cooperatives in Chiang Mai, 5 cooperatives in Chonburi, and 7 cooperatives in Nakhonsrithammarat. The type of consumer cooperatives provided the information are from 21 Cooperative Stores in Agricultural Cooperatives, 25 Consumer Cooperative in Educational Institutions, 7 Consumer Cooperatives in the Hospitals, 11 Consumer Cooperatives in Military Commanders, 13 Consumer Cooperatives in Government Organizations and State Enterprises and 12 Consumer Cooperatives in Private Organizations.

Table No 3-22: Illustrated Number of Consumer Cooperatives in five selected Provinces which provided Primary Data and Number of Primary Data gather.

Table No 3-23: Illustrated Number of Samples from Cooperative Stores and Consumer Cooperatives which province Primary Data.

The status of the key informants for the study as illustrated in Table No 3-24. The majority of the key informants 38.20% are the management staff of the cooperatives, the second key informants 31.46% are the members of the cooperatives, 20.22% are the Board of Director of the cooperatives while 10.12% are the Chairman of the cooperatives.

Concerning the education of the key informants as illustrated in Table No 3-25. It was found out that most of the key information 51.69% graduated Bachelor Degree, 16.85% graduated Primary school Certificate, 13.48% had post Graduate Degree, 8.99% had Higher Vocational Education Certificate, 6.74% had Vocational Education Certificate, and 2.25% graduated Secondary School Certificate.

For the experience of working in the cooperatives it was found out that 37.08% of the key informants had experience of working in the cooperatives for more than 15 years, 20.22 % had experience of working in the cooperatives for 1-3 years, 14.61% had experience of working in the cooperatives for 4-6 years and 7-9 years, 7.87% had experience of working in the cooperatives for 10-12 years and 5.62% had experience of working in the cooperatives for 13-15 years as stated in Table No 3-26. Regarding the age of the key informants, it was revealed that youngest age of the key informant is 17 years old, while the oldest age is 70 years old. The average age is 49 years old. For the gender of the key informants, it was found out that 60.67% (54 persons) were male and 39.33% (35 persons) were female.

Table No 3-22

Illustrated Number of Consumer Cooperatives in five selected Provinces which provided Primary Data and Number of Primary Data gathered

No	Province	Number of consumer Cooperatives	Percentage	Number of Samples gathered	Percentage
1.	Bangkok	10	23.81	35	39.32
2.	Khon Kean	9	21.43	22	24.72
3.	Chiang Mai	11	26.19	14	15.73
4.	Chantaburi	5	11.90	8	8.99
5.	Nakhonsrithammarat	7	16.67	10	11.24
Total		42	100	89	100

Source: CLT, Field Survey, 2005

Table No 3-23

Illustrated Number of Samples from Cooperative Stores and Consumer Cooperatives which provided Primary

No	Type of Cooperatives	Number of samples from Cooperatives stores and Consumer cooperative	Percentage
1.	Cooperative Stores in Agricultural Cooperatives	21	23.60
2.	Consumer Cooperatives in Educational Institutions	25	28.08
3.	Consumer Cooperatives in Hospitals	7	7.87
4.	Consumer Cooperatives in Military Commanders	11	12.36
5.	Consumer Cooperatives in Government Organizations and State Enterprises	13	14.61
6.	Consumer Cooperatives in Private Organizations	12	13.48
Total		89	100

Source: CLT, Field Survey, 2005

Table No 3-24

Illustrated the Status of Key Informants

No	Status of Key Informants	Number of Key Informants	Percentage
1.	Chairman of the Cooperatives	9	10.12
2.	Board of Director of the Cooperatives	18	20.22
3.	Members of the Cooperatives	28	31.46
4.	Management staff of the Cooperatives	34	38.20
Total		89	100

Source: CLT, Field Survey, 2005

Table No 3-25

Illustrated Educational Level of the Key Informants

No	Educational Level of Key Informant	Number of key informants	Percentage
1.	Primary School Certificate	15	16.85
2.	Secondary School Certificate	2	2.25
3.	Vocational Education Certificate	6	6.74
4.	Higher Vocational Education Certificate	8	8.99
5.	Bachelor Degree	46	51.69
6.	Higher than Bachelor Degree	12	13.48
Total		89	100

Source: CLT, Field Survey, 2005

Table No 3-26

Illustrated Working Experience of the Key Informants in the Consumer Cooperatives.

No	Number of years working experience in the consumer Cooperatives	Number of Key Informants	Percentage
1.	1-3 Years	18	20.22
2.	4-6 Years	13	14.60
3.	7-9 Years	13	14.60
4.	10-12 Years	7	7.87
5.	13-15 Years	5	5.62
6.	More than 15 Years	33	37.08
Total		89	100

Source: CLT, Field Survey, 2005

Regarding the size of the Consumer Cooperatives of the Key informants. It was found out that 67.42% of the Key informants came from the cooperatives which had 1-10,000 members 17.98% came from the cooperatives which had members more than 20,000, which 14.60% were the key informants which came from the cooperatives which had 10,000-20,000 members.

3.6.2 Frame Work of the Field Survey

3.6.2.1 Type of goods to be sold in the cooperatives and needs assessment of the goods required by the cooperatives' members

The key informants of 89 persons informed that most of the goods to be sold in the cooperatives 68.54% are commodities goods while 30.34% are the stationary. There was 1.12% did not express their idea to the issues.

Table No 3-27: Illustrated Type of Goods to be sold in Consumer Cooperatives

Concerning the needs assessment of the goods required by the operatives members. It was found out that 41.57% informed that there were regularly person needs assessment, 31.47% informed that there were sometime perform needs assessment and 25.84% revealed that there were no performing of needs assessment of the goods required by the cooperatives' members. There were 1.12% of key informants did not express the idea to the issues

Table No3-28: Illustrated Needs Assessment of the Goods required by the Cooperatives' Members.

3.6.2.2 Goods acquisition to be sold in the Consumer Cooperatives and the ways of goods transportation from the producers/wholes to the Consumer Cooperatives.

Concerning to goods acquisition to be sold in the Consumer Cooperatives 77.53% of the key informants informed that the cooperatives had acquired the goods only by the cooperatives 8.99% had jointed acquisition with other cooperatives and 13.48% did not express the idea as stated in the Table No 3-29.

Regarding the ways that the Consumer Cooperatives had transported their goods from the producers and wholesalers to their cooperatives. It was found out 41.58% informed that that the cooperatives used their own vehicles for goods transportation 44.94% informed that the producers and wholesalers which the cooperatives had bought the goods provided transportation services of the goods to the cooperatives while 13.48% did not express their idea regarding the issues as stated in Table No 3-30

Table No 3-27
Illustrated Type of Goods to be sold in Consumer Cooperatives

No	Type of Goods to be sold in Consumer Cooperatives	Number of Key informants	Percentage
1.	Commodities Goods	61	68.54
2.	Stationary Goods	27	30.34
3.	Not expression of idea	1	1.12
Total		89	100

Source: CLT, Field Survey, 2005

Table No 3-28
Illustrated Needs Assessment of the Goods required by the Cooperatives' Members

No	Needs Assessment of the Goods required by the Cooperatives' Members	Number of Key informants	Percentage
1.	Having regularly assessment	37	41.57
2.	Having sometime Assessment	28	31.47
3.	No assessment	23	25.84
4.	Not expression of idea	1	1.12
Total		89	100

Source: CLT, Field Survey, 2005

Table No 3-29
Illustrated the ways of Goods Acquisition to be sold in the Consumer Cooperatives

No	the ways of Goods Acquisition to be sold in the Consumer Cooperatives	Number of Key informants	Percentage
1.	Acquisition of goods to be sold only by the cooperative	69	77.53
2.	Joint purchased with other cooperatives	8	8.99
3.	Not express the idea	12	13.48
Total		89	100

Source: CLT, Field Survey, 2005

Table No 3-30
Illustrated the ways of Goods transportation from the Producers/Wholesalers to the Cooperatives

No	the ways of Goods transportation from the Producers/Wholesalers to the Cooperatives	Number of Key informants	Percentage
1.	Used cooperatives' Vehicles	37	41.58
2.	The producers/wholesalers provide transportation to the cooperatives	40	44.94
3.	Not express the idea	12	13.48
Total		89	100

Source: CLT, Field Survey, 2005

3.6.2.3 Places for Goods Acquisition to be sold in the Consumer Cooperatives

From the field surveyed, it was revealed from 150 answer of the key informants on places for Goods Acquisition to be sold in the Consumer Cooperatives that 36.00% had bought from the trading agents 24.67% had brought from Makro, 8.67% had bought from Tesco-Lotus, 7.33% had bought from CCFT, 6.00% had bought directly from the producers, and 4.00% had bought from other stores in the area, while 9.33% did not express the idea. There were no other consumer cooperatives had bought the goods from the Allied Retail Trade Co., Ltd (ART) and the Lemon Farm. See Table No 3-31.

3.6.2.4 The Forms of Payment of the Consumer Cooperatives for the Goods Acquisition

The 121 answers from the Key Informants informed the ways of payment of Consumer Cooperatives for the Goods acquisition that 39.67% having credit for 30 days, 38.02% paid by cash, 8.26% having credit for 60 days, while 1.65% paid by cheque. There were 12.40% of the answers that not express any idea. See Table No 3-32

3.6.2.5 The Places where the members of the Consumer Cooperatives had bought their Goods

The results of the Field Surveyed revealed that there were 193 answers from the members of the Consumer Cooperatives informed concerning the place where they had used services to buy the goods they required 30.05% answered that they bought from the Consumer Cooperatives Stores, 19.69% bought from Tesco-Lotus, 15.03% bought from Seven-Eleven, 11.40% bought from Makro, 10.36% bought from Big C, 5.18% bought from other wholesalers in the areas, 4.15% bought from Carrefour, 1.55% bought from Family Mart 0.52% bought from Central Department Store, while 1.55% did not express the idea. See Table No 3-33

Table 3-31

Illustrated the Places for Goods Acquisition to be sold in the Consumer Cooperatives.

No	Places for Goods Acquisition	Number of answers from Key Informants	percentage
1.	From producers directly	9	6.00
2.	From trading agents	54	36.00
3.	From Makro	37	24.67
4.	From Tesco-Lotus	13	8.67
5.	From Carrefour	2	1.33
6.	From Big C	4	2.67
7.	From ART	-	-
8.	From Lemon Farm	-	-
9.	From CCFT	11	7.33
10.	From other wholesalers	6	4.00
11.	From express the idea	14	9.33
Total		150	100

Source: CLT, Field Survey, 2005

Table 3-32

The Forms of Payment the Consumer Cooperatives for Goods Acquisition

No	The Forms of Payment	Number of answers from Key Informants	percentage
1.	Cash	46	38.02
2.	Cheque	2	1.65
3.	Credit for 30 days	48	39.67
4.	Credit for 60 days	10	8.26
5.	Not express the idea	15	12.40
Total		121	100

Source: CLT, Field Survey, 2005**Table 3-32**

Illustrated the Places where the Members of the Consumer Cooperatives had bought their Goods

No	the Places where the Members of the Consumer Cooperatives had bought their Goods	Number of answers from Key Informants	percentage
1.	From Consumer Cooperatives	58	30.05
2.	From Makro	22	11.40
3.	From Tesco-Lotus	38	19.69
4.	From Carrefour	8	4.15
5.	From Big C	20	10.36
6.	From Seven-Eleven	29	15.03
7.	From Family Mart	3	1.55
8.	From V-Shop Express	1	0.52
9.	From Central	1	0.52
10.	From other wholesalers in the area	10	5.18
11.	From express the idea	3	1.55
Total		193	100

Source: CLT, Field Survey, 2005

3.6.2.6 The Method for Stocks Checking

From the interviewed of 89 key informants from 42 Consumer Cooperatives. It was informed that 43.82% the cooperatives had checking their stocks by checking from the sale account While 42.70% informed that they had checked by using of bar code 13.38% did not express their idea regarding the issues. See Table No 3-34.

3.6.2.7 What are the factors affecting the Thai Consumer Cooperatives cannot success for business operation and cannot compete with the Super Store of the foreign investors?

From the interviewed with 89 key informants in 42 Consumer Cooperatives 85.39% had given their opinions and 14.61% did not express their idea regarding the issues. The opinions from 76 key informants are as follows;

- The management staff lack of knowledge's in Technology of stocks management and sale services and management.
- There are no diversity of goods to serve the needs of members and customers.

- The members are lack of self belonging to the cooperatives and did not buy goods and used services from the cooperatives.
- The services from the sale staff is not good and worse than the services from the Super Store.
- The management staff lack of skills and knowledge's on services provide to members and customers
 - The operational time schedule (open and close) follow to the official time
 - The store are lacked of modernize decoration and it did not stimulate the members and customers to stay longer in the store
 - The atmosphere in the store is not stimulated the members and customers to go-in. There is no soft song.
- Lack of loan for business improvement and store expansion. (open more branches).
- Lack of Board of Director and management team who are professional hand to manage the Consumer Cooperatives.
 - The management staff lack of management freedom All management are depending on the Board of Director who has less business experience on retails operation.
 - The unit cost of goods sale in Consumer Cooperatives are higher than in Super Stores
 - Lack of strong and continuation of Joint Purchase and Logistic Operation.
 - There are corruption in the Consumer Cooperatives.
 - Lack of good control systems in the Consumer Cooperatives.
 - The cooperative could not liquidated
 - The Cooperative Act B.E. 2542: Claus 50 did not allow professional Board of Director to continue their Board Term.
 - The Location of the Cooperative Store is not appropriate.

Table No 3-34

Illustrated the Forms of Stocks Checking in Consumer Cooperatives.

No	Forms of Stocks Checking	Number of Key Informants	Percentage
1	From sale account	39	43.82
2	From Bar code system	38	42.70
3	Not express the idea	12	13.48
Total		89	100

Source: CLT, Field Survey, 2005

3.6.2.8 What are the strategies to stimulate members and other customers to buy and use services in the Consumer Cooperatives?

According to the primary information from 89 key informants 85.39% of the key informants had given their opinions to the strategies to stimulate members and other customers to buy goods and use services in the consumer cooperatives. However, there were 14.61% of the key informants who did not express their opinions. The opinions of 76 key informants to the issues are as follows;

- Acquire cheap price goods than other stores to be sold in the cooperatives.
- Continuously make Public Relations to members and other customers on the activities of the cooperatives
- Private delivery services to the big members and customers (who bought large amount of goods)
- Providing with smiling services and fast services.
- Having diversities of goods in the store and according to members and customers' needs
- Continuously perform members and customers' need assessment.

- Providing long term loan of some goods to members and customers.
- Continuously conduct sale promotion
- Continuously open for new members application as well as associate members
- Open the store the same length as other super stores
- Expand to open new branches at the location where having density of members.

3.6.2.9 Factors affecting to Cooperative Members and other customers did not come to buy and use Consumer Cooperatives services.

The key informants 96.63% had provided information to the issues and 3.37% did not express any idea to the issues.

For the question on there are not many diversity goods as well as less goods in the cooperatives. The key informant 53.93% informed that this factor is less effect 23.60% informed that this factor is moderately effect and 19.10% informed that this factor is more effect to the cooperatives.

The question on there were the goods did not as the requirement of the member 67.42% of the key informants informed that there is less effect 19.10% informed that it is moderately effect while 10.11% informed that there is more impact.

Concerning the question on the goods is too old expired/broken. The key informants 85.39% said that there is less effect while 6.74% informed that this factor is high impact. While 4.49% informed that this factor has moderately impact to the members and customers.

Regarding question on the goods price in the cooperative are higher than other retails shop 77.53% informed that there is less impact 10.11 % said that it is moderately affected while 8.99% informed that there is high effect.

For the question on the decoration of goods on the shelves is not stimulated the members and customers to come to buy in the cooperatives 64.05% of the key informants informed that is less effect 19.10% informed that there is moderately effect and 13.48% informed that there is high effect.

Concerning the shop decoration which is not stimulated the members and customers to come to buy in the stores. 66.30% of the key informants said that there is less impact 16.85% said that there is moderately impact while 13.48% said there is high impact to the Consumer Cooperatives Stores.

On the question of unimpressonable services of the cooperatives 78.65% of the key informants informed that there is less effect to the members and customers 12.36% said that there is high effect and 5.62% said that there is moderately effect.

The question regarding the time schedule for cooperative stores open and close which is uncertain time. The key informant 88.76% informed that there is less impact to the members and customers 5.62% said that there is moderately impact while 2.25% informed that there is high impact.

Regarding the question on lack of Public Relations to the members to know on the cooperatives stores' activities. The key informants 51.69% informed that there is less effect to the members while 24.72% informed that there is high effect and 20.22% said that there is moderately impact. The details of information see Table No 3-35.

Table No 3-35

Illustrated Factors affecting to Cooperative Members and other customers did not come to buy and use Consumer Cooperatives Services.

No	Details of opinions	High	Moderate	Less	No expression of idea	Total
1	There are Less and not diversity goods in the cooperative store	17	21	48	3	89
		19.10	23.60	53.93	3.37	100
2	The goods are not as required by the members	9	17	60	3	89
		10.11	19.10	67.42	3.37	100
3	The goods were old/expired/damages	6	4	76	3	89
		6.74	4.49	85.39	3.37	100
4	The goods price is more expensive than other shops	8	9	69	3	89
		8.99	10.11	77.53	3.37	100
5	The decoration of goods on the shelves are not stimulate the members to come to buy	12	17	57	3	89
		13.48	19.10	64.05	3.37	100
6	The store decoration is not stimulate members to come to buy in the store	12	15	59	3	89
		13.48	16.85	66.30	3.37	100
7	The services is not impression	11	5	70	3	89
		12.36	5.62	78.65	3.37	100
8	Uncertainty of open and close schedule	2	5	79	3	89
		2.25	5.62	88.76	3.37	100
9	Lack of Public Relation to the members to know the activities of the Stores.	22	18	46	3	89
		24.72	20.22	51.69	3.37	100

Source: CLT, Field Survey, 2005

3.6.2.10 Factors to assist for the survival of Consumer Cooperatives on the situation of high competition with other foreign retails/wholesales Super Store etc.

There are 86.52% (77 key informants) from 89 key informants provided the information while 13.48% (12 key informants) did not provided any idea to the issues.

Concerning to the issue on: all cooperatives' stores which are in each type of the cooperative have joint purchased of the goods by establishing of network/alliance together. This is one way to survive of the cooperative stores during competition. It is found out that 42.70% informed that it is less help 28.09% informed that its can more help and 15.73% said that its can moderately help the cooperative stores.

For the question on joint transportation and of the cooperatives which had established joint purchased and joint selling of the goods 46.07% of the key informants informed that it is less help to the cooperatives while 25.84% said that its can more help and 14.61% revealed that its con moderately help.

Regarding the question on: open the branches of the cooperatives of cooperative members. The key informants 41.58% informed that it is less help while 24.72% informed that it is more help and 20.22% informed that it is moderately help.

For the question on: arrangement to provide sale services to other cooperatives throughout the country by establishment of network/alliance 50.56% of the key informants said that its can less help. While 21.35% said that its can more help and 14.61% informed that its can moderately help See Table No 3-36.

Table No 3-36

Illustrated Factors to assist for the survival of Consumer Cooperatives on the situation of high competition with foreign retails/wholesales Super Stores etc..

No	Details of opinions	High	Moderate	Less	No expression of idea	Total
1	All cooperatives' stores which are in each type of the cooperative have joint purchased of the goods from the producers and joint establishing of network/alliance together.	25	14	38	12	89
		28.09	15.73	42.70	13.48	100
2	Joint transportation and logistic of the cooperatives which had established joint purchase and joint selling of the goods.	23	13	41	12	89
		25.84	14.61	46.07	13.48	100
3	Open the branches of the cooperatives' stores in the areas which having density of cooperative members	22	18	37	12	89
		24.72	20.22	41.58	13.48	100
4	Arrangement to provide sale services to other cooperatives throughout the country by establishment of network/alliance.	19	13	45	12	89
		21.35	14.61	50.56	13.48	100

Source: CLT, Field Survey, 2005

3.6.2.11 Cooperation with the Consumer Cooperatives Federation of Thailand (CCFT) and the Cooperative League of Thailand (CLT) as well as other governmental organizations.

There are 77 key informants or 86.52% out of 89 key informants had provided the information regarding the issues. However, 12 key informants or 13.48% did not express their idea to the issues.

Regarding the question on: the cooperation with the consumer cooperatives with the Consumer Cooperatives Federation of Thailand (CCFT). 62.92% of the key informants informed that there is moderately cooperation and 5.62% there is moderately cooperation and 5.62% informed that there is high cooperation with CCFT.

For the cooperation with the Cooperative League of Thailand (CLT). It was found out that 55.06% informed that there is less cooperation 20.22% informed that there is moderately cooperation while 11.24% informed that there is high cooperation with the CLT.

Concerning the service received from the Consumer Cooperatives Federation of Thailand to their cooperatives 58.43% of the key informants informed that there is less services from the CCFT to their cooperatives 22.47% informed that there is moderately services received from CCFT and 5.62% informed that there is a high service received from CCFT.

For the question on the services received from the Cooperative Promotion Department (CPD) and the Department of Internal Trade (DIT) 47.20% of the key informants informed that there is less services received from CDP and DIT 25.84% informed that there is moderately services received and 13.48% informed that there is high services received from the CPD and CLT.

According to the question on the cooperation of the Consumer Cooperatives with the Allied Retail Trade Co., Ltd (ART) and the Blue Flag Shop 76.41% of the key informants informed that there is less cooperation with ART and Blue Flag Shop 5.62% informed that there is moderately cooperation while 4.49% informed that there is high cooperation with ART and Blue Flag Shop with their cooperatives. See Table No 3-37

Table No 3-37

Illustrated the Cooperation with the Consumer Cooperatives Federation of Thailand (CCFT) and the Cooperative League of Thailand (CLT) as well as other government organizations

No	Details of opinions	High	Moderate	Less	No expression of idea	Total
1	Cooperation with the consumer Cooperatives with the consumer cooperative Federation of Thailand	5	16	56	12	89
		5.62	17.98	62.92	13.48	100
2	Cooperation with the Cooperative League of Thailand	10	18	49	12	89
		11.24	20.22	55.06	13.48	100
3	Services received from the Consumer Cooperative Federation of Thailand to their cooperatives	5	20	52	12	89
		5.62	22.47	58.43	13.48	100
4	Services received from the Cooperative League of Thailand	9	26	42	12	89
		10.11	29.21	47.20	13.48	100
5	Services received from the Cooperatives Promotion Department and the Department of Internal Trade	12	23	42	12	89
		13.48	25.84	47.20	13.48	100
6	Cooperation of the Consumer Cooperatives with the Allied Retail Trade Co., Ltd and the Blue Flag Shop	4	5	68	12	89
		4.49	5.62	76.41	13.48	100

Source: CLT, Field Survey, 2005

3.6.2.12 The Roles of Cooperatives Promotion Department (CPD) to promote, support and assist your Consumer Cooperatives

There are 56.18% from 89 key informants from 42 Consumer Cooperatives had provided the information regarding the issues while 43.82% did not provide any information. The information from 50 key informants apart from 89 key informants informed that the Cooperative Promotion Department has its roles to promote, support and assist the Consumer Cooperatives as follows;

- Assist to check stocks on the liquidation date
- Attend the meeting with cooperatives to inform concerned issues.
- Visit and providing on technical and academic consultations
- Conduct trainings/seminars/workshop to provide knowledge's on Consumer Cooperatives management
- Provide loans for store improvement, and expansion

3.6.2.13 The Roles of the Department of Internal Trade to promote, support and assist your Consumer Cooperatives.

There are 35.96% from 89 key informants from 42 Consumer Cooperatives had provided the information regarding the issues while 64.04% did not express any ideas. The information from 32 key informants concerning the issues is as follows;

- Provide information where to buy cheap goods to be sold in the cooperatives i.e. from Blue Flag Shop.
- Assist members and cooperatives stores to sell garlic and longan
- Advise for store decoration
- Advise to apply to be member of Blue Flag Shop
- Provide information on local goods price

3.6.2.14 Knowledge on KFPC Project from Sweden which assisted the Consumer Cooperatives in Thailand

The 58.43% from 89 key informants informed that they did not know about the project while 14.61% informed that they had never heard about the project 8.98% did not express their idea. See table No 3-38

3.6.2.15 Knowledge and Understanding on Retail Act.

56.18% from 89 key informants revealed that they had never known on the Retail Act. There are only 17.89% informed that they had well known and understood on the Retail Act. While 14.60% informed that had know about the Act but did not know the details of the Act 11.24% of the key informants did not express their opinions. See Table No 3-39

Table No 3-38

Illustrated Knowledge on KFPC Project from Sweden which assisted the Consumer Cooperatives in Thailand

No	Details of opinions	Number of Key Informants	Percentage
1	Know about the project	16	17.98
2	Did not know about the project	52	58.43
3	Never heard the project name	13	14.61
4	Did not express the opinions	8	8.98
Total		89	100

Source: CLT, Field Survey, 2005

Table No 3-39

Illustrated Knowledge and Understanding on Retail Act

No	Details of opinions	Number of Key Informants	Percentage
1	Well known and understood	16	17.98
2	Known but did not know the details of the Act	13	14.60
3	Never known	50	56.18
4	Did not express the opinions	10	11.24
Total		89	100

Source: CLT, Field Survey, 2005

3.6.2.16 Opinions on the Limitation of the Government for the expansion of the Convenience Stores and Super Stores etc.

There was 38.20% of key informants agreed with the government for the limitation of expansion of the convenience stores, Super Stores, etc. The reasons are as follows;

- The government can control the number of consumer stores and super stores of the foreign investors
- The money (Baht currency) did not flow out of the system and out of the country
- The convenience stores, super stores, etc are the competitors of Thai Traditional Retail Stores and Consumer Cooperatives
- The Thai will return back to buy from Thai Traditional Retail Stores
- It can help for the survival of Thai Traditional Retail Stores and Consumer Cooperatives.

However, there were 20.22% do not agree to the issue. This is because;

- The government cannot limit the investment from foreignness due to FTA agreements and WTO Rules and Regulations
- It is the process of the competitive market and it will male the price of the goods more cheaper which will advantage to the consumers.
- Its will create diversity of goods which will advantage to the consumers.

There were 41.58% which did not express their opinions to the issues.

3.6.2.17 Knowledge on the Allied Retail Trade Co., Ltd

The key informants 40.45% from 89 key informants informed that they had never known the Allied Retail Trade Co., Ltd 21.35% said that they knew only the name but did not know in details while 16.85% informed that they knew very well and 5.62% revealed that they had never heard the name 15.73% did not express any idea to the issue.

3.6.2.18 How do the Thai Traditional Retail Stores and Cooperatives Stores in every type of Cooperatives can survive on their business operation under present competitive situation by do not close the business

There were 76.40% from 89 key informants from 42 Consumer Cooperatives provided their opinions to the issues while 23.60% did not express any of their idea. The opinions from 68 key informants are as follows;

- Conduct cooperation meeting between Consumer Cooperatives and the Cooperatives which having cooperative stores throughout the country to sign agreement on Joint Purchase, Joint Selling and Joint Logistic
- Establishment of Network/Alliance for transportation of goods to the cooperatives.
- Campaign for Nationalism to buy from cooperative and only from Thai
- Set-up special committee for Joint Purchase and Central Goods Supply (CGS)
- Emphasis on Stores improvement and development
- Increase diversity of goods in the stores
- Improvement and development of sale staff
- Improvement and development capacity of Board of Director and Managers
- Government issues the Act to limit foreign investment on retails industries.
- Find out appropriate location to establish the stores
- Built-up network/alliance to establish cooperative convenience stores throughout the country with same logo and same standards.

**CHAPTER 4
CONCLUSIONS
AND RECOMMENDATIONS**

Chapter 4

Conclusions and Recommendations

4.1 Preface

The Critical Study of Consumer Cooperatives in Thailand aims to find out the existing status and state, important constraints and potential for the development as well as to conclude and provide feasible recommendations and action plan for the development and strengthen Consumer Cooperatives in Thailand.

4.2 Objectives of the Study

- (1) To examine the existing status and state of Consumer Cooperative in Thailand.
- (2) To examine the suitability and effectiveness of existing policy and legislation framework of Consumer Cooperatives in Thailand.
- (3) To establish conclusions and recommendations for Consumer Cooperatives development in Thailand.

4.3 Conclusions and Recommendations

4.3.1 Future of Consumer Cooperatives

4.3.1.1 Conclusions of Current Situation and Problems

The Consumer Cooperatives or Cooperative Stores have its operation the same as other stores. It is different only for the owner of the business which are the cooperative members and have its registered for establishment according to the Cooperatives Act of B.E. 2542. The major incomes of the Consumer Cooperatives are the business on selling of goods. The Consumer Cooperatives can be sustainable survived depending on the sincerity, loyalty and participation of members to buy goods from the Consumer Cooperatives. There are five types of Consumer Cooperatives. They are Consumer Cooperatives in Educational Institutions, in Hospital, in Military Command Units, in Government and State Enterprises, and in private Organizations. The total number of the Consumer Cooperatives throughout the country as of 31st December 2003 it was found out that the number of the Consumer Cooperatives as registered according to registration record on 31st March 2003 are totally 347 cooperatives. It was also found out that 60.52% are the government consumer cooperatives side and 39.48 are the private consumer cooperatives side. Both of these consumer cooperatives are spreading its location in all regions are spreading its location in all regions of Thailand totally 69 provinces. There are 7 provinces which did not have consumer cooperatives. They are Sa Kaeo, Lamphun, Phichit, Chaiyaphum, Mukdahan, Kalasin, and Phangnga. The 3 areas which have most Consumer Cooperatives are Bangkok and provinces adjacent to Bangkok 71 cooperatives, Southern Region 67 cooperatives, and Northeastern Region 66 cooperatives or 20.46%, 19.31%, and 19.02% respectively.

In 1997 Thailand had faced with the severe economic had faced with the severe economic crisis which was affected to the business of the country one of the business that could not be further operated is the small retail business which is the traditional trade. It is not only faced with the economic crisis but it has to confront with high competition from the large retails and wholesales business from the foreign investor. The Consumer Cooperatives Stores are also affected from both events. There are many Consumer Cooperatives have to be closed their operation due to this factors such as Nakhon Chiang Mai Consumer Cooperative, Pranakron Consumer Cooperative.

The characteristic of Problems and constraints of the Consumer Cooperatives can be summarized as follows: (See the details in 3.6.2.7)

(1) Less efficiency on cooperative management

1.1 Board of Director Lack of knowledge and skill on cooperative management and lack of responsibility to the cooperative.

1.1.1 Administration and management stick to the official systems

1.1.2 Lack of Board of Director who are professional hand on management of consumer cooperative

1.1.3 Having less time for the cooperative

1.1.4 Board of Director Lack of vision on establishment of business network/alliance with other cooperatives

1.1.5 Lack of knowledge on roles and responsibility

1.1.6 The Cooperative Act of B.E. 2542 Clause 50 did not allow professional hand Board of Director to continue their Board Term.

1.2 The cooperatives' members did not attend the General Meeting

1.2.1 Members lack of responsibility to their roles

1.2.2 Members did not provide cooperation to the General Meeting

1.2.3 Members have more routine work

1.2.4 Members are lack self belonging to the cooperative.

1.3 Management staff having less knowledge on administration and management

1.3.1 Lack of continuation of Human Resource Development

1.3.2 Lack of operational handbook

1.3.3 Lack of knowledge in technology of stocks management and sale services and management

1.3.4 Lack of good human relations to the members

1.3.5 Lack of skills and knowledge on services provide to members and customers

1.3.6 Lack of management freedom. All management is depending on the decision of Board of Director who has less business experience on retail operation

1.3.7 Management staff did not give priority to the Public Rotations

1.4 Lack of appropriate facilities

1.4.1 Loss data base for analysis and make decision

1.4.2 Lack of new technology affiliated to staff and their work.

1.4.3 Lack of technology for administration and management

1.4.4. Lack of goods control systems.

1.4.5 The location of the store is not appropriate

(2) The personnel of the cooperative have less efficiency on their work operation

2.1 The members lack of knowledge on the principles of cooperative.

2.1.1 Lack of knowledge providing on principles and ideals of the cooperatives before being cooperative members.

2.1.2 Less priority given to members' training

2.1.3 Did not provide any additional training to the members

2.1.4 Members lack of business relations with cooperative

2.2 Board of Director Lack of knowledge and professional administration and management

2.2.1 Lack of sending Board of Director to attend training on professional cooperative administration and management.

2.2.2 Lack of policy for continuation of Cooperative Strategic Plan establishment.

2.2.3 Lack of process to build up trust and confident as well as transparency in the cooperative

2.2.4 The Cooperative Act of B.E. 2542 not assists for cooperative administration

and management

2.2.5 The Board of Director did not pay attention to attend the training.

- 2.3 Management staff lack of skills and experience on business operation and management
 - 2.3.1 Lack of knowledge on modern retails and wholesales business operation
 - 2.3.2 Lack of quality work process
 - 2.3.3 Lack of continuation of training on modern trade to the management staff
 - 2.3.4 Lack of continuation of members' need assessment
- (3) Less efficiency on business administration and management of sale staff
 - 3.1 Lack of Modern Retail Trade
 - 3.1.1 Lack of Training on Modern Retail Trade to staff
 - 3.1.2 Lack of knowledge on principle of Modern Retail Trade and Strategies for business expansion
 - 3.1.3 Lack of measures to establish networks between cooperatives
 - 3.1.4 Lack of logistic management
 - 3.2 Less efficiency on Public Relations to members and other people
 - 3.2.1 Lack of continuation of public relations to members
 - 3.2.2 Lack of Quality personnel on public relations
 - 3.2.2 Board of Director did not recognize the important of Public Relations.

4.3.1.2 Recommendations and Development Strategies.

Mission 1: Increase efficiency on Cooperative Management for Board of Director

Strategies:

- 1.1 Provide training to Board of Director on modern cooperative management
 - 1.1.1.1 Improvement of management system to normal business system
 - 1.1.1.2 Provide training to Board of Director on Consumer Cooperative management
 - 1.1.1.3 Set up Board of Director working calendar at the cooperative
 - 1.1.1.4 Conduct study trips for Board of Director to other retail business
- 1.2 The cooperatives' members aware to attend the General Meeting
 - 1.2.1 Set up criteria for members selection
 - 1.2.2 Provide training on principle of cooperative and members' duty in the cooperative for members before and after being membership.
- 1.3 Increase efficiency and knowledge of management staff on cooperative management and modern retail management
 - 1.3.1 Establishment of human resource development plan for all aspects
 - 1.3.2 Establishment of handbook for cooperative administration and management
 - 1.3.3 Provide Power of Attorney on business management from Board of Director
 - 1.3.4 Continuation of public relations to members.
- 1.4 Procure appropriate facilities for cooperative management
 - 1.4.1 Establishment of data base to use for business decision making
 - 1.4.2 Need assessment for new tools and equipment
 - 1.4.3 Procure new tools and equipment for administration and management

Mission 2: Increase efficiency for Management staff on business and administration management of the cooperative.

Strategies:

- 2.1 Increase knowledge on principles of cooperative to members
 - 2.1.1 Provide training on principles of cooperative to members before and after being member of the cooperatives

ng

- 2.1.2 Provide more budgets on members' training
- 2.1.3 Establishment of leaflets on principles of cooperative to distribute to members
- 2.2 Increase capacity of Board of Director on professional cooperative administration and management
 - 2.2.1 Sending Board of Director to attend training on professional cooperative administration and management
 - 2.2.2 Conduct study trip for Board of Director to visit other successful cooperatives
 - 2.2.3 Conduct study trip for Board of Director to visit the super stores on retails management.
 - 2.2.4 Submission of request to the Cooperative League of Thailand to further inform the Minister of Agriculture and Cooperatives for Cooperative Act B.E. of 2542 revision.
- 2.3 Increase capacity of management staff on business operation and management
 - 2.3.1 Provide training on modern retails and wholesales business operation to management staff.
 - 2.3.2 Conduct study trip for management staff to visit super store on retails and wholesale management.
 - 2.3.3 Conduct study trip for management staff to visit and see logistic and supply management systems.
 - 2.3.4 Establish regular members' need assessment for goods required.

Mission 3: Increase efficiency on business administration and management for sale staff.

Strategies

- 3.1 Increase knowledge's and experiences on Modern Retails Trade for sale staff.
 - 3.1.1 Regularly send sale staff to attend training on Modern Retails Trade
 - 3.1.2 Conduct study trips for sale staff to visit successful cooperatives and super stores.
 - 3.1.3 Establishment business network/alliance with other cooperatives throughout the country.
 - 3.1.4 Establishment logistic and supply with other cooperative throughout the country
 - 3.1.5 Establish network for joint purchase and logistic
- 3.2 Increase efficiency on Public Retails to members and other people for sale staff
 - 3.2.1 Provide continuation of public relations to members via cooperative Newsletters
 - 3.2.2 Employ professional staff on public relations
 - 3.2.3 Provide adequate budget for public relations
 - 3.2.4 Produce leaflets, news letter contained information about cooperative and goods in the cooperative to distribute to members and other people.

4.3.2 Strengthen of Efficiency and Competitiveness

4.3.2.1. Conclusions of Current Situations and Problems

After the economic crisis in 1997 and the expansion of foreign retails industries in Thailand. The Consumer Cooperatives had confronted with many problems on competition with the large retails industries from Super Stores, Department Stores, Supermarkets, Super Centers, Hyper Markets, Cash & Carry, and Convenience Stores. The competition effected to the reduction of amount of business in the cooperatives which lead to withdrawal of registration of the Consumer Cooperatives of many cooperatives such as Nakorn Chiang Mai Consumer Cooperative, Pranakorn Consumer Cooperative etc. The problems of the Consumer Cooperatives are the complex problems which linked together such as shop layout is not stimulate interesting of the members and customers, shelves decoration is not good and not interesting, lack of professional hand sale and management staff , staff lack of continuation training method of personnel recruitment is not appropriate, low salary and welfares, government consultation and extension systems is not good.

4.3.2.2 Recommendation and Development strategies

Mission 1: Increase efficiency on Cooperative Management for Board of Director

Strategies:

1.1 Provide training to Board of Director on Modern Cooperative Professional Management.

1.2 Conduct study trips to visit successful cooperatives and Super Stores etc.

1.3 Sound financial Arrangement

1.4 Hiring of professional advisor for the Board of Director and cooperative

Mission 2: Increase efficiency for Management Staff on business and administration management of the cooperative

Strategies:

2.1 Conduct training for management staff on modern business and administration management

2.2 Conduct training on modern retails business

2.3 Conduct study visit for management staff to visit successful consumer cooperatives and retails super stores etc.

2.4 Establishment of strategic plan for business operation

2.5 Establishment of handbook for business and administration and management of the cooperative

2.6 Government (CPD and DIT) provide regularly training on retails business to management staff of the cooperative.

Mission 3: Increase efficiency on business and administration and management for sale staff

Strategies:

3.1 Increase knowledge's and experiences on Modern Retails Trade to sale staff

3.2 Increase efficiency on Public Relations to members and other people to sale staff

3.3 Conduct study trips for sale staff to visit Super Stores, etc.

3.4 Increase knowledge of Commodities Handles.

Mission 4: Revision of Cooperative Act of B.E. 2542 and other Laws, Acts and Ministry of Commerce Rules and Regulations on Retails Industries.

Strategies:

4.1 Requests for the Revision of the Cooperative Act of B.E. 2542 Clause 50 by Cooperative League of Thailand

4.2 Request for the Revision of all Laws, Acts, Ministry of Commerce Rules and Regulations which disadvantage for consumer cooperative and Thai Traditional Retails Shop.

Mission 5: Improvement of the whole Consumer Cooperative business and administration management

Strategies:

5.1 Improvement of management theory by using contingency theory of management better than

- Classical management
- Behavioral management
- Quantitative management

5.2 Improvement of organization goals and objects to suit with the situation

5.3 Improvement of structural and division of labour to suit with situation

5.4 Improvement of organization climate for working

- 5.5 Provide reward system to the benefit section and whole organization
- 5.6 Improvement of control system
- 5.7 Improvement of decision making system which of Director by delegation of task and provide power of attorney. (Decentralization of responsibility)
- 5.8 Human Resource Development
- 5.9 Improvement of organization environment
- 5.10 Improvement of the organization departmentation as;
 - Functional Departmentation
 - Product Departmentation.
 - Geographic Departmentation
 - Customer Departmentation
- 5.11 Improvement of Sale Structure
 - Line organization
 - Line and staff organization
 - Territory – structural sales force
 - Product – structural sales force
 - Customer – structural sales force
 - Activity – structural sales force
 - Product management organization
 - Matrix organization
- 5.12 Improvement of goods to be sold in the cooperative
- 5.13 Improvement of Organization Structure
 - Administration
 - Retails section
 - Branch section
 - Merchandizing section
 - support section
 - Marketing channels section
 - Wholesales section
 - Agencies and Brokers section
 - Advertising section
 - Public Relations section
 - Sale Promotion section
 - Personal Selling section
- 5.14 Adequate buildings, with ample floor space and fully equipped with grading, weighing and packing equipment.
- 5.15 Good supply of containers; suitable for products handled; such as sacks, baskets, boxes.
- 5.16 Efficient transport for either collection or delivery of goods, suitable vans and Lorries

4.3.3 Capitalization the Gain of Globalization for the benefit of Society in general and for consumers

4.3.3.1 Conclusions of Current Situation and Problems

After the economic crisis happened in Thailand in 1997 there are continuously investment from the foreign investors on retails industries in Thailand in the forms of Cash & Carry, Department Store, Supermarket, Super Center, Hyper Market, Convenience Store, Category Killer, and Specialty Store. These investments on the retails industries have high investment on budget and provided more job employment for local Thai, and of course, benefit to consumers that can get cheap price of the commodities. However, these investments have killed the Thai Traditional Retails Trade and most of the benefit has flown out of the country. The local Thai people employed in these retails industries have get only benefit from small amount of salary and to be employed as janitors, guards and sell staff

4.3.3.2 Recommendations and Development Strategies

Mission 1: Revision of all Laws, Acts, and Ministry of Commerce's Rules and Regulations on retails industries which are disadvantaged to Thai retails industries and to Limit the foreign investment on retails industries.

Strategies:

1.1 Submission of request for laws, Acts, and Ministry of Commerce's Rules and Regulations revision via the Cooperative League of Thailand to Member of the Parliament and Senators

4.3.4 Action Plan for Strengthening Consumer Cooperatives in Thailand

4.3.4.1 Conclusions of Current Situation and Problems

Consumer Cooperatives in Thailand have service direct impacted from the high competitive on retails business with the other foreign retails investments on Supermarket, Hyper Market, Super Center etc. Therefore, it is very urgent for the Consumer Cooperatives in Thailand to consolidate them in order to combat with these confronted problems.

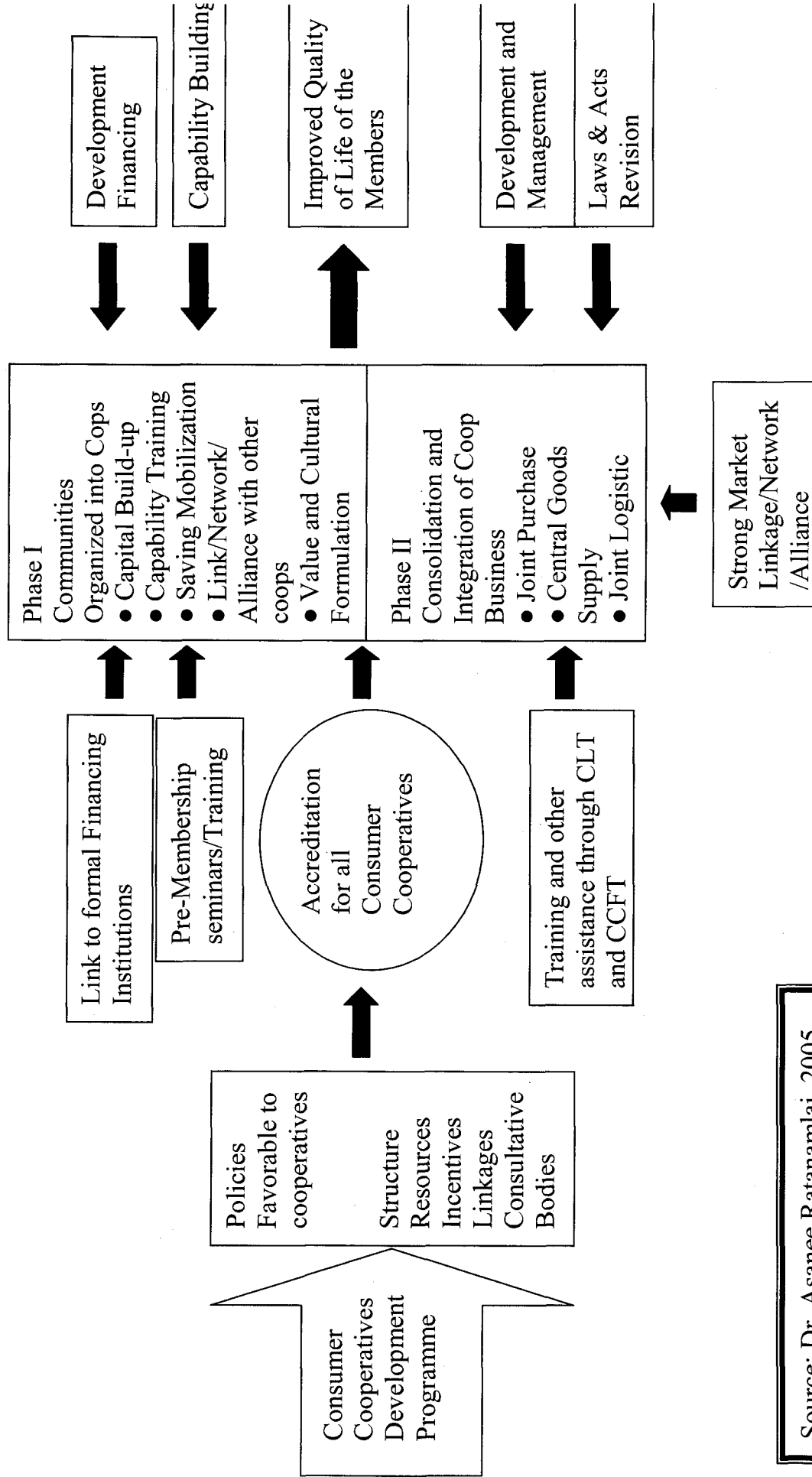
4.3.4.2 Recommendations and Development Strategies

The details described underneath are the urgently steps wise for the Consumer Cooperatives in Thailand as the "Key Procedures for Success" in order to allow the Consumer Cooperatives in Thailand can survive under the pressure of competitive with the foreign retails industries.

Action Plan for the Strengthening Consumer Cooperatives in Thailand

Activity No	Description of Activities	Responsible Bodies	Schedule
1	Conduct Round table Meeting with representative from Consumer Cooperatives in Thailand to get solutions	CLT,CCFT,ICA/ROAP	October 2005
2	Propose the solutions from Round Table Meeting to the Ministry of Agriculture and Cooperatives	ICA/ROAP,CLT	November 2005
3	Conduct ZOPP workshop to establish strategic Plan for Joint Purchase Central Goods Supply and Joint Logistic	ICA/ROAP,CLT,CCFT	December 2005
4	Signing Memorandum of understanding on Joint Purchase, Central Goods Supply and Joint Logistic	CLT,CCFT Consumer Cooperatives	December 2005
5	Training for Board of Director and Management Staff of Consumer Cooperatives on modern retails business administration and management	CLT,CCFT	January 2006

Figure No 4-1
Illustrated Propose for Consumer Cooperatives Development Framework



Source: Dr. Asanee Ratanamlai, 2005

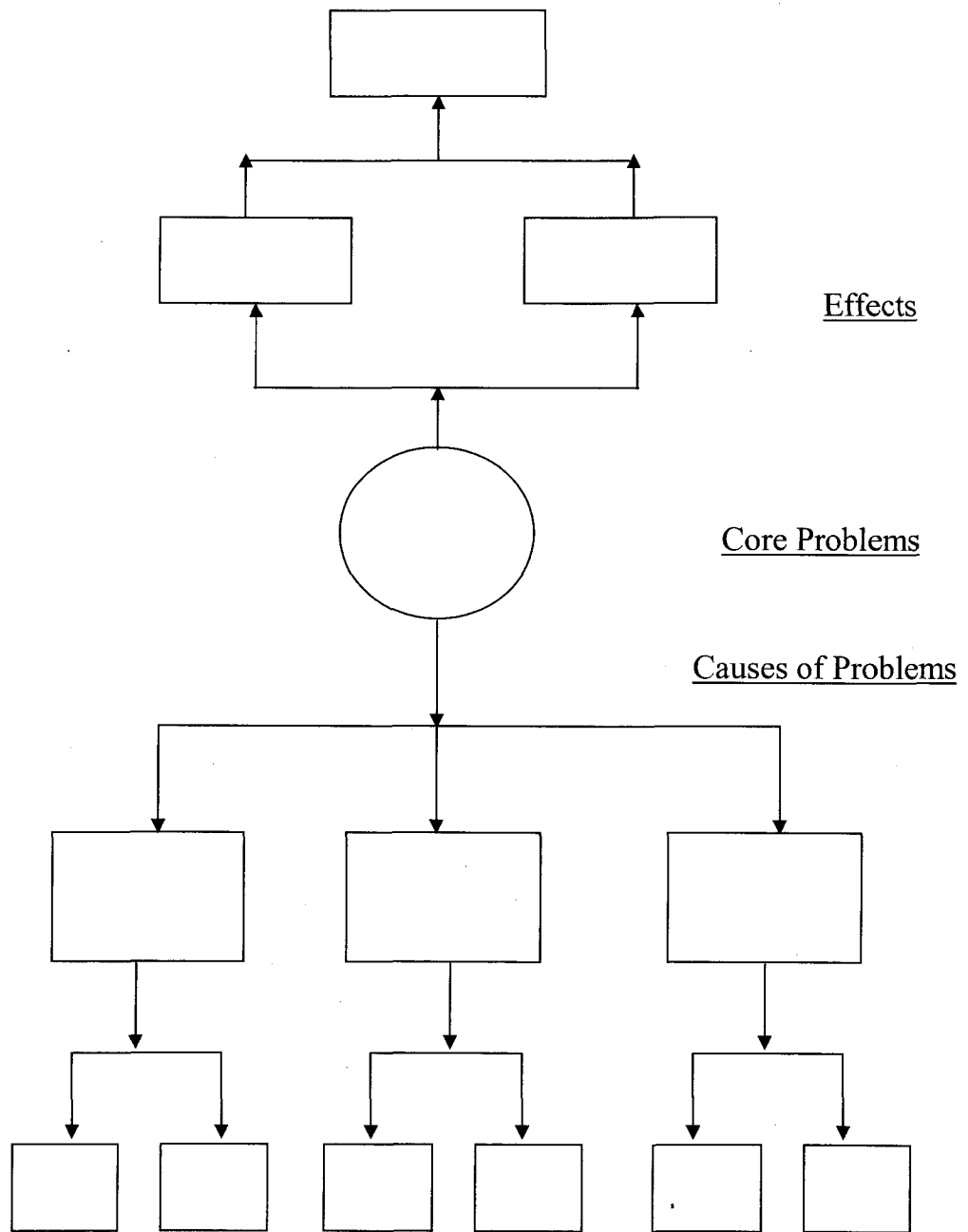
APPENDIXES

Appendix 1

List of Literature Reviewed and References

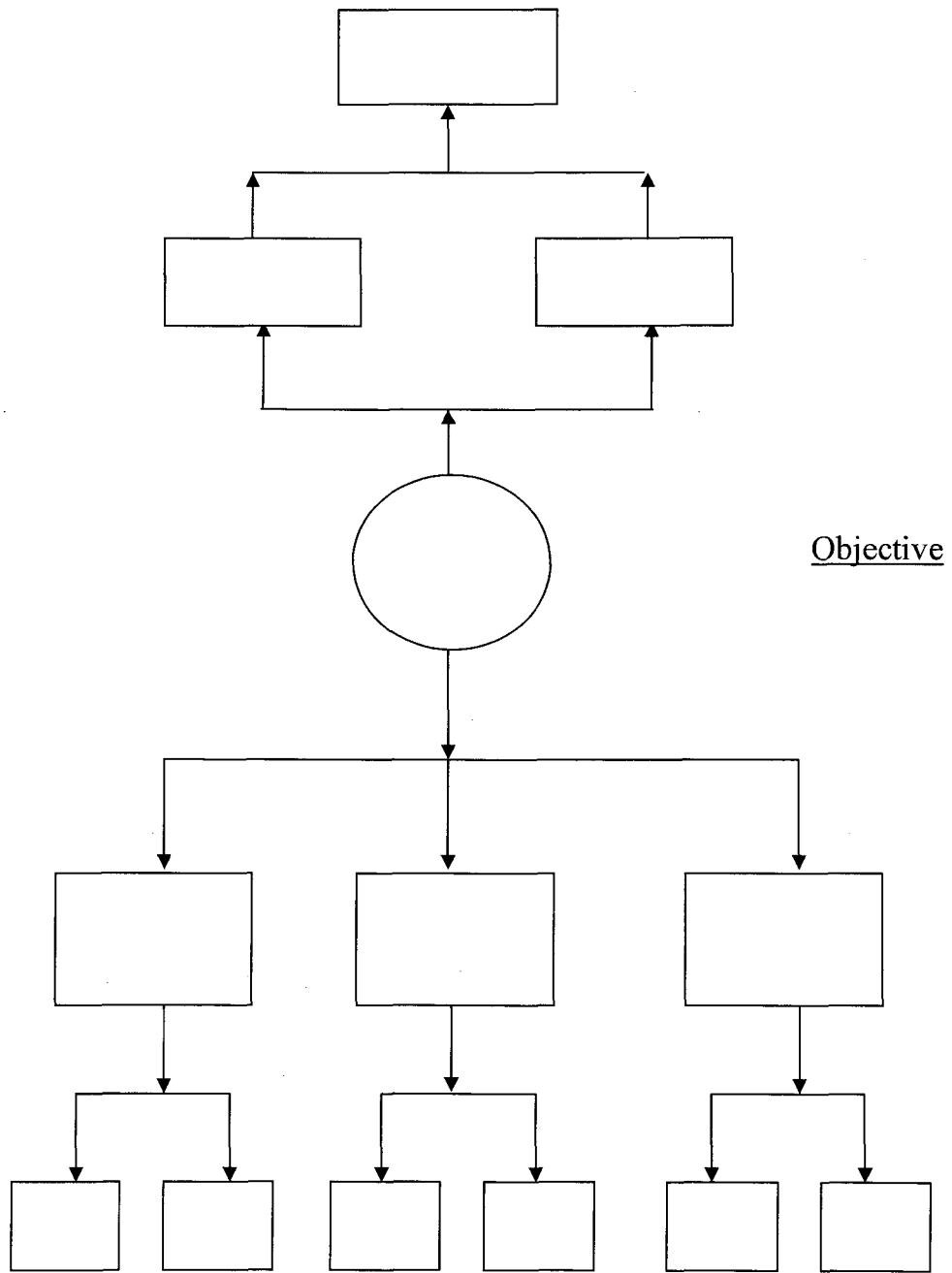
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Appendix 2



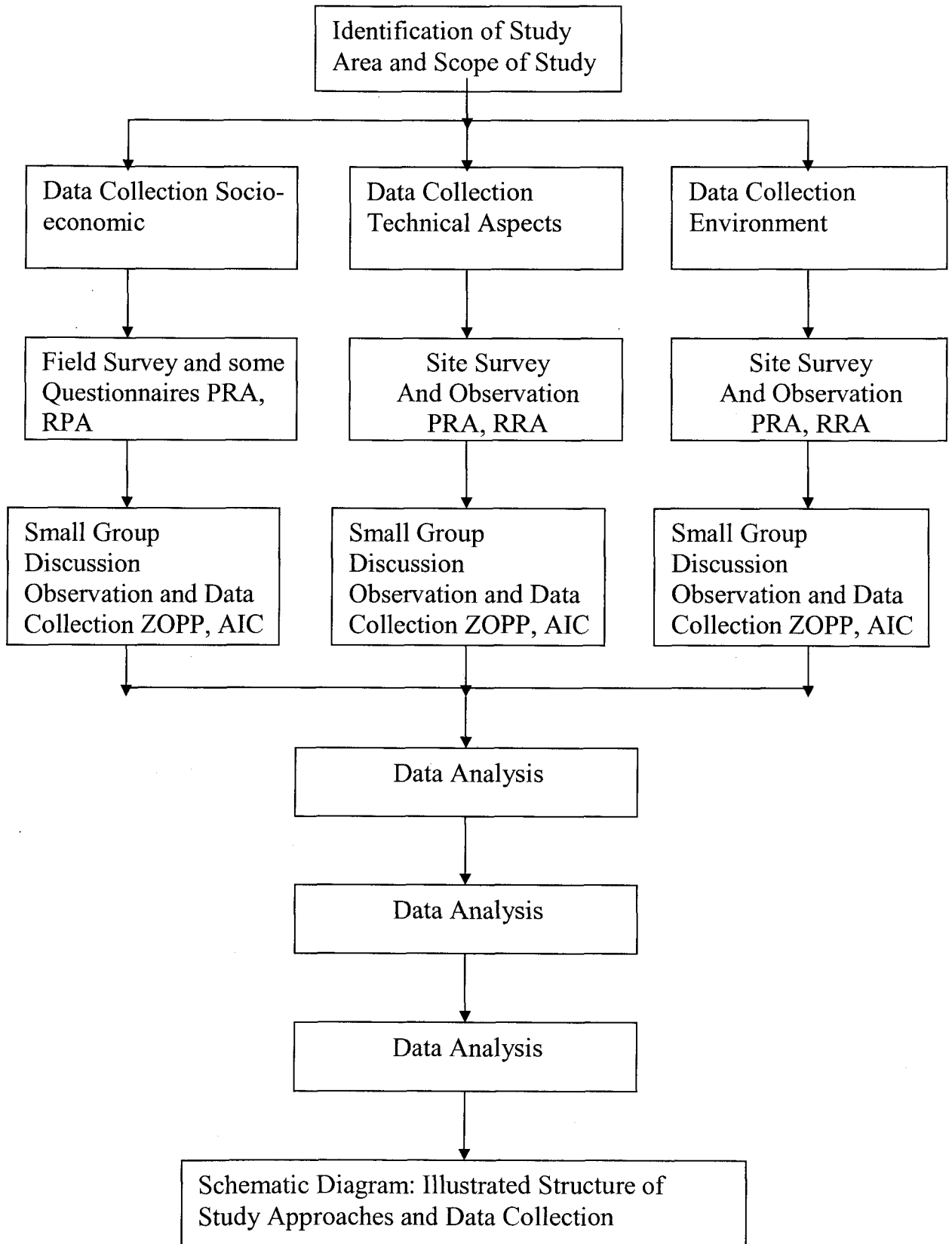
Schematic Diagram: Illustrated Problem Census and Analysis Model

Appendix 3

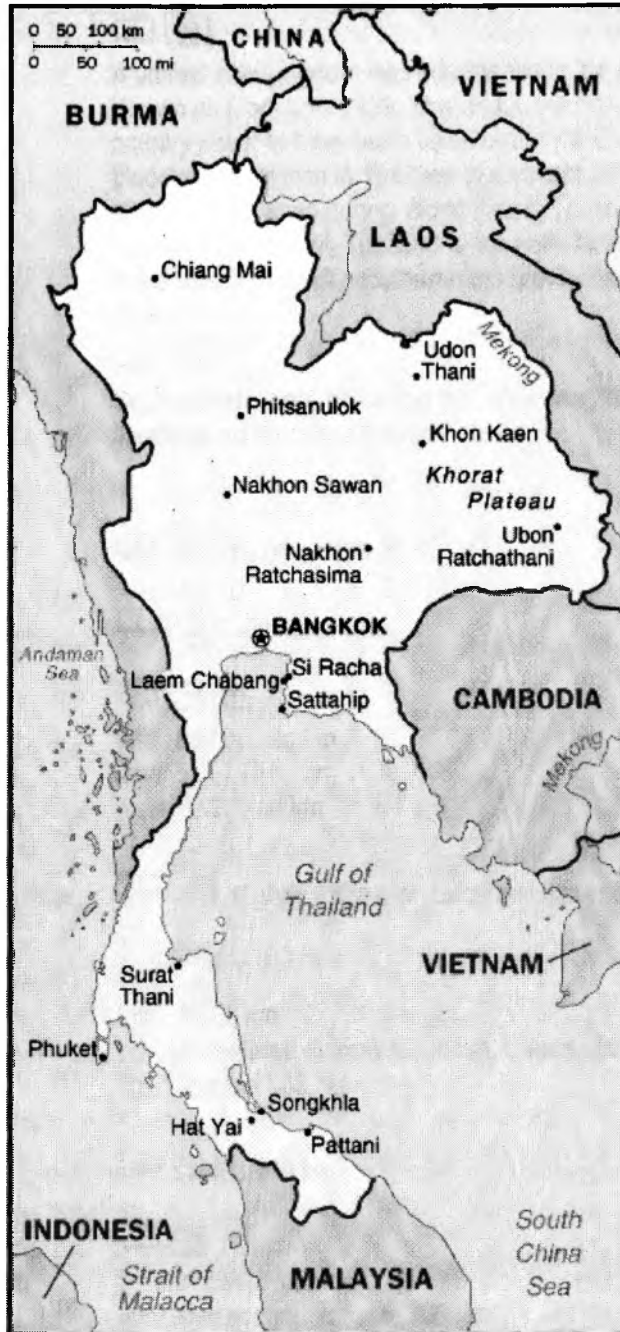


Schematic Diagram: Illustrated objective and Analysis Model

Appendix 4



Appendix 5
Summary of Fact about Thailand



Legend:  Definition  Field Listing  Rank Order

Introduction

Thailand

Background:



A unified Thai kingdom was established in the mid-14th century. Known as Siam until 1939, Thailand is the only Southeast Asian country never to have been taken over by a European power. A bloodless revolution in 1932 led to a constitutional monarchy. In alliance with Japan during World War II, Thailand became a US ally following the conflict. Thailand is currently facing armed violence in its three Muslim-majority southernmost provinces.

Geography

Thailand

Location:



Southeastern Asia, bordering the Andaman Sea and the Gulf of Thailand, southeast of Burma

Geographic

coordinates:



15 00 N, 100 00 E

Map references:



Southeast Asia

Area:



total: 514,000 sq km
land: 511,770 sq km
water: 2,230 sq km

Area - comparative:



slightly more than twice the size of Wyoming

Land boundaries:



total: 4,863 km
border countries: Burma 1,800 km, Cambodia 803 km, Laos 1,754 km, Malaysia 506 km

Coastline:



3,219 km

Maritime claims:



territorial sea: 12 nm
exclusive economic zone: 200 nm
continental shelf: 200-m depth or to the depth of exploitation

Climate:


























tropical; rainy, warm, cloudy southwest monsoon (mid-May to September); dry, cool northeast monsoon (November to mid-March); southern isthmus always hot and humid

Terrain:






central plain; Khorat Plateau in the east; mountains elsewhere




Elevation extremes:	 	lowest point: Gulf of Thailand 0 m highest point: Doi Inthanon 2,576 m
Natural resources:	 	tin, rubber, natural gas, tungsten, tantalum, timber, lead, fish, gypsum, lignite, fluorite, arable land
Land use:	 	arable land: 29.36%, permanent crops: 6.46%, and other: 64.18% (2001)
Irrigated land:	 	n47,490 sq km (1998 est.)
Natural hazards:	 	land subsidence in Bangkok area resulting from the depletion of the water table; droughts
Environment – current issues:	 	air pollution from vehicle emissions; water pollution from organic and factory wastes; deforestation; soil erosion; wildlife populations threatened by illegal hunting
Environment – International		
Agreements:	 	party to: Biodiversity, Climate Change, Climate Change-Kyoto Protocol, Desertification, Endangered Species, Hazardous Wastes, Marine Life Conservation, Ozone Layer Protection, Tropical Timber 83, Tropical Timber 94, Wetlands signed, but not ratified: Law of the Sea
Geography – note:	 	controls only land route from Asia to Malaysia and Singapore
People		
Population:	  	65,444,371 note: estimates for this country explicitly take into account the effects of excess mortality due to AIDS; this can result in lower life expectancy, higher infant mortality and death rates, lower population and growth rates, and changes in the distribution of population by age and sex than would otherwise be expected (July 2005 est.)
Age structure:	 	0-14 years: 23.9% (male 7,988,529/female 7,633,405) 15-64 years: 68.6% (male 22,195,625/female 22,731,767) 65 years and over: 7.5% (male 2,251,112/female 2,643,933) (2005 est.)

Median age:  
total: 30.88 years
male: 30.11 years
female: 31.66 years (2005 est.)



Population

growth rate:   0.87% (2005 est.)




Birth rate:    15.7 births/1,000 population (2005 est.)




Death rate:    7.02 deaths/1,000 population (2005 est.)


Net migration rate:   0 migrant(s)/1,000 populations (2005 est.)

Sex ratio  
at birth: 1.05 male(s)/female
under 15 years: 1.05 male(s)/female
15-64 years: 0.98 male(s)/female
65 years and over: 0.85 male(s)/female
total population: 0.98 male(s)/female (2005 est.)




Infant mortality

rate:   
total: 20.48 deaths/1,000 live births
male: 21.83 deaths/1,000 live births
female: 19.06 deaths/1,000 live births (2005 est.)

Life expectancy
at birth:   
total population: 71.57 years
male: 69.39 years
female: 73.88 years (2005 est.)

Total fertility rate:    1.88 children born/woman (2005 est.)

HIV/AIDS –



adult prevalence rate:    1.5% (2003 est.)



















HIV/AIDS – people



















living with HIV/AIDS:    570,000 (2003 est.)



HIV/AIDS - deaths:    58,000 (2003 est.)

Major infectious

diseases:  
degree of risk: high food or waterborne diseases: bacterial diarrhea and hepatitis A vector borne diseases: dengue fever, malaria, Japanese encephalitis, and plague are high risks in some locations
animal contact disease: rabies water contact disease: leptospirosis (2004)

Nationality:	  noun: Thai (singular and plural) adjective: Thai
Ethnic groups:	  Thai 75%, Chinese 14%, other 11%
Religions:	  Buddhist 94.6%, Muslim 4.6%, Christian 0.7%, other 0.1% (2000 census)
Languages:	  Thai, English (secondary language of the elite), ethnic and regional dialects
Literacy:	  definition: age 15 and over can read and write total population: 92.6% male: 94.9% female: 90.5% (2002)
Government	Thailand
Country name:	  conventional long form: Kingdom of Thailand conventional short form: Thailand former: Siam
Government type:	  constitutional monarchy
Capital:	  Bangkok
Administrative	
divisions:	  76 provinces (changwat, singular and plural); Amnat Charoen, Ang Thong, Buriram, Chachoengsao, Chai Nat, Chaiyaphum, Chanthaburi, Chiang Mai, Chiang Rai, Chon Buri, Chumphon, Kalasin, Kamphaeng Phet, Kanchanaburi, Khon Kaen, Krabi, Krung Thep Mahanakhon (Bangkok), Lampang, Lamphun, Loei, Lop Buri, Mae Hong Son, Maha Sarakham, Mukdahan, Nakhon Nayok, Nakhon Pathom, Nakhon Phanom, Nakhon Ratchasima, Nakhon Sawan, Nakhon Si Thammarat, Nan, Narathiwat, Nong Bua Lamphu, Nong Khai, Nonthaburi, Pathum Thani, Pattani, Phangnga, Phatthalung, Phayao, Phetchabun, Phetchaburi, Phichit, Phitsanulok, Phra Nakhon Si Ayutthaya, Phrae, Phuket, Prachin Buri, Prachuap Khiri Khan, Ranong, Ratchaburi, Rayong, Roi Et, Sa Kaeo, Sakon Nakhon, Samut Prakan, Samut Sakhon, Samut Songkhram, Sara Buri, Satun, Sing Buri, Sisaket, Songkhla, Sukhothai, Suphan Buri, Surat Thani, Surin, Tak, Trang, Trat, Ubon Ratchathani, Udon Thani, Uthai Thani, Uttaradit, Yala, Yasothon

- Independence:   1238 (traditional founding date; never colonized)
- National holiday:   Birthday of King PHUMIPHON, 5 December (1927)
- Constitution:   new constitution signed by King PHUMIPHON on 11 October 1997
- Legal system:   based on civil law system, with influences of common law; has not accepted compulsory ICJ jurisdiction
- Suffrage:   18 years of age; universal and compulsory
- Executive branch:  
 chief of state: King PHUMIPHON Adunyadet (since 9 June 1946)
 head of government: Prime Minister THAKSIN Chinnawat (since 9 February 2001) and Deputy Prime Ministers CHATURON Chaisaeng (since 3 October 2002), CHITCHAI Wannasathi (since 11 March 2005), PHINIT Charusombat (since 6 October 2004), SOMKIT Chatusiphithak (since 11 March 2005), SURAKIAT Sathianthai (since 11 March 2005); VISHANU Krua-ngam (since 8 November 2003)
 cabinet: Council of Ministers note: there is also a Privy Council
 elections: none; the monarch is hereditary; prime minister is designated from among the members of the House of Representatives; following national elections for the House of Representatives, the leader of the party that can organize a majority coalition usually is appointed prime minister by the king
- Legislative branch:  
 bicameral National Assembly or Rathasapha consists of the Senate or Wuthisapha (200 seats; members elected by popular vote to serve six-year terms) and the House of Representatives or Sapha Phuthaen Ratsadon (500 seats; members elected by popular vote to serve four-year terms)
 elections: Senate - last held 4 March, 29 April, 4 June, 9 July, and 22 July 2000 (next to be held by March 2006); House of Representatives - last held 6 February 2005 (next to be held in February 2009)
 election results: Senate - percent of vote by party - NA; seats by party - NA; House of Representatives - percent of vote by party - NA; seats by party - TRT 376, DP 97, TNP 25, PP 2
- Judicial branch:   Supreme Court or Sandika (judges appointed by the monarch)
- Political parties**
 and leaders:  
 Democrat Party or DP (Prachathipat Party) [ABHISIT Wetchachiwa];
 People's Party or PP (Mahachon Party) [ANEK Laothamatas]; Thai
 Nation Party or TNP (Chat Thai Party) [BARNHARN SILPA-ARCHA];
 Thai Rak Thai Party or TRT [THAKSIN Chinnawat]

Political pressure groups and leaders:   NA

International organization

participation:



APEC, APT, ARF, AsDB, ASEAN, BIS, CP, FAO, G-77, IAEA, IBRD, ICAO, ICC, ICt (signatory), ICFTU, ICRM, IDA, IFAD, IFC, IFRCS, IHO, ILO, IMF, IMO, Interpol, IOC, IOM, ISO, ITU, MIGA, NAM, OAS (observer), OIC (observer), OPCW, OSCE (partner), PCA, UN, UNAMSIL, UNCTAD, UNESCO, UNHCR, UNIDO, UPU, WCL, WCO, WFTU, WHO, WIPO, WMO, WTO, WTO

Diplomatic representation in the US:



chief of mission: KASIT Piromya
chancery: 1024 Wisconsin Avenue NW, Suite 401, Washington, DC 20007-3681
telephone: [1] (202) 944-3600
FAX: [1] (202) 944-3611
consulate(s) general: Chicago, Los Angeles, and New York

Diplomatic representation from the US:



chief of mission: Ambassador Ralph L. BOYCE
embassy: 120/22 Wireless Road, Bangkok
mailing address: APO AP 96546
telephone: [66] (2) 205-4000
FAX: [66] (2) 254-2990, 205-4131
consulate(s) general: Chiang Mai

Flag description:



five horizontal bands of red (top), white, blue (double width), white, and red

Economy

Thailand

Economy - overview:








Thailand has a well developed infrastructure, a free-enterprise economy, and welcomes foreign investment. Thailand has fully recovered from the 1997-98 Asian Financial Crisis and was one of East Asia's best performers in 2002-04. Increased consumption and investment spending and strong export growth pushed GDP growth up to 6.9% in 2003 and 6.1% in 2004 despite a sluggish global economy. The highly popular government's expansionist policy, including major support of village economic development, has raised concerns about fiscal discipline and the health of financial institutions. Bangkok has pursued preferential trade agreements with a variety of partners in an effort to boost exports and maintain high growth, and in 2004 began negotiations on a Free Trade Agreement with the US. In late December 2004, a major tsunami took 8,500 lives in Thailand and caused massive destruction of property in the southern provinces of Krabi, Phangnga, and Phuket.



GDP:    purchasing power parity - \$524.8 billion (2004 est.)

GDP – real growth rate:    6.1% (2004 est.)

GDP - per capita:    purchasing power parity - \$8,100 (2004 est.)

GDP - composition by sector:  
agriculture: 9%
industry: 44.3%
services: 46.7% (2004 est.)

Labor force:    36.43 million (November 2004 est.)



Labor force – by occupation:  
agriculture 49%, industry 14%, services 37% (2000 est.)

Unemployment rate:    1.5% (November 2004 est.)

Population below




poverty line:   10% (2004 est.)



Household income or consumption by

Percentage share:  
lowest 10%: 2.8%
highest 10%: 32.4% (1998)



Distribution of Family income – Gini index:   51.1 (2002)



Inflation rate (consumer prices):    2.8% (2004 est.)




Investment (gross fixed):    22.5% of GDP (Jan - Sep 2004 est.)

Budget:  
revenues: \$30.86 billion
expenditures: \$31.94 billion, including capital expenditures of \$5 billion (2004 est.)

Public debt:    47.6% of GDP (November 2004 est.)

Agriculture – products:   rice, cassava (tapioca), rubber, corn, sugarcane, coconuts, soybeans

Industries:  
tourism, textiles and garments, agricultural processing, beverages, tobacco, cement, light manufacturing such as jewelry, electric appliances and components, computers and parts, integrated circuits, furniture, plastics, world's second-largest tungsten producer, and third-largest tin producer

Industrial production growth rate:    8.5% (2004 est.)

Electricity – production:    118.9 billion kWh (2003)

Electricity – consumption:    106.1 billion kWh (2003)

Electricity - exports:   188 million kWh (2002)

Electricity - imports:   600 million kWh (2002)




Oil - production:    225,000 bbl/day (2004 est.)

Oil - consumption:    785,000 bbl/day (2001 est.)

Oil - exports:    NA

Oil - imports:    NA




Oil - proved reserves:    600 million bbl (1 January 2003)

Natural gas – production:    18.73 billion cu m (2001 est.)

Natural gas – consumption:    23.93 billion cu m (2001 est.)



Natural gas – exports:    0 cu m (2001 est.)



Natural gas – imports:    5.2 billion cu m (2001 est.)

Natural gas – proved reserves:    368.2 billion cu m (1 January 2003)



Current account balance:    \$6.736 billion (2004 est.)



Exports:    \$87.91 billion f.o.b. (2004 est.)

Exports – commodities:   textiles and footwear, fishery products, rice, rubber, jewelry, automobiles, computers and electrical appliances

Exports - partners:   US 15.9%, Japan 13.9%, China 7.3%, Singapore 7.2%, Malaysia 5.4%, Hong Kong 5.1% (2004)



Imports:    \$80.84 billion f.o.b. (2004 est.)



Imports – Commodities:   capital goods, intermediate goods and raw materials, consumer goods, fuels



Imports - partners:   Japan 23.6%, China 8.6%, US 7.6%, Malaysia 5.8%, Singapore 4.4%, Taiwan 4.1% (2004)

Reserves of foreign exchange and gold:    \$48.3 billion (2004)

Debt - external:    \$50.59 billion (2004 est.)

Economic aid –Recipient:   \$72 million (2002)




Currency (code):   baht (THB)



Exchange rates:  
baht per US dollar - 40.222 (2004), 41.485 (2003), 42.96 (2002),
44.432 (2001), 40.112 (2000)

Fiscal year:   1 October - 30 September



Communications Thailand



Telephones - main lines in use:    6,617,400 (2003)

Telephones – mobile cellular:    26.5 million (2005)

Telephone system:  
general assessment: high quality system, especially in urban areas like Bangkok; WTO requirement for privatization of telecom sector is planned to be complete by 2006
domestic: fixed line system provided by both a government owned and commercial provider; wireless service expanding rapidly and outpacing fixed lines
international: country code - 66; satellite earth stations - 2 Intelsat (1 Indian Ocean and 1 Pacific Ocean); landing country for APCN submarine cable

Radio broadcast Stations:   AM 204, FM 334, shortwave 6 (1999)

Television broadcast Stations:   5 (all in Bangkok; plus 131 repeaters) (1997)




Internet country code:   th




Internet hosts:    103,700 (2003)



Internet users:    6,971,500 (2003)



Transportation Thailand




Railways:   
total: 4,071 km
narrow gauge: 4,071 km 1.000-m gauge (2004)

Highways:   
total: 57,403 km
paved: 56,542 km
unpaved: 861 km (2000 est.)



Waterways:   
4,000 km
note: 3,701 km navigable by boats with drafts up to 0.9 m (2003)



Pipelines:   gas 3,112 km; refined products 265 km (2004)

Ports and harbors:  
Bangkok, Laem Chabang, Pattani, Phuket, Sattahip, Si Racha, Songkhla

Merchant marine:   
total: 386 ships (1,000 GRT or over) 2,038,597 GRT/3,104,712 DWT
by type: bulk carrier 57, cargo 142, chemical tanker 12, combination ore/oil 1, container 21, liquefied gas 25, passenger 3, passenger/cargo 4, petroleum tanker 89, refrigerated cargo 30, roll on/roll off 1, specialized tanker 1
foreign-owned: 55 (Indonesia 1, Japan 3, Norway 45, Singapore 6)
registered in other countries: 35 (2005)

Airports:    109 (2004 est.)



Airports - with paved runways:  
total: 65
over 3,047 m: 7
2,438 to 3,047 m: 10
1,524 to 2,437 m: 23
914 to 1,523 m: 19
under 914 m: 6 (2004 est.)



Airports - with Unpaved runways:   total: 44, 1,524 to 2,437 m: 1 < 914 to 1,523 m: 15 under 914 m: 28 (2004 est.)



Heliports:   3 (2004 est.)



Military Thailand




Military branches:   Royal Thai Army, Royal Thai Navy (includes Royal Thai Marine Corps), Royal Thai Air Force




Military manpower – military age and obligation:   21 years of age for compulsory military service; males are registered at 18 years of age; conscript service obligation - 2 years; 18 years of age for voluntary military service (2004)

Military manpower –Availability:  
males age 21-49: 14.984 million (2005 est.)

Military manpower – Fit for military Service:  
males age 21-49: 10,342,337 (2005 est.)

Military manpower – Reaching military Age annually:   males: 530,493 (2005 est.)

Military Expenditures – dollar figure:    \$1.775 billion (FY00)

Military Expenditures Percent of GDP:    1.8% (2003)



Transnational Issues Thailand

Disputes –

international:



separatist violence in Thailand's predominantly Muslim southern provinces prompt border closures and controls with Malaysia to stem terrorist activities; southeast Asian states have enhanced border surveillance to check the spread of avian flu; Laos and Thailand pledge to complete demarcation of their boundary in 2005; despite continuing border committee talks, significant differences remain with Burma over boundary alignment and the handling of ethnic rebels, refugees, and illegal cross-border activities; Cambodia and Thailand dispute sections of boundary with missing boundary markers; Cambodia claims Thai encroachments into Cambodian territory and obstructing access to Preah Vihear temple ruins awarded to Cambodia by ICJ decision in 1962; ethnic Karens from Burma flee into Thailand to escape fighting between Karen rebels and Burmese troops resulting in Thailand sheltering about 118,000 Burmese refugees in 2004; Karens also protest Thai support for a Burmese hydroelectric dam construction on the Salween River near the border; environmentalists in Burma and Thailand remain concerned about China's construction of hydroelectric dams upstream on the Nujang/Salween River in Yunnan Province

Refugees and Internally displaced Persons:  
refugees (country of origin): 118,407 (Burma) (2004)

Illicit drugs:



a minor producer of opium, heroin, and marijuana; illicit transit point for heroin en route to the international drug market from Burma and Laos; eradication efforts have reduced the area of cannabis cultivation and shifted some production to neighboring countries; opium poppy cultivation has been reduced by eradication efforts; also a drug money-laundering center; minor role in amphetamine production for regional consumption; increasing indigenous abuse of methamphetamine

Appendix 6

Consultant's Experience

Dr., Asanee Ratanamalai

At present Dr. Asanee Ratanamalai is the Chief Executive Officer of the G.P. Green Power Co., Ltd., the company involved in Bio-Fertilizer production and distribution to cooperatives and farmer grounds in Thailand.

During 1988-2000, Dr. Asanee Ratanamalai was assigned as Executive Director of the Cooperative League of Thailand.

During 2001-2003, Dr. Asanee Ratanamalai was assigned as the Executive Director of the Institute of Trade Strategies, under the Thai Chamber of Commerce. The Institute of Trade Strategies responsible for the establishment of trade strategies for both Internal Trade and Foreign Trade Strategies. The Institute is also be the One Stop Service of Trade Information and Data from Trade Registration to Export providing to trading companies and concerned government agencies in the areas of trading, industries, economic and finance, agriculture and cooperative.

Dr. Asanee Ratanamalai has 15 years of experience in Regional Rural Development for both in Thailand and countries in Mekhong Sub-region on Participatory Rural Appraisal (PRA), Community-Based Strategic Rural Development Planning by using AIC and ZOPP approach, Community-Based Land Use Planning and Local Watershed Management (CLM). Participatory Rural Appraisal (PRA), Rapid Rural Appraisal (RRA), Rural System Analysis (RSA), Rural System Survey (RSS), Rapid Appraisal and Mobilization Campaign (RAMC) for Rural Saving and Credit Scheme, and Environmental Impact Assessment (EIA). High competency and keen experience in Training Procureses from Training Need Assessment, Training Planning, Training Implementation, Training Evaluation and Training Management.

In 2002 Dr. Asanee Ratanamalai was assigned by ICA/ROAP as consultant to study on the Critical Study of Agricultural Cooperatives in Lao PDR

Details of Dr. Asanee Ratanamalai' sbackground of education of education and experience stated in CV attached herewith.

DR. ASANEE RATANAMALAI

- 1.NAME :Dr. Asanee Ratanamalai
2.DATE OF BIRTH : 9 December 1947
3.NATIONAL : Thai
4.ADDRESS : 4/12 Chotana Soi 12, Nong Haw, Chotana Road, Tambol Chanfpeug, Amphur Muang, Chiand Mai 50300, Thailand
Tel : +66-53-219135
Fax : +66-53-21*135
5.EDUCATION : *B.Sc. (agriculture)
Kasetsart University, Bangkok, Thailand, (1972)

*Master Certificate in Agricultural Engineering
DEULA Schule (German National Institute for Agricultural Engineering), 4152 Kempen 1, West Germany. (1979)

*Doctor of Philosophy in Agricultural Development. Manin University, 41 Certral Chambers, Dame court, Dublin 2, Republic of Ireland. (1987)

*Certificate, Partnering and Organizational Development, Save the Childern US, Nakon Sawarn, Thailand. June 12-17, 1995

*Certificate, Environmental Impact Assessment For Development Project, Australian National University, Canberra, Australia November 1-30, 1995.

*Higher Certificate, Rural Finance and Farm Development, Indonesian Banking Institute, Indonesia. September 24- October 29.1990.

*Certificate, Technical Agriculture and Social Organization, University of the Philippines at Los Banos, College, Laguna, the Philippines, February 14-April. 22, 1977

6. DELEGATION/RESOURCE PERSON:

1. Consultant for International Cooperative Alliance, Office for Asia and the Pacific (CIA/ROAP), Delhi, India on the Critical Study of Agricultural Cooperatives Development in Lao PDR during 1st September 2002-30th November 2002
2. Resource Person for UN-FAO-APRACA Conference on Trade Liberalization and its Impact to Rural Finance Institute for 21 Delegations from Countries in Southeast Asia and the Pacific at Gran ChinaPrincess Hotel, Bangkok during 20-24 May 2002

3. Resource Person on WTO Agricultural Negotiation Preparation for Next WTO Ministerial Conference in Gatar in November 2001 for 3rd Meeting of Asia Farmers' Group for Cooperation held at S.D avenue Hotel, Bangkok, Thailand, during 1-3 March 2001.
4. Resource Person for UN/APRACA (Asia Pacific Rural Agricultural Credit Association) On Rural and Micro Finance workshop for 30 High Rank Offices from State Bank of Mongolia, Mongolia State University and Military of Food and Agricultural at Continental Hotel, Ulaanbaatar, Mongolia, during 20-27 October 2000.
5. Resource Person on WTO Agricultural Negotiation for 2nd meeting of Asian Farmers' Group for Cooperation held at Indonesia Hotel, Thimbu, Bhutan, during 25-27 June 2000.
6. Resource, Person for UN/APRACA (Asia Pacific Rural Agricultural Credit Association) on Rural and Micro Finance workshop for 50 credit Officers of Bhutan Agricultural Bank of River View Hotel, Thimbu, Bhutan, during 1-14 June 2000.
7. Thai Delegation with Deputy Prime Minister Supachai Panichpakdi and other 33 Thai delegates to attend WTO Ministerial Conference in Seattle, U.S.A. during 27 November 1995-5 December 1999.
8. Resource Person for 4th Network for Development of Agricultural Cooperative (NEDAC) General Assembly at Bay View Hotel, Manila, Philippines during 8-12 November 1999.
9. Thai Delegation with Deputy Minister of Agricultural and Cooperative (Mr. Nevin Chidchob) and other 7 Thai Delegates to attend International Cooperative Alliance (ICA) 5th Minister Conference in Beijing, China during 10-17 October 1999.
10. Thai Delegation to attend ICA Consultation Meeting for ICA 5th Ministerial Conference in Singapore during 4-12 July 1999.
11. Royal Thai Government Representative for Thai-Myanmar-UNDCP Project Evaluation on Integrated Rural Development in Eastern Shan State in Tachileck, Union of Myanmar (1996)
12. Shot Term Consultant on Environment Impacts Assessment Training for High Rank Officers from 5 Southern Provinces of Lao PDR for 10 days (1996)
13. Shot Term Consultant on Environment Impacts Assessment Workshop to establish EIA Guidelines for Industries, Mining, Paper Pulp Mill, and Cement Factory to High Rank Officers and Delegations from various Ministries under sponsorship from UNDP, SIDA, STENO, and Lao PDR for 14 days (1996).
14. Resource Person on Village Revolving Fund management for RECOFTCs Participants at RECOFTC (Regional Community Forestry Training Center for Asia and the Pacific) at Kasetsart University, Bangkok, Thailand (1996)
15. Invited Researcher, research on Rice Production in Nigeria, International Institute for Tropical Agriculture (IITA) for obiqwelle Rural Development Project, Ibadan, Nigeria (1987)

7. OTHER TRAINING

1. Study Visit to International Cooperation Promotion Center (ICPC) and Cooperative Movement in Vietnam, Hanoi, Vietnam. September 23-25, 1998
2. International Seminar on Value-Based Professional Management in Cooperative, Indian National Institute for Cooperative Development, Pune, India. August 30, 1998-September 10, 1998
3. International Conference on Tropical Forest in the 21st Century, Kasetsart University, Bangkok, Thailand. November 25-29, 1996.
4. International Workshop on Soil Conservation Extension, Concepts, Strategies, Implementation and Adoption, Chiang Mai, Thailand. June 1-11, 1995.

5. World Conference on Community Education, Pattaya, Thailand. August 1-7, 1995
6. Women in Development Workshop, January 24-26, 1995, Nakhon sawan, Thailand
7. International Workshop on Community Development and Conservation of Forest Biodiversity Through Community Forestry, Bangkok, Thailand. October 26-28, 1994
8. First Asia Region Workshop on Sustainable Agriculture and Natural Resource Management, Nakhon Sawarn, Thailand. Kanuary 24-28, 1994
9. Workshop on Planning Community Development and Biodiversity Conservation in Buffer Zone, Huay Kha Kaeng World Heritage Complex, Thailand. May 22-25, 1994
10. Seminar on Community Forestry in Thailand, Bangkok, Thailand. May 12-13, 1994.
11. Seminar on Forest Restoration through Natural Regeneration, Bangkok, Thailand. April 8-11, 1994
12. Seminar on Buffer Zone Management in Thailand, Bangkok, Thailand. July 10-11, 1993
13. Environment Impact Assessment Training, RECOFT, Thailand, 1993.
14. Improving Sub-ordinate Performance, Bangkok, Thailand. February 12-14, 1991.
15. Seminar on Strategies on Highland Agricultural Development, Chiang Mai, Thailand. March 18-29, 1991.
16. Follow-up Seminar on Rural Finance and Farm Development, German International Training Center, Feldafing, Germany, September 9-21, 1991.
17. Development Course for Supervisory Personnel Chiang Mai, Thailand. December 21-23, 1990
18. International Visit to Thai-Netherlands Small Farmers Participation Project. November 18-27, 1989. North Eastern, Thailand.
19. International Seminar on Forestry and the Communities, Chiang Mai, Thailand. November 28-29, 1989.
20. Seminar on soil Conservation on Slop land, Republic of China. October 16-22, 1989.
21. Fifth International Soil Conservation Conference on Land Conservation for Future Generations, Bangkok, Thailand. January 18-29, 1988.
22. International Seminar on Coffee Technology Chiang Mai. Thailand, February 3-5, 1988.
23. Seminar on Technical Teaching and Teaching Aids Related to the Mechanization of Agriculture, Agricultural Engineering Training Center, Bangkok, Thailand, and September 1-10, 1988.
24. Study Trip on Dairy Industry to West-Germany, Denmark, Sweden, France, Netherlands, Austria, Belgium and Singapore. 1982.

8. LANGUAGES AND DEGREE OF PROFICIENCY:

	ENGLISH	GERMAN	LAO
Speaking	Fluent	Fluent	Fluent
Reading	Fluent	Fluent	Fluent
Writing	Fluent	Fluent	Fluent

9. MEMBERSHIP OF PROFESSIONAL SOCIETIES:

- International Community Education Association (ICEA).
- Environmental Development Association of Thailand (EDAT)
- World Environment Defense Fund.
- Wildlife Fund Thailand (WFT)
- World Association of Soil and Water Conservation (WASWC)
- Soil and Water Conservation Society of Thailand (SWCST).

10. EMPLOYMENT RECORD:

10.1 RELEVANT EXPERIENCE

15 years of experience in Regional Rural Development for both in Thailand and countries in Meakhong Sub-region on Participatory Rural Appraisal (PRA), Community-Based Strategic Rural Development Planning by using AIC and ZOPP approach, Community-Based Land Use Planning and Local Watershed Management (CLM), Participatory Rural Appraisal (PRA), Rapid Rural Appraisal (RRA), Rural System Analysis (RSA), Rural System Survey (RSS), Rapid Appraisal and Mobilization Campaign (RAMC) for Rural Saving and Credit Scheme, and Environment Impact Assessment (EIA). High competency and keen experience in Training Processes from Training Need Assessment, Training Planning, Training Implementation, Training Evaluation and Training Management. The Following are the example of experiences:

1. 1 Year of experience as Executive Director, Institute of Trade Strategy, Thai Chamber of Commerce, responsible in the following areas (2001-2003) for the establishment of trade strategies for both internal Trade and Foreign Trade Strategies. The Institute is also be the One Stop Services of Trade Information and Data from Trade Registration to Export providing to trading companies and concerned government agencies in the areas of trading, industries, economic and finance, agriculture and cooperative
2. 1 Year of experience as Project Director, International School Principal and Board of Director, Prem Tinsulanonda Center for International Education, Po. Box 1, Mae Rim Chiang Mai 50180, Thailand. Responsible in the following areas (2000-2001)
 1. International School Administrative and Management.
 2. All Prem Tinsulanonda Center for International Education Projects Management.
3. 3 years of experience as Executive Director, Pc 11, the Cooperative League of Thailand, Ministry of Agricultural and Cooperatives. Responsible in the following areas: (1997-2000)
 1. Organization and Staff Management over 100 Staffs.
 2. Promotion and propagating the Activities of cooperative societies as well as conducting research and compiling statistics concerning such activities.
 3. Giving technical advice and assistance to cooperative societies and providing facilities in respect of the communication and coordination between cooperative societies and government agencies or other persons.
 4. Providing technical study and training on the activities of cooperative societies.
 5. Promoting relationship between cooperative societies, relationship with foreign cooperative leagues or organizations having similar objectives.
4. 1 year of experience as Director, Training and Information Service Program, Regional Information Service Center for South East Asia on Appropriate Technology (RISE-AT), Institute for Science and Technology Research and Development (IST), Chiang Mai University, Thailand. Responsible in the following areas: (1996-1997)
 1. Promotion of human resource development concept which contribute to the better utilization training.
 2. Determination and implementation of an effective training strategy. (need assessment, objective identification methodology and evaluation) for all training activities conducted by RISE-AT
 3. Training program development, curricula formulation and implementation of training activities according to the need and request from GOs, NGOs and countries in the region.
 4. Design and production of training manual and other media utilized in training activities.
 5. Planning and management of opportunities for short-term courses, eco-study tour/trips as well as conferences and seminars.
 6. Training consultancy providing to GOs and NGOs as well as countries in the region.

7. Information services providing to GOs, NGOs and countries in the region.
8. Feasibility Study (FS.) and Environment Impact Assessment (EIA.) Implementation for GOs and countries in the region.
9. Close coordination with other sections with regard to planning, implementations of the program and establishment of the progress report as well as Technical Support to sections concerned.
10. Development of TIS personnel.
5. 2 years of experience as Sustainable Agriculture and Natural Resource Management Specialist of PAL CONSULTANT Co., Ltd. Responsible in the following areas: (1995-1996).
 1. Section and Staff management over 24 staffs.
 2. Provide training to develop company staffs on environmental Impact Assessment (EIA)
 3. Project Study and Analysis on Agricultural Aspects and Environmental Impact Assessment of Dam and Reservoir Project of Royal Irrigation Department.
6. Specialist on Environment Impacts Assessment, GEO Survey Co., Ltd. Responsible for Study on EIA for Company's Projects. (1996)
7. Specialist on Environmental Impacts Assessment and Natural Resources Management, Sheldon Jacobs Consulting Co., Ltd., Canada. Responsible for EIA study and conduct training on EIA. (1996)
8. 1 year of experience as General Manage of CPK Plantation Co., Ltd. Responsible in the following areas: (1994-1995)
 1. Company and Staff Management over 3,000 staffs.
 2. Managed and Planned on Farm Activities.
 3. All aspects of growing Temperate Vegetables, Flowers and Fruit tree as well as Wine Production Factory.
 4. Supervised 6 Section Managers.
 5. Farm Budget Analysis and Development.
9. 2 years of experiences as Agro Forestry and Community Forestry Project Coordinator with Save the Children USA, in the following areas: (1992-1995)
 1. Section and Staff Management over 31 staffs.
 2. Policy establishment for SA/NRM and Child Development
 3. Project Planning and budgeting on Rural Development.
 4. System oriented and on*farm research.
 5. Collaboration with Governmental and Non-Governmental Organizations.
 6. HRD Planning and provide training to organization staff and Project Staffs on PRA, RRA, RSA and Agricultural Related Fields.
10. 2 years of experiences as Agricultural and Forestry Program Manager with Thai-German Highland Development Program under Office of Narcotic Control Board (ONCB), Office of Prime Minister, in the following areas: (1990-1992)
 1. Section and staff management
 2. Policy establishment
 3. Project planning on Rural and Agro-forestry Development
 4. Collaboration with Governmental Organizations
 5. Training Planning and Training Management for Training of Royal Thai Government Officers worked with the Project.
11. 5 years of experiences as Agricultural Extension Program Manager with Thai-German Highland Development Program under Office of Narcotic Control Board (ONCB), Office of Prime Minister, in the following areas: (1987-1990)
 1. Section and staff management
 2. Supervised over 250 staff from 3 Departments of 2 Ministries.

3. Training Set up Provide Training to Responsible Implementing Agencies (RIAs) in the Area under Project.
 4. Extension Program Planning on Rural and Agricultural Development.
 5. Research.
 6. Land Use Planning and Watershed Classification and Management.
12. 1 year of experiences as Assistant Project Manager in Kingdom of Saudi Arabia in the following areas: (1983-1984).
1. Managed and planned on Farm Activities.
 2. Supervised up to 100 employees.
 3. All aspects of growing crops from seeding, planning, fertilizing, growing, irrigation, weed controlling and harvesting.
 4. Determined planting time and Varieties.
 5. Established crop rotation schedules.
 6. Sale of crops.
 7. Crop contract negotiations for sale to food processing firms.
 8. Furrow, sprinkler, drip lined and time control of irrigation systems.
 9. Set up center pivot irrigation system.
 10. Farm budget analysis and development
 11. Repair and maintenance of farm equipment.
 12. Establish Training Curricular and Training Program for Sausi Students from Riyadh Jeddah University.
13. 10 years of experiences as an Academic Specialist and Lecturer on Agricultural Engineering Department of Agricultural Engineer, King Mongkut Institute of Technology with Knowledge's in the following areas: (1972-1983)
1. Vegetable Production
 2. Field Crop Production
 3. Dairy Industry
 4. Farm Management
 5. Agricultural Marketing
 6. Soil Survey and Classification
 7. Irrigation Planning and Management
 8. Farm Machinery

10.2 FROM 2003 TO PRESENT

EMPLOYER: G.P.Green Power Co., Ltd
128/148 Phyathai Plaza Building, 14B Floor,
Ratchathewe, Bangkok 10400

POSITION: Chief Executive Officer, Responsible for all establishments of strategies in the area of Bio-Fertilizer Production, distribution of fertilizer to agricultural cooperatives and farmers' group, trade of fertilizer.

11. PUBLICATIONS

1. Critical Study of Agricultural Cooperatives in Lao PDR, 2002.
2. Environmental Impact Assessment, Training Manual, 1996
3. Community Based Land Use Planning and local Watershed Management, 37 pages, Handbook for Extension Worker, 1995
4. Study Trip Management, 10 pages, Handbook for Extension Worker, 1994
5. Soil and water Conservation on Slope Land Area, 35 pages, Handbook for Extension Worker, 1994
6. Participatory Rural Appraisal, 65 pages, Handbook for Extension Worker, 1993
7. Feasibility Studies for UNOCAL on option of Head Quarter Construction or Leasing, 1990

8. Highland Agricultural Extension Handbook., A Handbook for officers from Department of Public Welfares, Department of Agricultural Extension and Department of Land Development, 1988
9. Feasibility Studies on Rice Production Project in Nigeria, 1987.
10. Feasibility Studies on Housing Project for the Second Region Army Supreme Command Head Quarter in Nakronratchasima, 1987
11. Feasibility Studies on Rock Crusher Plant Project in Brunai, 1987.
12. Feasibility studies on Agricultural Development in Jaordan and Kingdom of Saudi Arabia, 1987.
13. Report on Workshop on the Title of Dairying in Thailand, 1982
14. Invitation for Tender, Tender Document for the Third Danish State Loan Thailand, 1982
15. Department of Vocational Education Support for the Development of diary Industry in Thailand, Paper presented to the Directors and Assistant Directors of Agricultural Colleges under the Third Danish State Loan to Thailand, 1982
16. Agricultural Education under pre-University level, Paper presented to the Executive personnel of the government Sectors and Private Sectors involving in diary development in Thailand, under sponsorship from FAO/RDDTTAP, 1980
17. Report on the follow-up Seminar on Agricultural Teacher Training and Evaluation Exercise organized by UNESCO under Fund-in-Trust from the Government of Japan, 1977
18. Soil Survey and Classification, Text book for Agricultural Students, 1975
19. Agricultural Marketing, Text Book for Agricultural Students, 1975.
20. Irrigation Design and Management, text book for agricultural Student, 1974
21. Farm Management, Text Book for Agricultural Students, 1973

12. PROJECTS UNDER TAKEN:

1. Project Evaluation on Huay Mae-On Reservoir Project, Chiang Mai Province, Tung Wat Singh Irrigation Project, Chai Nat Province and Klong Wang Tanod Irrigation Project, Chantaburi Province of Royal Irrigation Department. Responsible as Agricultural specialist and Organization Specialist.(1997-1998)
2. Project Evaluation on The Royal Initiative Project for Water Resources Development in Narathivas Province of Royal Irrigation Department. Responsible as Agricultural Specialist and Organization Specialist. (1997-1999)
3. Master Plan Study and Establishment on Community Flood Protection in 67 Provinces of Thailand of The Public Work Department, Ministry of Interior. Responsible as Organization Specialist. (1997-1998)
4. Feasibility Study and Environmental Impacts Assessment on Agricultural Activities for Lamprayatharn Dam Construction Project, Prajinburi Province of Royal Irrigation Department (1996)
5. Feasibility Study and Environmental Impacts Assessment on Agricultural Activities for Mae Moh Reservoir Construction Project, Lampang Province of Royal Irrigation Department (1996)
6. Feasibility Study on Water Hyacinth Control and Elimination in Maeklong and Tajin Watershed of The Public Work Department, Ministry of Interior. Responsible on The Study of Chemical Control and Seasonal Change of Water Hyacinth (1996)
7. Environmental Impacts Assessment on Agricultural Activities for Mae Wong Dam Construction Project, Nakorn Sawarn Province of Royal Irrigation Department, 1996
8. Initial Environmental Evaluation (IEE) on Agricultural Activities for Huay Deu Reservoir, Fang District, and Chiang Mai Province of Royal Irrigation Department (1996)

9. Initial Environmental Evaluation (IEE) on Agricultural Activities for Huay Kon Reservoir Construction Project, Praow District Chiang Mai Province, Royal Irrigation Department (1996)
10. Initial Environmental Evaluation (IEE) on Agricultural Activities for Mae Leang Pattana Reservoir Construction Project, Serm-ngam District, Lampang Province, Royal Irrigation Department (1996)
11. Project Evaluation on ae Puem Reservoir, Prayao Province and Huay Kraseaw Reservoir, Suphunburi Province of Royal Irrigation Department (1996)
12. Study on Chao Praya Water Utilization and Management on Agricultural Activities of Royal Irrigation Department (1996-1999)
13. Short Term Consultant on Environmental Impacts Assessment Training for High Rank Officers in 5 Southern Provinces of Lao PDR. Under the sponsorship from UNDP, SIDA and STENO, Lao PDR for 10 days (1996)
14. Feasibility Study on UNOCAL Head Quarter Construction or Leasing (1990)
15. Feasibility Study on Housing Construction for 2nd Army Command, Nakornratchasima Province (1987)
16. Feasibility Study on Rock Crusher Plan in the Kingdom of Brunei (1987)
17. Feasibility Study on Inland Fishery Development and Training Center in Jordan and the Kingdom of Saudi Arabia (1987)
18. Study on Dairy Industry Development in Thailand. (1982)
19. Proposal Preparation for Equipment procurement for DOVE, DPO and Supreme Command Head Quarter under 3rd Danish State Loan to Thailand (1982)
20. Secretary-General in-charge to conduct workshop on Dairying and Dairy Industry Development in Thailand under sponsorship by Department of Livestock Development, Fao and Danida (1982)
21. Secretary-General, The Third Danish State Loan to Thailand from DANIDA for DOVE, DPO and Supreme Command Head Quarter.
22. Secretary in-C=charge to conduct workshop on Agricultural Teachers Development for the Agricultural Administrators in Thailand under sponsorship by UNESCO (1977)

13. PROFESSIONAL PAPERS AND SPEAKER:

1. Trade Liberalization and Its Impact to Rural Finance Institute, Paper Presented in UN-FAO-APRACA Conference on Trade Liberalization, for 21 Delegations from Countries in Southeast Asia and the Pacific at Grand China Princess Hotel, Bangkok during May 20-24, 2002
2. Guidelines and Roles of Asian Farmers' Group for Cooperation in WTO and World Forum for Agricultural Negotiation, Paper Presented in 3rd Meeting of Asian Farmers' Group for Cooperation, S.D. avenue Hotel, Bangkok, Thailand, March 1-3, 2001
3. The Role of Cooperative in Thailand in Decentralized Rural Development aimed at Poverty Alleviation and Food Security at Community Level, Paper Presented in FAO Regional Workshop on Decentralized Rural Development and the Role of Self Help Organizations, Chiang Mai, Thailand, November 4-6, 1998.
4. Village Revolving Fund Management, Paper Presented in RECOFTC Training Program, Kasetsart University, Bangkok, Thailand, 1966
5. Forest and Watershed Conservation and Rehabilitation Through Agro and Community Forestry Paper Presented in International Conference on Forestry for 21st Century, Kasetsart University, Bangkok, Thailand 25-27 November 1996.

6. Community Education Through Agro-and Community forestry, Paper Presented in World Conference on Community Education, Ambassador City, Jomtien, Pattaya, Thailand August 1-7, 1995
7. Soil Conservation Extension through Agro-and Community Forestry, Paper Presented in International Workshop on Soil Conservation Extension, Concepts, Strategies, Implementation and Adoption, Chiang Mai, Thailand, June 4-11, 1995 and achieved 3rd Award of Paper and Poster Presentation.
8. Biodiversity Conservation and Community Development in the Programs Supported by Save the Children, Paper Presented in International Workshop on Community Development and Conservation of Forest Biodiversity through Community Forestry, Bangkok, Thailand, and October 26-28, 1994
9. Role of NGOs in Economic Development and Natural Resources Conservation in Buffer Zone Area Though Agro-and Community Forestry, Paper Presented in Workshop on Planning of Community Development and Biodiversity Conservation in Buffer Zone, Huay Kha Kaeng, U-thaithani, Thailand, May 22-25, 1994.

14. PERSONAL INFORMATIONS:

Date of Birth	:	December 9, 1947 Lopburi Province
National	:	Thai
Sex	:	Male
Height	:	1.60 Meter
Eye Color	:	Black
Hair Color	:	Black
Blood Type	:	O-Rh
Special Secularities	:	Scar at left hand
Married	:	Thai citizen
Identification Card	:	No.4 BKK. 9-017987
Passport Number	:	X 224540
Driving License	:	No. 22029497
International Driving License:		No.787/1983