

ABSTRACT

The study of “Participatory formulating the 10 year master plan (2004 – 2013) of community market for agricultural commodities: case study of preserved longan of Chomthong vegetables and fruits cooperatives limited” is a result from the government’s urgent policies that require the increase in the energetic of community and local economy for the truly sustainable development. Thus researches have to be conducted to reflex indeed demand of community and create the master plan for the operation. Chomthong vegetables and fruits cooperatives limited is selected for this study because it is the local organization that not only produces agricultural commodities-longan and preserved longan which are the main agricultural commodities in this cooperatives- but also does a trade. Due to in the beginning of the operation, therefore this organization should have the efficient plans for operating in the future.

The objectives of this study are to create the master plan of community market by the local people and to find the internal as well as the external environment factors which will become the strategies for the operation plan in order to bring the success in its targets.

This study has several procedures to find out the solution. The focus group discussion and the interview about the vision, missions, targets, objectives and factors that effect on the cooperatives operation are conducted simultaneously. The raw data is analyzed in order to find out the factors’ relationship by factor analysis method. Then, the canonical analysis method is used to match internal factors and external factors. After that, the results of each analysis are compared by TOWS matrix method, SWOT matrix method and Boston Consulting Group (BCG) method. Finally, the results of comparing are brought up to formulate the development master plan.

The results of TOWS matrix analysis show that the operation of preserved longan is in the strong and threat situation. This implies that the cooperatives should take the benefit from such situation. However, there are some threats which are the external factors that the government should take into account.

The results of SWOT matrix analysis indicate the same solution as TOWS matrix analysis. The appropriate project plan is the stability project plan which include expanding job, avoidance the threat, prevention and protection, controlling, increasing targets and maintenance.

From the results of BCG analysis, the market growth is low and the market share is in the dogs situation. Thus the strategies are 1) increasing the members for more purchasing power, 2) expanding rate of preserved longan price guarantee and 3) increasing the employment.

The 10 year master plan of community market for agricultural commodities formulated from this study is, then, composed of 5 strategies as follow: 1) the strategy of cooperatives' market development, 2) the strategy of strengthening learning process for administrator and cooperatives members, 3) the strategy of developing efficiency of cooperatives management, 4) the strategy of developing home and community of the cooperatives members, 5) the alternative strategy focusing on the financial dimension, innovation dimension, marketing dimension, business dimension and management dimension evaluated the success by the key performance indicators (KPI).