

## ABSTRACT

The make or buy question represents a fundamental issue faced by many companies. Companies have finite resources and are unable always to afford to have all manufacturing technologies in-house. Outsourcing is becoming increasingly important for all business firms.

The purposes of this project are to identify the key factors in make or buy decisions, and to identify the appropriate manufacturing site for a Fast Moving Consumer Goods (FMCG) business.

In this project, make and buy data was collected from Unilever Thai Holdings Ltd. Then the data was analyzed by using case study methodology.

The conclusions of this project are that the company should have both Make and Buy decisions to support business value. Moreover, the right decision can drive further company growth.

