



# E-Commerce for Canned food Export Businesses

By

Ms. Kasama Kulsantipong

A Final Report of the Three - Credit Course  
CE 6998 Project

Submitted in Partial Fulfillment  
of the Requirements for the Degree of  
Master of Science  
in Computer and Engineering Management  
Assumption University

November 1999

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Project Title                      E-Commerce for canned food export businesses

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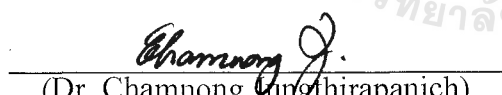
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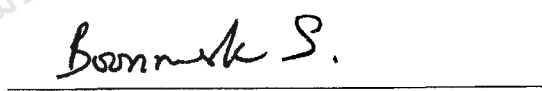
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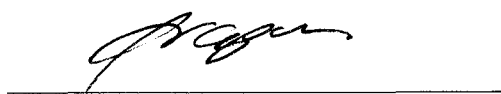
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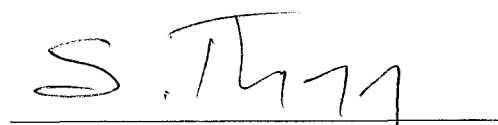
  
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## ABSTRACT

The purpose of this project is to study the feasibility of using E-Commerce to support canned food export businesses. It provides details of E-Commerce and Thailand's canned food exports and also defines the advantages and disadvantages of E-Commerce for supporting this business.

For this research, the researcher used stratified random sampling by selecting a sample group of 25 canned food exporters, which export both canned fruits and canned seafood, out of a list of 87 canned food companies. Questionnaire was the main instrument for this research. The questionnaire was designed as a guideline for use in interviews directly with the 25 canned food exporters in the sample. The data processing and analysis was done using standard editing. Coding tally procedures were utilized to collect the data and show in the percentages (%) and graphs. Simple tabulation and cross tabulation is used to analyze the data.

Findings were collected by analyzing the questionnaire. Most respondents are interested in using E-Commerce in the future. This however, depends on the various conditions such as security for payment on the Internet, dumping prices, minimum order, etc. If these problems can be solved, the trend in the future will be for more use of E-Commerce to support this business.

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Secondly, I would like to thank the staff members at the Department of Export Promotion (DEP) who provided me with the Name List of Canned Food Exporters.

Thirdly, I would like to thank all 25 canned food exporters who allowed me the opportunity to interview them and gave me valuable information.

Fourthly, I would like to thank my friends: Mr. Pongnarintr Archamongkol, Mr. Watit Kasempremchit, and Mr. Piyaphong Kobbandith, who gave me assistance with computers, and also Mr. Surat Wongrattanapatsorn who provided me with a Laser Jet printer to print the project.

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## TABLE OF CONTENTS

<u>Chapter</u>	<u>Page</u>
ABSTRACT	iii
ACKNOWLEDGEMENTS	iv
LIST OF FIGURES	vii
LIST OF TABLES	viii
I. INTRODUCTION	1
1.1 Overview	1
1.2 Background to the Study	2
1.3 Objectives of the Study	3
1.4 Importance of the Study	3
1.5 Statement of Problems	4
1.6 Research Methodology	4
1.7 Limitation of the Study	5
1.8 Delimitation	6
1.9 Definition of Terms	7
II. LITERATURE REVIEW	9
2.1 History of Food Export Business in Thailand	9
2.2 E-Commerce: A New Strategy for Export	16
2.3 Electronic Payment Methods	22
III. RESEARCH METHODOLOGY AND PROCEDURE	25
3.1 Data Collection	25
3.2 Procedure	30
3.3 Data Analysis	30

<u>Chapter</u>	<u>Page</u>
IV. ANALYSIS, INTERPRETATION, AND DISCUSSION OF FINDINGS	32
4.1 Overview	32
4.2 Analysis of Results	32
4.3 Discussion of Findings	64
4.4 Answers to the Statement of the Problem	66
V. CONCLUSIONS AND RECOMMENDATIONS	70
5.1 Research Summary	70
5.2 Further Recommendations	71
APPENDIX A LIST OF THAILAND'S CANNED FOOD EXPORTERS	72
APPENDIX B A QUESTIONNAIRE	81
BIBLIOGRAPHY	87

## LIST OF FIGURES

<u>Figure</u>	<u>Page</u>
2.1 The Value of the Food Export Business	11
2.2 The Value of Each Type of Food Export	13
4.1 Number and Percentage of Companies That Have Internet Connection in the Office	37
4.2 Number and Percentage of People Who Have Ever Heard about E- Commerce	38
4.3 Number and Percentage of People Who Have Experience in Using E- Commerce	39
4.4 Best Definition of E-Commerce	41
4.5 Number and Percentage of Companies Using E-Commerce	42
4.6 Number and Percentage of People Who Are Interested in Using E- Commerce in Their Companies	45
4.7 Reasons for Using or Being Interested in E-Commerce	49
4.8 Reasons for Not Using or Not Being Interested in E-Commerce	51
4.9 Number and Percentage of People Who Think That E-Commerce Can Be Used to Support the Canned Food Export Business	52
4.10 Reasons Why E-Commerce Can Be Used to Support the Canned Food Export Business	55
4.11 Reasons Why E-Commerce Cannot Be Used to Support the Canned Food Export Business	57
4.12 Number and Percentage of Areas That Save Cost	59
4.13 Benefits of E-Commerce	61
4.14 Problems of E-Commerce	62
4.15 Number and Percentage of Payment Methods of Companies That Use E-Commerce	63



## *LIST OF TABLES*

<u>Table</u>	<u>Page</u>
4.1 Personal Data of Respondents: Sex, Age, Work Experience, and Position	33
4.2 Company Data of Respondents: Number of Years That the Company Has Been Established, Number of Employees, and Number of Computers	34
4.3 The Relationship between Experience in E-Commerce and Age	40
4.4 The Relationship between Companies Using E-Commerce and Number of Years That the Company Has Been Established	43
4.5 The Relationship between Use of E-Commerce and Number of Employees in the Company	43
4.6 The Relationship between Use of E-Commerce and Number of Computers in the Company	44
4.7 The Relationship between Interest in Using E-Commerce in the Company and Work Experience in Canned Food Export Business	46
4.8 The Relationship between Interest in Using E-Commerce in the Company and Number of Years That the Company Has Been Established	46
4.9 The Relationship between Interest in Using E-Commerce in the Company and Number of Employees in the Company	47
4.10 The Relationship between Interest in Using E-Commerce in the Company and Number of Computers in the Company	47
4.11 The Relationship between Reasons for Using/Being Interested in E-Commerce and Companies Using/Not Using E-Commerce	50
4.12 The Relationship between Support for Using E-Commerce in the Canned Food Export Business and Work Experience in Canned Food Export Business	53
4.13 The Relationship between Support for Using E-Commerce in the Canned Food Export Business and Companies Using/Not Using E-Commerce	53

4.14 The Relationship between Support for Using E-Commerce in the Canned Food Export Business and Companies Not Using but Being Interested in E-Commerce	54
4.15 The Relationship between Reasons Why E-Commerce Can Be Used to Support the Company and Companies Using/Not Using E-Commerce	56
4.16 The Relationship between Areas That Save Cost and Companies Using/Not Using E-Commerce	60



# 1. INTRODUCTION

## 1.1 Overview

Nowadays, Thailand faces the problem of an economic crisis. On July 2, 1997, Thailand's worst economic crisis began and continued in part due to the slowdown of - world economy. So, how can Thailand's economic crisis be solved?

Exports are one way to pull Thailand through the economics crisis. The food export business is a high potential business and it is ranked in the top ten of export businesses which bring money to Thailand. The trend in the future will be to give more value to this industry because Thailand's food is famous and well known for quality and taste.

Electronic Commerce or E-Commerce is one kind of technology to support this export business. It is a technology on the Internet to help exporters expand their market, reduce costs and make product prices more competitive. Retailers can advertise products day and night (24 hours) and can eliminate the middlemen between buyers and sellers. It also allows online shopping and customers can buy products using major credit cards. It includes business-to-business connections that make purchasing easier for small and big corporations. This technology makes it possible to do business transactions or sell products/services to customers through the World Wide Web.

This project will use research from 25 food export companies which export canned food products. It aims to determine whether E-Commerce can be used to support this business effectively. It also aims to determine the feasibility of using E-Commerce for the canned food export business and whether this will improve profits. This project will be beneficial to canned food exporters or anyone who is interested in investing in E-Commerce to support their business.

## 1.2 Background to the Study

Exports are one factor which may encourage economic growth in Thailand. Following the flotation of the Thai baht on July 2, 1997, export values have increased when calculated in Thai baht, but when calculated in US dollars, the value has decreased continuously. The fall of the baht since the beginning of 1998 has been about 6.5%. Exporters in Thailand still face the problem of lack of cash flow. The recession in other Asian countries has also affected Thailand's exports. There is a need to export more products to encourage economic growth in Thailand.

Food is one of the Thai products that can be exported to other countries. It is ranked in the top ten sources of income to Thailand, and generates more than one hundred thousand million baht per year. The value of Thai food exports has increased almost every year. In the future, food exports from Thailand are likely to increase given the recovery in the world economy and the economies of Thailand's major trading partners such as Japan, the USA, and Europe. Moreover, the demand for food products has also increased every year. Food products in Thailand are generally of good quality, and are accepted and favored by foreign consumers. Also, the devaluation of Thai baht makes our products cheaper.

E-Commerce is a means of conducting electronic business transactions including production, distribution, marketing, sales, and even delivery of goods and services. It also allows payment using IT through communication networks such as smart cards, bar codes, the Internet, Intranet, and EDI (Electronic Data Interchange). It can be used for business-to-business links and business-to-consumer transactions. E-Commerce is playing now and will play a major role in business in the future.

The Department of Export Promotion is encouraging exporters to use E-Commerce to compete with other countries. E-Commerce will benefit small and



medium-sized enterprises (SMEs), which have limited capital but have efficient production methods and ability to export to other countries. They can offer such businesses access to markets while spending less money. This can help to expand Thailand's international trade and make Thai products well known in foreign countries.

### 1.3 Objectives of the Study

The objectives of this project are as follows:

- (I) To study the feasibility of using E-Commerce in the canned food export business and evaluate its success.
- (2) To gather information about the use of E-Commerce in the Thai canned food export business and also define the advantages and disadvantages of using E-Commerce in this business.
- (3) To define the problems in implementing E-Commerce for canned food export business and also to find solutions to these problems.
- (4) To research the canned food exporters' awareness of E-Commerce.
- (5) To research and analyze whether E-Commerce can be used to support the canned food export business. This will focus on whether:
  - (a) It can be used to increase sales volumes, to make more profits, and to reduce cost.
  - (b) It can be used to expand the market and to find new customers.

### 1.4 Importance of the Study

The importance of this project May be defined as follows:

- (1) To benefit exporters in expanding the market if they use E-Commerce to support their business.
- (2) To predict problems and restrictions of E-Commerce for the canned food export business.

- (3) To study how E-Commerce can bring increased sales volumes and profits by interviewing Thai canned food exporters.

### 1.5 Statement of Problems

Nowadays E-Commerce is very popular in the world including Thailand and it is expected to gain more popularity in the future. However, there are some problems in regard to the use of E-Commerce in the canned food export business such as the high price of freight when customers order at small quantities, the strictness of Food Sanitary Laws in some countries which require complicated export documents, and unsecured payment from the use of credit cards. According to these problems, the study will try to answer the following questions:

- (1) Can E-Commerce be used to support canned food export business?
- (2) Can E-Commerce be applied to reduce cost?
- (3) What are the benefits of E-Commerce for canned food exporters in Thailand?
- (4) What are the problems of E-Commerce for canned food exporters in Thailand?
- (5) What are the trends of E-Commerce in the future in Thailand?

This project will provide answers to the above questions based on a research questionnaire sent to canned food exporters in Thailand.

### 1.6 Research Methodology

- (1) Data collection: Obtained a list of 87 canned food export companies in Thailand, provided by the Department of Export Promotion (DEP).
- (2) Sampling Procedure:
  - (a) Stratified random sampling was used by selecting a sample group of 25 canned food exporters out of the 87 export food businesses in

Thailand who have experience in exporting canned food by choosing companies that manufacture both canned fruits and canned seafood products.

(b) The researcher contacted the Export Managers of the canned food export companies by telephone to make an appointment for an interview.

- (3) Processing the research: Designed questionnaire was used to ask these 25 canned food exporters about their interests in E-Commerce and the problems that they are facing. The questionnaire consists of designed multiple-choice questions along with close-ended questions, ranking scale questions, and open-ended questions.
- (4) Data Processing and Analyzing: Standard editing, coding, and tally procedures are utilized to collect the data and show the percentage (%) and graphs to make it easy to understand. Simple tabulation and cross-tabulation are used to analyze the data. Results are obtained from the questionnaire. The feasibility of E-Commerce and any problems shown in the questionnaire will also be mentioned. Recommended solutions for the problems is the final part.

### **1.7 Limitation of the Study**

This project is made to measure the feasibility of using E-Commerce to support canned food export business. It is suitable for the canned food exporters and innovators to start to use E-Commerce to run their business. This project focuses on the benefits of E-Commerce and how to bring E-Commerce to use in canned food export business efficiently. The limitations of this study are as follows:

- (1) This study is to recommend Thai exporters to use E-Commerce to support their canned food export business and also study the situation of canned food export in Thailand. It provides information for canned food exporters or innovators to start using E-Commerce to support their business. It also provides information about security in E-Commerce.
- (2) A research was made on canned food exporters regarding the use of E-Commerce in their business. It provides information about canned food exporters' opinion and problems about E-Commerce, and measures the percentages of increase in sales volumes and profits. For this research, 25 canned food exporters were interviewed out of the 87 canned food exporters in Thailand. The research questionnaires cover the benefits and problems of E-Commerce, the trends in E-Commerce, and the situation of E-Commerce in the exporters' opinion.
- (3) After the research, the effectiveness of E-Commerce to support canned food export business can be measured. The feasibility study of using E-Commerce can be analyzed. Benefits and problems of E-Commerce can be found. After analyzing the results, this study can be recommended to canned food exporters to decide whether they should invest in E-Commerce business.

## 1.8 Delimitation

The delimitations of this project are as follows:

- (<sup>1</sup>) When exporters export canned food to foreign countries, they face different import regulations in each country and also different standards to determine the quality of food as required by Food Sanitary Laws. Therefore, the required export documents of each country cannot be discussed in detail.



- (2) Regarding research limitations, this study covers canned food exporters. The questionnaires emphasized on canned food products and canned fruit products. It does not cover fresh food, fresh fruits, fruits juice, frozen food, frozen fruits, rice, vegetables, etc.
- (3) Regarding analysis of limitations, this project is analyzed according to the results of questionnaires and interviews. All answers from canned food exporters are brought to analysis and conclusion.
- (4) This project does not cover the creation of E-Commerce homepage. It only covers the research results from questionnaires and interviews, and provides information about the details of E-Commerce and the details of food export business.
- (5) This project gives details of E-Commerce and some details of electronic payment but it does not cover details of electronic payment security.

### 1.9 Definition of Terms

- (1) Electronic Data Interchange (EDI): The direct computer-to-computer exchange between two organizations of standard business transaction documents.
- (2) Hypertext Markup Language (HTML): A programming tool that uses hypertext to establish dynamic links to other documents stored in the same or remote computers.
- (3) Integrated Services Digital Network (ISDN): International standard for transmitting voice, video, and data to support a wide range of service over the public telephone lines.

- (4) **Internet Service Provider (ISP):** A commercial organization with a permanent connection to the Internet, which sells temporary connections to subscribers.
- (5) **Small Middle Enterprises (SMEs):** Small business or middle business, which has small capital but have efficiency in production and can export to other countries.
- (6) **World Wide Web (WWW):** A system and set of standards for storing, retrieving, formatting, and displaying information in a networked environment.



## II. LITERATURE REVIEW

### 2.1 History of Export Food Business in Thailand

Thailand has been a food producer for international markets. To maintain its high rank as a quality producer, Thailand has continued to improve its production and processing techniques, so that all its products can easily meet international standards. As well as quality, taste and packaging are carefully monitored and enhanced to meet consumers' needs. As a result, Thai food has become very popular in many countries on all continents.

Thailand's high potential as an international food producer is due not only to its abundance of high quality natural food, but also to its many qualified and experienced producers and processors. The use of new and innovative technology in production and processing enhances its produce and ensures products of the highest standard. Another significant feature of the success of Thai food products is the reputation of Thai cuisine, the skilful cooks, subtle use of seasonings, and exotic presentation.

Today, Thailand's exports of frozen shrimp, frozen chicken, canned tuna, canned pineapple and pineapple juice, account for one — fifth of the world's production. In addition, other products are exported such as canned food, instant noodles, dried fish, dried shrimp, seasoning, cereal, and flour products. These are gradually increasing their market share in many countries all over the world, including Japan, the United States of America, Canada, Eastern Europe, Australia, other countries in Asia as well as the Middle East. (<http://www.thaitrade.com> 1999)

Nowadays Thailand is one of the world's largest agricultural countries, which produce plenty of agricultural products each year. Thailand does not produce agricultural products only for domestic consumption, but also for export, which creates

a revenue of more than 200,000 million baht annually. The success of export revenue has come as a result of the efforts of Thai farmers and related organizations, who have been trying to improve plant species and develop the quality of products to fit the standard and demand of the export market. Moreover, manufactures/exporters have also turned agricultural products into several types of processed food such as frozen food, dried food, canned food, fruit juice, etc., which has added value to the goods and increased the competitiveness of Thai food export.

Thai food export has gained in value every year, except in 1996. The value of food export in that year decreased compared from that in 1995 in several items, due to the stagnation of world economy and the main export market. However since July 2, 1997, Thailand has adapted the flotation of the baht as a method of currency exchange. As a result, the value of Thai food export in 1997 increased a lot compared with that in 1996 in several items. This is because the Thai baht has weakened almost by 100%. Nevertheless, the export value in US dollars has decreased.

**Export Value:** The value of Thai food export has increased every year except in 1996. The export value was 154,257.40 million baht, which decreased by 0.87% compared with that in 1995. In 1997, the export value increased to 187,208.10 million baht, which decreased by 21.36% compared with that in 1996. In 1998, the export value was 234,919.90 million baht, which decreased by 25.49% compared with that of the year before, as shown in Figure 2.1.

In terms of US dollar, the value of Thai food export is as follows. In 1996, the export value was US\$ 6,114.50. In 1997, the export value was US\$ 6,008.90, or an increase by 1.73%. In 1998, the export value was US\$ 5,693.20 million or a decrease by 5.25%.



Food Export Products: Most of the products one semi-processed food and ready-to-eat food, consisting of the following product groups ranked by export value in 1998.

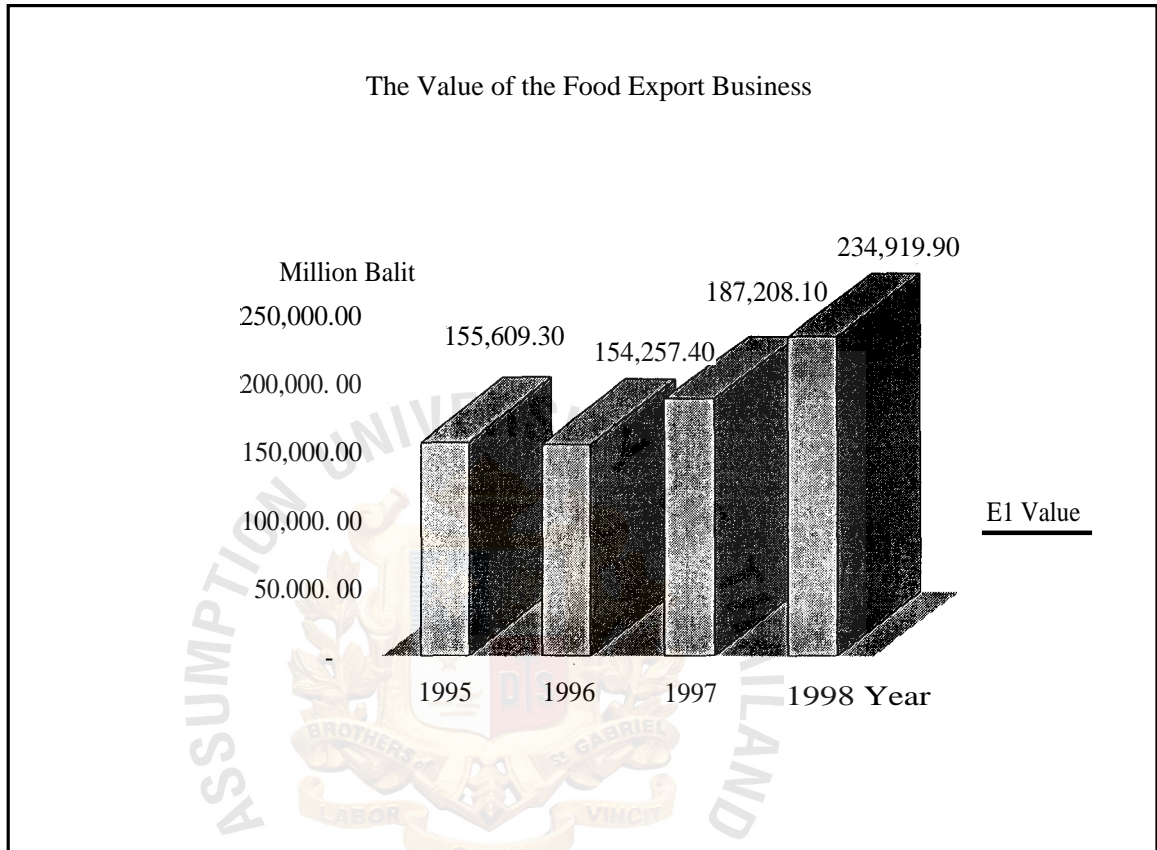


Figure 2.1. The Value of the Food Export Business.

- (a) **Processed Seafood:** Consisting of processed seafood, frozen seafood, dehydrated seafood, etc. These product groups rank number one in export value, and represent 69.65% of total export value. In 1996, the export value was 102,337.7 million baht. In 1997, the export value increased to 128,324.70 million baht, or an increase by 25.39%. In 1998, the export value increased to 163,608.80 million baht, or an increase by 27.50%. The number

one export item was frozen shrimp, followed by canned shrimp, canned tuna, frozen squid, and frozen fish.

- (b) **Fresh Processed Vegetables and Fruits:** Consisting of fresh, frozen, and canned vegetables and fruits, and other processed vegetables and fruits, etc. These product groups rank number two in export value, representing 12.33% of total export value. In 1996, the export value was 26,436.90 million baht. In 1997, the export value increased to 27,455.70 million baht or an increase by 3.85%. In 1998, the export value increased again to 28,973.60 million baht or an increase by 5.53%. The number one export item was canned pineapple, followed by frozen vegetables and fruits, and other canned fruits.
- (c) **Frozen Chicken and Frozen Duck:** Consisting of frozen chicken, and frozen duck, etc. These product groups represent 10.92% of the total export value. In 1996, the export value was 12,758.30 million baht. In 1997, the export value measured to 16,206.80 million baht or an increase by 27.03%. In 1998, the export value increased again to 25,649.30 million baht or an increase by 58.26%. From the above export value, frozen chicken and processed chicken were valued at 98.61%.
- (d) **Others Foods:** Consisting of wheat, seasoning, rice, herbs, and spices, etc. These product groups represent 5.52% of the total export value. In 1996, the export value was 9,184.50 million baht. In 1997, the export value measured to 10,838.30 million baht or an increase by 18.01%. In 1998, the export value increased again to 12,970.60 million baht or an increase by 19.67%. The number one export item was instant noodles, followed by seasoning, crackers, etc.

(e) Beverage: Consisting of mineral water, soft drinks, whisky, wine, and beer.

These product groups represent 1.52% of total export value. In 1996, the export value was 3,541.00 million baht. In 1997, the export value measured to 4,382.60 million baht or increased by 23.77%. In 1998, the export value decreased to 3,717.60 million baht or decreased by 15.17%, as shown in Figure 2.2.

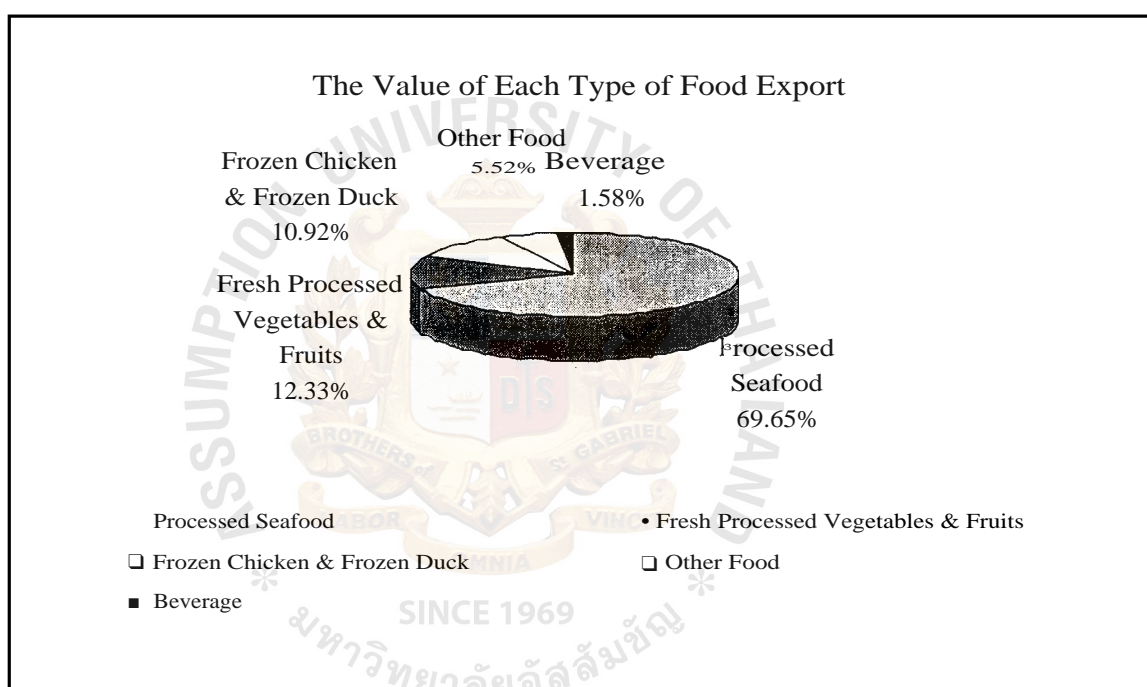


Figure 2.2. The Value of Each Type of Food Export.

Export Market: In 1998, American market ranked number one with about 28.97%, followed by Japan with about 26.89%, European with about 16.22%, East Asia with about 9.68%, Asia with about 6.43%, Australia and New Zealand with about 3.63%, the Middle East with about 1.96%, Africa with about 1.09%, and others with about 5.13%.

However, there are problems and obstacles in Thailand's export food business. The problems are divided into 2 parts: domestic market problems and foreign market problems.

#### (1) Domestic Market

- (a) Increased Cost of Manufacturing: Including increased labor cost and high price of raw materials, which are produced domestically especially animal food. If these raw materials are to be imported, import duty will be added to the cost. Whereas competitors like Indonesia, open the chance for free import duty. Moreover, there is a shortage problem with some marine animal raw materials e.g. tuna, frozen boiled shrimp, which Thai producers need to import and pay high import duty.
- (b) Public Utility Systems: They are not enough and have high price including sea transportation.
- (c) Import Duty and Protocol: Due to high import duty, complicated custom protocol, and the delay of Value Added Tax (VAT) return, Thai exporters/manufacturers face the problem of the lack of working capital, and high loan interest rates, which make the cost of manufacturing high and cause the loss of competitiveness.

#### (2) Foreign Markets

- (a) Import Regulations and the Standard of Food Quality Control in Japanese Market: (Consisting of Food Sanitary Laws, Public Liability Laws of Japan) In addition, since the middle of 1997, Japan, as well as the USA, has enforced HACCP System on food import whereas EU utilizes ISO 9000 Standard in food products inspection.



(b) Trade Barriers in the main export market e.g. Japan, the USA, and EU.

- (1) Japan: At present, Thailand ranks as the number one exporter of boneless, frozen chicken to Japan. However, Thailand is no longer the number one exporter of whole frozen chicken (i.e. with bones). This position is now held by the USA. This is because Japan imposes an import duty of only 10% on such products from the USA, but imposes an import duty of 12% on such products from Thailand.
- (2) The USA: During the past year, the USA imposed an import quota of canned tuna in brine of not more than 20% of the volume of domestic production. 12.5% import tax is charged on goods outside quota, while 6% import tax is charged on goods inside quota. For canned tuna in oil, the import tax is 35%. The USA accused Thailand of dumping the market of canned pineapple and concentrated pineapple juice. The International Trade Administration (ITA) of the Ministry of Commerce in the USA announced anti-dumping duty for canned pineapple from Thailand to impose import tax between 2.36% - 55.77%, which is very high. As a result, canned pineapple importers started to import the goods from other manufacturing countries e.g. South Africa and cancelled the purchase order from Thailand during July and August 1998.
- (3) EU: EU limitation of import quota for canned tuna since January 1, 1993 has a large impact on Thailand export. Import duty for Thailand's canned tuna is between 24% - 25%, Whereas there is

no import duty for canned tuna from Columbia and A.P.C. countries (Africa Pacific and Caribbean). EU imposes import quota for frozen chicken from Thailand of 5,000 tons/year and set levy and standard import price. If the quotation from Thailand is below the standard price, additional levy will be collected. If there is too much import, penalty levy will be imposed. EU abandons GSP for 3 groups of Thai agricultural products: vegetables and fruits group, food products group, and marine product group (frozen shrimp). Normal import duty has been collected effective January 1, 1999. (fwn 2542)

After the explanation on the history of food export in Thailand, this study will move on to E-Commerce, which is a technology to support Thailand's food export business to expand the market worldwide. The details of E-Commerce will be discussed in the following topic.

### 2.2 E-Commerce: A New Strategy for Export

Nowadays the Ministry of Commerce is supporting the use of E-Commerce in export business. The Ministry of Commerce has Web Sites i.e. [www.thaiecommerce.net](http://www.thaiecommerce.net), [www.thaiecommerce.org](http://www.thaiecommerce.org), [www.thaiecommerce.com](http://www.thaiecommerce.com), to provide information to exporters, and to register exporters to be members in their projects. The Ministry of Commerce is supporting Thailand's export to foreign market by using electronic media as follows:

- (a) Advertising, Public Relations, Goods and Services export on the Internet by using the Web Site of the Ministry of Commerce, which is connected to various enterprises and spreads the information to buyers worldwide.

- (b) Target Market: The Ministry of Commerce will emphasize on 6 major markets e.g. the United States, Japan, European Union, Asia, Australia, and the Chinese countries such as Taiwan, China, and Hong Kong.
- (c) Target Goods and Services: The Ministry of Commerce will support goods and services as follows: Tangible products group e.g. Jewelry, Food, Garment, Leather, Furniture, Decoration, Gift, etc. Intangible products group e.g. Music, Book, Software, etc. Services group e.g. Hotel, Travel, Restaurant, Car Rent, Booking Ticket, etc. (bAnsntd 2541)

At present, the world trade system has largely changed from Barter System to Commercial Trade System, which uses money as medium of exchanging products. It later developed to Electronic Commerce, which buys and sells products through the Internet by using Electronic Money as medium for payment. Electronic Commerce can help businesses to expand the market globally.

The Meaning of E-Commerce: It does not have one absolute definition; its exact meaning depends on the context where it is used:

- (1) User View: The most popular view of E-Commerce is online shopping. This does not only mean purchases of merchandise such as books and CDs, but also financial transactions such as stock and bond investments, and also information transfer such as online electronic magazine subscriptions.
- (2) Business View: The business view of E-Commerce is electronic commerce for inter-business transaction. One standard format is Electronic Data Interchange, or EDI, which defines business elements between trading partners to enable the transfer of information between companies.

- (3) **Government View:** This view is a composite of the user and business views. The government view is of higher level. It is concerned more with enabling technologies, providing societal benefits, and the opening of global venues.
- (4) **Technology View:** Hardware and software vendors are focused on the infrastructure needed to support E-Commerce. This includes the computers, networks, protocols, and software used to facilitate both online shopping and trading partner exchanges.

**Types of E-Commerce:** There are two categories of electronic business transactions:

- (a) **Business-to-Consumer:** This refers to the interaction of people with computers, such as placing an order on a Web Site. This interaction is faster, and less error-prone, than person-to-person transactions, such as ordering from a catalog over a telephone. E-Commerce systems on the Web currently target this aspect.
- (b) **Business-to-Business:** This refers to computer-to-computer transactions, whereby orders automatically decrease online inventories, and/or trigger the generation of electronic shipping and invoice documents. Automation of this aspect was the goal of EDI. Many E-Commerce systems on the Web are still lacking these capabilities.

**Commercial Situation through E-Commerce:** Nowadays E-Commerce is very famous in the United States (USA) with buyers and sellers. From the research of Forester Research Inc., 70% of all E-Commerce are Business-to-Business, which have expansion of more than 500% per year. The other 30% are Business-to-Consumer, which have expansion of 140% per year such as travel, clothes and shoes, computer programs, tickets, etc.

Thai Commerce through E-Commerce: In 1998, there were 106 Thai Web Sites for businesses on the Internet. Most Web Sites present manufactured products (40.57%), Software and CD (14.15%), travel business (9.43%), etc.

Thai Export through E-Commerce: The Faculty of Economics, Thammasat University, estimates the value of Thai E-Commerce Web Sites based on payments through credit card. The value for Business-to-Consumer is about 39.79 million baht in 1998 and for the next 5 years, it is predicted to expand to 638.61 million baht. The rate of expansion for Internet users in Thailand is 30% per year, which forecasts the number of Internet users, to be 226,501 persons in 2000.

Steps of running E-Commerce: For exporters, who would like to run E-Commerce, they can take steps as follows:

- (1) Dealing with Internet Service Provider (ISP) to rent the space to make a homepage. Now there are 14 ISP companies such as Internet Service Center, Internet Knowledge Service Center (KSC), A-Net, Asia Net, etc.
- (2) Making a homepage either by creating one's own homepage or employing a company to do it. Generally, the homepage contains company profile, product profile, and details of product such as size, color, and price. The data should be updated all the time.
- (3) Contacting a commercial bank. This will make payment between buyers and sellers convenient when payment is made through the homepage. Term of payment that is payment via credit card, or opening L/C, or other methods of payment is specified.

The Government's Support on E-Commerce: The Ministry of Commerce through the Department of Trade and Economy is implementing an E-Commerce campaign to support export business. Any companies registered as members of this campaign can

advertise their products and services through the Internet. The companies can get free registration from the former Ministry of Commerce Web Site at <http://www.thaiecommerce.net> or <http://www.moc.go.th> and can ask for more information at [Mastei@mocnet.moc.go.th](mailto:Mastei@mocnet.moc.go.th), alarm 2542)

According to Dodson (1999) the driving forces that need to be considered to drive companies toward E-Commerce are as follows: (Dodson 1999)

- (a) **Customers:** E-Commerce allows businesses to easily build up customer profiles and preferences. This allows them to notify a customer when items are the same or similar to the items that the customer had purchased previously, or are on sale, for instance. In general, electronic data gathering allows for more targeted marketing, as opposed to anonymous mass mailings of the past.
- (b) **Competition:** E-Commerce breaks down almost all international barriers - except for language differences. Via Internet, even the smallest of companies can sell wares across the ocean at no extra cost. In fact, if the products consist of information, then there are no additional costs for customers in the form of expensive shipping charges.
- (c) **Operation:** Replacing manual processes with computer speeds up processing, improves efficiency, and drastically cuts down on errors. Completely automated electronic transactions also allow for reductions in stocking costs, as products can be shipped directly from the factory - a process known as just-in-time manufacturing.

Technology driving the growth in E-Commerce includes: (Dodson 1999)



- (a) Computer systems: Dramatic improvements in speed and capacity give consumers more and more power, for less and less money, each year. Processes are being made easier, and standards make for compatibility among systems from different manufacturers.
- (b) Software: A wide variety of off-the-shelf applications is available, some with significant flexibility. Moreover, programming environments are becoming more powerful and easier to use, allowing any size of company to build a custom application.
- (c) User-interface: The ubiquitous Web interface reduces training time. Also, many applications, such as Help systems, are adopting Web-style interfaces.
- (d) Telecommunications: Improvements in telecommunications make it easy to join the Internet. New technologies such as ISDN, cable modems, and ADSL, offer small companies the performance once relegated to expensive leased lines.

Components of E-Commerce include: (Dodson 1999)

- (a) The Internet and the World Wide Web: These provide the communications medium.
- (b) Web browsers: The client software that provides an interface to E-Commerce.
- (c) Web servers: The server software that provides content for Web browsers and also often handles back-end transaction processing.
- (d) Payment mechanisms: Technologies for making payments electronically. These include credit cards, electronic checks, smart cards, digital cash, EFT, and EDI.

- (e) Standard: Standards are needed to allow interoperability among various systems. These include SET, SSL, and EDI.

### 2.3 Electronic Payment Methods

There are three electronic payment methods which customers can use to pay for their goods: (Ahuja 1998)

- (1) Cash
- (2) Checks
- (3) Credit

However, there are other forms of payments that are not addressed here, such as money orders, bank checks, debit cards, and traveler's checks. In addition, companies use lines of credit, purchase orders, and other methods to pay for goods. In the following, the concepts and basic approaches for deploying electronic cash, electronic checks, and electronic credit are outlined. Several variations and improvements to these schemes can be designed.

#### 2.3.1 Electronic Cash:

Electronic cash, e-cash, digital money, or digital cash provides the means to transfer money between parties over a network such as the Internet. Electronic cash must satisfy some general properties of digital money.

- (a) Independence: Electronic cash must not depend its existence on any given computer system or location.
- (b) Non-reusability: Electronic cash should not be reusable after its first use. For example, a buyer gets electronic cash for \$50 and spends it to buy a shirt. The buyer cannot spend this money again.

- (c) Anonymity: Electronic cash cannot provide information that can be used to trace the previous owner of the cash. For example, to buy a shirt, there should be nothing associated with the electronic cash that traces it to buyer.
- (d) Transferability: Electronic cash should be easily transferable from one person or party to another. This should occur without leaving any trace of who has been in possession of this money.
- (e) Divisibility: Electronic cash must be available in several denominations. It should also be divisible in a way similar to real cash. For example, 25 digital pennies should yield a digital quarter and four digital quarters should equal a dollar.
- (f) Secure Storage: Electronic cash should be available in such a way that it can be securely stored at the consumer's hard drive, or on a smart card (such as a PCMCIA card). Furthermore, it should be possible to transfer this electronic cash among various types of parties on the Internet.

### 2.3.2 Electronic Checks and Funds Transfer

Electronic funds transfer has been in existence for several years. It consists of three forms of transactions:

- (a) Paying fees through the ATM (Automatic Teller Machine) network
- (b) Paying bills through monthly bank account deductions
- (c) Transfer of large sums of money among banks across the world

Electronic checking pertains to the use of networking services to issue and process payments that emulate real-world checking. The payer issues a digital check to the payee, and the payee deposits it in the bank to redeem the money. Each transaction is carried over the Internet.

Electronic checking differs from electronic funds transfer in several ways. For electronic checking, electronic versions of checks are issued, received, and processed. So, the payee issues an electronic check for each payment. For electronic funds transfer, automatic withdrawals are made for monthly bills or other fixed payments; no checks are issued.

### 2.3.3 Electronic Credit

The third and final digital economy scheme is using credit cards for electronic commerce. In electronic credit, conventional credit cards may be used along with a PIN. The PIN is a secret code that the consumer must enter while using the credit card online. As such, it prevents misuse of the credit card in case it is stolen.

As shown in the preceding information, the detail about food export business in Thailand, the detail about E-Commerce which include Electronic Payment Methods, were gathered to further study whether E-Commerce can be used to support canned food export business. Questions about the feasibility, benefits, and problems of canned food exporters using E-Commerce will be discussed in the next chapter.

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### III. RESEARCH METHODOLOGY AND PROCEDURE

#### 3.1 Data Collection

This research studies the feasibility of using E-Commerce to support canned food export business by interviewing 25 canned food exporters in Thailand with a designed questionnaire. The details of data collection are as follows:

##### (a) Population

For sample population collection, the researcher obtained the list of the 87 canned food export companies in Thailand from the Department of Export Promotion (DEP)'s Library. The name list of canned food exporters was from the Book of Thailand's Exporters 1997, as shown in Appendix A.

According to the name list, exporters do not solely sell one kind of canned product. Each has different combinations of canned food products such as canned seafood, canned fruits, canned vegetables, canned fruit juices, canned baby corn, canned bamboo shoots, canned pet food, canned Thai curries, canned noodles, etc. Therefore, the researcher used stratified random sampling, which involves the process of selecting only canned seafood and canned fruits exporters to be the sample. Identified subgroups in the population are represented in the sample in the same proportion that they exist in the population. From a total of 87 canned food export companies in Thailand, the researcher selected 25 canned food export companies (about 29%), which export both canned fruits and canned seafood.

Remark: The researcher would like to collect more samples but the obstacle is some companies change their product lines. Some are bankrupt,



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and others change location. So the researcher cannot reach most of the population.

### (b) Sample

For this research, stratified random sampling was used. A sample group of 25 canned food exporters was selected (which is 29% of the total population). They have experience in canned food export business. Companies that export both canned fruits and canned seafood products were chosen, out of 87 name lists of canned food exporters in Thailand. Referring to stratified random sampling, the method is "the process of selecting a sample in such a way that identified subgroups in the population are represented in the sample in the same proportion that they exist in the population." (Gay, L. R., and Diehl, P. L., 1996) From 87 canned food export companies, 25 companies are exporters of canned fruits and canned seafood products. The researcher started to contact the Export Managers of canned food exporters or anyone concerned by direct interview. The characteristic of the samples was classified by product line, which are canned fruits and canned seafood only. Finally the researcher received the list of all 25 companies as follows:

- (1) ABC Products, Co. Ltd., which exports canned fruits, canned seafood-tuna/sardines/mackerel, canned vegetables, and canned seafood.
- (2) Asa Bangkok Limited, which exports frozen seafood, dried/dehydrated fruits and vegetables, frozen fruits and vegetables, canned fruit juices, canned fruits, canned fruit-pineapple, canned seafood-tuna, canned seafood, canned vegetables, canned seafood-pet food, canned seafood-sardine, and fruit juice-pineapple.

- (3) Champaca Co., Ltd., which exports canned pineapple, canned Thai curries, canned Ramen, noodles, canned shrimp, canned fruit juices, canned tuna, canned baby clam, canned vegetables, canned pet food, and canned sardine.
- (4) Chin Huay Co., Ltd., which exports canned fish, canned fruits, dehydrated fruits, chilled/frozen seafood, chilled/frozen vegetables, canned seafood-sardine, canned vegetables, and canned seafood-pet Food.
- (5) Chintiek Brothers Trading Co., Ltd., which exports garments, canned tuna fish, canned fruits, rubberwood furniture, gift items, belts, handbags-leather, shoes-children-leather, shoes-ladies-leather, and shoes-men-leather.
- (6) Commonwealth Commercial Co., Ltd., which exports canned vegetables, canned seafood, canned fruits, dried seafood, canned tuna fish, fresh fruits, and fresh vegetables.
- (7) Cudson Co., Ltd., which exports canned fruits, canned seafood, chilled/frozen seafood, chilled/frozen fruits, canned seafood-tuna, and canned vegetables.
- (8) Eastimpex (Thailand) Ltd., which exports canned seafood-tuna, canned seafood-sardine, canned fruits, canned vegetables/rice, and canned seafood.
- (9) G. Premjee Ltd., which exports maize/sorghum/bean/seed, canned fish, canned fruits-pineapple, and fertilizers/rubber/minerals.
- (10) Golden Prize (Thai) Co., Ltd., which exports canned fruits, canned seafood-sardine, canned seafood-tuna, canned seafood, canned fruits-

pineapple, canned vegetables, canned seafood-pet food, canned fruit juices/vegetables, and juices/fruits juice-pineapple.

- (11) Grand Asia Incorporation Ltd., which exports canned seafood-pet food, canned rice, canned seafood, canned fruits-pineapple, other oriental foods, canned vegetables, canned fruits, canned seafood-Tuna, dried/dehydrated fruits, fruits juice-pineapple, and dried/dehydrated vegetables/beans.
- (12) J.M.B. International Limited, which exports canned crabmeat, canned seafood-shrimp, canned seafood-sardine, canned seafood-tuna, canned fruits, and canned vegetables.
- (13) Kiang Hua Co., Ltd., which exports canned fruits, canned seafood, canned seafood-tuna-sardine, canned fruits-pineapple, canned fruit juice/vegetables, juices, canned seafood-sardine, and canned vegetables.
- (14) Liab Seng Industry Ltd., Part., which exports canned vegetables, vermicelli, dried/dehydrated fruits, canned fruit juices/vegetable juices, canned seafood-sardine, canned fruits, dried/dehydrated vegetables, chilled/frozen vegetables, chilled/frozen fruits, fresh fruits, and fresh vegetables.
- (15) Oscar Intertrade Co., Ltd., which exports canned fruits, canned seafood-crab, cam, shrimp, canned seafood-tuna-sardine, mackerel, pilchards, canned vegetables, dehydrated vegetables, dehydrated fruits, and canned cat food.

- (16) Patib Co., Ltd., which exports canned fruits, canned seafood, dried/dehydrated fruits, canned seafood-sardine, canned vegetables, canned seafood-pet food, and rice.
- (17) Premier Industries Co., Ltd., which exports garments, canned seafood, canned vegetables, canned fruits, and frozen seafood-fish.
- (18) Royal Canning Co., Ltd., which exports canned seafood-tuna-sardine, canned seafood-tuna, canned vegetables, canned fruits, canned seafood-sardine, canned fish-mackerel, and canned pet food.
- (19) Siam-French Co., Ltd., which exports canned seafood, canned vegetables, canned fruits, canned fruit juices/vegetable juices.
- (20) Super J. International Co., Ltd., which exports canned fruits, canned seafood, canned vegetables, canned seafood-tuna, foodstuff, dried/dehydrated fruits, dried/dehydrated vegetables, and agricultural products.
- (21) T.C. Union Agrotech Co., Ltd., which exports canned seafood, canned vegetables, canned fruits, and fish oil/fish steam water.
- (22) Thai Agri Foods Public Co., Ltd., which exports chilled/frozen seafood, canned vegetables, canned seafood, ready to eat, canned fruits, canned fruit juices/vegetable juices.
- (23) The Commercial Company of Siam Ltd., which exports canned seafood, canned fruits, canned vegetables, and oriental foodstuff.
- (24) The Peace Canning (1958) Co., Ltd., which exports canned fruits, canned vegetables, canned seafood-sardine, canned fruit j uices/vegetable juices.

- (25) Top Knot International Co., Ltd., which exports canned seafood, canned fruits-pineapple, canned seafood-tuna, fruit juice-pineapple, fresh fruits, fresh vegetables, chilled/frozen seafood, and foodstuff.

### 3.2 Procedure

The designed questionnaire shown in Appendix B is the instrument for this research. It was designed to ask these 25 canned food exporters about the feasibility of using E-Commerce for their business by using 20 multiple choice questions, 2 scale ranking questions, and 2 open-ended questions. The total of this questionnaire is 24 questions. There are 2 parts: The first part is personal data, which consists of 7 questions for multiple choice with close-ended questions. The second part is general data which consists of 17 questions, 13 questions are multiple choice with close-ended questions, 2 questions are ranking scale questions, and 2 other questions are open-ended questions.

The researcher asked the respondents who are Export Managers or their assistants of canned food export companies through a direct interview. Telephone call was the initial method to approach those respondents to make an appointment. After the researcher got the appointment from those respondents, the researcher visited respondents' office and started to interview by using the designed questionnaire as a guideline. The interview period was around 15-20 minutes. During the period, the researcher took note on the chosen answer according to the desired opinions. This interview step took 4 weeks during August 1999. The details of the questionnaire served as an interviewer checklist and respondents were asked to answer the questions, as shown in Appendix B.

### 3.3 Data Analysis

This research provides the results for each question by using the following methods:

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- (1) Due to a small amount of data, the researcher edits the answers through standard editing. Editing is defined as "examining each completed questionnaire to determine whether the proper sequence of questions was followed and whether answers given to closed-ended questions were correctly marked". (Crask, Fox, and Stout 1995)
- (2) After editing the data, coding and doing the tally for each question and answer manually, procedures are utilized to collect the data. Coding is defined as "a process of responses and has to be organized into categories, coding each response into general categories allowing the researcher to determine how often each general response category was mentioned". (Crask, Fox, and Stout 1995)
- (3) Simple tabulation is used to present the frequency, to show the percentages (%) and graphs for easy understanding. This is defined as "a tabulation which is merely a frequency count of each question's answer". (Crask, Fox, and Stout 1995)
- (4) Cross-tabulation is the method that makes it possible to determine how many respondents gave a particular pair of answers to the two questions, which is defined as "A cross-tabulation is the simultaneous tabulation of responses to two questions". (Crask, Fox, and Stout 1995) Data analysis will be used to analyze the data as shown in the following chapter.



## IV. ANALYSIS, INTERPRETATION, AND DISCUSSION OF FINDINGS

### 4.1 Overview

This chapter describes the analysis of the results and discussion of the findings for this study, which mainly focus on respondents' attitudes towards E-Commerce for canned food export business. The data collection are separated into 3 categories:

- (1) Collecting data by tallying each answer of multiple choice questions.
- (2) Collecting data by analyzing the answers to the ranking scale questions.
- (3) Collecting data by analyzing all the answers from open-ended questions. If there are similar answers, these answers are combined.

### 4.2 Analysis of Results

This questionnaire has two parts:

- (1) Personal Data
- (2) General Data

After distributing this questionnaire to canned food exporters who export both canned fruits and canned seafood, the data gathered from 25 respondents can be described as the following subsection.

#### 4.2.1 Personal Data

This part of the questionnaire consists of multiple choice questions, which asks about the background of the respondents and the background of respondents' company. The backgrounds of the respondents consist of sex, age, work experience in canned food export business, and position. The background of the respondents' company consist of the number of years that the company has been established, the number of employees in the company, and the number of computers in the company. The results are presented in Table 4.1 and Table 4.2.

Table 4.1. Personal Data of Respondents: Sex, Age, Work Experience, and Position.

Topic		Frequency	Percentage
1.	Sex		
	Male	13	52%
	Female	12	48%
Total		25	100%
2.	Age		
	21-25 years	2	8%
	26-30 years	5	20%
	31-35 years	10	40%
	36-40 years	2	8%
	41-45 years	4	16%
	Older than 45 years	2	8%
Total		25	100%
3.	Work experience in canned food export business.		
	Less than or equal to 5 years	6	24%
	6-10 years	11	44%
	11-15 years	3	12%
	16-20 years	3	12%
	More than 20 years	2	8%
Total		25	100%
4.	Position		
	Managing Director	1	4%
	General Manager	2	8%
	Export Manager	14	56%
	Assistant Export Manager	4	16%
	Others, please specify	4	16%
Total		25	100%

Table 4.2. Company Data of Respondents: Number of Years That the Company Has Been Established, Number of Employees, and Number of Computers.

	Topic	Frequency	Percentage
5.	Number of years that the company has been established		
	Less than or equal to 5 years	0	0%
	6-10 years	4	16%
	11-15 years	8	32%
	16-20 years	3	12%
	More than 20 years	10	40%
	Total	25	100%
6.	Number of employees in the company		
	Less than or equal to 20 persons	11	44%
	21-40 persons	2	8%
	41-60 persons	0	0%
	More than 60 persons	12	48%
	Total	25	100%
7.	Number of computers in the company		
	Less than or equal to 5 units	6	24%
	6-10 units	8	32%
	11-15 units	1	4%
	16-20 units	1	4%
	More than 20 units	9	36%
	Total	25	100%

(1) Sex: Table 4.1 shows that there are not much different between the number of male and female respondents. From the survey of 25 respondents, who are operators of canned food export business; there are 13 males (52%) and 12 females (48%). The percentage of males is higher by about 4% than females.

- (2) Age: From Table 4.1, the majority of respondents are in the range of age between 31-35 years old which consists of 10 respondents (40%). The range of age between 21-25 years old consists of 2 respondents (8%). The range of age between 26-30 years old consists of 5 respondents (20%). The range of age between 36-40 years old consists of 2 respondents (8%). The range of age between 41-45 years old consists of 4 respondents (16%), and older than 45 years old consists of 2 respondents (8%).
- (3) Work experience in canned food export business: From Table 4.1, the majority of respondents have work experience in canned food export business 6-10 years, which consist of 11 respondents (44%). Less than or equal to 5 years consist of 6 respondents (24%), 11-15 years consist of 3 respondents (12%), 16-20 years consist of 3 respondents (12%), and more than 20 years consist of 2 respondents (8%).
- (4) Position: From Table 4.1, the majority of respondents are in the position of Export Manager, which consist of 14 respondents (56%). There is 1 Managing Director (4%), there are 2 General Managers (8%), there are 4 Assistant Export Managers (16%), and others are Marketing Executives, Export Staff, which consist of 4 respondents (16%).
- (5) Number of years that the company has been established: From Table 4.2, the majority of the companies have been established more than 20 years, which consist of 10 companies (40%). There are 8 companies that have been established 11-15 years (32%). There are 4 companies that have been established 6-10 years (16%). There are 3 companies that have been established 16-20 years (12%). There is no company that has been established less than or equal to 5 years.

- (6) Number of employees in the company: From Table 4.2, the majority of the companies have more than 60 employees, which consist of 12 companies (48%). There are 11 companies (44%) that have less than or equal to 20 employees. There are 2 companies (8%) that have 21-40 employees. There is no company that has 41-60 employees. It means that there are 2 sizes of canned food export company: companies which have more than 60 employees and have their own factories, and companies which have less than or equal 20 employees that are trading companies.
- (7) Number of Computers in the Company: From Table 4.2, the majority of the companies have more than 20 units, which consist of 9 companies (36%). There are 6 companies (24%) that have less than or equal to 5 units of computer. There are 8 companies (32%) that have 6-10 units of computer. There is 1 company (4%) that has 11-15 units of computer, and there is also 1 company (4%) that has 16-20 units of computer.

#### 4.2.2 General Data

This part of the questionnaire consists of multiple choice questions, ranking scale questions, and open-ended questions. It shows the details of feasibility of using E-Commerce to support canned food export business. The details are presented in graphic and tabulation form as follows.

Question No. 8

Do you have Internet in your company?

Q. <sup>8</sup>	Frequency	Percentage
Yes	25	100%
No	0	0%
Total	25	100%

Percentage of Companies That Have Internet Connection in the Office



Figure 4.1. Number and Percentage of Companies That Have Internet Connection in the Office.

From the interview with 25 respondents about companies that have Internet connection in the office, Figure 4.1 shows that 100 % of the respondents (25 respondents) have Internet connection in the company.



Question No. 9

Have you ever heard about E-Commerce?

Q.9	Frequency	Percentage
Yes	25	100%
No	0	0%
Total	25	100%

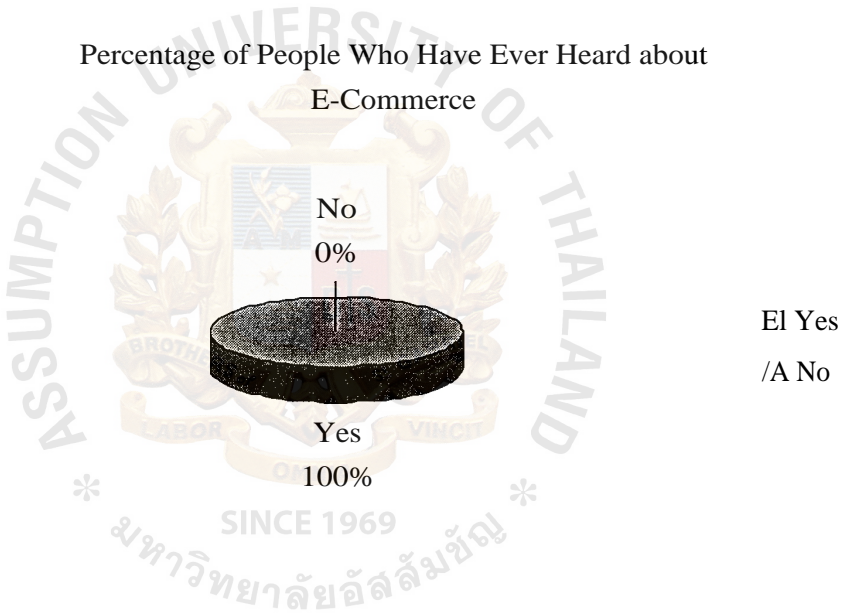


Figure 4.2. Number and Percentage of People Who Have Ever Heard about E-Commerce.

From the interview with 25 respondents about people who have ever heard about E-Commerce, Figure 4.2 shows that 100% of the respondents (25 respondents) have ever heard about E-Commerce.

Question No. 10

Do you have experience in using E-Commerce?

Q.10	Frequency	Percentage
Yes	5	20%
No	20	80%
Total	25	100%

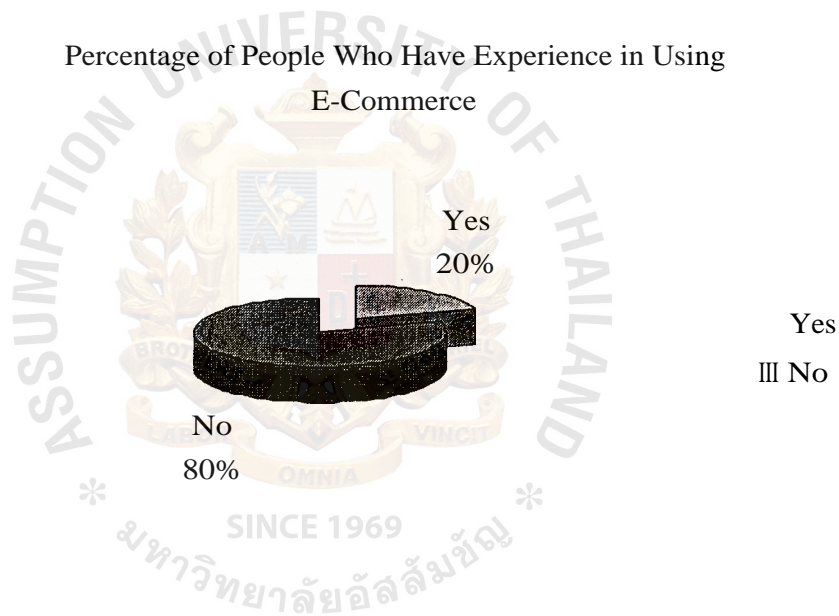


Figure 4.3. Number and Percentage of People Who Have Experience in Using E-Commerce.

From the interview with 25 respondents about who have experience in using E-Commerce, Figure 4.3 shows that 80% (20 respondents) have no experience in using E-Commerce. And 20% (5 respondents) have experience in using E-Commerce. The respondents' experiences in E-Commerce are as follows: they bought some books from the USA. They have their own homepage on the Internet and will try to use E-

Commerce in the future. They saw others' E-Commerce Web Site, and considered the media as the best way to source the products.

Table 4.3. The Relationship between Experience in E-Commerce and Age.

Q.10/Q.2	21-25 yrs.		26-30 yrs.		31-35 yrs.		36-40 yrs.		41-45 yrs.		> 45 yrs.		Total
	Freq	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq	%	
Have Experience	0	0	1	20	1	10	1	50	1	50	1	25	5
Have No Experience	2	100	4	80	9	90	1	50	1	50	3	75	20
Total	2	100	5	100	10	100	2	100	2	100	4	100	25

Table 4.3 shows that age does not affect the experience in E-Commerce. Most of the respondents who have experience in E-Commerce are in the age range between 36-40 years old and 41-50 years old, which consist of 50%.

From the interview with 25 respondents regarding the definition of E-Commerce, Figure 4.4 shows that the majority of the respondents choose E-Commerce as online shopping through the World Wide Web (WWW), which are consist of 13 respondents (52%). There are 11 respondents (44%) who choose E-Commerce as a trend of worldwide commercial links for the future. So both are the best definition of E-Commerce. Only 1 respondent (4%) chooses E-Commerce as a new technology to support export business.

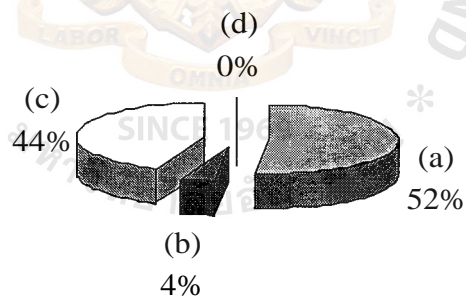
Question No. 12

Which choice is the best definition of E-Commerce for you?

- (a) E-Commerce is online shopping through the World Wide Web (WWW).
- (b) E-Commerce is a new technology to support your export business.
- (c) E-Commerce is a trend of worldwide commercial links for the future.
- (d) Others, please specify \_\_\_\_\_

Q.12	Frequency	Percentage
(a)	13	52%
(b)	1	4%
(c)	11	44%
(d)	0	0%
Total	25	100%

Best Definition of E-Commerce



- ☒ (a)
- ☒ (b)
- ☐ (c)
- ☐ (d)

Figure 4.4. Best Definition of E-Commerce.

Question No. 13

Are you using E-Commerce in your business?

Q.13	Frequency	Percentage
Yes	3	12%
No	22	88%
Total	25	100%

Percentage of Companies Using E- Commerce



Figure 4.5. Number and Percentage of Companies Using E-Commerce.

From the interview with 25 respondents about companies using E-Commerce, Figure 4.5 shows that 12% (3 respondents) use E-Commerce in the company. And 88% (22 respondents) do not use E-Commerce in the company. The percentage of not using E-Commerce is higher than the percentage of using E-Commerce (76%).

Table 4.4. The Relationship between Companies Using E-Commerce and Number of Years That the Company Has Been Established.

Q.13/Q.5	<= 5 Years		6-10 Years		11-15 Years		16-20 Years		> 20 Years		Total
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	
Using	0	0	1	25	1	12	0	0	1	10	3
Not Using	0	0	3	75	7	88	3	100	9	90	22
Total	0	0	4	100	8	100	3	100	10	100	25

As shown in Table 4.4, there is only one company in the range of 6-10 years in this business that uses E-Commerce (25%). There is also only one company in the range of 11-15 years (12%) and one company in the range of more than 20 years (10%).

Table 4.5. The Relationship between Use of E-Commerce and Number of Employees in the Company.

Q.13/Q.6	<= 20 Persons		21-40 Persons		41-60 Persons		> 60 Persons		Total
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	
Using	0	0	1	50	0	0	2	17	3
Not Using	11	100	1	50	0	0	10	83	22
Total	11	100	2	100	0	0	12	100	25

As shown in Table 4.5, there is only one company, which has 21-40 employees, using E-Commerce (50%). There are 2 companies, which have more than 60 employees, using E-Commerce (17%).



Table 4.6. The Relationship between Use of E-Commerce and Number of Computers in the Company.

Q.13/Q.7	<= 5 Units		6-10 Units		11-15 Units		16-20 Units		> 20 Units		Total
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	
Using	1	17	0	0	0	0	1	100	1	11	3
Not Using	5	83	8	100	1	100	0	0	8	89	22
Total	6	100	8	100	1	100	1	100	9	100	25

As shown in Table 4.6, there is only one company that has less than or equal to 5 units of computer using E-Commerce (17%). There is also only one company that has 16-20 units of computer (100%) and one company that has more than 20 units of computer (1 1%) using E-Commerce.

From the interview with 22 respondents whether they are interested in using E-Commerce in their business. Figure 4.6 shows that 41% (9 respondents) are interested in using E-Commerce in their business, 18% (4 respondents) are not interested in using E-Commerce in their business, and 41% (9 respondents) are considering using E-Commerce in their business.

Table 4.7 shows that there are 3 respondents (50%), who have experience in the canned food export business less than or equal to 5 years, interested in using E-Commerce. There are 5 respondents (50%), who have experience in this business 6-10 years, interested in using E-Commerce. And there is one respondent (50%), who has experience in this business 16-20 years, interested in using E-Commerce.

Question No. 14

Are you interested in using E-Commerce in your business?

Q.14	Frequency	Percentage
Yes	9	41%
No	4	18%
Considering	9	41%
Total	22	100%

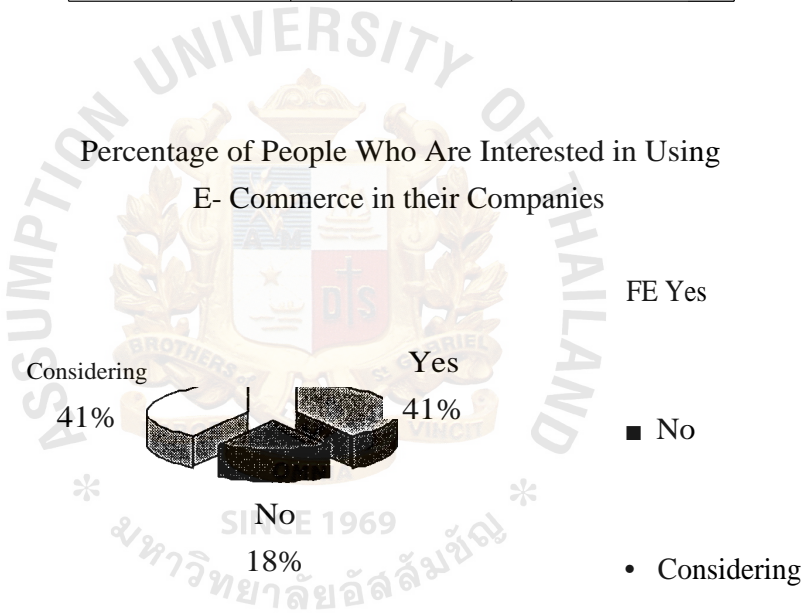


Figure 4.6. Number and Percentage of People Who Are Interested in Using E-Commerce in Their Companies.

Table 4.7. The Relationship between Interest in Using E-Commerce in the Company and Work Experience in Canned Food Export Business.

Q.14/Q.3	<= 5 Years		6-10 Years		11-15 Year		16-20 Year		> 20 Years		Total
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	
Interested	3	50	5	50	0	0	1	50	0	0	9
Not Interested	0	0	2	20	1	33	1	50	0	0	4
Considering	3	50	3	30	2	67	0	0	1	100	9
Total	6	100	10	100	3	100	2	100	1	100	22

Table 4.8. The Relationship between Interest in Using E-Commerce in the Company and Number of Years That Company Has Been Established.

Q.14/Q.5	<= 5 Years		6-10 Years		11-15 Year		16-20 Year		> 20 Years		Total
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	
Interested	0	0	3	100	4	57	0	0	2	22	9
Not Interested	0	0	0	0	2	29	0	0	2	22	4
Considering	0	0	0	0	1	14	3	100	5	56	9
Total	0	0	3	100	7	100	3	100	9	100	22

Table 4.8 shows that there are 3 companies (100%) that have been established 6-10 years interested in using E-Commerce. There are 4 companies (57%) that have been established 11-15 years interested in using E-Commerce. And there are 2 companies (22%) that have been established more than 20 years interested in using E-Commerce.

Table 4.9. The Relationship between Interest in Using E-Commerce in the Company and Number of Employees in the company.

Q.14/Q.6	<= 20 Persons		21-40 Persons		41-60 Persons		> 60 Persons		Total
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	
Interested	6	55	1	100	0	0	2	20	9
Not Interested	1	9	0	0	0	0	3	30	4
Considering	4	36	0	0	0	0	5	50	9
Total	11	100	1	100	0	0	10	100	22

Table 4.9 shows that there are 6 companies (55%) that have less than or equal to 20 employees in the company interested in using E-Commerce. There is one company (100%) that has 21-40 employees in the company interested in using E-Commerce. And there are 2 companies (20%) that have more than 60 employees in the company interested in using E-Commerce.

Table 4.10. The Relationship between Interest in Using E-Commerce in the Company and Number of Computers in the Company.

Q.14/Q.7	<= 5 Units		6-10 Units		11-15 Units		16-20 Units		> 20 Units		Total
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	
Interested	2	40	5	63	1	100	0	0	1	13	9
Not Interested	0	0	1	13	0	0	0	0	3	38	4
Considering	3	60	2	25	0	0	0	0	4	50	9
Total	5	100	8	100	1	100	0	0	8	100	22

## St. Gabriel's Library

Table 4.10 shows that there are 2 companies (40%) that have less than or equal to 5 units of computer in the company interested in using E-Commerce. There are 5 companies (63%) that have 6-10 units of computer in the company interested in using E-Commerce. And there is one company that has 11-15 units (100%) and more than 20 units (13%) of computer in the company interested in using E-Commerce.

From the interview with 21 respondents about reasons for using or being interested in E-Commerce, Figure 4.7 shows that the major reason for using or being interested in E-Commerce is it is the trend of market, which consists of 71% (15 respondents). For the second reason, which is expanding the market, the respondents consist of 52% (11 respondents). For the third reason, which is it is a new technology, the respondents consist of 48% (10 respondents). For the fourth reason, which is increasing sales volume and profit, the respondents consist of 19% (4 respondents). For the fifth reason, which is reducing cost, the respondents consist of 14% (3 respondents). And lastly, for other reasons such as well-known, up-to-date information, convenient and fast, easy to contact, ready information, and closeness with customers, the respondents consist of 29% (6 respondents).

Table 4.11 shows that there are 2 companies that choose expand the market as the reason for using E-Commerce (67%). There is one company that chooses new technology as the reason for using E-Commerce (33%). There are 2 companies that choose trend of market as the reason for using E-Commerce (67%). There is one company that chooses its being well known as the reason for using E-Commerce (33%). For not using E-Commerce but interested, there are 13 companies that choose trend of market as the reason for being interested in using E-Commerce (72%). There are 9 companies that choose expanding the market as the reason for being interested in using

E-Commerce (50%). And there are 9 companies that choose E-Commerce as new technology as the reason for being interested in using E-Commerce (50%).

Question No. 1 5

What is (are) reason(s) for using or being interested in E-Commerce?  
(more than one answer is allowed)

- (a) Expand the market
- (b) Increase sales volume, profit
- (c) Reduce cost
- (d) New technology
- (e) Trend of market
- (f) Others, please specify \_\_\_\_\_

Q.15	Frequency	Percentage
(a)	11	52%
(b)	4	19%
(c)	3	14%
(d)	10	48%
(e)	15	71%
(f)	6	29%

Remark: There are 21 respondents.

Reasons for Using or Being Interested in E-Commerce

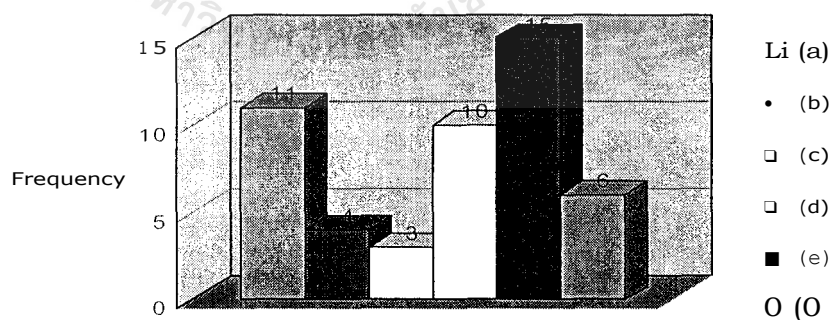


Figure 4.7. Reasons for Using or Being Interested in E-Commerce.



Table 4.11. The Relationship between Reasons for Using/Being Interested in E-Commerce and Companies Using/Not Using E-Commerce.

Q.15/Q.13	Using E-Commerce		Not Using but Interested		Total
	Freq.	%	Freq.	%	
Expand the market	2	67	9	50	11
Increase sales volume, profit	0	0	4	22	4
Reduce cost	0	0	3	17	3
New technology	1	33	9	50	10
Trend of market	2	67	13	72	15
Others, please specify	1	33	5	28	6

Remark: 21 respondents in total

3 respondents using E-Commerce

18 respondents not using E-Commerce but interested in doing so

From the interview with 13 respondents about reasons for not using or not being interested in E-Commerce, Figure 4.8 shows that the major reason for not using or not being interested in E-Commerce is that it is not safe for online payment. The respondents consist of 37% (7 respondents). For the second reason that is not confident in E-Commerce system, the respondents consist of 16% (3 respondents). For the third reason that is not having enough knowledge to apply E-Commerce in their company, the respondents consist of 11% (2 respondents) and for the reason of complexity, the respondents consists of 11% (2 respondents). For other reasons such as it is not applicable to the nature of their business, exporters do not want to give prices because they are afraid that prices will be dumped if they are shown on the Internet, the respondents consist of 32% (6 respondents).

Question No. 16

What is (are) the reason(s) for not using or not being interested in E-Commerce?  
(more than one answer is allowed)

- (a) Not safe for online payment
- (b) Not enough knowledge to apply E-Commerce in my company
- (c) Not confident in E-Commerce system
- (d) Increased expense
- (e) Complexity
- (f) Others, please specify \_\_\_\_\_

Q.16	Frequency	Percentage
(a)	7	37%
(b)	2	11%
(c)	3	16%
(d)	0	0%
(e)	2	11%
(f)	6	32%

Remark: There are 13 respondents.

Reasons for Not Using or Not Being Interested in  
E- Commerce

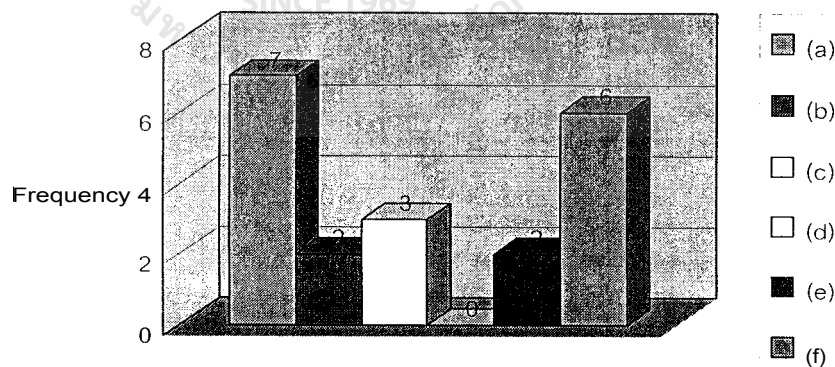


Figure 4.8. Reasons for Not Using or Not Being Interested in E-Commerce.

Question No. 17

Can E-Commerce be used to support the canned food export business?

Q.17	Frequency	Percentage
Yes	14	56%
No	5	20%
Not Sure	6	24%
Total	25	100%

Percentage of People Who Think That E-Commerce Can Be Used to Support the Canned Food Export Business



Figure 4.9. Number and Percentage of People Who Think That E-Commerce Can Be Used to Support the Canned Food Export Business.

From the interview with 25 respondents whether they think that E-Commerce can be used to support the canned food export business, Figure 4.9 shows that 56% (14 respondents) think that E-Commerce can be used to support this business. 24% (6 respondents) are not sure that E-Commerce can be used to support this business, and 20% (5 respondents) think that E-Commerce cannot be used to support this business.

Table 4.12. The Relationship between Support for Using E-Commerce in the Canned Food Export Business and Work Experience in Canned Food Export Business.

Q.17/Q.3	<= 5 Years		6-10 Years		11-15 Years		16-20 Years		> 20 Years		Total
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%	
Can Support	4	67	6	55	1	33	1	33	2	100	14
Cannot Support	0	0	2	18	2	67	1	33	0	0	5
Not Sure	2	33	3	27	0	0	1	33	0	0	6
Total	6	100	11	100	3	100	3	100	2	100	25

Table 4.12 shows that there are 4 companies (67%) with experience of less than or equal to 5 years think that E-Commerce can be used to support this business. There are 6 companies (55%) with experience of 6-10 years that think E-Commerce can be used to support this business. There is one company with experience of 11-15 years (33%) and one company with experience of 16-20 years (33%) that think E-Commerce can be used to support this business. And there are 2 companies (100%) with experience of more than 20 years that think E-Commerce can be used to support this business.

Table 4.13. The Relationship between Support for Using E-Commerce in the Canned Food Export Business and Companies Using/Not Using E-Commerce.

Q.17/Q.13	Using		Not Using		Total
	Freq.	%	Freq.		
Can Support	3	100%	11	50%	14
Cannot Support	0	0%	5	23%	5
Not Sure	0	0%	6	27%	6
Total	3	100%	22	100%	25

Table 4.13 shows that there are 3 companies that use E-Commerce and think that E-Commerce can be used to support this business (100%). Companies that do not use E-Commerce but think that E-Commerce can be used to support this business consist of 11 respondents (50%). Companies that do not use E-Commerce and are not sure whether E-Commerce can be used to support this business, consist of 6 respondents (27%). Companies that do not use E-Commerce and think that E-Commerce cannot be used to support this business consist of 5 respondents (23%).

Table 4.14. The Relationship between Support for Using E-Commerce in the Canned Food Export Business and Companies Not Using but Being Interested in E-Commerce.

Q.17/Q.14	Interested		Not Interested		Considering		Total
	Freq.	%	Freq.	%	Freq.	%	
Can Support	7	78%	0	0%	4	44%	11
Cannot Support	0	0%	4	100%	1	11%	5
Not Sure	2	22%	0	0%	4	44%	6
Total	9	100%	4	100%	9	100%	22

Table 4.14, shows that there are 7 respondents (78%) interested in using E-Commerce and think that E-Commerce can be used to support the canned food export business. There are 4 respondents (44%) who are considering using E-Commerce but think that E-Commerce can be used to support this business. In the meanwhile there are 4 respondents (100%) who are not interested in using E-Commerce and think that E-Commerce cannot be used to support this business.

Question No. 18

What is (are) the reason(s) why E-Commerce can be used to support this business?  
(more than one answer is allowed)

- (a) Low investment cost
- (b) Save cost
- (c) Easy to buy and sell
- (d) Convenient for payment
- (e) Others, please specify \_\_\_\_\_

Q .18	Frequency	Percentage
(a)	6	30%
(b)	18	90%
(c)	9	45%
(d)	0	0%
(e)	7	35%

Remark: There are 20 respondents.

Reasons Why E-Commerce Can Be Used to Support  
the Canned Food Export Business

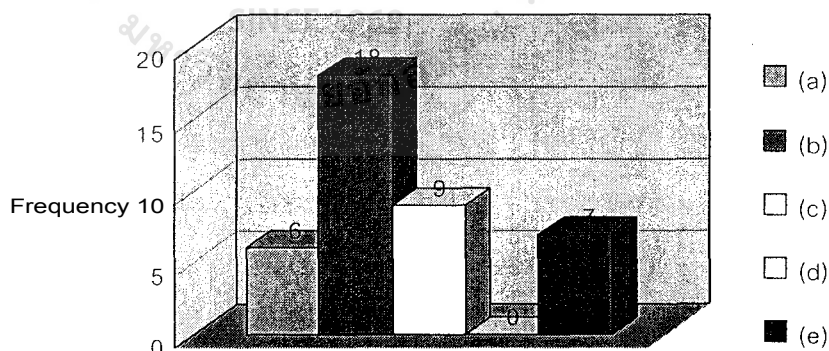


Figure 4.10. Reasons Why E-Commerce Can Be Used to Support the Canned Food Export Business.



From the interview with 20 respondents about reasons why E-Commerce can be used to support this business, Figure 4.10 shows majority of the respondents choose the reason that E-Commerce can save cost, which consists of 18 respondents (90%). The second reason is easy to buy and sell, which consists of 9 respondents (45%). The third reason is low investment cost, which consists of 6 respondents (30%). The other reasons such as fast response, can give information to customers, competitive prices, can search information from other competitors, and closeness to customers, which consist of 7 respondents (35%).

Table 4.15. The Relationship between Reasons Why E-Commerce Can Be Used to Support the Company and Companies Using/Not Using E-Commerce.

Q.18/Q.13	Using		Not Using		Total
	Freq.	%	Freq.	%	
Low investment cost	0	0%	6	35%	6
Save cost	3	100%	15	88%	18
Easy to buy and sell	3	100%	6	35%	9
Convenient for payment	0	0%	0	0%	0
Others, please specify	1	33%	6	35%	7

Remark: 20 respondents in total

3 respondents using E-Commerce

17 respondents not using E-Commerce

Table 4.15 shows that there are 3 respondents (100%) who choose save cost as the reason why E-Commerce can be used to support the business. There are 3 respondents (100%) who choose easy to buy and sell as the reason why E-Commerce can be used to

support the business. And there is one respondent (33%) who chooses fast response as the reason why E-Commerce can be used to support the business.

Question No. 19

What is (are) the reason(s) why E-Commerce cannot be used to support this business?  
(more than one answer is allowed)

- (a) Not enough security for online payments
- (b) Low value products (not suitable for E-Commerce)
- (c) High transportation cost
- (d) Others, please specify \_\_\_\_\_

Q.19	Frequency	Percentage
(a)	3	25%
(b)	0	0%
(c)	1	8%
(d)	8	67%

Remark: There are 11 respondents.

Reasons Why E-Commerce Cannot Be Used to Support the Canned Food Export Business

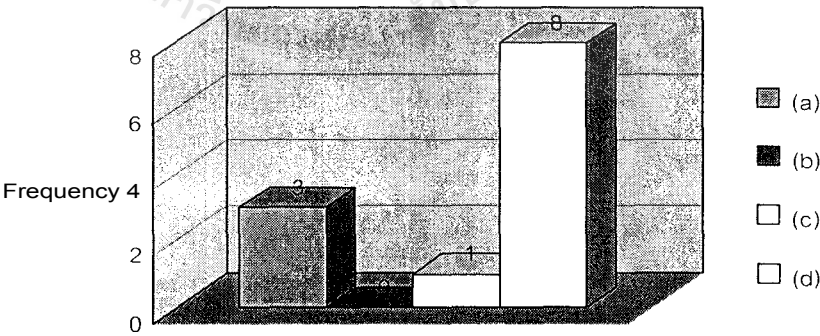


Figure 4.1 1. Reasons Why E-Commerce Cannot Be Used to Support the Canned Food Export Business.

From the interview with 11 respondents about the reasons why E-Commerce cannot be used to support the canned food export business, Figure 4.11 shows the reasons why E-Commerce cannot be used to support this business as follows: not enough security for online payments. There are 3 respondents (25%). High transportation cost consists of 1 respondent (8%). For other reasons such as minimum quantity is too big for E-Commerce (20 feet container or 20,000 Kgs.), prices are not fixed and can be negotiated, exporters are afraid that prices will be dumped, it is not the nature of their business. There were 8 respondents (67%).

From the interview with 18 respondents about areas that save cost, Figure 4.12 shows that majority of the respondents think that E-Commerce can be used to save communication expenses. There are 16 respondents (89%). The second area is advertising expenses, which consists of 14 respondents (78%). The third area is miscellaneous expenses, which consists of 6 respondents (33%). The fourth area is salary expenses, which consists of 2 respondents (11%). And the other area is banking expenses, which consists of 1 respondent (6%).

Table 4.16 shows that 3 respondents (100%), who use E-Commerce in their business, choose advertising expenses as area that saves cost. 3 respondents (100%), who use E-Commerce in their business, choose communication expenses as area that saves cost. 13 respondents (87%), who do not use E-Commerce in their business, and choose communication expenses as area that saves cost. 11 respondents (73%), who do not use E-Commerce in their business, and choose advertising expenses as area that saves cost.

Question No. 20

In which areas does it save cost?

(more than one answer is allowed)

- (a) Advertising Expenses
- (b) Communication Expenses
- (c) Salary Expenses
- (d) Miscellaneous Expenses
- (e) Others, please specify \_\_\_\_\_

Q.20	Frequency	Percentage
(a)	14	78%
(b)	16	89%
(c)	2	11%
(d)	6	33%
(e)	1	6%

Remark: There are 18 respondents.

Frequency of the Areas That Save Cost

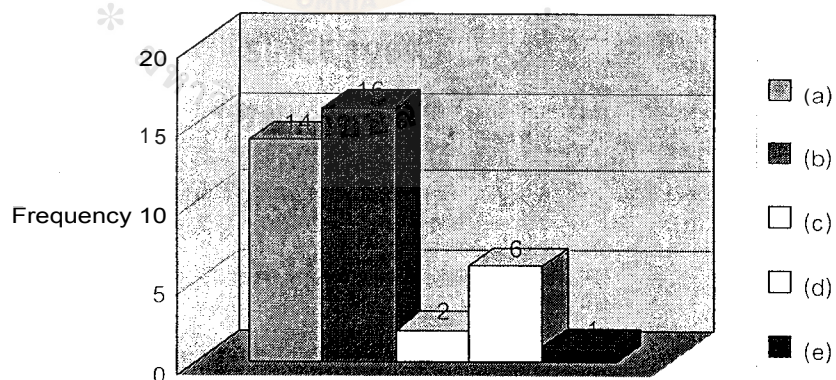


Figure 4.12. Number and Percentage of Areas That Save Cost.

Table 4.16. The Relationship between Areas That Save Cost and Companies Using/ Not Using E-Commerce.

Q.20/Q .13	Using		Not Using		Total
	Freq.	%	Freq.	%	
Advertising Expenses	3	100%	11	73%	14
Communication Expenses	3	100%	13	87%	16
Salary Expenses	0	0%	2	13%	2
Miscellaneous Expenses	0	0%	6	40%	6
Others, please specify	0	0%	1	7%	1

Remark: 18 respondents in total

3 respondents using E-Commerce

15 respondents not using E-Commerce

From the interview with 25 respondents about the benefits of E-Commerce, Figure 4.13 shows that majority of the respondents think that "Direct access to worldwide customers" is very important. There are 11 respondents (44%) who answer very important and 9 respondents (36%) who answer important. For the second benefit of E-Commerce, which is "Provide more up-to-date information", 11 respondents (44%) answer important and 8 respondents (32%) answer very important. For the third benefit of E-Commerce, which is "Save the cost", 10 respondents (40%) answer important and 8 respondents (32%) answer very important. For the fourth benefit of E-Commerce, which is "Non-closed marketing channel (24 hours)", 14 respondents (56%) answer important and 6 respondents (24%) answer very important. For the fifth benefit of E-Commerce, which is "Company image", 10 respondents (40%) answer important and 10

respondents (40%) answer normal. For the other benefit of E-Commerce, which is "Advertises company profiles and products list", 1 respondent (4%) answers important.

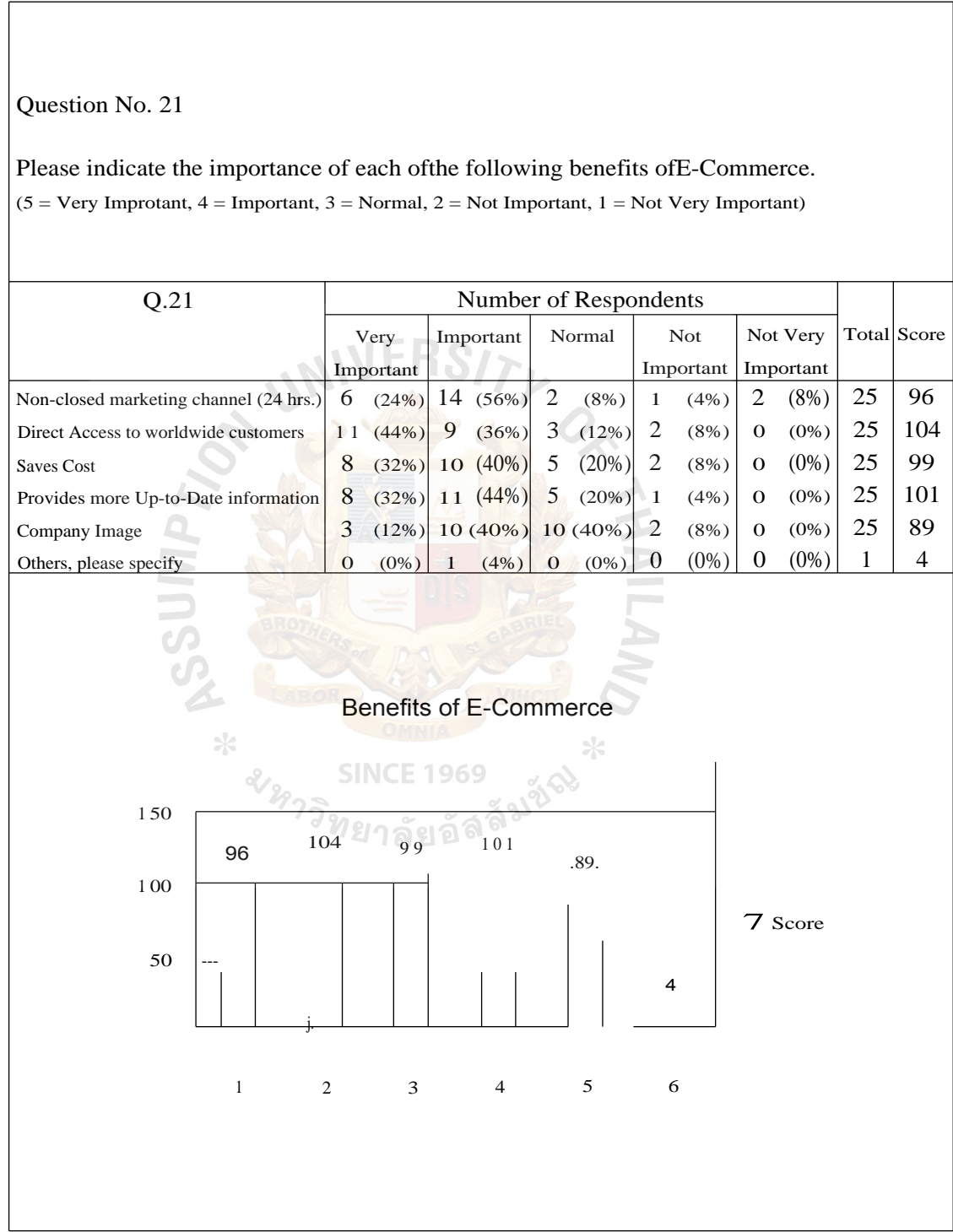


Figure 4.13. Benefits of E-Commerce.



Question No. 22

Please indicate the importance of each of the following problems of E-Commerce.  
(5 = Very Important, 4 = Important, 3 = Normal, 2 = Not Important, 1 = Not Very Important)

Q.22	Number of Respondents					Total	Score
	Very Important	Important	Normal	Not Important	Not Very Important		
Not enough security for payments	16 (24%)	6 (56%)	2 (8%)	0 (4%)	1 (8%)	25	111
Lack of online computer skills	5 (44%)	3 (36%)	14 (12%)	2 (8%)	1 (0%)	25	84
Unconfirmed profitability	3 (32%)	1 (40%)	15 (20%)	4 (8%)	2 (0%)	25	74
High transportation cost	1 (32%)	4 (44%)	10 (20%)	6 (4%)	4 (0%)	25	67
Others, please specify _____	4 (0%)	1 (4%)	0 (0%)	0 (0%)	0 (0%)	5	24

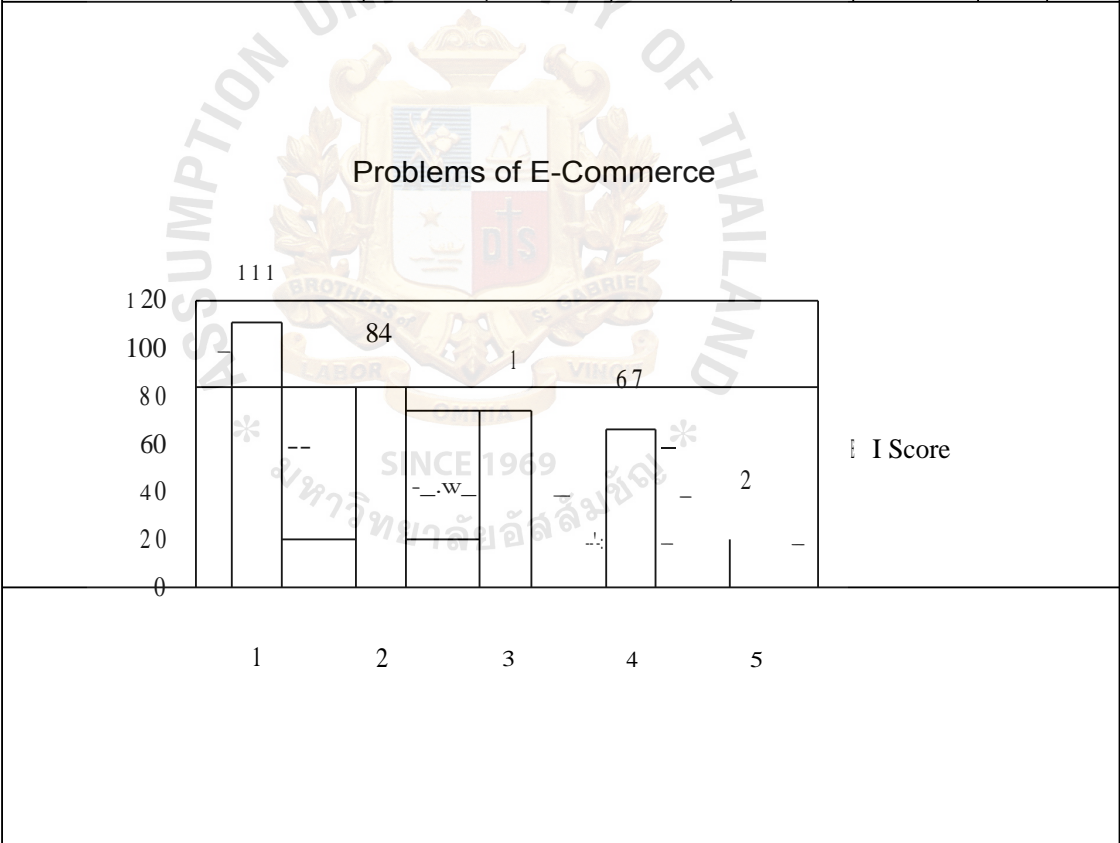


Figure 4.14. Problems of E-Commerce.

Question No. 23

Now if you are using E-Commerce, which payment methods do you use?

- (a) Electronic Cash
- (b) Electronic Check
- (c) Electronic Credit
- (d) Others, please specify \_\_\_\_\_

Q.23	Frequency	Percentage
(a)	0	0%
(b)	0	0%
(c)	0	0%
(d)	3	100%
Total	3	100%

Percentage of Payment Methods of Companies That Use  
&Commerce

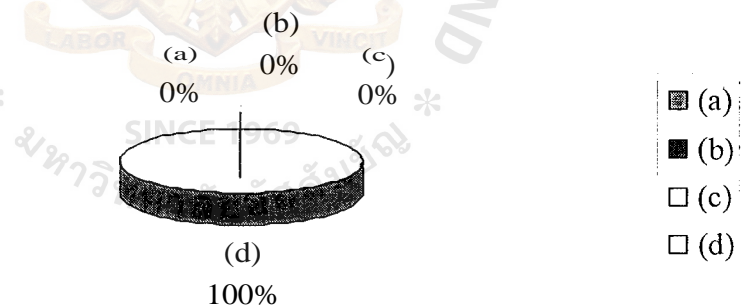


Figure 4.15. Number and Percentage of Payment Methods of Companies That Use E-Commerce.

From the interview with 25 respondents about problems of E-Commerce, Figure 4.14 shows that majority of the respondents think that the major problem of E-Commerce is "Not enough security for payments". There are 16 respondents (64%) who answer very important. The second problem of E-Commerce is "Lack of online computer skills in your company". There are 14 respondents (56%) who answer normal. The third problem of E-Commerce is "Unconfirmed profitability". There are 15 respondents (60%) who answer normal. The fourth problem of E-Commerce is "High transportation cost". There are 10 respondents (40%) who answer normal. For the other problems of E-Commerce such as "Not applicable for this business", "Do not want to show prices", "Minimum order — Big quantities", "Not famous", and "No guarantee of payment", there are 4 respondents (16%) who answer very important.

From the interview with 3 respondents about payment methods of companies that use E-Commerce, Figure 4.15 shows that most common payment methods used by companies that use E-Commerce are L/C, T/T, and D/P. There are 3 respondents (100%).

#### 4.3 Discussion of Findings

After the survey and analysis, the researcher finds that most of the respondents are Export Managers both male and female age between 31-35 years old, and have 6-10 years work experience in canned food export business. Most of them are in a company that has been established for more than 20 years, and has more than 60 employees, or in a company that has less than or equal to 20 employees. The percentage difference between the two types of companies is only 4%. (The companies that have more than 60 employees have their own factory and the companies that have less than or equal to 20 employees are trading company). Most of the companies have more than 20 companies or 6-10 computers and the percentage difference is about 4%.

All respondents have Internet in the office and have ever heard about E-Commerce. Most of the respondents (80%) have no experience in using E-Commerce. Most of respondents defined E-Commerce as online shopping through the World Wide Web (WWW). Most of them do not use E-Commerce in their company but are interested and are considering using E-Commerce in their business. The reasons for not using E-Commerce are identified as follows: online payment is not safe, E-Commerce is not suitable to the nature of canned food export business, they do not want to show prices to competitors, etc. But the reasons for being interested and for considering using E-Commerce are identified as follows: it is the trend of the market, it can help to expand the market, it is a new technology, etc. Most of the respondents think that E-Commerce can be used to support the canned food export business with reasons that it can save cost, it is easy to buy and sell, fast response, etc. Most of them also think that it can save cost in areas of communication expenses, advertising expenses, miscellaneous expenses, etc. For the benefits of E-Commerce, most of the respondents think that direct access to worldwide customers is very important, providing more up-to-date information is important, saving cost is important, non-closed marketing channel (24 hours) is important, company image is normal-important, and advertises company profiles and products list is important. About problems of E-Commerce, most of the respondents think that not having enough security for payment is very important, lack of online computer skills in their company is normal, unconfirmed profitability is normal, high transportation cost is normal, and other reasons are very important such as it is not applicable for the business, they do not want to show prices, minimum order — big quantities, it is not famous, and it does not guarantee payment.

Nevertheless, there are different respondent attitudes such as 20% of the respondents have experience in using E-Commerce, in buying some books from the

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USA, having homepage on the Internet, seeing another E-Commerce Web Site, and using the media to find the best source of products. There are 12% of the respondents who are using E-Commerce in their company. There are 18% of the respondents who are not interested in using E-Commerce. They gave the reasons that online payment is not safe, it is not suitable for the nature of their business, they do not want to show prices to competitors, unconfirmed in E-Commerce system, lack of online computer skills, and complexity. There are 20% respondents, who think as follows: E-Commerce cannot be used to support the canned food export business. They gave reasons that minimum quantity is a big quantity (20 feet container or 20,000 kgs.), they do not want to show prices, prices are not fixed, they can be negotiated depending on products' quality and market factors, they are afraid that prices are dumped, it is not the nature of the business, security is not enough for online payment, and high cost of transportation.

Finally, the research found that most of the respondents use L/C, T/T, and D/P as payment methods and they do not use Electronic Payment because it lacks payment security.

### 4.4 Answers to the Statement of the Problem

Referring to the statement of the problem at the beginning of this project, the answers are as follows:

#### (1) Can E-Commerce be used to support canned food export business?

From the questionnaires, most respondents (56%) thought that E-Commerce could be used to support the canned food export business. Most respondents thought that E-Commerce can be used to support this business because of the reasons: saves cost, easy to buy and sell, fast response, gives more information to customers, comparable prices, can search information from other competitors, closeness to customers, and low investment.

However there are some respondents (20%) who thought E-Commerce could not be used to support this business. They gave the reasons that it is not secure for online payment, it is not suitable to nature of this business, they do not to show the price to competitors, and they are afraid of dumping prices. There are respondents (24%) who are still not sure whether E-Commerce can be used to support this business. They hesitate to say yes because they do not really know about E-Commerce.

(2) Can E-Commerce be applied to reduce cost?

From the questionnaires, most respondents (72% of all respondents) thought that E-Commerce could be applied to reduce cost. Most of them thought that saving cost in this business is an important benefit of E-Commerce. They gave the opinion that it can save cost in areas of communication expenses (64%), advertising expenses (56%), miscellaneous expenses (24%), salary expenses (8%), and banking expenses (4%) respectively.

(3) What are the benefits of E-Commerce to canned food exporters in Thailand?

From the questionnaires, most respondents ranked the first benefit of E-Commerce as: "Direct access to worldwide customers", There were 44% of the respondents who indicated that this was very important and 36% of the respondents indicated this was important. For the second benefit of E-Commerce is "Provide more up-to-date information", 44% of the respondents indicated this was important and 32% of respondents indicated this was very important. For the third benefit of E-Commerce is "Saves cost", 32% of the respondents indicated this was important and also 32% of the respondents indicated this was very important. For the fourth benefit of

E-Commerce is "Non-closed marketing channel (24 hours)", 56% of the respondents indicated this was important and 24% of the respondents indicated this was very important. For the fifth benefit of E-Commerce is "Company image", 40% of the respondents indicated this was important and also 40% of the respondents indicated this was normal. For the last benefit of E-Commerce is "Advertises company profiles and products list", 4% of the respondents indicated this was important.

- (4) What are the problems of E-Commerce for canned food exporters in Thailand?

From the questionnaire, most respondents ranked their first problem with E-Commerce as "Not enough security for payments"; 64% of the respondents indicated this was very important. The second problem of E-Commerce is "Lack of online computer skills"; 56% of the respondents indicated this was normal. The third problem of E-Commerce is "Not confirmed for profitability"; 60% of respondents indicated this was normal. The fourth problem of E-Commerce is "High transportation cost"; 40% of the respondents indicated this was normal. The last problems of E-Commerce are "Not applicable for this business", "Do not want to show prices", "Minimum order — Big quantities", "Not famous", and "Not guaranteed payment"; 16% of respondents indicated these were very important.

- (5) What are the trends of E-Commerce in the future in Thailand?

From the questionnaires, at present there are only 12% of the respondents who use E-Commerce in their company. Meanwhile most respondents have still not used E-Commerce in their company, which is



88% of the respondents. There are respondents who are interested in using E-Commerce in the future (41%) and respondents who are considering using E-commerce consists of 41(Yo. The reasons for using or being interested in E-Commerce are trend of market, expand the market, new technology, up-to-date information, convenient and fast, easy to contact, ready information, and closeness with customers. Nevertheless, 18% of the respondents are not interested in using E-Commerce. They gave the reasons that it is not safe for online payment, it is not applicable to the nature of this business, they have a different pricing strategy that is confidential to competitors, prices are not fixed and can be negotiated, it has many variety of products and they are afraid of dumping prices, they are not confident in E-Commerce system, they do not have enough knowledge to apply E-Commerce, and it is complex.

## V. CONCLUSIONS AND RECOMMENDATIONS

### 5.1 Research Summary

This research is a study on "E-Commerce for Canned Food Export Business" which consists of finding the feasibility of using E-Commerce to support canned food export business and its basic theory. The researcher designed a questionnaire used as a

- guideline to interview 25 canned food export companies that export both canned fruits and canned seafood as sample.

After the survey and analysis, the researcher found that there are two types of canned food companies: one is a company that has its own factory and the other is a trading company. Most of the respondents are still not using E-Commerce in their company. All of them know about E-Commerce but they have no experience in using E-Commerce. Although most of them have never used E-Commerce in their company, they are interested in using E-Commerce in the future. It depends on trend in the market, security for online payment, readiness for exporters, etc. However, there are some respondents who are not interested in using E-Commerce. They gave the reason that E-Commerce is not suitable for the nature of their business. It is appropriate to retail business and other products but not for canned food business. There are some weak points on prices, so most of the canned food exporters are not interested in using E-Commerce. Also they gave the reason that prices cannot be shown on the Internet. They are afraid that competitors will know the price and then will dump the price. Minimum order is another problem. For one shipment least one container should be ordered, which is a big quantity.

However, they think that E-Commerce can be used to support this business for saving cost in communication expenses and advertising expenses and also it is easy to buy and sell products.

For payment method, most of the respondents generally use payment such as L/C, D/P, T/T, etc. There is no respondent who uses electronic payments such as Electronic Cash, Electronic Check, and Electronic Credit. Now it is still not widespread among Thai exporters because there is not enough security for payment. Some respondents offer that there should be Electronic L/C, which banks can guarantee on the Internet.

## **5.2 Further Recommendations**

From the above discussion, E-Commerce is an interesting tool to facilitate export business. There are some problems with E-Commerce, but it can be developed in the future with the high growth rate in the Internet use. The exporters also should study more details about E-Commerce because it gives benefits. E-Commerce is worth investing if exporters have capability in implementing it. Now, there are few companies which use E-Commerce as one of the export tools, but it will be more widely used if the problems of payment methods are solved. This research is the first E-Commerce research to measure the feasibility of using E-Commerce in canned food export business. It can be used as a basic reference for any further research regarding E-Commerce.



## FOOD

### BEVERAGES

OSOTHSAPHA (TECK 14E140 Y00) CO.,LTO.  
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BANGKOK 10110

TELEPHONE : (662) 381-9935-54  
FAX : (662) 381-9963  
TELEX : •  
CAPITAL : •

ESTABLISHED 1974

BANK : •  
ATTN. : MR. WISIT KITTINANTAPAN  
PRODUCT : M-150& WHITE SHARK ENERGY DRINK,  
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**WN FOODS 11 BEVERAGES CO.,LTD.**

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BANGKOK NON, BANGKOK 10700

TELEPHONE : 411-4799,411-4540  
FAX : (662) 411-3765  
TELEX : •  
CAPITAL : •

ESTABLISHED 1991  
BANK : BANGKOK BANK PUBLIC LTD.  
(TAUNGCHAN)

ATTN. : MRS. RITA BUNTASRISAVASDI  
PRODUCT : TEA, WHISKY, WINE  
FRUIT JUICE, CHIU SAUCE  
OYSTER SAUCE, SOYA SAUCE

**SUWANNAPHOOSIE DISTILLERY CO.,LTD.**

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CHAROENMUANG.  
BANGKOK 10500

TELEPHONE : 2140255, 2140146, 2141010  
FAX : (662) 254-6310  
TELEX : •  
CAPITAL : •

ESTABLISHED : •  
BANK : BANGKOK BANK LTD.  
ATTN. : MR. DIREK CHOKCHAINARONG  
PRODUCT : BEVERAGES (BRANDY)

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**ABC PRODUCTS CO.,LTD.**

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CHAROENNAKORN RD., KLONGSARN,  
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TELEPHONE : 1390043,1381196,4374551,8624841-6  
FAX : (662) 437-1803,862-4847  
TELEX : •  
CAPITAL : 3.500.000.00

ESTABLISHED : 1991  
BANK : BANGKOK BANK LTD  
ATTN. : MR. WITITAYA SANGWONGTONG  
PRODUCT : CANNED FRUITS  
CANNEDSEAFOOD-TUNA,  
SAJIDINES,MACKEREL  
CANNED VEGETABLES  
CANNED SEAFOODS

**AGRO-ON CO.,LTD.**

ADDRESS : 26/110 SOI RATCHAPRACHA 4,  
RACHADAPISEK RD.. LADYAO  
BANGKHEAN , BANGKOK 10900

TELEPHONE : 9111470-7.9111479  
FAX : (662)91114776  
TELEX : •  
CAPITAL : 10.000.000.00  
ESTABLISHED 1989  
BANK : BANGKOK METRO.BANK  
LEAMTHONG BANK  
ATTN. : MR. PORNCCHAI PENISES  
PRODUCT : CANNED VEGETABLES  
CHIU.ED/FROZEN FRUITS

**AI TRADING (THAILAND) CO.,LTD.**

ADDRESS : 9 SOI 14, SEREE 2 RD.,  
SUANLUANG, PRAVEST,  
BANGKOK 10250

TELEPHONE : 314-6239, 01.917-5991, 719-0603-4  
FAX : (662)319.9708,314.6239  
TELEX : •  
CAPITAL : 5,000,000.00

ESTABLISHED : 1982  
BANK : BANGKOK BANK LTD. (SEMI)  
ATTN. : MR. KRIENGSAK FLATANANUPONG  
PRODUCT : FRESH FRUITS. CANNED FRUITS

CHILLED/FROZEN FRUITS  
FRUITS JUICE-PINEAPPLE  
FOODSTUFF  
CANNED FRUITS-PINEAPPLE  
ORIENTAL FOODS  
DRIED/DEHYDRATED VEGETABLES  
SAUCE/SEASONING  
FRESH VEGETABLES  
CHILLED/FROZEN VEGETABLES  
CANNED VEGETABLES

**ASA BANGKOK LIMITED**

ADDRESS : 86 EKAMAI 10, SUKHUMVIT 63 ROAD,  
BANGKOK 10110

TELEPHONE : (662) 3810743  
FAX : (662) 3819696, 3819697  
TELEX : ASABKK 21918 TH  
CAPITAL : 1,000,000.00  
ESTABLISHED : 1994

BANK : BANGKOK BANK  
ATTN. : MR. SUTIN LIMPOOOM  
PRODUCT : FROZEN SEAFOODS  
DRIED/DEHYDRATED FRUITS AND  
VEGETABLES  
FROZEN FRUITS VEGETABLE  
CANNED FRUIT JUICES  
CANNED FRUITS  
CANNED FRUITS-PINEAPPLE  
CANNED SEAFOOD-TUNA  
CANNED SEAFOODS  
CANNED VEGETABLES  
CANNED SEAFOOD-PET FOOD  
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**ASIATIC AGRO INDUSTRY CO.,LTD.**

ADDRESS : 137/63 M0016, PHATTANAKARN RD.,  
SUANLUANG,  
BANGKOK 10250

TELEPHONE : 7221401-5  
FAX : (662)322.5777,722.1407  
TELEX : •  
CAPITAL : 30,000.000.00

ESTABLISHED : 1994  
BANK : BANGKOK BANK PUBLIC CO.,LTD.  
(EW4GKAPJ)

ATTN. : MR. CHALERMCHAI LECKCHOM  
PRODUCT : CANNED VEGETABLES-COCONUT  
MILK, CANNED FRUIT JUICE!  
VEGETABLE JUICE  
CANNED VEGETABLES

**ASOKE INTERNATIONAL TRADING CO.,LTD.**

ADDRESS : OCEAN INSURANCE BUILDING,  
f 8 FLOOR, 163 SURAWONG RD  
FUNGRAK, BANGKOK 10500

TELEPHONE : 2346603.8,234.6555-9  
FAX : (662) 236-7394 , 2385217  
TELEX : 87045,81507 ASOKE TN 72  
CAPITAL : 50,000.000.00  
ESTABLISHED : 1979

BANK : BANGKOK BANK LTD.  
ATTN. : MR. VIRAVUDH ASSAKUL  
PRODUCT : TRADING COMPANY

TEXTILES, GARMENTS  
ALL KINDS OF AGRICULTURAL  
PRODUCTS. STATIONERY  
RATTAN FURNITURE, BASS  
CANNED SEAFOODS  
FROZEN SEAFOOD-BABY OCTOPUS  
FROZEN MEAT-CHICKEN  
FROZEN SEAFOOD-SHRIMP  
CANNED SEAFOOD-TUNA  
CANNED FRUITS

**BANGKOK SYNDICATE CO.,LTD.**

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SAMPANTAWONG, JAKAWAD,  
BANGKOK

TELEPHONE : (662)222-9140,222.91445,222-9148-9  
FAX : (662) 224-4417  
TELEX : •  
CAPITAL : 10,030,000.00

ESTABLISHED : 1967  
BANK : BANGKOK BANK  
ATTN. : DR PICHAI KORAPINTANONT  
PRODUCT : RICE

CANNED TUNA  
CANNED SHRIMP  
CANNED BABY CORN  
CANNED BAMBOO SHOOTS  
CANNED VEGETABLES  
CANNED FRUITS

**C.P.INTERTRADE CO.,LTD.**

ADDRESS : C.P. TOWER BLDG.,  
313 MOM RD.,  
BANGKOK 10500

TELEPHONE : 231-0221-50  
FAX : (662) 231-0977  
TELEX : 87094 CPINTER TIF  
CAPITAL : •

ESTABLISHED : 1979  
BANK : BANGKOK BANK LTD.  
CHASE MANHATTAN BANK NA  
ATTN. : MR. PHORNSINPHACHAFIINTANAKUL  
PRODUCT : GIFT ITEM, HOUSEHOLD PRODUCTS  
FROZEN SEAFOOD-SHRIMP  
TRADING COMPANY  
PLASTICWARE  
FROZEN MEAT-CHICKEN  
RICE, CANNED FRUITS, FOODSTUFF

**CENTRAL WORLD INTERTRADE CO.,LTD.**

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BANGKHUNTHIEN,  
BANGKOK 10150

TELEPHONE : 415.5479,2868760,287-114  
FAX : (662) 4154479  
TELEX : •  
CAPITAL : 10,000,000.00

ESTABLISHED : •  
BANK : SIAM COMERCIAL BANK  
ATTN. : MR. ANIRUT SANFAONTIPIKUL  
PRODUCT : CURRY PASTE SAUCE  
CHILLI PASTE,CANNED FRUITS  
CANNED VEGETABLES

**CHA-UM PINEAPPLE CANNERY CO.,LTD.**

ADDRESS : 51/8 SOI KLM,CHANGWATANA RD.,  
BANGKHEN, BANGKOK 10210  
TELEPHONE : 5511956-8  
FAX : (662) 5511954  
TELEX : 82439 CHAUM TN  
CAPITAL  
ESTABLISHED  
BANK : SIAM COMMERCIAL BANK  
BANGKOK BANK  
ATTN. : MR. NARONG NIVATVONGS  
PRODUCT : CANNED FRUITS-PINEAPPLE  
FRUITS JUICE-PINEAPPLE

**CHAMPACA CO.,LTD.**

ADDRESS : 142/4-5 SOI SUKSAVETTAYA,  
NORTH SATHORN RD.,BANGRAK.  
BANGKOK 10500  
TELEPHONE : 2354580-1, 2353257,635-0089-48  
FAX : (662) 2381694, 2368062.  
TELEX : 84729.87295 CHAMP TH  
CAPITAL : 1,000.00000  
ESTABLISHED : 1975  
BANK : BANGKOK BANK LTD. (51101.4)  
SIAM CITY BANK LTD. (SILOM)  
ATTN. : MR. BOONLERD CHAREONKUL  
PRODUCT : CANNED PINEAPPLE  
CANNED THAI CURRIES  
CANNED RAMEN, NOODLE  
CANNED SHRIMP  
CANNED FRUIT JUICENEGETABLE  
JUICE. CANNED TUNA  
CANNED BABY CLAM  
CANNED VEGETABLES  
CANNED PET FOOD  
CANNED SARDINE

**CHEF'S CHOICE FOODS MANUFACTURER CO.,LTD.**

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BANGGRUAY, NONTABURI 11130  
417-5537-13.447-5473,447.5764  
FAX : (662) 447.5472.476-5128  
TELEX  
CAPITAL 10,000,093.00  
ESTABLISHED 1990  
BANK : KRUNG THAI BANK LTD.,  
(HEAD OFFICE) -  
THAI FARMER BANK LTD.,  
(BANG KHUN THAIN)  
ATTN. : MRS. SUWAPEE OSORNPRASOP  
PRODUCT : CANNED COCONUT  
CANNED FRUIT JUICENEGETABLE  
JUICE  
FROZEN VEGETABLES-ASPARAGUS  
FROZEN VEGETABLES-BABY CORN  
FROZEN VEGETABLES-GINGER  
FROZEN VEGETABLES-MUSHROOM  
FROZEN FRUITS-BANANA  
FROZEN FRUITS-LONGAN  
FROZEN FRUITS-MANGO  
FROZEN FRUITS-MANGOSTEEN  
FROZEN FRUITS-PASSION FRUITS  
FROZEN FRUITS-RAMBUAN  
FROZEN FRUITS-STRAWBERRY

**CHIANOMAI FOOD CANNING CO.,LTD.**

ADDRESS : 195 KAEWNAWARAT RD.,  
AMPUR MUANG,  
CHIANGMAI 50000  
TELEPHONE : (053) 244223 .306229  
FAX : (6653)471494.471217  
TELEX  
CAPITAL : 50.000.000.00  
ESTABLISHED : 1992  
BANK : BANGKOK BANK LIMITED

ATTN. : MR. CHONLASEUK SUPICHAYAPAN  
PRODUCT : CANNED VEGETABLES  
CANNED FRUITS.

**CHIN HUAY CO.,LTD.**

ADDRESS : 386/1-3 SOI SUKSAWAD 2,  
SUKSAWAD RD.,  
BANGKOK 10140  
TELEPHONE : 4681459, 4680520, 4684339  
FAX : (662) 4761153  
TELEX : 84907 CHINHUA TN  
CAPITAL : 63.000,000.00  
ESTABLISHED : 1925  
BANK : THAI FARMERS BANK  
BANGKOK BANK  
ATTN. : MR. nuNGRaimiNcvonamoNciax  
PRODUCT : CANNED FISH, CANNED FRUITS  
DEHYDRATED FRUITS  
CHILLED/FROZEN SEAFOODS  
CHILLED/FROZEN VEGETABLES  
CANNED SEAFOOD-SARDINE  
CANNED VEGETABLES  
CANNED SEAFOOD-PET FOOD

**CHINTIEK BROTHER TRADING CO.,LTD.**

ADDRESS : 5 SUKHMVIT 3,  
BANGKOK 10110  
TELEPHONE : 2535768-77  
FAX : (662) 2535784, 2535546  
TELEX  
CAPITAL : 50.000,000.00  
ESTABLISHED : 1984  
BANK : BANGKOK BANK LTD.  
THE SIAM COMMERCIAL BANK LTD.  
ATTN. : MRS. VIBHAVAN IMAIOM  
PRODUCT : GARMENTS, TRADING COMPANY  
CANNED TUNA FISH  
CANNED FRUITS  
RUBBER WOOD FURNITURE  
GIFT ITEM. BELTS  
HANDBAGS-LEATHER  
SHOES-CHILDREN-LEATHER  
SHOES-LADIES-LEATHER  
SHOES-MEN-LEATHER

**COMMONWEALTH COMMERCIAL CO.,LTD.**

ADDRESS : 48 SOI AREE 3,  
PHAHOLYOTHIN RD.,  
BANGKOK 10400  
TELEPHONE : 279-6141, 279-3218, 279-4671  
FAX : (662) 271-4952  
TELEX : 82297 CTCTRAD TH  
CAPITAL : 1.000.000.00  
ESTABLISHED : 1978  
BANK : THE BANGKOK BANK  
ATTN. : MRS. KARNIKAR THAWESRI  
PRODUCT : CANNED VEGETABLES  
CANNED SEAFOODS  
CANNED FRUITS, DRIED SEAFOODS  
CANNED TUNA FISH  
FRESH FRUITS  
FRESH VEGETABLES

**COMPACT TRADING CO.,LTD.**

ADDRESS : 1212/1 SOI SARIN 2,  
RAMA 4 RD., KLONGTOEY,  
BANGKOK 10110  
TELEPHONE : 249-0147.50  
FAX : (662)249-7626  
TELEX  
CAPITAL  
ESTABLISHED : •  
BANK : BANGKOK BANK LTD.  
THE BANK OF ASIA LTD.  
ATTN. : MR. KAMPHEE CHEERAPATNAKOM

PRODUCT : CANNED FRUITS  
CANNED SEAFOOD-TUNA  
CANNED SEAFOODS  
CANNED VEGETABLES  
BUILDING MATERIALS

**CUDSON CO.,LTD.**

ADDRESS : 7230 CHARUNSANITWONG 51 RD.,  
BANGPLAD, BANGKOK 10700  
TELEPHONE : 4240188.4334840.4335564-5  
FAX : (662) 4336314, 4357575  
TELEX : 84354 CUDSON TN, 82351  
CAPITAL : 16,000,000.00  
ESTABLISHED : 1979  
BANK : BANGKOK BANK (HUA LAMPONG)  
ATTN. : MR. PORNSAK NOTAKRAW  
PRODUCT : CANNED FRUITS. CANED SEAFOODS  
SEAFOOD; CHILLED OR FROZEN  
CHIU.EDIFROZEN FRUITS  
CANNED SEAFOOD-TUNA  
CANNED VEGETABLES

**DOI KHAN FOOD PRODUCTS CO.,LTD.**

ADDRESS : 173 RATSIRIMA ROAD., DUSIT,  
BANGKOK 10300  
TELEPHONE : (662)628-910043  
FAX : (662)628-9109  
TELEX :  
CAPITAL : 50,000,000.00  
ESTABLISHED : 1994  
BANK : SIAM CITY BANK PUBLIC  
(HEAD OFFICE)  
ATTN. : MRS. DAFIUNEE EDWARDS  
PRODUCT : CANNED VEGETABLES  
CHILLED/FROZEN FRUITS  
FLOUR, CANNED FRUITS  
CANNED VEGETABLES-BABY CORN  
FRUITS JUICE-GUAVA  
FRUITS JUICE-LYCHEE  
FRUITS JUICE-PASSION FRUITS  
FRUITS JUICE-PINEAPPLE  
FRUITS JUICE-MANGO  
FRUITS JUICE-ORANGE

**E.SUN FOODS INDUSTRY CO.,LTD.**

ADDRESS : 71 SALADAENG SOI 1,  
SILOM, BANGRAK, BANGRAK..  
BANGKOK 10500  
TELEPHONE : 2347184,2347369  
FAX : (662) 2375545  
TELEX : 87672 KENGSEN TH  
CAPITAL : 30,000,000.00  
ESTABLISHED : 1985  
BANK : KRUNG THAI BANK  
ATTN. : MR. WIROJ SAENGSIROPONGPUN  
PRODUCT : CANNED FRUITS  
CANNED VEGETABLES

**EASTIMPEX (THAILAND) LTD.**

ADDRESS : 211-213 RAJAWONGSE RD.,  
SAMPANTAWONGSE,  
BANGKOK 10100  
TELEPHONE : 2261900-2.2223346, 2243464  
FAX : (662)2261903  
TELEX  
CAPITAL : 10,600300.00  
ESTABLISHED : 1968  
BANK : BANGKOK BANK LTD  
FIRST BANGKOK CITY BANK  
ATTN. : MRS. SUWIMOL JUNGPNICH  
PRODUCT : CANNED SEAFOOD-TUNA  
CANNED SEAFOOD-SARDINE  
CANNED FRUITS.  
CANNED VEGETABLES, RICE  
CANNED SEAFOODS



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TELEPHONE 424-0675, 433-6311-2

FAX (662) 433-6309, 224-0992

TELEX

CAPITAL 2,000,003.00

ESTABLISHED 1976

BANK BANGKOK BANK

ATTN. MR. ITT1 VONGSURAKRAI

PRODUCT RICE STICK. CHILI SAUCE  
VERMICELLI. RICE VERMICELLI  
WHITE RICE FLOUR  
OTHER ORIENTAL FOODS  
RICE PAPER. FOODSTUFF  
CANNED FRUITS

## FIRST WORLD IMPORT A EXPORT CO.,LTD.

ADDRESS : 369/6 SOI WAT POMAN,  
SATHUPRADIT RD., YANNAWA,  
BANGKOK 10120

TELEPHONE : 212-7748-50

FAX : (662) 212-7744

TELEX

CAPITAL : 50,600,000.00

ESTABLISHED : 1981

BANK : BANGKOK BANK (HEAD OFFICE)  
FIRST BANGKOK CITY BANK

ATTN. : MR. WATTANA JANTARACH

PRODUCT : CANNED VEGETABLES  
CHILLED/FROZEN FRUITS  
CANNED FRUITS. COCONUT MILK  
VERMICEW  
CHILLED/FROZEN VEGETABLES  
CHILI SAUCE. CHILI PASTE  
COCONUT JUICE

## FOOD AND DRINKS PUEUC CO.,LTD.

ADDRESS : 4 FL. 22 SUKHUMVIT 35,  
KLONGTOEY,  
BANGKOK 10110

TELEPHONE : 260-9123-30

FAX (662)260.9131

TELEX 72079 FNDRIK TH

CAPITAL

ESTABLISHED : 1985

8A741( : BANGKOK BANK LIMITED  
(PLAPPLACHAI)  
STANDARD CHARTERED BANK  
(HEAD OFFICE)

ATTN. MISS HUAI HUI LEE

PRODUCT : CANNED VEGETABLES  
FRESH VEGETABLES  
CANNED FRUITS, FRESH FRUITS

## FOODEX CO.,LTD.

ADDRESS : 3/164-165 EKACHAI ROAD,  
BANBON, BANGKOK 10150

TELEPHONE : 416-6734, 416-7854, 416-3899

FAX : (662) 415-9043

TELEX

CAPITAL 20,000,000.00

ESTABLISHED 1986

BANK THAI FARMERS BANK

ATTN. MR. SOMKIAT WATTANAPORN

PRODUCT CANNED FRUITS, CHILI SAUCE  
PICKLED MUSTARD (SOUR)  
BAMBOO SHOOT. CHILI PASTE  
CURRY-INSTANT  
SOMEN NOODLE  
COCONUT POWDERAAILK  
DRIED CHILI. TEACOFFEE  
RICE VERMICEW. TAPIOCA FLOUR

## O.PREILJEE LTD.

ADDRESS : 800 NORTH SATHORN ROAD,  
G.P.O. BOX 207  
BANGKOK 10500

TELEPHONE : 235-0550-4

FAX : (662)236-61336-8

TELEX : 21171,81010,81073 PROSPER

CAPITAL : 25,000,000.00

ESTABLISHED : 1928

BANK : BANGKOK BANK LTD.  
HONGKONG BANK

ATTN. : MR. KIRIT C.SHAH

PRODUCT : MAIZE, SORGHUM. BEAN/SEED  
CANNED FISH  
CANNED FRUITS-PINEAPPLE  
FERTILIZERS, RUBBER, MINERALS

## GOLDEN PRIZE (THAI) CO.,LTD.

ADDRESS : 723/889-890 JALANSANITWONG  
ROAD, SANGBAMARU, BANGKOKNOI,  
BANGKOK 10700

TELEPHONE, : 434-89536, 433-4918

FAX : (662) 433-5972

TELEX : 21498 GPRIZE TH

CAPITAL : 1,000,000.00

ESTABLISHED : 1986

BANK : KRUNGTHAI BANK, HEAD OFFICE  
SIAM COMMERCIAL BANK. HEAD OFF

ATTN. : MR. W.PHAISAL

PRODUCT : CANNED FRUITS  
CANNED SEAFOOD-SARDINE  
CANNED SEAFOOD-TUNA  
CANNED SEAFOODS  
CANNED FRUITS-PINEAPPLE  
CANNED VEGETABLES  
CANNED SEAFOOD-PET FOOD  
CANNED FRUIT JUICENEGETABLE  
JUICE. FRUITS JUICE-PINEAPPLE

## GOLDPACK CO.,LTD.

ADDRESS : 65 501 PHAHOLYOTHIN 14,  
PHAHOLYOTHIN RD.,  
BANGKOK 10400

TELEPHONE : 278-4369, 278-5370

FAX : (662) 279-1682

TELEX

CAPITAL : 10,000,000.00

ESTABLISHED : 1983

BANK : THAI FARMERS BANK LTD.  
(SANAMPAO)

ATTN. : MS. KORNTONG PAITONG

PRODUCT : SALTED ASPARAGUS  
DRIED HIBISCUS FLOWERS  
BASKET-HYACINTH  
BASKET-RATTAN  
DECORATED BASKETS: FOR PICNIC,  
BABY, TRAVEL SALTED GINGER  
SALTED CUCUMBER  
SALTED GREEN MELON  
BLACK BEAN, FRESH ONION  
HOUSEHOLD PRODUCTS MADE OF  
RATTAN & WATER HYACINE

## GRAND ASIA INCORPORATION LTD.,

ADDRESS : 5/124-126 BORROMRAIC40NNEE RD.  
AROONAIARIN, BANGKOK-NOI  
BANGKOK 10700

TELEPHONE : 433-6450-5

FAX : (662) 433-4255

TELEX : 87176 GRANDA TN

CAPITAL : 30,000,000.00

ESTABLISHED : 1982

BANK : BANGKOK BANK

ATTN. : MR. PHAIROJ WANGTHAMRONGWIT

PRODUCT : CANNED SEAFOOD-PET FOOD

RICE. CANNED SEAFOODS  
CANNED FRUITS-PINEAPPLE  
OTHER ORIENTAL FOODS  
CANNED VEGETABLES  
CANNED FRUITS  
CANNED SEAFOOD-TUNA  
DRIED/DEHYDRATED FRUITS  
FRUITS JUICE-PINEAPPLE  
DRIED/DEHYDRATED VEGETABLES  
BEAN

## GREAT ORIENTAL FOOD PRODUCTS CO.,LTD.

ADDRESS : 888/127 PANUCH VILLAGE  
SOI THANAPOL 2  
RACHARATBUMPEN RD.  
SAJASENNOK  
HUAYKWANG BANGKOK 10310

TELEPHONE : 6916821-3

FAX : (6655)5131902.5914353

TELEX

CAPITAL : 10,000,000.00

ESTABLISHED : 1987

BANK : THE SIAM COMMERCIAL BANK LTD.

ATTN. : MR. VISIT LIMLURCHA

PRODUCT : DRIED/DEHYDRATED VEGETABLES  
CANNED VEGETABLES  
CANNED FRUITS  
CANNED FRUIT JUICE

## GREAT UNION FOOD INDUSTRIES CO.,LTD.

ADDRESS : 132-134 CHAROENNAKORN 8,  
KLONGSARN, BANGKOK 10600

TELEPHONE : 4392223-5

FAX : (662) 4392226

TELEX : 84078 GREATUN TH

CAPITAL : 45,000,000.00

ESTABLISHED : 1985

BANK : THAI FARMERS BANK LTD.  
(KLONGSAFIN)

ATTN. : MR. WILLIAM WOO

PRODUCT : SUGAR, CANNED FRUITS  
CANNED VEGETABLES  
SOYA SAUCE, CHOPSTICK  
DRINKING STRAW, TOOTH PICKS  
TOMATO PASTE, CHILI PASTE

## HERITAGE CASHEW I FOOD CO.,LTD.

ADDRESS : 14/2-3 SOI PETKASEM 77, YAK 3-4  
PETKASEN ROAD, NONGKHAM  
BANGKOK 10160

TELEPHONE : (662) 809-7324

FAX : (662) 809-7325

TELEX

CAPITAL : 22,000,000.00

ESTABLISHED : 1987

BANK : THE BANGKOK BANK LTD.

ATTN. : MR. WICHA PHONPHAISAN

PRODUCT : FOODSTUFF, SPICES  
CASHEW NUTS, BAMBOO SHOOT  
CHINESE BLACK MUSHROOM  
RICE PAPER, NOODLE:INSTANT

## J.M.S.INTERNATIONAL UNITED

ADDRESS : 69 501 PRASARTSOOK.  
YEN-ARKARD RD.,  
CHONGNONSEE, YANNAWA.  
BANGKOK 10120

TELEPHONE : 2400715, 2491909, 6710158

FAX : (662) 2401092, 2492011

TELEX

CAPITAL : 2,000,030.00

ESTABLISHED : 1987

ATTN. : MRS. BUSAKORNARUNCHAIYAPORN

PRODUCT : CANNED CRAB MEAT  
CANNED SEAFOOD-SHRIMP



CANNED SEAFOOD-SARDINE  
CANNED SEAFOOD-TUNA  
CANNED FRUITS  
CANNED VEGETABLES

**KC. CHIANGMAI FOOD PROCESSING CO.,LTD.**  
ADDRESS : 191 MOO 1, TONGSATOK,  
SANPATONG-BANKAD RD.,  
SANPATONG, CHIANGMAI 50120  
TELEPHONE : (053) 311589, 311992, 248485  
FAX : (6653) 311589  
TELEX :  
CAPITAL : 50,000,000.00  
ESTABLISHED : 1992  
BANK :  
ATTN. : MR. WACHIN PHUWAPITTANONT  
PRODUCT : CANNED FRUITS  
CANNED VEGETABLES

**KIANG HUA CO.,LTD.**  
ADDRESS : 940/307 BANGNA-TRAD RD., KM.3.  
BANGNA. PRAKANONG,  
BANGKOK 10260  
TELEPHONE : (662)747-4526-30  
FAX : (662) 747-4560  
TELEX : 87043 KHTEA TH  
CAPITAL : 50,000,000.00  
ESTABLISHED : 1949  
BANK : BANGKOK METROPOLITAN BANK  
BANGKOK BANK  
ATTN. : MS. SUP APCPNCHAZATAWRAINONG  
PRODUCT : CANNED FRUITS  
CANNED SEAFOODS  
CANNED SEAFOOD-TUNA-SARDINE  
CANNED FRUITS-PINEAPPLE  
CANNED FRUIT JUICENEGETABLE  
JUICE, CANNED SEAFOOD-SARDINE  
CANNED VEGETABLES

**KIAT UDOM FOOD CO.,LTD.**  
ADDRESS : 54 MOO 6, CHALONGKRUNG ROAD.  
NONGCHOK, BANGKOK 10530  
TELEPHONE : (662) 543-1650-1  
FAX : (662) 543-1650.722-0775-6  
CAPITAL : 10,000,000.00  
ESTABLISHED :  
BANK : BANGKOK BANK LTD. (HEAD OFFICE)  
ATTN. : MR. KIAT JITTUARUNGLARP  
PRODUCT : OTHER CHILLED/FROZEN FOODS  
BAMBOO SHOOT, PICKLED GINGER  
PICKLED TURNIP  
SALTED WITH GALANGA  
PICKLED MUSTARD (SALT)  
PICKLED MUSTARD (SOUR)  
PICKLED MUSTARD (WITH CHILLI)  
GLUTINOUS RICE

**LAMPAND FOOD PRODUCTS CO.,LTD.**  
ADDRESS : 5714 FLOOR. K BLDG.  
22 SUKHUMVIT 35, SUKHUMVIT RD..  
KLONGTON, KLONGTOEY,  
BANGKOK 10110  
TELEPHONE : 260-9135-42  
FAX : (662) 2609133  
TELEX :  
CAPITAL :  
ESTABLISHED : 1990  
BANK : THAI FARMER BANK  
(SUAPA BRANCH BANGKOK)  
MR. PISES IAMSAKULRAT  
ATTN. :  
PRODUCT : SAUCES, PICKLED PRODUCTS  
CANNED VEGETABLES  
CANNED FRUITS  
CANNED FRUIT JUICENEGETABLES  
JUICE, SPICES

**LIAR SEND INDUSTRY LTD.,PART.**  
ADDRESS : 2<sup>4</sup>/47 CHAKRAPETCH RD.,  
WONGBURAPA, PRAKANONG,  
BANGKOK 10200  
TELEPHONE : 222-4674, 221-8023  
FAX : (662) 225-4168  
TELEX :  
CAPITAL : 1.000.000.00  
ESTABLISHED : 1989  
BANK : THAI COMMERCIAL BANK CO.,LTD.  
ATTN. : MS. CHOABJIT PATTANAPROIMAAS  
PRODUCT : CANNED VEGETABLES  
VERMICELLI  
DRIED/DEHYDRATED FRUITS  
CANNED FRUIT JUICENEGETABLE  
JUICE, CANNED SEAFOOD-SARDINE  
CANNED FRUITS  
DRIED/DEHYDRATED VEGETABLES  
CHILLED/FROZEN VEGETABLES/  
CHILLED/FROZEN FRUITS  
FRESH FRUITS/  
FRESH VEGETABLES

**MALEE SAMPRAN FACTORY PUBLIC CO.,LTD.**  
ADDRESS : 8TH FLOOR SIC BUILDING,  
NO.71 KRUNGTHONBURI ROAD,  
KLONGSAN, BANGKOK 10600  
TELEPHONE : (662)4401360-69  
FAX : (662) 4401358-59  
TELEX : 20066 MALEE TN  
CAPITAL :  
ESTABLISHED : 1978  
BANK : STANDARD CHARTERED BANK  
DEUTSCH BANK, BANGKOK OFFICE  
ATTN. : MR. VITCHU SUVIVATANACHAIKUL  
PRODUCT : CANNED FRUITS  
CANNED VEGETABLES  
CANNED FRUITS-PINEAPPLE  
CANNED FRUIT JUICENEGETABLE  
JUICE, FRUITS JUICE-PINEAPPLE

**NITHI VENTURE CORPORATION PUBLIC CO.,LTD.**  
ADDRESS : 29 CHIDLOM, PLOENCHIT RD..  
NITHI VENTURE CORPORATION  
PUBLIC CO.,LTD.  
BANGKOK 10330  
TELEPHONE : 2520888. 2520861, 2520935  
FAX : (662) 2521664,2531861  
TELEX :  
CAPITAL :  
ESTABLISHED : 1987  
BANK : SIAM COMMERCIAL BANK  
ATTN. : MR. ROJ BURUSRATANABHAND  
PRODUCT : CANNED VEGETABLES  
CANNED FRUITS  
CANNED FRUIT JUICENEGETABLE  
JUICE, ORGANIC RICE,  
FRESH ORGANIC VEGETABLE  
SPICES

**NORTHEAST AGRO-INDUSTRY PUBLIC CO.,LTD.**  
ADDRESS : 240/11 AYOOHAYA TOWER. 12RD FL,  
RACHADAPISEK RD., HUAYKWANG,  
BANGKOK 10310  
TELEPHONE : 274-1646-9, 274-1898  
FAX : (662)274.1900  
TELEX : 82029 BUNNY TH  
CAPITAL :  
ESTABLISHED : 1985  
BANK : THAI MILITARY BANK  
ATTN. : DR. NARONGCHAI AKRASANEE  
PRODUCT : TOMATO PASTE  
CANNED FRUIT JUICE  
CANNED FRUITS

**NORTHERN FOOD CO.,LTD.**  
ADDRESS : 5/2 TAKSIN SOI 5, TADSIN STREET,  
DLONGSAFIN, BANGKOK 10600  
TELEPHONE : (662) 438-4495  
FAX : (662) 437-8275  
TELEX :  
CAPITAL : 50.000,000.00  
ESTABLISHED : 1988  
BANK : KRUNGTHAI BANK LTD  
ATTN. : MR. CANNED FRUIT  
PRODUCT : CANNED VEGETABLES  
CANNED FRUITS  
BAMBOO SHOOT  
CANNED VEGETABLES-BABY CORN

**OSCAR INTERTRADE CO.,LTD.**  
ADDRESS : 869 THAI CC TOWER,  
16TH FLOOR 162 S,  
SOUTH SATHORN ROAD, SATHORN,  
BANGKOK 10120  
TELEPHONE : 6756151-4  
FAX : (662) 6756154  
TELEX : 84819 HISPEED TH  
CAPITAL : 3,000.000.00  
ESTABLISHED : 1982  
BANK : BANGKOK BANK  
BANGKOK METROPOLITAN BANK  
ATTN. : MR. C. VIDHYA  
PRODUCT : CANNED FRUITS  
CANNED SEAFOODS-CRAB,  
CLAM,SHIRMP  
CANNED SEAFOOD-TUNA.SARDINE.  
MACKEREL, PILCHARDS  
CANNED VEGETABLES  
DEHYDRATED VEGETABLES  
DEHYDRATED FRUITS  
CANNED CAT FOOD

**PATIO CO., LTD.**  
ADDRESS : 53-55 DITSAMAK RD., SUANMALL  
BANGKOK 10100  
TELEPHONE : 2213069, 2216022, 2211783  
FAX : (662) 2255214  
TELEX : 21089 PATIB IN  
CAPITAL : 2.000,000.00  
ESTABLISHED : 1980  
BANK : BANK OF ASIA, HEAD OFFICE  
BANGKOK BANK, MOM  
ATTN. : MR. SUWAT LERVIRIYAPHAN  
PRODUCT : CANNED FRUITS  
CANNED SEAFOODS  
DRIED/DEHYDRATED FRUITS  
CANNED SEAFOOD-SARDINE  
CANNED VEGETABLES  
CANNED SEAFOOD-PET FOOD  
RICE

**\*RANSOM PINEAPPLE CANNING CO.,LTD.**  
ADDRESS : 231 MOO 4 PETCHAKASEM ROAD,  
HNONGTATAM,PRANBURI DISTRICT,  
PARCHUAPKEEREKARN 77120  
TELEPHONE : (032) 621-588  
FAX : (032)621-973  
TELEX :  
CAPITAL : 50.000,000.00  
ESTABLISHED : 1988  
BANK :  
ATTN. : MR. ISRA RUGSPOLDEJ  
PRODUCT : CANNED FRUITS  
CANNED PINEAPPLE  
CANNED FRUIT JUICENEGETABLE  
JUICE. PINEAPPLE JUICE  
DRIED/DEHYDRATED FRUITS  
DRIED PINEAPPLE  
DRIED PAPAYA

**PREMIER INDUSTRIES CO.,LTD.**

ADDRESS : 568 SOI PANICHANAND,  
SUKHUMVIT 71 ROAD.  
BANGKOK 10110

TELEPHONE : 392-4243, 391-8370, 381-1460  
FAX : (662) 391-8368. 381-1745  
TELEX : ASHEESH TH 82947  
CAPITAL : 15.000.000.00  
ESTABLISHED : 1985

BANK : BANGKOK BANK LTD.  
SIAM CITY BANK

ATTN : MR. ANJALI PRACHASERI

PRODUCT : BABY PRODUCTS  
BLOUSES-WOMEN  
DRESSES/SKIRTS-WOMEN  
JEANS-MEN, SHIRTS-MEN  
TROUSERS/SHORTS-MEN  
DRESSES/SKIRTS-CHILDREN  
CANNED SEAFOODS  
CANNED VEGETABLES  
CANNED FRUITS  
FROZEN SEAFOOD-FISH

**ROYAL AGRICULTURE CO.,LTO.**

ADDRESS : 154<sup>7</sup>/23-26 NEW PETBURI RD.,  
MAKASAN RACHTAVEE.  
BANGKOK 10310

TELEPHONE : 2519454, 2519893. 2521369  
FAX : (662) 2512467, 2535101  
TELEX : 72431  
CAPITAL : 12.000.000.00  
ESTABLISHED

BANK : THAI FARMER BANK  
ATTN. : MR. CHALEE TAESOPAPONG  
PRODUCT : CANNED VEGETABLES  
TOMATO PASTE, CANNED FRUITS

**ROYAL CANNING CO.,LTD.**

ADDRESS : 72/85-87 RAMA 3 RD.,  
CHONGNONTFII, YANNAWA,  
BANGKOK 10120

TELEPHONE : 295-2222-30  
FAX : (662) 295-2221  
TELEX : 72384 ROGROUP TH  
CAPITAL : 40.000.000.00  
ESTABLISHED : 1985

BANK : THE UNION BANK OF BANGKOK LTD.  
THE ASIA BANK LTD.

ATTN. : MR. PICHIT THANYODOM

PRODUCT : CANNED SEAFOODS. TUNA,SADINE  
CANNED SEAFOOD-TUNA  
CANNED VEGETABLES  
CANNED FRUITS  
CANNED SEAFOOD-SARDINE  
CANNED FISH-MACKEREL  
CANNED PET FOOD

**SAHA PATANAKIJ LTD.,PART.**

ADDRESS : 888 SONGWAD  
SAMPANTAWONG,  
BANGKOK 10100

TELEPHONE : 225-8208-10  
FAX : (662) 225-8439  
TELEX  
CAPITAL : 600.000.00  
ESTABLISHED : 1963

BANK : BANGKOK BANK LTD.  
ATTN. : MR. SAWAI PIBULSIRICHIT

PRODUCT : CANNED SEAFOODS  
CANNED VEGETABLES  
BAMBOO SHOOT  
AGAR POWDER  
DRIED FRUITS-LONGAN

**SAHA PRACHINSURI FOOD INDUSTRY LTD.**

ADDRESS : 58/35 SOI NAWIN, CHUAPLERNG RD.,  
CHONGNONSEE, YANNAWA,  
BANGKOK 10120

TELEPHONE : 6177485-8  
FAX : (662) 2499133  
TELEX : 72412 GRANDTR TH  
CAPITAL : 80.000.000.00  
ESTABLISHED : 1987

BANK : BANGKOK BANK  
ATTN. : MR. WITTAYA SANGWONGTHONG

PRODUCT : CANNED VEGETABLES  
CANNED FRUITS

**SAHACHAI THAI CROPS CO., LTD.**

ADDRESS : 58 MOO 5, KING-KAEW RD.,  
RACHATEWA , BANGPLEE,  
SAMUTPRAKARN 10540

TELEPHONE : 3266509. 3269474, 3266510  
FAX : (662)3269428  
TELEX  
CAPITAL  
ESTABLISHED : 1984

BANK : THAI FARMERS BANK LTD.  
SIAM COMMERCIAL BANK

ATTN. : MR. SAKCHAI TECHAKAISRI

PRODUCT : GINGER, PICKLED GINGER

**SAMROITOD CORP, LTD.**

ADDRESS : 1845/10 PAHOLYOTHIN ROAD,  
LADVAO. CHATUCHAK,  
BANGKOK 10900

TELEPHONE : (662)1939.6961-2,511-0072  
FAX : (662) 513-7893  
TELEX  
CAPITAL : 60.000.000.00  
ESTABLISHED : 1978

BANK : BANGKOK BANK LTD.  
THAI FARMERS BANK LTD.

ATTN. : MISS UDOMSIN DECHAWARANON

PRODUCT : DRIED/DEHYDRATED FRUITS  
CHILLED/FROZEN FRUITS  
CANNED FRUITS

**SOT CO.,LTD.**

ADDRESS : 1 SIAM CEMENT RD., BANGSUE,  
BANGKOK 10800

TELEPHONE : 5863333,5864444.5864395,5864386  
FAX : (662) 587-2145. 587-0750  
TELEX : 82050 SCT TN, 82254 SCT T  
CAPITAL  
ESTABLISHED : 1978

BANK : THE SIAM COMMERCIAL BANK  
THAI FARMERS BANK LTD.

ATTN. : MS. KAMLARP CHATPHAI

PRODUCT : PAPER. CONSTRUCTION MATERIALS  
MINERALS, PART OF FURNITURE  
PLASTIC RESINS  
CANNED FISH-MACKEREL  
CANNED PET FOOD  
CANNED SEAFOOD-TUNA  
CANNED SEAFOODS  
CANNED VEGETABLES-BABY CORN  
CANNED VEGETABLES-BAMBOO  
SHOOTS

**SIAM CANADIAN FOODS CO.,LTD.**

ADDRESS : UNIT 28. SOBNA COURT,  
55 SUKHUMVIT SOI 59,  
BANGKOK 10110

TELEPHONE : 381.8710-4, 391.4188  
FAX : (662) 391-4185  
1 ELE X : 22081 SIAMCAN TH  
CAPITAL : 3.128.000.00

ESTABLISHED : 1986

BANK : BANGKOK BANK LIMITED,  
BANGKAPI

ATTN. : MR. JAMES GULKIN

PRODUCT : CANNED FRUITS-PINEAPPLE  
CHIU.EDIFFIOZEN SEAFOODS  
CHILLED/FROZEN FRUITS  
CANNED FRUITS  
CHILLED/FROZEN VEGETABLES  
FRUITS JUICE-PINEAPPLE  
DRIED/DEHYDRATED FRUITS  
CANNED SEAFOOD-MACKEREL  
CANNED SEAFOOD-SARDINE  
CANNED SEAFOOD-TUNA

**SIAM FOOD PRODUCTS CO.,LTD.**

ADDRESS : 3195/14 VIBULTHANI TOWER I  
RAMA IV RD., BANGKOK 10110

TELEPHONE : 6613440-7  
FAX : (662)6613420-3  
TELEX : 82958 SIAMFD TH  
CAPITAL  
ESTABLISHED : 1970

BANK : THAI FARMERS BANKLTD.  
ATTN. : MR. SUTHASIN LAMSAM

PRODUCT : CANNED FRUITS  
FRUITS JUICE-PINEAPPLE  
CANNED VEGETABLES  
CANNED FRUITS-PINEAPPLE

**SIAM NUMHONG PRODUCTS CO.,LTD.**

ADDRESS : 18/1 VIPHAVADEERUNGSIT RD.,  
DINDANG, BANGKOK 10400

TELEPHONE : 2771622, 2771603, 6918813-5  
FAX : (662) 2761891  
TELEX  
CAPITAL : 20.000.000.00  
ESTABLISHED :

BANK : FIRST BANGKOK CITY BANK  
ATTN. : MR. SUPOJ SATHIANVICHITR

PRODUCT : CANNED VEGETABLES  
CANNED FRUITS

**SIAM PRECISION INTERNATIONAL CO.,LTD.**

ADDRESS : 390 SRIVARA F10.,WANGTONGLANG,  
BANGKAPI, BANGKOK 10310

TELEPHONE : 530-3754-5  
FAX : (662) 530-3753  
TELEX  
CAPITAL : 6000.000.00  
ESTABLISHED : 1985

BANK : BANGKOK BANK PUBLIC CO.,LTD.  
ATTN. : MR. SUCHAI SRIRONGRUANGJIT

PRODUCT : CANNED FRUITS  
CANNED VEGETABLES

**SIAM.FRENCH CO.,LTD.**

ADDRESS : 5Th FL.WISUT BLDG.,  
123 SOI TALAD-SATHORN-TIP,  
SATHUPRADIT,YANNAWA,  
BANGKOK 10120

TELEPHONE : 682418974, 295-3246  
FAX : (662)2952910  
CAPITAL : 40.000.000.00  
ESTABLISHED : 1988

BANK : BANGKOK BANK  
ATTN. : MR. CHAOW SUPASRI

PRODUCT : CANNED SEAFOODS  
CANNED VEGETABLES  
CANNED FRUITS  
CANNED FRUIT JUICENEGETABLE  
JUICE

## SRIPOONSUP TRADING CO.,LTD.

ADDRESS : 137 MALAIMAN RD., AMPERIAUANG,  
SUPHUNBURI 72000  
TELEPHONE : (035) 523868-70  
FAX : (6635) 522434  
TELEX :  
CAPITAL : 20,000,000.00  
ESTABLISHED : 1988  
BANK : KRUNG THAI BANK  
SIAM COMMERCIAL  
ATTN. : KHUN CHANTANA RUAMMAKE  
PRODUCT : CANNED VEGETABLES  
CANNED FRUITS

## SUN TECH GROUP PUBLIC CO.,LTD.

ADDRESS : 17TH FLOOR, U.M.TOWER BLDG..  
9 RAMKHAMHAENG ROAD.  
SUAN LUANG BANGKOK 10250  
TELEPHONE : 7199743  
FAX : (662) 7199744  
TELEX :  
CAPITAL :  
ESTABLISHED :  
BANK : SIAM CITY BANK PUBLIC CO.,LTD.  
(HEAD OFFICE)  
FIRST BANGKOK CITY BANK PUBLIC  
(HEAD OFFICE)  
ATTN. : DR. CHAIYAPOL HORUNGRUANG  
PRODUCT : CANNED FRUITS  
CANNED VEGETABLES  
CANNED FRUITS-PINEAPPLE  
TOMATO PASTE  
FRUITS JUICE-PINEAPPLE

## SUN YANG FOOD CO.,LTD.

ADDRESS : 112 NORTH SATHORN RD..  
BANGRAK, BANGKOK 10500  
TELEPHONE : 266-5590  
FAX : (662) 236-3069  
TELEX : 87635 CROWNCO TN  
CAPITAL : 10,000,000.00  
ESTABLISHED : 1972  
BANK : BANGKOK BANK LTD. HEAD OFFICE  
FIRST BANGKOK CITY BANK LTD.  
ATTN. : MS. SUPATTRA WISARUITPONG  
PRODUCT : PREPARED CUTTLEFISH  
RICE CRECKER, CANNED FRUITS  
CANNED FRUIT JUICE  
CANNED VEGETABLES

## SUPER J.INTERNATIONAL CO.,LTD.

ADDRESS : 33RD FLOOR SINNSATHORN TOWER,  
77/139 KRUNGTHONBURI RD..  
KLONGSARN, BANGKOK 10600  
TELEPHONE : 4400891-4  
FAX : (662) 440-0890, 440-0899  
TELEX :  
CAPITAL : 5,000,000.00  
ESTABLISHED : 1988  
BANK : BANGKOK METROPOLITAN BANK  
ATTN. : MR. JESADA TANKING  
PRODUCT : CANNED FRUITS  
CANNED SEAFOODS  
CANNED VEGETABLES  
CANNED SEAFOOD-TUNA  
FOODSTUFF  
DRIED/DEHYDRATED FRUITS  
DRIED/DEHYDRATED VEGETABLES  
AGRICULTURAL PRODUCTS

## FOOD PRODUCTS CO.,LTD.

ADDRESS : 769/11 CHARUNSAINTTONG RD..  
CHAOPIYA CENTER, BANGPLUD,  
BANGKOK 10700  
TELEPHONE : 434-0250 (11 LINES), 434-2120

FAX : (662) 433-4403, 433.4101  
TELEX :  
CAPITAL : 96,000,000.00  
ESTABLISHED : 1978  
BANK : KRUNG THAI BANK. HEAD OFFICE  
BANGKOK BANK,  
SAPHANPRAPINKLOA  
ATTN. : MR. SA-AD MEKDUMRONGSANG  
PRODUCT : CANNED FRUITS  
ORIENTAL FOODSTUFFS  
CANNED VEGETABLES  
CANNED COCONUT POWDER

## T.C. UNION AGROTECH CO.,LTD.

ADDRESS : 289 RATCHADAPISEK RD..  
(THAPRA-TAKSIN),  
BUKKALO, THONBURI,  
BANGKOK 10600  
TELEPHONE : 4760670-82  
FAX : (662) 4760658  
TELEX : 82598 TCBKKTTH  
CAPITAL : 73,000,000.00  
ESTABLISHED : 1987  
BANK : THAI FARMERS BANK  
SIAM COMMERCIAL BANK  
ATTN. : MR. PITT KITITTHIRAPORNCHAI  
PRODUCT : CANNED SEAFOODS  
CANNED VEGETABLES  
CANNED FRUITS  
FISH OIL/FISH STEAM WATER

## 1HTERTRADE CO.,LTD.

ADDRESS : 319 CHAROEN-NAKORN 10 RD..  
BANGKOK 10600  
TELEPHONE : 4383381, 4383395, 4393821.4393890  
FAX : (662) 438-9539  
TELEX : 22559 TSD TH  
CAPITAL : 4,000,000.00  
ESTABLISHED : 1988  
BANK : BANGKOK BANK  
THAI FARMERS BANK  
ATTN. : MR. CHUKIART TRIMUNGKLAYON  
PRODUCT : GLUTINOUS RICE, DRIED CHILI  
JASMINE RICE  
CANNED VEGETABLES  
CANNED SEA FOOD  
SAUCE/SEASONING MIXED  
FRUITS JUICE-PINEAPPLE

## THAI AGRI FOODS PUBLIC CO.,LTD.

ADDRESS : 155/1 MOO 1, THEPARAK RD..  
T. BANGSAOTHONG, A.  
BANGSAOTHONG,  
SAMUTPFIKARN 10540  
TELEPHONE : 315-4171-8  
FAX : (662) 315-4188, 315-4169  
TELEX : 82770 THAIWO TH  
CAPITAL :  
ESTABLISHED : 1985  
BANK : BANK OF AYUDHAYA LIMITED  
ATTN. : MR. SITTHISAK CHATAMORNWONG  
PRODUCT : CHILLED/FROZEN SEAFOODS  
CANNED VEGETABLES  
CANNED SEAFOODS  
READY TO EAT, CANNED FRUITS  
CANNED FRUIT JUICE/VEGETABLE  
JUICE

## THAI BONANZA INTERNATIONAL CO.,LTD.

ADDRESS : 302/213 ASOKE.DINDANG,  
THAVEEMITRA HACIENDA.  
HUAYKWANG, BANGKOK 10310  
TELEPHONE : 2463920  
FAX : (682) 2462994  
TELEX : 20530 BALACO TH

CAPITAL :  
ESTABLISHED : 1981  
BANK : THAI FARMERS BANK LTD.  
ATTN. : MS. AMPORN ASAWABOONCHU  
PRODUCT : FRUIT:CANNED

## THAI HUA (2511) CO.,LTD.

ADDRESS : 207W21ST FLOOR.  
SETHIWAN TOWER,  
139 PAN ROAD, MOM,  
BANGKOK 10500  
TELEPHONE : 266-6000 (10 LINES)  
FAX : (6821) 266-6060-1  
TELEX : 82716,84547 THAIHUA TN  
CAPITAL : 50,000,003.00  
ESTABLISHED : 1968  
BANK : BANK OF AYUOHYA  
BANGKOK BANK  
ATTN. : MR. SUCHART SETHIWAN  
PRODUCT : CANNED SEAFOODS  
RICE, BEAWSEED  
CANNED FRUITS, MAIZE, SORGHUM  
CEREAL PREPARATION  
CEREALS/UNPROCESSED PLANT  
PRODUCTS  
CANNED FRUITS-PINEAPPLE  
FRUITS JUICE-PINEAPPLE

## THAI NUTRI-JUICE CO.,LTD.

ADDRESS : 1112/129 PRAKANONG CENTER,  
SUHUMVIT RO.,  
BANGKOK 10110  
TELEPHONE : 3926793, 3902586  
FAX : (662) 3910197  
TELEX :  
CAPITAL : 5,000,000.00  
ESTABLISHED : 1988  
BANK : SIAM COMMERCIAL  
BANGKOK BANK  
ATTN. : MR. MONTRI SIMARAKS  
PRODUCT : CANNED FRUIT, JUICE/VEGETABLE  
JUICE, CANNED FRUITS

## THAI PINEAPPLECANNING INDUSTRY CORP.,LTO.

ADDRESS : 787 SUKHUMVIT ROAD(43)  
4TH FL, BANGKOK BANK BLDG.,  
PRAKANONG, BANGKOK 10110  
TELEPHONE : 260260619, 260-9004-8  
FAX : (662) 260-000-1,260-9003  
TELEX : 72344 THAIKAN TH  
CAPITAL : -  
ESTABLISHED : 1967  
BANK : BANGKOK BANK LTD.  
ATTN. : LIB. CHARUAYPORN TANTIPATPONG  
PRODUCT : CANNED FRUITS-PINEAPPLE  
FRUITS JUICE-PINEAPPLE

## THAI SHING YE INTER-MARKETING CO.,LTD.

ADDRESS : 72/85-87 3RD FL, LIAB MAE NAM  
CHAOPIYA RD.. CHONGNONTRI,  
YANNAWA, BANGKOK 10120  
TELEPHONE : 294-7743-9  
FAX : (662)294-7750  
TELEX : 21039 SHINGYE TH  
CAPITAL : 5,000,000.00  
ESTABLISHED : 1991  
BANK : THAI FARMER BANK  
ATTN. : MR. PURIPAT BORIRACKUJAREAN  
PRODUCT : CANNED VEGETABLES  
CANNED FRUITS, CAN/TIN

## THAITHANYAPHOL INDUSTRIAL CO.,LTD.

ADDRESS : 2141.033, HANSOCNG-SAMUENG RD.,  
KM4, HANGDONG, CHIANGMAI 50230  
TELEPHONE : (053)441-490

FAX : (6653) 411-601  
TELEX  
CAPITAL : 25,000,000.00  
ESTABLISHED  
BANK : BANK OF AYUDHAYA LTD.  
ATTN. : MR. THEERASAKPAIROJSATHAPORN  
PRODUCT : SALTED GINGER  
PICKLED GREEN MUSTARD  
FRESH GINGER  
FRESH LYCHEE. FRESH LONGAN

**THE COMMERCIAL COMPANY OF SIAM LTD.**

ADDRESS : 38 ORIENTAL AVENUE  
(CHAROENKRUNG 40),  
NEW RD.. BANGRAK,  
BANGKOK 10500  
TELEPHONE : 233-2346-8. 233-0833, 233-0326  
FAX : (662) 236-2379  
TELEX : 82377 CCS TH  
CAPITAL : 4,000,000.00  
ESTABLISHED : 1936  
BANK : BANQUE INDOSUEZ (BANGKOK)  
BANGKOK BANK (HEAD OFFICE)  
ATTN. : MRS. SUTHEEYA TONTRAKULPAIBUL  
PRODUCT : CANNED SEAFOODS  
CANNED FRUITS  
CANNED VEGETABLES  
ORIENTAL FOODSTUFF

**THE PEACE CANNING (1968) CO.,LTD.**

ADDRESS : 207 MATTRUIT ROAD,  
PC4APRA13, BANGKOK 10110  
TELEPHONE : 225-0035  
FAX : (662) 225-21co  
TELEX : 20079 PCC TN  
CAPITAL  
ESTABLISHED : 1958  
BANK : THAI FARMER BANK  
ATTN. : MS. WANLADA RAGHATASWAN  
PRODUCT : CANNED FRUITS  
CANNED VEGETABLES  
CANNED SEAFOOD-SARDINE  
CANNED FRUIT JUICE/VEGETABLE  
JUICE

**THE SIAM AGRO INDUSTRY PINEAPPLE AND  
OTHERS PUBLIC CO.,LTD.**

ADDRESS : 68 FL.,65/64 CHAMNAN PHENJATI  
BUSINESS CENTER  
RAMA 9 RD., HUAYXWANG,  
BANGKOK 10310  
TELEPHONE : 248-7077-88  
FAX : (662) 2487075-6  
TELEX  
CAPITAL  
ESTABLISHED : 1978  
BANK : THAI FARMER BANK  
THE UNION BANK OF BANGKOK  
ATTN. : MS. RAVEEVAN LEELASATTAYAKUL  
PRODUCT : CANNED FRUITS  
CANNED FRUITS-PINEAPPLE  
CANNED FRUIT JUICENEGETABLE  
JUICE. FRUITS JUICE-PINEAPPLE

**THE THAI FRUIT CANNING CORP., LTD.**

ADDRESS : 518/5 15TH FL.MANEeya CENTER  
BLDG., PLOENCHIT RD.,  
BANGKOK 10330  
TELEPHONE : 2548178  
FAX : (662) 2548251  
TELEX : 82029 BUNNY TH  
CAPITAL : 11,000,000.00  
ESTABLISHED : 1971  
BANK : FIRST BANGKOK CITY BANK LTD.  
THE BANGKOK BANK OF COMMERCE

ATTN. : MR. YUTTACHAT BOONYARAT  
PRODUCT : CANNED FRUITS-PINEAPPLE  
FRUITS JUICE-PINEAPPLE

**THE THAI PINEAPPLE PUBLIC CO., LTD.**

ADDRESS : 118/1 RAMA 6 ROAD, SAMSEN NA),  
BANGKOK 10400  
TELEPHONE : 271-0041.50  
FAX : (662) 271-4304, 271-1600  
TELEX : 81059 TIPCO TH  
CAPITAL  
ESTABLISHED : 1976  
BANK : THE UNION BANK OF BANGKOK LTD.  
ATTN. : MR. ANURAT T1AMTAN  
PRODUCT : SWEET KERNEL CORN  
CANNED FRUITS-PINEAPPLE  
FRUITS JUKE-PINEAPPLE  
ALOE VARA PRODUCT

**THEP PADUNG PORN COCONUT CO.,LTD.**

ADDRESS : 392/56-8 SOI PREECHA,  
MAHARAJ RD., BANGKOK 10200  
TELEPHONE : 222-4575, 221-5506, 224-4067  
FAX : (662) 221-1435, 226-4668  
TELEX : 87152 THAITCC N  
CAPITAL : 12,000,000.00  
ESTABLISHED  
BANK : BANGKOK BANK LTD.  
THAI FARMERS BANK LTD.  
ATTN. : MR. APISAK THEPPADUNGORN  
PRODUCT : CANNED FRUITS, CURRY:INSTANT  
CANNED VEGETABLES-BAMBOO  
SHOOTS  
CANNED VEGETABLES-BABY CORN  
CANNED VEGETABLES-COCONUT  
MILK. CHILI SAUCE  
FRUITS JUICE-COCONUT

**THONG PAN FOODS CO.,LTD.**

ADDRESS : 2/14 BANKAEW VILLA, SUKAPIBAN 1.  
LADPRAO, BANGKOK 10230  
TELEPHONE : 570-5030, 570-5563  
FAX : (662)57055264037)212-486  
TELEX : 841325 LEIBK TIT  
CAPITAL : 8,000,000.00  
ESTABLISHED : 1988  
BANK  
ATTN. : MISS.THONGPAN RUANGBURAPA  
PRODUCT : CANNED VEGETABLES-BAMBOO  
SHOOTS. CANNED VEGETABLES-  
BABY CORN, CANNED  
VEGETABLES-MUSHROOM  
CANNED VEGETABLES-WATER  
CHESTNUT

**TOP KNOT INTERNATIONAL CO.,LTD.**

ADDRESS : 0/11 TOP KNOT BLDG.,  
SUKHUUVIT SOI 33, KLONGTON,  
PFIAKANONG, BANGKOK 10110  
TELEPHONE : 258.9840-44, 260-3530-6  
FAX : (662) 258-9843. 260-3533  
TELEX : 21288 BILLION TH  
CAPITAL : 38,000.000.00  
ESTABLISHED : 1981  
BANK : THAI FARMERS BANK LIMITED  
SIAM COMMERCIAL BANK LIMITED  
ATTN. : MR. SOMPONG MAKAYATHORN  
PRODUCT : CANNED SEAFOODS  
CANNED FRUITS-PINEAPPLE  
CANNED SEAFOOD-TUNA  
FRUITS JUICE-PINEAPPLE  
FRESH FRUITS  
FRESH VEGETABLES  
CHILLED/FROZEN SEAFOODS  
FOODSTUFF

**TROPICAL FOOD INDUSTRIES CO.,LTD.**

ADDRESS : 213/58 SOI 3 PATTANAKARN ROAD.,  
PRAVES, PRAKANONG,  
BANGKOK 10250  
TELEPHONE : 3220242 AUTO 8 LINES  
FAX : (662)321-1734  
TELEX : 22408 TROPIC() TH  
CAPITAL : 30,000,000.00  
ESTABLISHED : 1987  
BANK : BANGKOK BANK  
ATTN. : MR. SOMKUAN ITTIRITTKUN  
PRODUCT : CANNED VEGETABLES  
CANNED FRUITS  
CANNED FRUITS-PINEAPPLE  
CANNED FRUIT JUICENEGETABLES  
JUICE, FRUITS JUICE-PINEAPPLE

**TROPICAL PREMIER FOODS CO.,LTD.**

ADDRESS : 42/13 MOO 3.CHIMPLEE ROAD,  
TALINGCHAN, BANGKOK 10170  
TELEPHONE : 8841550-2  
FAX : (662) 8841553  
TELEX : 87476 TMENG TN  
CAPITAL : 10,000.000.00  
ESTABLISHED : 1989  
BANK : KRUNG THAI BANK  
ATTN. : MR. WINAI MEKAREEYA  
PRODUCT : TOMATO PASTE  
CANNED VEGETABLES  
CHILI PASTE, SAUCE/SEASONING

**UNIVERSAL FOOD PUBLIC CO.,LTO.**

ADDRESS : 2ND FL,SIVADON BLDG.,  
1 CONVENT RO.,SILOM,  
BANGKOK 10500  
TELEPHONE : 237-8010-9  
FAX : (662) 236-6633  
TELEX : 72240 FOOD TH  
CAPITAL  
ESTABLISHED : 1969  
BANK : THE SIAM COMMERCIAL BANK  
ATTN. : MRS. MALINEE SAPWANICH  
PRODUCT : CANNED FRUIT JUICE/VEGETABLE  
JUICE, CANNED VEGETABLES  
CANNED FRUITS

**UNIVERSAL PRODUCTS (THAILAND) CO.,LTD.**

ADDRESS : 21/30-32 PLUBPLACHAI RD.,  
THEPSIRIN, POMPRAB,  
BANGKOK 10100  
TELEPHONE : (662)223-6894, 223.0401.223-4217  
FAX : (662) 224-6216  
TELEX :  
CAPITAL : 1,000,000.00  
ESTABLISHED : 1976  
BANK : KRUNG THAI BANK (YAWARAJ)  
ATTN. : MR. SOMBOON SINTHAVARAYAN  
PRODUCT : TAPIOCA FLOUR. RICE VERMICELLI  
OTHER ORIENTAL FOODS  
SNACK FOODS, FOOT STICK  
ORIENTAL FOODS, PEARLS  
SPICES. FISH SAUCE  
CANNED FRUITS  
CANNED VEGETABLES

**VITA FOOD FACTORY (1989) LTD.**

ADDRESS : 245/41 SOI YUTTASIL,  
ARUNAMMARIN RD.,  
BANGYIKHAN, BANGKOKNO1,  
BANGKOK 10700  
TELEPHONE : 433-6018-19, 433-6021-23  
FAX : (662) 433-7333, 433-2847  
TELEX : 20331  
CAPITAL : 45000,000.00  
ESTABLISHED : •



BANK : BANGKOK METROPOLITAN BANK  
THAI MILITARY BANK LTD  
ATTN. : MR. SNGHTAN3CHAFIOENCHACHANA  
PRODUCT : FRUITS JUICE-PINEAPPLE  
CANNED FRUITS-PINEAPPLE  
CANNED FRUITS

**WORLD TROPICAL FOOD CORP.,LTD.**

ADDRESS : 286/10 RAJCHADAPISEK RD.  
(11AP MAENAX4), YANNAWA,  
BANGKOK 10120

TELEPHONE : 2945231-4  
FAX : (662) 2940277  
TELEX : 21088 WPC TN  
CAPITAL  
ESTABLISHED

BANK : FIRST BANGKOK CITY BANK LTD.  
ATTN. : MR. WANCHAI WICHAVACHAKORN  
PRODUCT : GINGER, PICKLED GINGER

**TAN WAL TUN CO., LTD.**

ADDRESS : 767 SOIWAT-PHAI NGEON, CHAN RD..  
TOONGWAT DON, SATHORN.  
BANGKOK 10120

TELEPHONE : 211.1752-8  
FAX : (662) 212-5530. 211-1026  
TELEX  
CAPITAL

ESTABLISHED 1958  
BANK : BANGKOK METROPOLITAN BANK LTD.  
THE SIAM COMMERCIAL BANK LTD.

ATTN. • MR. SOMWANG TANGSOMBATVISIT  
PRODUCT : SOYA SAUCE  
OTHER ORIENTAL FOODS  
OYSTER SAUCE, CHIU SAUCE  
PICKLED GINGER



**AI TRADING (THAILAND) CO.,LTD.**

ADDRESS : 9 S0114, SEREE 2 RD.,  
SUANLUANG, PRA VEST,  
BANGKOK 10250  
TELEPHONE 314-6239, 01-917-5991, 719-0603-4  
FAX (662) 319-9708, 314-6239  
TELEX  
CAPITAL 5,000,000.00  
ESTABLISHED 1982

BANK : BANGKOK BANK LTD. (SILOM)  
ATTN. MR. KRIENGSAK RATANANUPONG  
PRODUCT : FRESH FRUITS, CANNED FRUITS  
CHILLED/FROZEN FRUITS  
FRUITS JUICE-PINEAPPLE  
FOODSTUFF  
CANNED FRUITS-PINEAPPLE  
ORIENTAL FOODS  
DRIED/DEHYDRATED VEGETABLES  
SAUCE/SEASONING  
FRESH VEGETABLES  
CHILLED/FROZEN VEGETABLES  
CANNED VEGETABLES

**ABA BANGKOK LIMITED**

ADDRESS : 86 EKAMAI 10. SUKHUJAVIT 63 ROAD.  
BANGKOK 10110

TELEPHONE : (662) 3810743  
FAX : (662) 3819696, 3819697  
TELEX ASABKK 21918TH  
CAPITAL : .000.000.00  
ESTABLISHED : 1994

BANK : BANGKOK BANK  
ATTN. MR. SUTIN LIMPODOM  
PROOUCT : FROZEN SEAFOODS  
DRIED/DEHYORATED FRUITS AND  
VEGETABLES  
FROZEN FRUIT 6 VEGETABLE  
CANNED FRUIT JUICES  
CANNED FRUITS  
CANNED FRUITS-PINEAPPLE  
CANNED SEAFOOD-TUNA-SARDINE  
CANNED SEAFOODS  
CANNED VEGETABLES  
CANNED SEAFOOD-PET FOOD  
CANNED SEAFOOD-SARDINE  
FRUITS JUICE-PINEAPPLE

**ASIATIC AGRO INDUSTRY CO.,LTD.**

ADDRESS : 137/63 MOO 18, PHATTANAKARN RD.,  
SUANLUANG, BANGKOK 10250

TELEPHONE : 7221401-5  
FAX : (662) 322-5777,722-1407  
TELEX  
CAPITAL : 30,000w00.00  
ESTABLISHED : 1994

BANK : BANGKOK BANK PUBLIC CO.,LTD.  
(BANGKAPIT) •  
ATTN. : MR. CHALERMCHAI LECKCHOM  
PRODUCT : CANNED VEGETABLES-COCONUT  
MILK, CANNED FRUIT JUICE/  
VEGETABLE JUICE  
CANNED VEGETABLES

**AVI INTERNATIONAL CO.,LTD.**

ADDRESS : 25/14 RAMINTRA ROAD,  
BANGKHEN,  
BANGKOK 10220 THAILAND  
TELEPHONE 970-9364-6 EXT. 121, 140  
FAX (682) 3743402  
TELEX  
CAPITAL 50,000,000.00  
ESTABLISHED 1991

BANK : BANGKOK METROPOLITAN BANK LTD.  
ATTN. : MS. URA) NAMBOONMEE  
PRODUCT : ALOE VERA-NATURAL ALOE DRINK

**& M PRODUCTS CO.,LTD.**

ADDRESS : 33 MOO 6, THONBURI-PAKTOH RD.,  
THACHEEN, AMPHUR MUANG,  
SAMUTSAKORN 74000  
TELEPHONE : (034) 422-971-5,421-334-5  
FAX : (6634) 423-336,412-630  
TELEX : 79703 BOONCHU TH  
CAPITAL  
ESTABLISHED 1980  
BANK : BANGKOK METROPOLITAN BANK LTD.  
ATTN. MR. BOONCHU SONGVISAVA  
PRODUCT : CANNED TUNA  
CANNED COCONUT JUICE,  
ALOE JUICE

**CHA-UM PINEAPPLE CANNERY CO.,LTD.**

ADDRESS : 51/8 SOI KLM,  
CHANGWATANA RD.,  
BANGKHEN, BANGKOK 10210

TELEPHONE : 5511956-8  
FAX : (662) 5511954  
TELEX : 82439 CHAUM TH  
CAPITAL  
ESTABLISHED : -

BANK : SIAM COMMERCIAL BANK  
BANGKOK BANK  
ATTN. : MR. NARONG NIVATVONGS  
PRODUCT : CANNED FRUITS-PINEAPPLE  
FRUITS JUICE-PINEAPPLE

**CHAMPACA CO.,LTD.**

ADDRESS : 142/4-5 SOI SUKSAVITTAYA,  
NORTH SATHORN RD.,BANGRAK,  
BANGKOK 10500

TELEPHONE : 2354580-1, 236 257,635-0089-98  
FAX : (662) 2381694, 2368062,  
TELEX : 84729, 87295 CHAMP N  
CAPITAL : 1,000,000.00  
ESTABLISHED : 1975

BANK : BANGKOK BANK LTD. (SILOM)  
SIAM CITY BANK LTD. (SILOM)  
ATTN. : MR. BOONLERO CHAREONKUL  
PRODUCT : CANNED PINEAPPLE  
CANNED THAI CURRIES  
CANNED RAMEN, NOODLE  
CANNED SHRIMP  
CANNED FRUIT JUICENEGETABLE  
JUICE. CANNED TUNA-SARDINE  
CANNED BABY CLAM  
CANNED VEGETABLES  
CANNED PET FOOD  
CANNED SARDINE •

**CHEFSCHOICE FOODS MANUFACTURER CO.,LTD.**

ADDRESS : 9919 MOO 6, MAHASAWAD ROAD,  
BANGGRUAY, NONTABURI 11130

TELEPHONE : 447-5537-8,447-5473,447-5764  
FAX • : (662) 447-5472,476-5128  
TELEX  
CAPITAL : 10,000,000.00  
ESTABLISHED : 1990

BANK : KRUNG THAI BANK LTD.,  
(HEAD OFFICE)  
THAI FARMER BANK LTD.,  
(BANG KHUN TRAIN)  
ATTN. : MRS. SUWAPEE OSORNPRASOP  
PRODUCT : CANNED COCONUT  
CANNED FRUIT JUICE/VEGETABLE  
JUICE  
FROZEN VEGETABLES-ASPARAGUS  
FROZEN VEGETABLES-BABY CORN  
FROZEN VEGETABLES-GINGER  
FROZEN VEGETABLES-MUSHROOM  
FROZEN FRUITS-BANANA  
FROZEN FRUITS-LONGAN  
FROZEN FRUITS-MANGO  
FROZEN FRUITS-MANGOSTEEN  
FROZEN FRUITS-PASSION FRUITS  
FROZEN FRUITS-RAMBLAN  
FROZEN FRUITS-STRAWBERRY

**DOI KHAM FOOD PRODUCTS CO.,LTD.**

ADDRESS : 173 RATSIRIMA ROAD., DUSIT,  
BANGKOK 10300

TELEPHONE : (662) 628-9100-8  
FAX : (662)6269109  
TELEX  
CAPITAL 50,000,000.00  
ESTABLISHED : 1994

BANK : SIAM CITY BANK PUBLIC  
(HEAD OFFICE)  
ATTN. MRS. DARUNEE EDWARDS  
PRODUCT : CANNED VEGETABLES  
CHILLED/FROZEN FRUITS  
FLOUR, CANNED FRUITS  
CANNED VEGETABLES-BABY CORN  
FRUITS JUICE-GUAVA  
FRUITS JUICE-LYCHEE  
FRUITS JUICE-PASSION Fauns  
FRUITS JUICE-PINEAPPLE  
FRUITS JUICE-MANGO  
FRUITS JUICE-ORANGE



APPENDIX B  
A QUESTIONNAIRE

## QUESTIONNAIRE

### Master of Science in Computer and Engineering Management

Purpose of this questionnaire: This questionnaire is part of the Project about "E-Commerce for the canned food export business". Your answers would be very valuable for all students who are interested in E-Commerce for the canned food export business.

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Please answer the questions in this questionnaire by putting an X on your choice(s) of the answer.

Company Name: \_\_\_\_\_

#### PART I: PERSONAL DATA

(1) Sex.

(a) **Male**

(b) **Female**

(2) Age.

(a) 21-25 years

(b) 26-30 years

(c) 31-35 years

(d) 36-40 years

(e) 41-45 years

(f) Older than 45 years

(3) Work experiences in canned food export business.

(a) Less than or equal to 5 years

(b) 6-10 years

(c) 11-15 years

(d) 16-20 years

(e) More than 20 years

(4) Your position in your company.

(a) Managing Director

(b) General Manager

(c) Export Manager

(d) Assistant Export Manager

(e) Others, please specify \_\_\_\_\_

(5) Number of years that the company has been established.

(a) Less than or equal to 5 years (b) 6-10 years

(c) 11-15 years

(d) 16-20 years

(e) More than 20 years



# St. Gabriel's Library

- (6) Number of employees in your company.
- (a) Less than or equal to 20 persons (b) 21-40 persons
- (c) 41-60 persons (d) More than 60 persons
- (7) Number of computers in your company.
- (a) Less than or equal to 5 units (b) 6-10 units
- (c) 11-15 units (d) 16-20 units (e) More than 20 units

## PART II: GENERAL DATA

- (8) Do you have Internet in your company?
- (a) **Yes** (b) **No**
- (9) Have you ever heard about E-Commerce?
- (a) **Yes** (b) **No**
- (If answer "No", please skip to no. 14)
- (10) Do you have experience in using E-Commerce?
- (a) **Yes** (b) **No**
- (If answer "No", please skip to no. 12)
- (11) Where? And how do you feel? (Please fill in the blank)

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- (12) Which choice is the best definition of E-Commerce for you?
- (a) E-Commerce is online shopping through the World Wide Web (WWW).
- (b) E-Commerce is a new technology to support your export business.
- (c) E-Commerce is a trend of worldwide commercial links for the future.
- (cl) Others, please specify \_\_\_\_\_

(13) Are you using E-Commerce in your business?

- (a) **Yes** (b) **No**

(If answer "Yes", please skip to no. 15)

(14) Are you interested in using E-Commerce to apply in your business?

- (a) **Yes** (b) **No**

(c) Considering (Please answer no. 15 and no. 16)

(If answer "No", please skip to no. 16)

(15) What is (are) reason(s) for using or being interested in E-Commerce? (More than

one answer is allowed) (Please skip to no. 17)

- (a) Expand the market  
(b) Increase Sales Volume, Profit  
(c) Reducing Cost  
(d) New technology  
(e) Trend of market  
(f) Other, please specify

(16) What is (are) your reason(s) for not using or not being interested in E-Commerce?

(More than one answer is allowed)

- (a) Not safe for online payment  
(b) Not enough knowledge to apply E-Commerce in my company  
(c) Not confident in E-Commerce System  
(d) Increased expense  
(e) Complexity  
(f) Others, please specify

(17) Can E-Commerce be used to support the canned food export business?

- (a) **Yes** (b) **No**

(c) Not sure (Please answer no. 18 and no. 19)

(If answer "No", please skip to no. 19)

(18) What is (are) your reason(s) why E-Commerce can be used to support this business? (More than one answer is allowed) (Please skip to no. 21)

- (a) Low investment cost
- (b) Save cost (please answer no. 20)
- (c) Easy to buy and sell
- (d) Convenient for payment
- (e) Others, please specify

(If answer "(b) Save cost", please answer no. 20)

(19) What is (are) your reason(s) why E-Commerce cannot be used to support this business? (More than one answer is allowed) (Please skip to no. 21)

- (a) Not enough security for online payments.
- (b) Low value products (not suitable for E-Commerce)
- (c) High transportation cost
- (d) Others, please specify

(20) In which areas does it save cost? (More than one answer is allowed)

- (a) Advertising Expenses
- (b) Communication Expenses
- (c) Salary Expenses
- (d) Miscellaneous Expenses
- (e) Others, please specify

(21) Please indicate the importance of each of the following benefits of E-Commerce.

(5 = Very Important, 4 = Important, 3 = Normal, 2 = Not Important, 1 = Not Very Important)

(a)	Non-closed marketing channel (24 hrs.)	5	4	3	2	1
(b)	Direct access to worldwide customers	5	4	3	2	1
(c)	Saves Cost	5	4	3	2	1
(d)	Provides more Up-to Date information	5	4	3	2	1
(e)	Promotes company Image	5	4	3	2	1
(O)	Others, please specify _____	5	4	3	2	1

(22) Please indicate the importance of each of the following problems with E-Commerce. (5 = Very Important, 4 = Important, 3 = Normal, 2 = Not Important, 1 = Not Very Important)

(a)	Not enough security for payments	5	4	3	2	1
(b)	Lack of online computer skills	5	4	3	2	1
(c)	Unconfirmed profitability	5	4	3	2	1
(d)	High transportation cost	5	4	3	2	1
(e)	Others, please specify _____	5	4	3	2	1

(23) Now if you are using E-Commerce, which payment methods do you use?

- (a) Electronic Cash      (b) Electronic Check  
(c) Electronic Credit      (d) Other, please specify \_\_\_\_\_

(24) Have you encountered any problem with E-Commerce after you began using it?

(Please fill in the blank)

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THANK YOU VERY MUCH FOR YOUR COOPERATION

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