

E-Commerce for Canned food Export Businesses

By

Ms. Kasama Kulsantipong

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

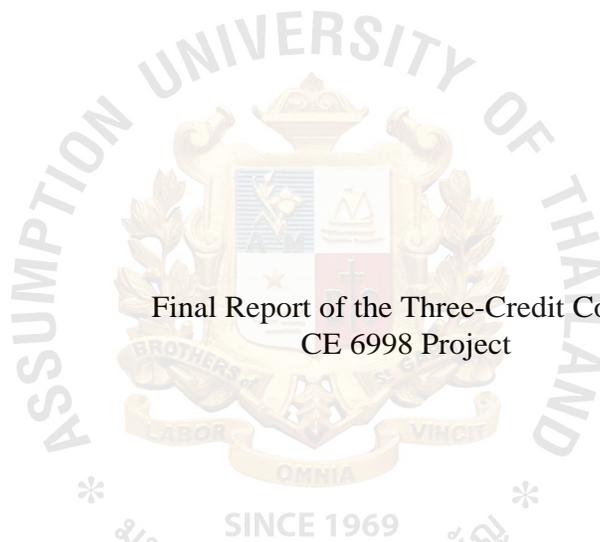
Submitted in Partial Fulfillment
of the Requirements for the Degree of
Master of Science
in Computer and Engineering Management
Assumption University

November 1999

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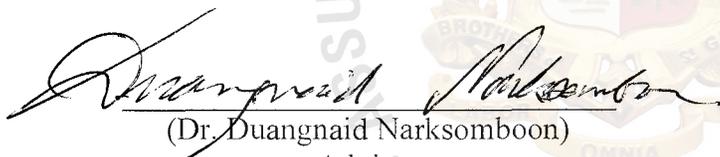
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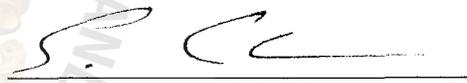
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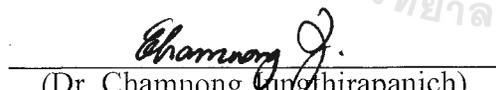
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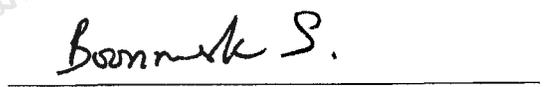
The Graduate School of Assumption University has approved this final report of the three-credit course, CE 6998 PROJECT, submitted in partial fulfillment of the requirements for the degree of Master of Science in Computer and Engineering Management.

Approval Committee:

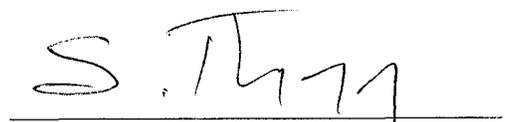

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ABSTRACT

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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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:

- (1) 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:

- (¹) 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.

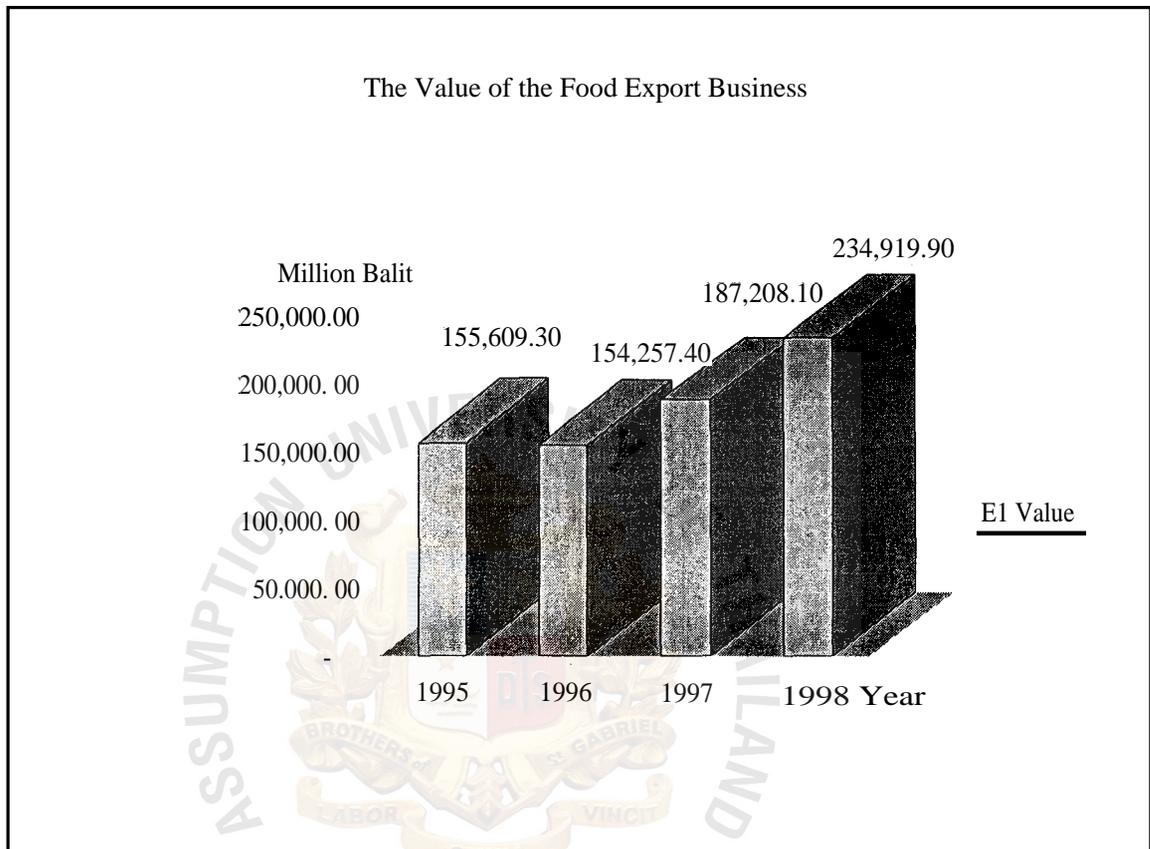


Figure 2.1. The Value of the Food Export Business.

- (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.

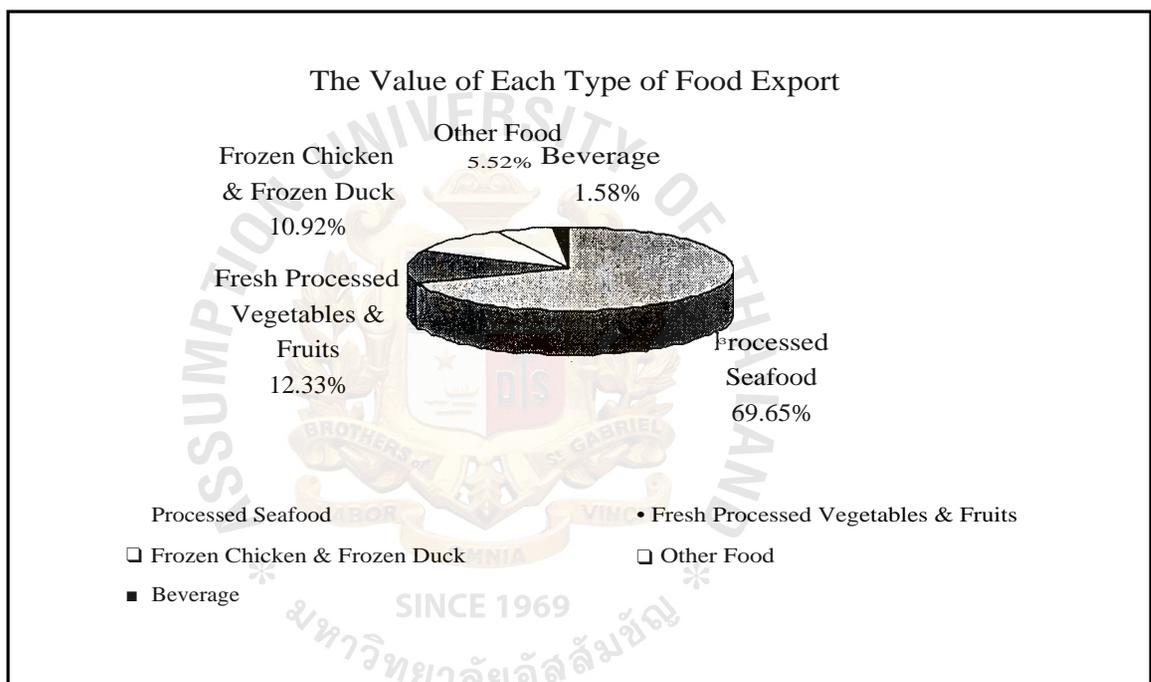


Figure 2.2. The Value of Each Type of Food Export.

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

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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, www.thaiecommerce.org, 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, 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. 8	Frequency	Percentage
Yes	25	100%
No	0	0%
Total	25	100%

Percentage of Companies That Have Internet Connection in the Office

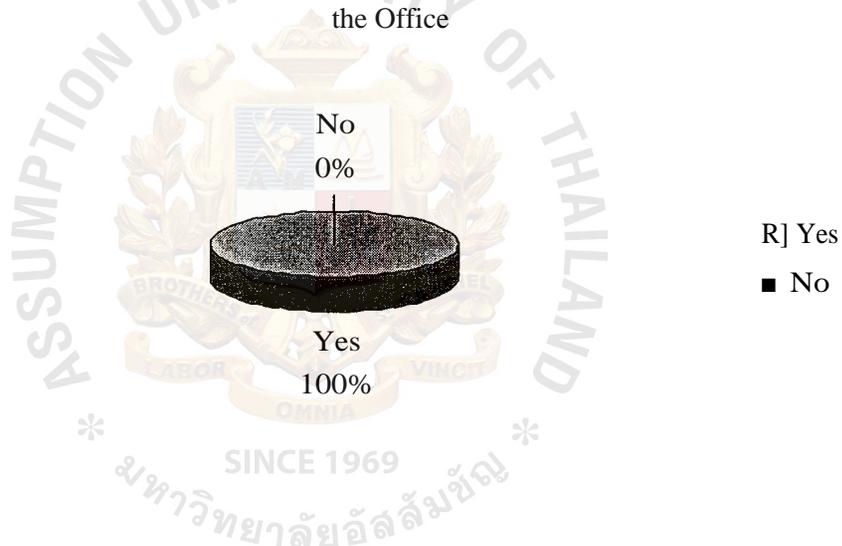


Figure 4.1. Number and Percentage of Companies That Have Internet Connection in the Office.

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%

Percentage of People Who Have Ever Heard about E-Commerce

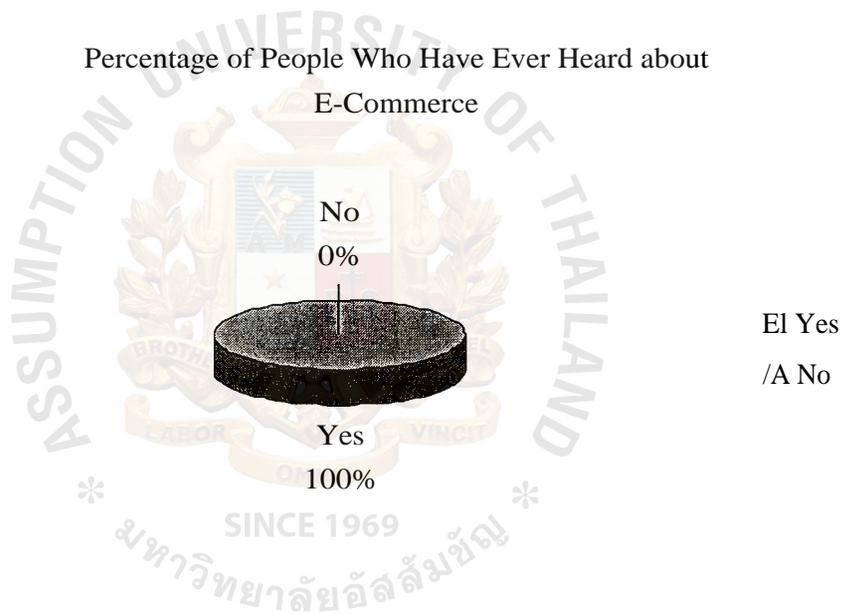


Figure 4.2. Number and Percentage of People Who Have Ever Heard about E-Commerce.

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%

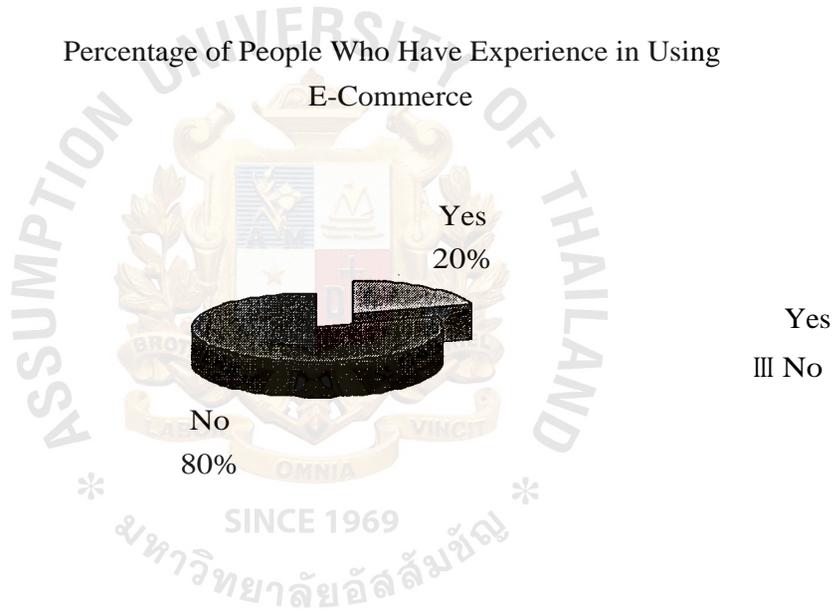


Figure 4.3. Number and Percentage of People Who Have Experience in Using E-Commerce.

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

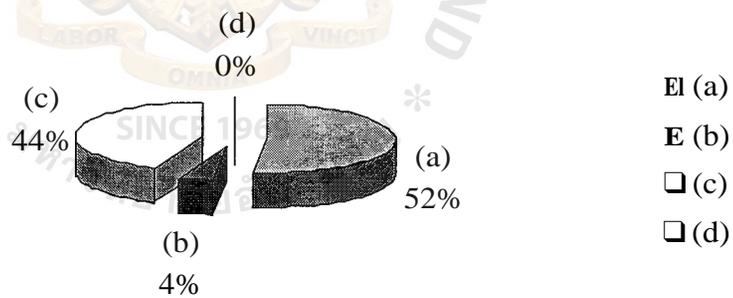


Figure 4.4. Best Definition of E-Commerce.

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%

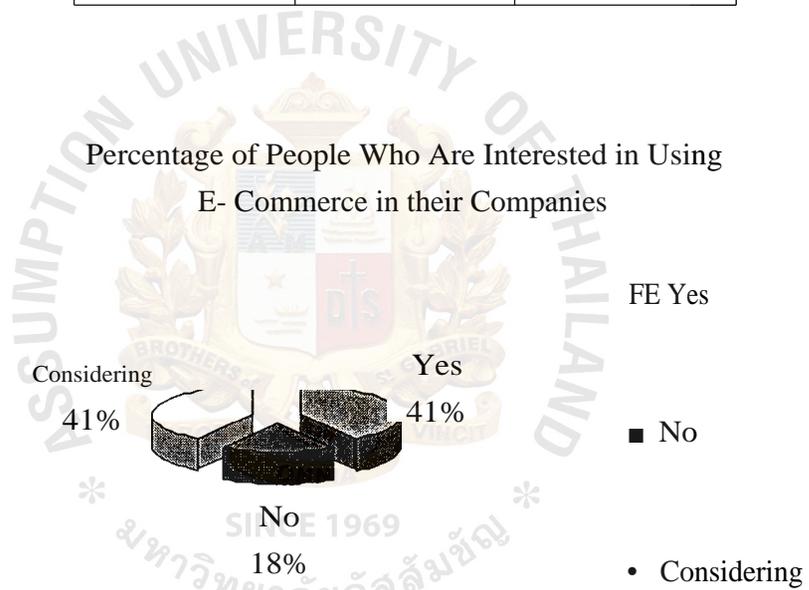


Figure 4.6. Number and Percentage of People Who Are Interested in Using E-Commerce in Their Companies.

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.	%									
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. 15

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

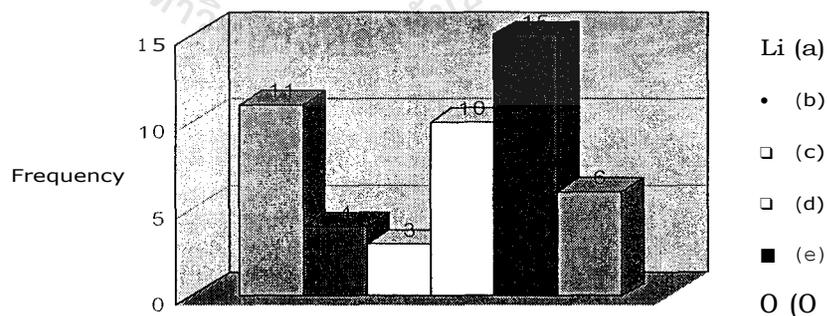


Figure 4.7. Reasons for Using or Being Interested in E-Commerce.

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
- 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

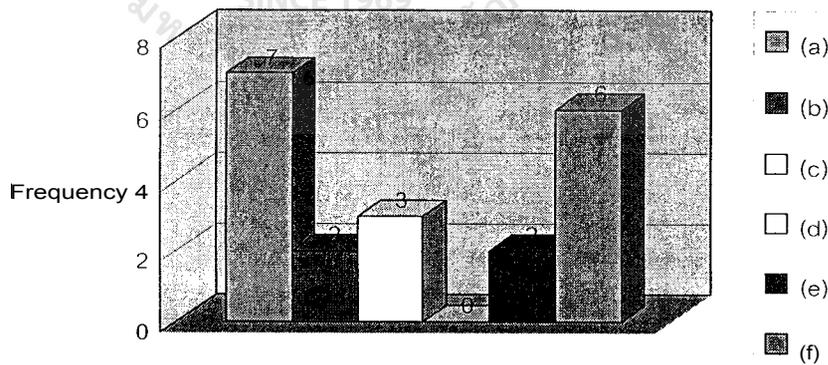


Figure 4.8. Reasons for Not Using or Not Being Interested in E-Commerce.

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%

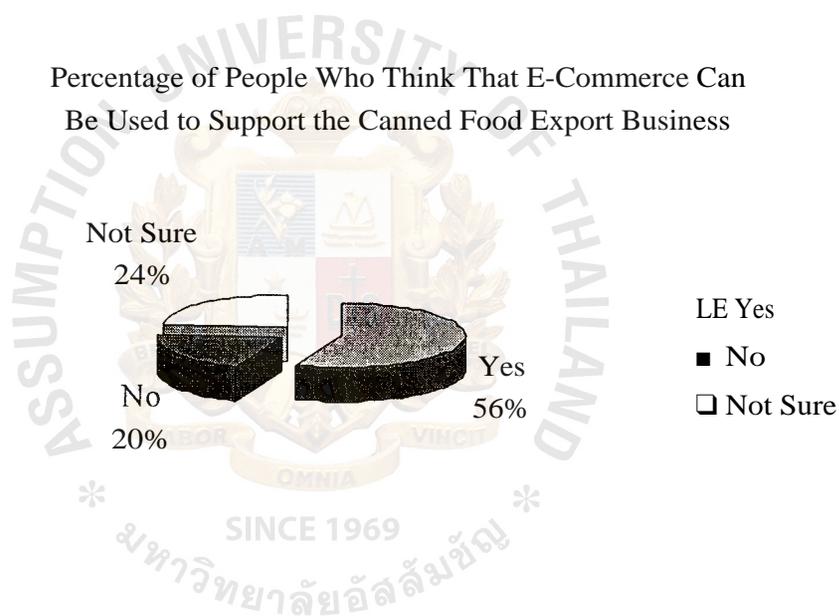


Figure 4.9. Number and Percentage of People Who Think That E-Commerce Can Be Used to Support the Canned Food Export Business.

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

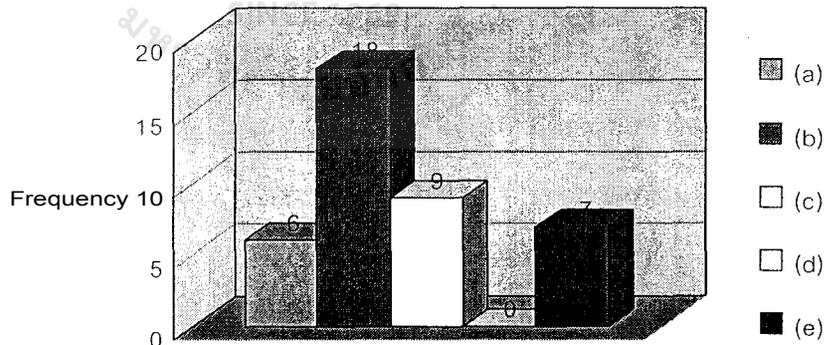


Figure 4.10. Reasons Why E-Commerce Can Be Used to Support the Canned Food Export Business.

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

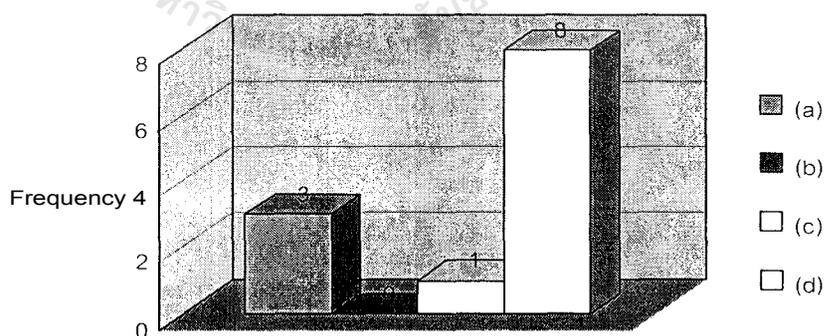


Figure 4.1 1. Reasons Why E-Commerce Cannot Be Used to Support the Canned Food Export Business.

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

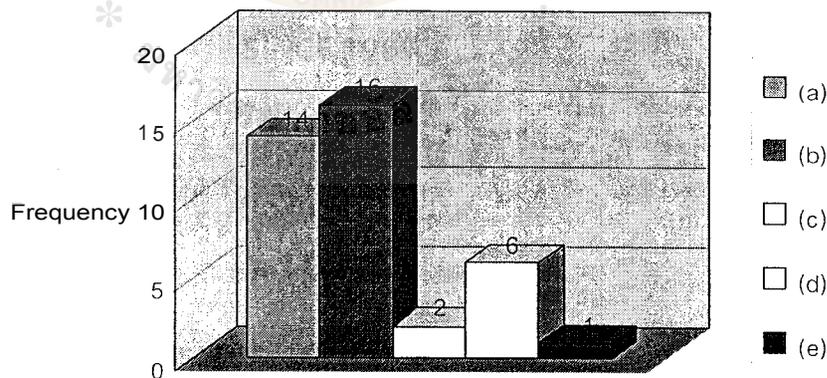


Figure 4.12. Number and Percentage of Areas That Save Cost.

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.

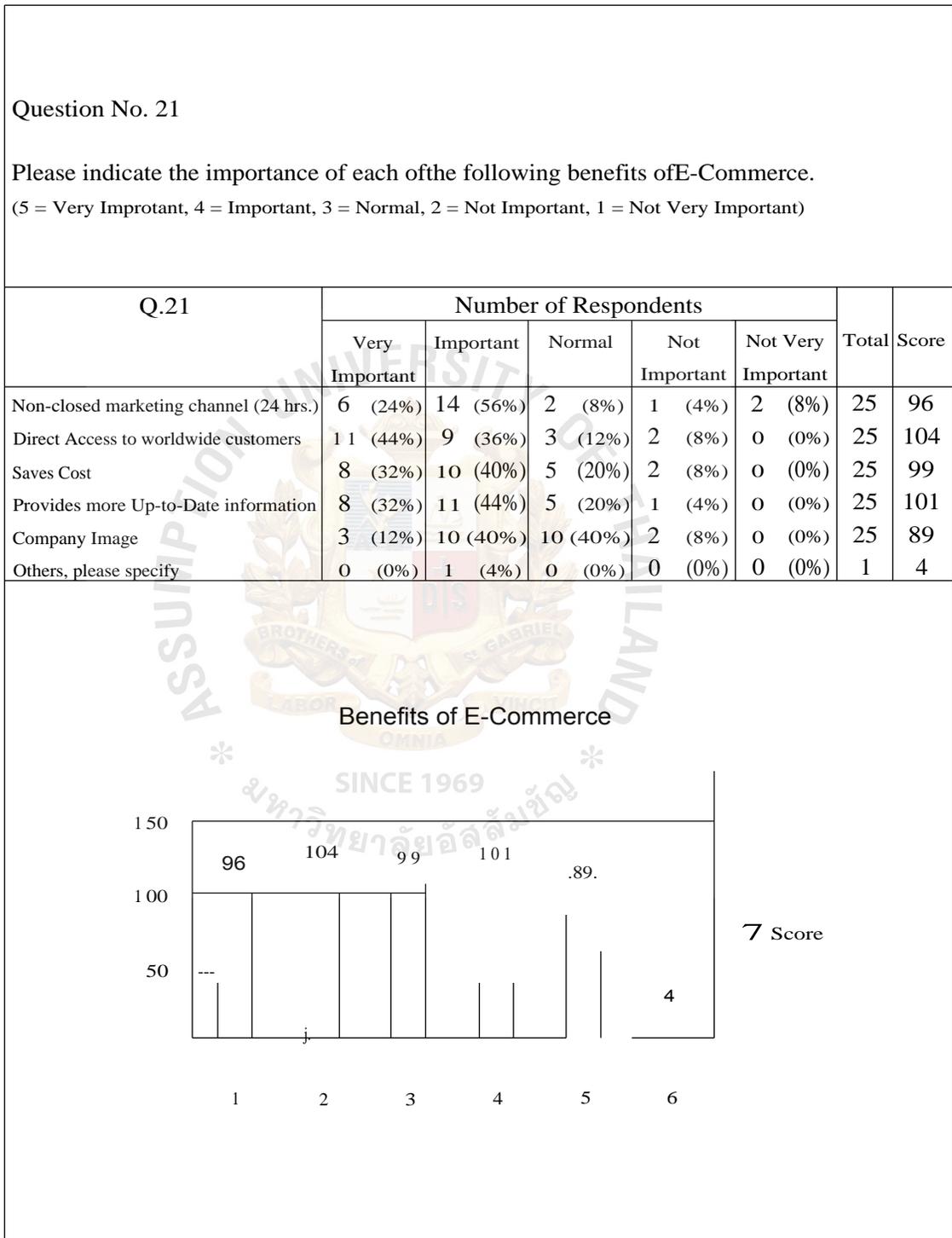


Figure 4.13. Benefits of E-Commerce.

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

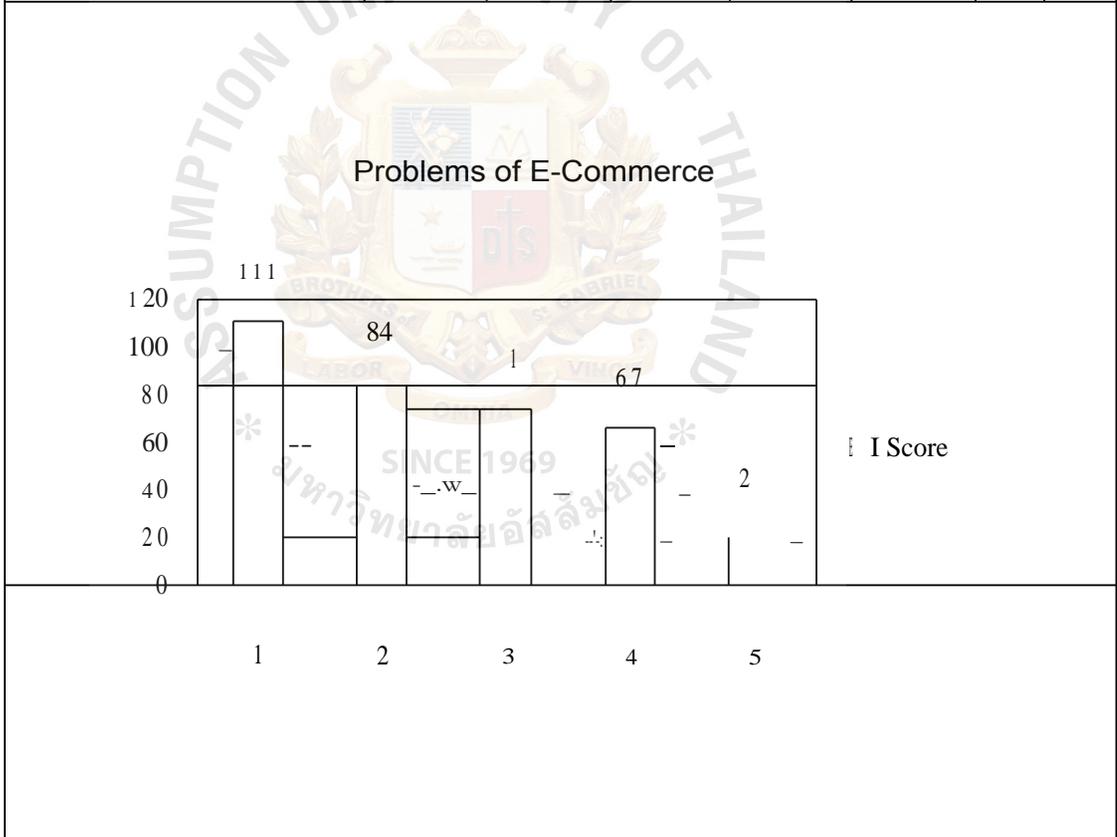


Figure 4.14. Problems of E-Commerce.

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 E-Commerce

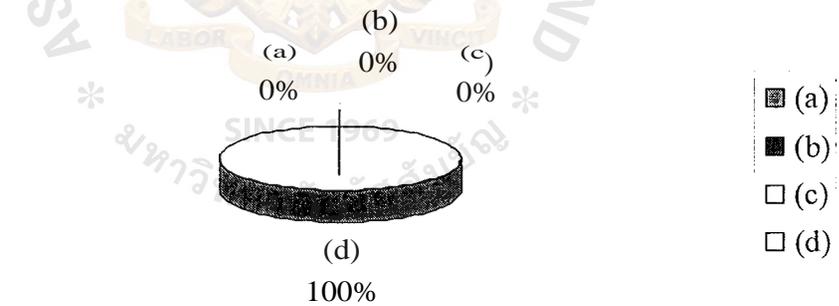


Figure 4.15. Number and Percentage of Payment Methods of Companies That Use E-Commerce.

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 computers 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

St. Gabriel's Library

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.

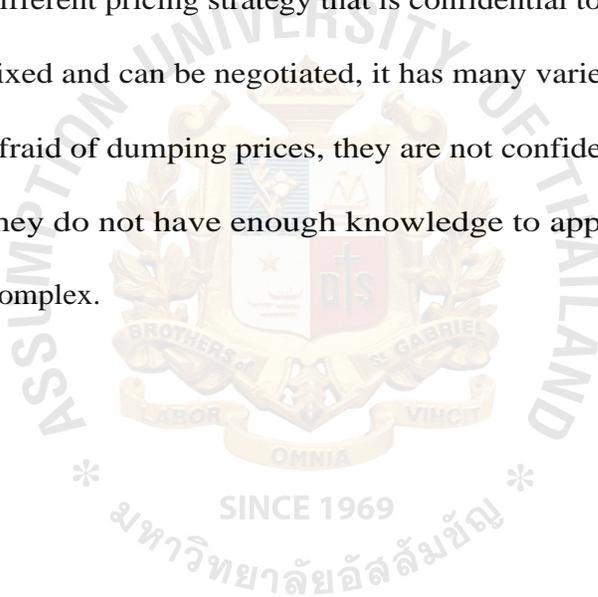
- (4) What are the problems of E-Commerce for canned food exporters in Thailand?

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%. 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.



APPENDIX A

LIST OF THAILAND'S CANNED FOOD EXPORTERS

FOOD

BEVERAGES

OSOTHSAPHA (TECK 14E140 Y00) CO.,LTD.
ADDRESS : 75 SOI RUBIA, SUKHUMVIT 42 RD.,
 PRAKANONG, KLONGTOEY,
 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,
 IA-SPORT ELECTROLYTE

WN FOODS 11 BEVERAGES CO.,LTD.

ADDRESS : 63/18-19 CHARANSANIPNONG ROAD,
 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.

ADDRESS : 214-8 SOI CHULA 24,
 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)

CANNED FRUITS VEGETABLE

ABC PRODUCTS CO.,LTD.

ADDRESS : 89 CHAROENNAKORN 49,
 CHAROENNAKORN RD., KLONGSARN,
 BANGKOK 10600

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. PORNCHAI 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. KRIENGSACK 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 LIMPOOM
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
 CANNED SEAFOOD-SARDINE
 FRUITS JUICE-PINEAPPLE

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.
 (EW4GKAPI)
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.

ADDRESS : 211-213 RAJAWONGSE RD.,
 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.

ADDRESS : 121/33 MOOILEKACHAI BANGBON,
 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 SANFAONTFIKUL
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 : 1,000,000.00
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.

ADDRESS : 99/9 MOO 6. MAHASAWAD ROAD.
BANGGRUAY, NONTABURI 11130
TELEPHONE : 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-RAMBUTAN
FROZEN FRUITS-STRAWBERRY

CHIANOMAI FOOD CANNING CO.,LTD.

ADDRESS : 195 KAEVNAWARAT 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 SUKHUMVIT 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 THAWEESEI
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 SAENGSRIPONGPUN
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 JUNGSPANICH
PRODUCT : CANNED SEAFOOD-TUNA
CANNED SEAFOOD-SARDINE
CANNED FRUITS.
CANNED VEGETABLES, RICE
CANNED SEAFOODS

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EPIAMAN MARKETING CO.,LTD.

ADDRESS : 1771177 SOI SAVETYODHIN 63,
CHARUNSAWITWONG RD.,
BANGKOKNOI, BANGKOK 10700

TELEPHONE 424-0675, 433-6311-2
FAX (662) 933-6309, 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
VERMICEL
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
(PLAPLACHAI)
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, BANGKOKHATHIEN,
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 (SOUP)
BAMBOO SHOOT, CHILI PASTE
CURRY-INSTANT
SOMEN NOODLE
COCONUT POWDERAAILK
DRIED CHILI, TEACOFFEE
RICE VERMICEL, 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 BORROMRAIC14ONNEE RD.
ARONNATIRIN, 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 APCPNCHAZATAWORAINONG
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 : 2nd7 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 : 154⁷/₂₃-26 NEW PETBURI RD.,
MAKASAN RACHTAVEE,
BANGKOK 10310

TELEPHONE : 2519454, 2519893, 2521369
FAX : (662) 2512467, 2535101
TELEX : 72431
CAPITAL : 12.000.000.00
ESTABLISHED : 1985

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 SUKUMVIT 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
CHILLED/FROZEN 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 VIPHAVADEERUNGSIIT 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

St. Gabriets .brary

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.,
CHAOPHYA 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 KITTITHIRAPORNCHAI
PRODUCT : CANNED SEAFOODS
CANNED VEGETABLES
CANNED FRUITS
FISH OIL/FISH STEAM WATER

IHTERTRADE 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,
SAMUTPFIAKARN 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 : 207W/21ST 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,
SUKHUMVIT 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 SUKUMVIT 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
CHAOPHYA 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, HANSOENG-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) 225-2100
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 : 1988
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 MAKCAAYATHORN
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 SOI14, 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)
MR. KRIENSAK 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 : MS. URA) NAMBOONMEE
ATTN. :
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 SUKSAVITAYYA,
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-RAMBUAN
FROZEN FRUITS-STRAWBERRY

DOI KHAM FOOD PRODUCTS CO.,LTD.

ADDRESS : 173 RATSIRIMA ROAD., DUSIT,
BANGKOK 10300

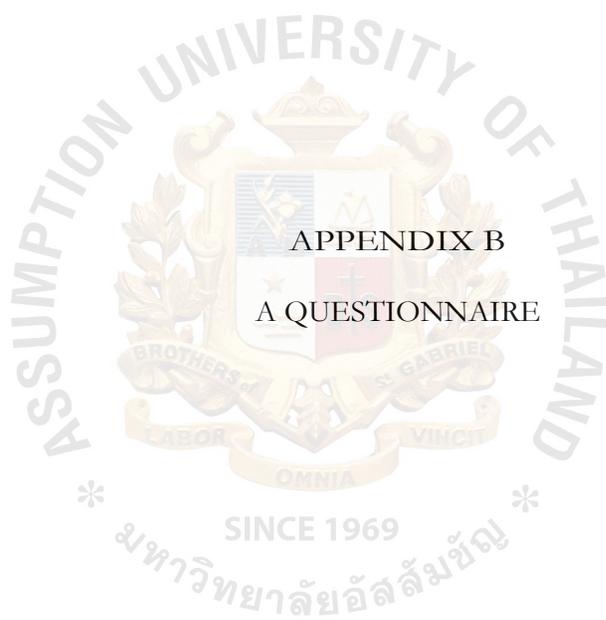
TELEPHONE : (662) 628-9100-8
FAX : (662)6269109

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.

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

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- (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)

- (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)

THANK YOU VERY MUCH FOR YOUR COOPERATION

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