

ABSTRACT

This project is a feasibility study of offering higher vocational degree for Muang-Chol Commercial School (MCS). The higher vocational degree which MCS offers is emphasized on the vocational degree students who are presently studying at MCS and the rest are the students from other vocational schools in Cholburi province.

The feasibility in establishing a higher vocational degree at MCS can guide whether it should be invested following the study including Research Methodology, Marketing Strategy and Financial Plan. For Research Methodology and data analysis, all of the MCS's students have to do the questionnaire while 243 students from other vocational schools in Cholburi province are our sample size. These data are shown in the Chapter IV analysis of data. Moreover, the marketing and financial strategies for the school have been analyzed in chapter IV also.

With only 7 years of operation in this project, annual sales revenue reached bht 4,003,200 at 100% capacity, NPV is positive bht 980,742.42 at the end of year sixth, the IRR is 18 percent which is considered relatively high, the ROE becomes over 100 percent after three years of operation, and the payback period is 4 years and 5 months. Considering these figures, this project is attractive for investment. However, unlike other businesses, the educational business should be invested in long term rather than short term.