

ABSTRACT

The general requirement of the finding of the critical success factors on export performance of Thai canned fruit manufacturers allows Thai canned fruit manufacturers who export internationally to obtain the higher sales performance by increasing in export sales, export growth and export profits, and on other hand, to reduce risks by preventing the effects and threats from both internal and external environment and allowing improvement in overall firms' management and production. Nevertheless, in spite of these advantages, problems can be also found in its implementation such as the inefficient use of resources. Thus, for the successful strategic implementation, firms must develop a number of implementations in a right way. Therefore, the research aimed to identify the critical success factors (CSFs) that affect export performance of Thai canned fruit manufacturers.

The research used questionnaires as the data collection method. A questionnaire survey was distributed and 770 respondents of management people in canned fruit manufacturers filled them out. After collecting the data, seven hypotheses were tested by Pearson correlation coefficient for analyzing the relationship between critical success factors (Independent variables) and export performance of Thai canned fruit manufacturers (Dependent variable).

The results of this research indicated that there were four critical factors that have an effect on export performance of Thai canned fruit manufacturers, which are product quality, trade barrier, differentiation strategy and R&D/ technology. Other

two critical factors, management attitude and channel adaptation seemed to have no effect on export performance of Thai canned fruit manufacturers in this research.

Based on the findings, the results from the research can be used by any Thai canned fruit manufacturers who are interested in international trade. However, it is necessary to pay attention to these CSFs with understanding, and critically implement. Furthermore, all those who are interested can use these findings for planning and develop their actions in order to achieve their goal.

