

## ABSTRACT

This project discusses the market situation and opportunities of sorter business for spinning manufacturing in textile industry. An introduction is description of world cotton market, cotton price, consumption and contamination in cotton. Cotton fiber is the most important of all natural fibers, accounting for half of all the fibers used by the world's textile industry but somehow contamination makes a lot of problem in textile industries. This contamination parts include cause and effect of contamination, and show what the contamination is, and how to eliminate them and how they make a problem to textile manufacturer. The study includes a literature review on scope of marketing and core marketing concept and the way to manage customer relationship. A marketing plan helps to understand market situation, opportunity in penetrating of the market with new technology of sorter system, and to gain market share from its competitors. The competitive analysis shows the comparison between the existing system and the new development system. The product description explains the detail of the system and its competitive advantage against the competitors. We determine key performance indicator for evaluation both marketing plan and sales force. The recommendation is about the agreement of the first user of the new system in Thailand to be the reference to other prospects. This agreement will help to gain more attractiveness to the prospect customer.