

ABSTRACT

This project is a feasibility analysis of a decorative candle trading business, because this business is very popular at this moment for the new players to be the business owner with a small amount of capital budget. This project has to be studied in the feasibility to support the investors' decision making for their investment.

This project feasibility consists of three plans included the marketing plan, the operation plan and the financial plan. The marketing plan started from the marketing analysis including studying the business background, analyzing market trend, target market, demand behavior, forecasting the future trend and completion. After studying the analysis, we can find that the demand of Thai decorative candle products increase every year and the target markets are U.S.A., Japan, U. Kingdom, Italy, France, Singapore, Canada, Australia, Switzerland and Taiwan. Our company has a strong marketing strategy with five years for the clear operation plan which can lead the business successfully. From the financial analysis, our sales revenue at the fifth year is 7,640,010 Bahts with 423,725 Bahts in the total investment cost. The net present value is 398,341 Bahts and 40.99 percent of the internal rate of return which are very high positive, including two years eight months for the payback period, to prove that there is the feasibility for establishing this project.

The feasibility analysis is still only a guideline or reference for supporting the investor decision. There are the other factors that the investors have to be involved before making decision.