

ABSTRACT

Export is one of the major activities that generates tremendous income to Thailand. And it seems that the growth rate of export has still increased exponentially. As Thailand is agricultural society, it has various kinds of foods exporting to worldwide. It is very important for Thailand. Another reason is Thai government provide support to the exporters as they believe that export is one of mechanisms that contributes to the national income and also it helps balance the supply in domestic market.

However, there are still high pressures from both importers and other export countries. Several problems arise from import side. One is the regulations which sometimes the exporter has not yet studied well and failed to comply with, so he might have to pay penalty. Next most of import countries have to protect their domestic industries as well but because some trade agreement such as WTO forces them to open the markets by reducing the import duty and levy, to survive under this circumstance they may choose to utilize non-tariff tools, for example, EU is now focusing on animal welfare and request for Certificate from ISO or HACCP. With these methods, it increases the cost to the exporters. Finally an importer may have some additional requirements which sometimes are difficult to follow. Regarding other export countries, they are trying to utilize the regulations such as some special trading privileges to increase their competitive advantages. Meantime, they try to develop their products to comply with the standard of customer in order to gain more market shares. To compete under this circumstance, one needs to understand well on export administration.

From our primary-data analysis, we can tell the problems that users usually face as well as the solutions that they use to solve the problems. Furthermore, we also learnt their needs on some data that excluded from the database of the organization. And with secondary data analysis technique, we gained more ideas to design the framework of database of export administration and development of the application software for data management. The project is at "Implementation and Evaluation" of the new application software. From the evaluation analysis, the users are satisfied this new software and ready to operate it.