

Abstract

Research Title : Analyzing the distribution pattern of lychee for reducing logistics costs in Amphur Amphawa at Samut Songkhram Province.

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The research of the “Analyzing the distribution pattern of lychee for reducing logistics costs in Amphur Amphawa at Samut Songkhram Province” has the purpose to study the suitable distribution pattern for the lychee in Amphawa District at Samut Songkhram Province. The samples that are used in this study were the agriculturists who grow the lychee in Amphur Amphawa such as Tambol Suan Luang, Tambol Bang Chang, Tambol Nang Lee, Tambol Bang Kae, Tambol Muang Mai, Tambol Wat Pra Du, Tambol Khaew Om, and Tambol Amphawa at Samut Songkhram Province by using simple random sampling method that was selected from the random number table. After that the researcher calculated the sample size by using Taro Yamane’s formula that got 95 samples and used the questionnaire to collect the data. The statistic methods that were used to analyze the data were weighted average, percentage and standard deviation.

The result of the research:

1. The sampling groups were male agriculturists and female agriculturists who had the experience in planting the lychee about 5-10 years and 11-20 years respectively. Most

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agriculturists had the area for cultivation about 1-10 Rai that could get the average yields about 1-3 tons per year and the average revenue per year was about 50,000-100,000 baht.

2. Most of the sampling agriculturists, themselves, sold the lychee in their own district. Besides, they sold their lychee by passing the middle men who came to buy the lychee in the district.

3. The overall factors focused on the product distribution activities in the middle level. In addition, it found that the most important activities were transportation, packaging, and warehousing, respectively.

4. Regarding the transportation found that the most important product distribution activities focused on safety, then, pointing the transport position, the delivery time, the quality of the trucks, the convenience of the route, and on time delivery respectively.

5. Regarding the warehousing found that the most important product distribution activities focused on withdrawing, storing, delivery, receiving, and moving for storage respectively.

6. Regarding the packaging found that the most important product distribution activities focused on the product public relation, taking care of product, flexible storing time, safety, the speed of storage and delivery, saving time in the storage and delivery, and the convenient movement in storage and delivery, respectively.

7. Regarding the transportation method, mostly the agriculturists shipped lychee about 1-3 tons, transportation time about 1-3 hours, and the expenditure about 500-1,000 baht per trip. In addition, the qualification of the truck drivers should be high-school education person, and have an experience in driving trucks less than 1 year and a driver's license that most was the personal driver's license. Type of vehicle that was used to deliver

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the lychee was four-wheel trucks, and the transport distance of lychee was less than 10 kilometers.

8. Regarding the labor, the percentage of the agriculturists who used 1-3 labors was 68.42%. The researcher analyzed the labor and found that the most number of regular labors were not the regular labors. However, there were only 1-3 persons to be the regular labors. For the temporary labors, there were 1-3 persons.

9. Regarding the production management, most of the agriculturists managed the unquality lychee by discount the lychee price, and transformed the lychee, respectively. The agriculturists, themselves, transformed their lychee by drying or using to be the natural fertilizer.

Recommendations from the study.

1. To forecast the need of lychee of Amphur Amphawa in each year in order to plan of planting the lychee in enough quantities for the consumers' need. Moreover, the agriculturists could distribute their lychee by using the logistics system to support in increasing the better agricultural standard.

2. To create the overall standard system of agricultural products and manage in the other parts from the selection and packaging plant, GMP and HACCP in order to increase the value added of the products such as lychee in syrup, lychee Yogurt, lychee jam, etc.

3. The current problem is a group of spoofing who take the lychee especially the unquality lychee of the other areas to sell in Samut Songkhram province. That it destroys the reputation of the genuine lychee of Amphur Amphawa.

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4. To collect the agriculturists who planted the lychee in Amphawa. Besides, the government agencies as an intermediary in driving on setting the price or target price and looked after the movement of price including to issue the certification of quality and productivity standard of the lychee in Amphur Amphawa in order to ensure the consumers.

5. The campaign of planting the genuine lychee, “lychee sam nam”, of Ampur Amphawa. From the field survey, the researcher found that some agriculturists cut off the genuine lychee because there were not the yields to harvest. So, the agricultural experts should go to the fields in order to publish the agriculturists to plant the other crops that they could harvest the crops and sell them all a year round. In the same time, the agricultural experts should advise the agriculturists to preserve the genuine lychee of Ampur Amphawa.

Suggestions for further research:

1. To study the route for exporting the lychee of Ampur Amphawa to the overseas.
2. To study the participation of agriculturists in issuing the certificate of quality and standard of lychee of Ampur Amphawa.
3. The participation of agriculturists in preserving the genuine lychee of Ampur Amphawa.