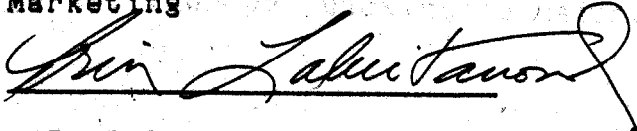


Title : A Study on marketing Problems of Mango in Thailand
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Degree : Master of Business Administration
Major Field : Marketing
Thesis : 
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Mangoes are a kind of fruit which is grown all over the country. They are usually available in the market from March to May starting from the northern, the northeastern, the central, the eastern, the western and southern regions of the country. Particularly in Nakhon Pathom and Bangkok Metropolis, the varieties of mangoes which are popular among consumers are Khiawsawoey, Pimsenman, Raed, Nongsaneng, Falan, Namdorkmai, Tongdam, Nangklangwan, Kaew, Okrong, ect.

This thesis is aimed to study different problems regarding mango markets such as price, quality, transportation, mango variety for industry purposes and suggestions to lead to better solutions hopefully, the findings will be beneficial to both agriculturalists and the country as a whole

The findings of this research are as follows :

1. Price. Price is a domestic and international problem the price is usually fixed by the merchant not by the seller. The problem occurs not only between the agriculturalists and the merchants but also between the traders and the traders

2. Quality. Most of the yield does not exactly satisfy the requirements of the market. This is partly due to the unsatisfactory yield price which discourages the agriculturalists from to improving their mango quality is to be seriously considered from the initial stage of planting until proper packing to maintain the produce quality

3. Transportation. Transportation is not as efficient as it should be.

Packing. Containers used to carry mangoes around the country vary, such as bamboo vessels, wooden crates, plastic crates, and plastic baskets. Bamboo vessels can contain about 30-50 kilograms. of mangoes, whereas the others can contain about 15-30 kilograms. The mango in bamboo vessels tend to be more damaged than those in other containers. The mangoes at the bottom of are the bamboo vessels pressed by the top ones and thus are more easily bruised and damaged than those in the other containers.

4. Mango variety for industry purposes common problems that occur are as follows :

1. The production is usually of a small scale and scattering. Not much production is to be exported and thus a particular yield collection for a particular market demand is hard to achieve. Moreover, the agriculturalists still need knowledge in taking care of the mango trees so that the produce is of the required size and quality.

2. The production quantity varies. Moreover, the productivity period is comparatively short because the agriculturalists rely too heavily on nature.

3. The variety which is needed most in the market is not available. The variety that is durable and hard to go rotten is most demanded.

4. Some agriculturalists still lack knowledge in how to look after, how to give fertilizer, how to provide water, how to properly harvest the produce freshness can be maintained and going rotten can be delayed, and how to efficiently transport the produce from the plantation to the destination.

5. Vary few research works concerning maintaining the produce quality have been so far conducted.

Suggestion

A particular training for agriculturalists regarding growing mango trees should be held, together with kind assistance from specialists of Kasetsart University. Hopefully, the agriculturalists will be better equipped with technology. In case that the agriculturalists have financial problems, Bank of agriculture and co-operative should give them a hand by providing them loans on special conditions.

A regional central market should be established so that the local agriculturalists can sell more of their produce. In the meantime, the merchants can select the mangoes of their required variety and quantity.

The transportation of the produce to the market is best at night because the mangoes will not go ripe too fast. The best containers are plastic baskets.

The most demanded variety of mangoes is Kaew of SK 007. It can be modified to be pickled, to be shedded as paste, to be fermented or to be canned.