

Research Title Management Plan of Logistics for Promoting Thai Kitchens into ASEAN Markets: A Case Study of Thailand, Lao People's Democratic Republic and Socialist Kingdom of Cambodia

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The objectives of this research were (1) to study the logistics management of the entrepreneurs who manufacture/sell Thai condiments (2) to examine consumers' attitudes towards the purchase of Thai condiments (3) to examine the factors influencing consumers' satisfaction and loyalty towards the purchase of Thai condiments and (4) to develop the logistics management plan for promoting Thai kitchens into ASEAN markets along the tourism route between Thailand and Lao People's Democratic Republic and between Thailand and Socialist Kingdom of Cambodia. The research findings were shown as follows:

1. The logistics performance of the entrepreneurs who sell Thai condiments in these three countries were as follows: (1) the performances of demand forecasting, purchasing, inventory management, packaging, material handling, transportation, service and support and reverse logistics were rated as high (2) the performance of warehousing and storage was rated as slightly high (3) the performance of logistics communication was rated as medium.

2. The Laotian consumers' attitudes towards the logistic service quality regarding the purchase of Thai condiments were high in all aspects besides information quality which was viewed as slightly high. The Cambodian consumers' attitudes towards the logistic service quality regarding the purchase of Thai condiments were slightly high in all aspects.

3. Personnel contact quality, ordering procedures, order quality, order discrepancy handling and timeliness influenced Laotian consumers' satisfaction towards the purchase of Thai condiments.

Personnel contact quality, ordering procedures, order accuracy, order condition, order quality and timeliness influenced Cambodian consumers' satisfaction towards the purchase of Thai condiments.

4. Information quality, ordering procedures, timeliness and satisfaction influenced Laotian consumers' loyalty towards the purchase of Thai condiments.

Information quality, order accuracy, order quality, order discrepancy handling and satisfaction influenced Cambodian consumers' loyalty towards the purchase of Thai condiments.

5. The logistics management plan for promoting Thai kitchen into ASEAN markets along the route between Thailand, Lao People's Democratic Republic and Socialist Kingdom of Cambodia consisted of the following action plans:

5.1 Action plans for promoting the participation from all concerned sectors

(1) Establish the network to develop the logistics system both locally and internationally.

(2) Enhance the facilitation for trade and transportation under the collaboration between governmental and private sectors.

(3) Promote the development of transportation network and infrastructure up to the standard level.

(4) Improve the knowledge and management competency of logistics for the concerned entrepreneurs.

5.2 Action plans for promoting the utilization of management information system

(1) Promote the utilization of management information system to connect the whole system for international trade and elevate the competency of logistics management.

(2) Communicate and promote the company's website to consumers and concerned partners.

(3) Support the application of Transportation Management System and Global Positioning System (GPS).

(4) Develop the E-Logistics system under the cooperation of governmental sector to promote and lessen the international trade procedure by using the electronic system.

5.3 Action plans for promoting the distribution of products

(1) Develop the distribution centers in the border provinces between Thailand and Lao People's Democratic Republic and Socialist Kingdom of Cambodia

(2) Promote the development of packaging with the instruction in local and English languages to elevate the communication efficiency.

(3) Promote the building of brand image under the slogan of "Made in Thailand" through the television promotion.

Keywords: Management Plan, Logistics, Thai Kitchens, ASEAN