

Title BUSINESS PLAN OF THAI ORGANIC AGRICULTURE
COMPANY

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ABSTRACT

The purpose of this study was to evaluate opportunities to conduct the business of organic agricultural farm of sesame seed by financing farmers who own organic farms in Thailand.

Through a survey, we found that there are more than 1,000 farmers who own organic farms in Thailand and most of them are located in North East of Thailand. The owners have organic farms for organic rice farming. However, after rice harvesting season, there are periods of time to farm organic sesame seeds. The farming of organic sesame seeds requires only 3 - 4 months. As a consequence of this, we have opportunity to plant organic sesame seeds two times a year in Thailand. Market survey from reliable source shows that organic products have been growing since last decade because of health consciousness, and sesame seeds have been demanded increasingly. Because of the high demand of sesame seeds but lower supply together with organic trend of agricultural product, Thai Organic Agricultural Company has seen huge opportunity to supply the organic sesame seeds by financing farmers who own organic farms already. The owner of this company is Mr. Kamol Tangkam who earns knowledge in biological products together with marketing experience of healthy products especially oil seeds.

There is no competitor in the same area in Thailand because specific knowledge and experiences are required. Because of this, we plan to establish the company due to fluency of business growth under high demand of the products.

Besides, we have seen also that the organic products are growing in global market that is very highly challenging for further export markets.

The project will be setup using 100 % of the initial investment or about 1,925,000.00 Thai Baht from the owner. According to the financial analysis, by using NPV method, the project's expected return on investment will be within 1.3 year.

According to the study, one of the key factors for the company to succeed is health consciousness which is increasingly the concern of consumers. Besides, there is no competitor because specific knowledge and experience are needed. Because of this, sale volume of the product should be increased after the product launch and recognized in the market.

