

## **Problems and Needs Help of Frozen Shrimp Industry Small and Medium in the Central Region of the Lower Three Provinces**

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**Abstract :** Frozen shrimp industry plays an important role in the development of production industry of the country. There has been a continuing development to response the increasing demand; however, there have been some problems in running the enterprises. The purposes of this study are to: 1) investigate problems related to basic factors in operating frozen shrimp industry based on the entrepreneurs' points of view. The enterprises involved in this study were small and medium industry receiving Thai Frozen Foods Association. 2) Compare the problems of the frozen shrimp industry according to their sizes of operation in 3 provinces of the central region Thailand. Population in this study consisted of 148 managers from 148 frozen shrimp enterprises Thai Frozen Foods Association, of which 77 were small size and 71 were medium size. The data were analyzed to find percentage, arithmetic mean, standard deviation, and independent sample T-test with the significant hypothesis at .05. The results revealed that the problems of the frozen shrimp industries of both size were in high level. The needs for government supporting were in high level. The comparison of the problems and the basic factors between the small and medium size enterprises showed no statistically significant level. The problems that they mentioned included raw materials, labors, production, marketing, and the need for academic supporting from the government sector.

**Keywords :** frozen shrimp industry, problems, related to the enterprise, operation

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