

Critical Success Factor of Exporting Thailand's Ginger to Japan

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Abstract : Thailand is the agriculture country which mainly exports the agriculture product to the other countries in so many ways which are fresh vegetable, chilled vegetable or frozen vegetable. The gross export for Thailand's vegetable is 30-40 billion baht per year, and the growth rate is about 15-20 percent per year. Ginger is one of the main vegetable product that Thailand export to Japan because Thailand's Ginger has a good quality and be able to supply Japan's demand with a reasonable price. This research paper is aimed to study the factors which affect the efficiency of the supply chain process of Thailand's ginger to Japan. There are 5 factors which related to the exporting Thailand's ginger to Japan which are quality, price, equipment and supply standard, custom process and distribution pattern. The result of the research showed that the factor which reached the 'very good' significant level is quality of Thailand's ginger with the score of 4.86. The other 5 factors are in the 'good' significant level. So the most important factor for Thai ginger farmer to concern is the quality of the product.

Keywords : critical success factor, export, ginger, supply chain

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