TABLE OF CONTENTS

	page
ACKNOWLEDGMENT	iii
ABSTRACT	iv
THAI ABSTRACT	vii
LIST OF TABLE	xiii
LIST OF FIGURES	xvii
CHAPTER I INTRODUCTION	
1.1 Introduction	1
1.2 Rationale	6
1.3 Literature Review	7
1.4 Objectives	12
CHAPTED H. METHODOLOGES	
CHAPTER II METHODOLOGIES	
2.1 Stability Index	13
2.2 Market Concentration Index	16
2.3 Data Collection	18
CHAPTER III PRODUCTION, MARKETING AND EXPORTS	
OF THAI ORCHIDS	
3.1 Production	20
3.2 The Exports of Thai Orchids	27
3.3 The Major Factors Affecting Thai orchid Exports	33
3.4 The Exports of Thai Orchids to Japanese, Italian	
and American Markets	36

CHAPTER IV INSTABILITY OF THAT ORCHID EXPORTS	
4.1 Instability Indexes of Thai Orchids Exports to	
the World Markets	43
4.2 Instability Indexes of Thai Orchids Exports to	
Japanese Market	49
4.3 Instability Indexes of Thai Orchids Exports to	
Italian Market	55
4.4 Instability Indexes of Thai Orchids Exports to	
American Market	60
CHAPTER V MARKET CONCENTRATION	
5.1 Market Concentration Indexes of Japanese Market	65
5.2 Market Concentration Indexes of Italian Market	71
5.3 Market Concentration Indexes of American Market	77
5.4 Thai-Orchid Export Price Consideration	84
CHAPTER VI SUMMARY AND SUGGESTION	
6.1 Summary	102
6.2 Suggestion	106
REFERENCES	108
APPENDICES	
Appendix 1: Characteristics of Thai Orchid Exports	115
Appendix 2: Tables of Thai Orchid Exports to the world	
Japanese, Italian and American markets	129
Appendix 3: Questionnaire for Thai Orchid Export Companies	
And Thai Orchid Growers	137

Appendix 4: Some Information of	Trade Organizations,
Export Procedures of	Thai Orchids and Import
Procedures of Japan,	Italy and America 144
Appendix 5: Tables of Orchid Imp	oorts of Italy and America 166
CURRICULUM VITAE	172

LIST OF TABLES

Table		Page
1.1	World cut flower exports rank by source country in 1992-1994.	4
3.1	Planted areas and productions of cut flowers in Thailand	
	in 1989-1997.	21
3.2	Selling methods of Dendrobium species of the sample	
	farmer groups in 1996-1997.	24
3.3	Number of exporters, quantity, and value exports of	
	Thai orchids from 1992-1997.	26
3.4	Export quantities of Thai orchids to the world markets	
	by months in 1990-1996.	31
3.5	Growth rates and proportions (% of total) of	
	Thai orchid flowers and orchid flowers from	
	other countries export to Japan in 1993-1996.	37
3.6	Growth rates and proportions (% of total) of	
	Thai orchid flowers and orchid flowers from	
	other countries export to Italy in 1992-1997	39
3.7	Growth rates and proportions (% of total) of	
	Thai orchid flowers and orchid flowers from	
	other countries export to USA. in 1993-1997.	41
4.1	Trend of export values of Thai orchids to the world, Japanese,	
	Italian and American markets in 1970-1997.	45
4.2	The instability indexes of Thai orchid exports to	
	the world markets in 1970-1997 (the values in () are	
	corrected autocorrelation error results).	47

4.3	The instability indexes of Thai orchid exports to Japan	
	in 1974-1997 (the values in () are corrected	
	autocorrelated error results).	53
4.4	The instability indexes of Thai orchid exports to Italy	
	in 1970-1997 (the values in () are corrected	
	autocorrelated error results).	58
4.5	The instability indexes of Thai orchid exports to the	
	United States of America in 1970-1997 (the values in ()	
	are corrected autocorrelated error results).	63
5.1	Growth rates, instability indexes, market shares of Thai orchid	
	exports and market concentration indexes of orchid flowers	
	of Japanese market in 1993-1997.	67
5.2	The results of regression analysis of growth rates of Thai orchid	
	export to Japan and market concentration indexes of	
	Japanese market in 1993-1997.	68
5.3	The results of regression analysis between instability,	
	growth rates, market shares and market concentration	
	of Japan in 1993-1997	69
5.4	The results of regression analysis of market shares of	
	Thai orchid export to Japan and market concentration indexes	
	of Japanese market in 1993-1997.	70
5.5	Growth rates, instability indexes, market shares of Thai orchid	
	exports to Italy and market concentration indexes of orchid	
	flowers of Italian market in 1992-1997.	72
5.6	The results of regression analysis of growth rates	
	of Thai orchid exports to Italy and market concentration	
	indexes of Italy in 1992-1997.	73

5.7	The results of regression analysis of instability indexes		
	of Thai orchid exports to Italy and market concentration		
	indexes of Italy in 1992-1997.	73	
5.8	The results of regression analysis of market shares of		
	Thai orchid exports to Italy and market concentration indexes		
	of Italy in 1992-1997.	74	
5.9	Growth rates, instability indexes, market shares of Thai orchid		
	exports to American market and market concentration indexes		
	of orchid flowers of America in 1993-1997.	79	
5.10	The results of regression analysis of growth rates		
	of Thai orchid exports to USA. and market concentration		
	indexes of America in 1993-1997.	80	
5.11	The results of regression analysis of instability indexes		
	of Thai orchid exports to USA. and market		
	concentration indexes of America from 1993-1997.	80	
5.12	The results of regression analysis of market shares of		
	Thai orchid exports to America and market concentration indexes		
	of America in 1993-1997.	81	
5.13	Indexes of value, quantity, and average price of Thai orchid		
	exports to Japan in 1974-1997 (the base year is in $1985 = 100$).	86	
5.14	Indexes of value, quantity, and average price of Thai orchid		
	exports to Italian market from 1974-1997		
	(million baht, and 1985 = base year).	90	
5.15	Import quantity and average prices of orchid flowers of Italy		
	(the top-sixth countries) in 1992-1997.	91	
5.16	Indexes of value, quantity, and average price of Thai orchid		
	exports to American market in 1974-1997		
	(million baht, and 1985 = base year).	97	

5.17	Import quantities and average prices of orchid flowers	
	(Dendrobium) of USA. from 1993-1997.	98
5.18	Average prices and import quantities of orchid flowers of	
	USA. (except Dendrobium) in 1993-1997.	99
A 2.1	Quantity, value, average price and number of	
	customer countries of Thai orchid exports to	
	the world markets in 1970-1997.	129
A 2.2	Categorization of Thai orchid exports data to major	
	import countries by values in 1970-1997.	130
A 2.3	An increasing rate and percent of total of Thai orchid	
	exports to Japan in 1974-1997.	131
A 2.4	An increasing rate and percent of total of Thai	
	orchid exports to Italy in 1970-1997.	132
A 2.5	An increasing rate and percent of total of Thai	
	orchid exports to USA. in 1970-1997.	133
A 2.6	The export values and percent of total of Thai	
	orchid exports to Japan, Italy and USA. in 1974-1997.	134
A 2.7	Thai orchid export companies rank by export values	
	in 1993-1997.	135
A 4.1	The comparison of global operation methods.	148
A 5.1	Import values and quantities and average prices	
	of orchid flowers of Italy in 1992-1997.	166
A 5.2	Import quantities and values and average prices of	
	orchid flowers (Dendrobium spp.) of USA. in 1993-1997.	169
A 5.3	Import values and quantities and average prices of	
	orchid flowers (except Dendrobium) of USA. in 1993-1997.	170

LIST OF FIGURES

Figure		Page
1.1	Export values of Thai orchid flowers to Japanese, Italian,	
	American and the world markets in 1974-1997.	5
3.1	Export values and quantities of Thai orchids to	
•	the world markets in 1970-1997.	28
3.2	Numbers of customer countries and export values of	
	Thai orchids to the world markets in 1970-1997.	29
3.3	Export quantities of Thai orchids by months in 1990-1997.	32
3.4	The diagram of the major factors affecting	
	Thai-orchid exports.	33
4.1	Trend of the export values of Thai orchids to	
	the world market from 1970-1997.	46
4.2	Import values of orchid flowers of Japan	
	(the top-sixth countries) in 1993-1997.	50
4.3	Trend of the export values of Thai orchids to	
	Japanese market from 1974-1997.	51
4.4	Trend line of the export values of Thai orchids to Japan	
	in 1974-1997.	54
4.5	Import values of orchid flowers of Italy	
	(the top-sixth countries) in 1992-1997.	56
4.6	Trend of the export values of Thai orchids to	
	Italian market from 1970-1997.	57
4.7	Trend line of the export values of Thai orchids to Italy	
	in 1970-1997.	59
4.8	Import values of orchid flowers of the United States	
	of America (the top-sixth countries) in 1993-1997.	61

4.9	Trend of the export values of Thai orchids to	
	American market from 1970-1997.	62
4.10	Trend line of the export values of Thai orchids to	
	American market in 1970-1997.	64
5.1	The relationship between market concentration indexes of Italy	
	and market shares of Thai orchid exports to Italy	
	of Italy in 1992-1997.	76
5.2	The relationship between instability of Thai orchid exports	
	to the United States of America and market concentration	
	of the United States of America in 1993-1997.	82
5.3	The relationship between market share of Thai orchid exports	
	to the United States of America and market concentration	
	of the United States of America in 1993-1997.	83
5.4	Trend line of average prices of Thai orchid exports	
	to Japan in 1974-1997.	87
5.5	Thai orchid exports to Japan in 1974-1997, indexes	
	of value, quantity, and price, (1985 = 100).	88
5.6	Trend line of the average prices of Thai orchids	
	exports to Italy in 1970-1997.	92
5.7	Thai orchid exports to Italy in 1974-1997, indexes of	
	value, quantity, and price, (1985 = 100).	93
5.8	Average prices of import orchid flowers	
	of Italy in 1992-1997.	94
5.9	Import quantities of orchid flowers of Italy	
	(the top-sixth countries) in 1992-1997.	95
5.10	Trend line of average prices of Thai orchid exports to	
	American market in 1970-1997.	100

-

5.11	Thai orchid exports to USA. in 1974-1997, i	ndexes of	
	value, quantity, and price (1985 = 100).		101
A 4.1	The procedures for exports		149
A 4.2	The procedure of export transportation		150
A 4.3	The procedure for Thai orchids exports		151
·			