



**Independent Study Title**                      The Cost and Return of the Horse Carriage Business in  
Changwat Lampang

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**Degree**    Master of Accounting

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**ABSTRACT**

The study of The Cost and Return of the Horse Carriage Business in Changwat Lampang aimed to investigate cost and return of horse carriage business in changwat Lampang. The analysis was based on the data collected from the results of questionnaires obtaining from 61 horse carriage business's entrepreneur and interviewing a chairman of The Lampang Carriage Association, a leader of horse carriage queue. Horse carriage business's entrepreneur were divided into two groups. Which were professional group and non - professional group. The project period was quoted at 5 years. The discount rate was given at 8 percent.

According to the study, the researcher found that in average the horse carriage business has income 53,880 baht per year, investment consisted of capital 49,759 baht per year and the operation expenses including wages which its would be 47,938.42 baht. However, The study showed that the payback period was equal to 8 years 5 months 23 days. Return on investment was 73.87 %. Net present value was negative at 26,556.76 baht. The break-even point was at 2,875 baht per month. To sum up, the appropriate of running horse carriage business in Changwat Lampang is at a low level. The business give a low return. Income depends on number of tourist and seasons. Since horse carriages are needed to be reserved and prolonged, a person who runs this business should be experienced and love this career. If there are more help from government offices in marketing plan, the horse carriage business can be surviving.