

THE CASE STUDY OF OPERATION FROZEN FOOD IN RANONG.

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ABSTRACT:

The frozen food industry in Thailand had export product and create the revenue of high-value for Thailand. The frozen food can response consumers that work hard and have urgent. Consumers prefer to eat frozen seafood that emphasizes comfort also packed in sealed packaging that clean and hygienic. From this research had the objective as follows; (1) to study the Logistics production of frozen food in Ranong (2.) to study the problem and solution in the production process by using the fishbone diagram (3.) to study the competitive ability by using SWOT for analysis. The researcher used a qualitative research and gathering the information from documents related research, website and observation method and interviewing department heads of companies in Ranong. From the research the process of frozen food were as follows;1. The company buy shrimp and squid from farms that have quality and bringing shrimp and squid back to the company.2. Bring shrimp and squid from containers and import raw materials into a sorting machine.3. Bring shrimp and squid are cleaned to get rid of contaminants. And reduce the initial amount of microorganisms in raw materials.4. When cleaning, there will be staff to sort the raw materials again.5. Production process will be removed shrimp shells cut back and squid will be peeled off, cut eyes and ink bags the characteristics required by customers.6. Quality grading raw materials will be used to drain the water before selecting the size, quality and weighing.7. Individual quick freezing (I.Q.F.) is a method for producing frozen products or one piece selected products will be sorted on the conveyor belt to be shipped into the freezer. 8. Packing shrimp and squid into a box packaging.9. Inspect the quality and contamination of raw materials by inspection machines and from QC staff.10. Store raw materials in the cooling room. From the study of the production process, most of the problems were human error and machine breakdown. To analyze by use SWOT found competitive ability in Ranong has an advantage on the Andaman coast and Myanmar which is source of raw materials. And Ranong province also has many workers who specialize in the production of frozen seafood.

INTRODUCTION

At present, Thailand is one of the world's major food producers. Thai food industry has exported frozen food that generates income as a high value. Technology has developed and progressed more resulting in the development of frozen seafood processing is easy, which is another way of preserving food Is the form of frozen raw materials Frozen seafood and ready-to-eat frozen food To be able to maintain nutritional value completely Like prepared food Maintain the flavor of traditional food. The moisture of food when heated by microwave and the freshness of food, which is what canned food or Dry food cannot done. Including a variety of foods types each native food, health food and food menu that emphasizes the use of non-toxic raw materials, etc. Frozen food thus able to respond well to the lifestyle and needs

of consumers as well Frozen Thai food is produce for export of frozen seafood products. There are three major products such as shrimp, fish, and squid, especially fresh, chilled and frozen shrimp, which have the highest export value. The form of frozen seafood products varies according to the needs of consumers as follows.1. Fresh, chilled and frozen shrimp, there are many popular products such as cool shrimp, the head is not carved, the shrimp shell is cool, the head of the shell. Cool the tail, do not cut behind the shrimp. The whole body is not cool, the tail does not peel, etc.2. Fresh, chilled, frozen fishes, popular products are crushed fish, whole fish and fresh fish. 3. Fresh, chilled and frozen squid Can do many forms such as squid, carapace Banana squid Whole squid, etc.

RESEARCH OBJECTIVE

From this research had the objective as follows;

- (1.) to study the Logistics production of frozen food in Ranong
- (2.) to study the problem and solution in the production process.
- (3.) to study the competitive ability by using SWOT for analysis.

LITERATURE AND THEORY

This research to study the production process of frozen food industry in Ranong. By collecting data from in-depth interviews and department heads and knowledgeable people in the frozen food industry By using qualitative research methods. From the study process of frozen food industry in Ranong. It is a large company specializing in business to export of frozen and processed seafood Such as shrimp, fish, and squid. The company is committed to developing frozen and processed seafood in the field of quality and service. To create satisfaction and acceptance from customers. Frozen food companies in Ranong, there are many interested people and trading partners. The companies are produce of quality products cover the territory establishment of the factory in strict accordance with the EU regulations, and the certificate of HACCP. The company has a number of employees ranging from 300 to 700 people. There are many departments such as Office, production department of raw and cooked, personnel department, warehouse department, engineering department, store department, technician department, QC & Packaging department and sales department & Logistics. In order to achieve our customer satisfaction, company has applied our process quality systems which are GMP, HACCP programs and ISO9001 certification. Moreover, company can supply and deliver the highest quality of products through all the year at best prices. Frozen seafood industry has main products are: live frozen white shrimp, live cooked shrimp, baby cuttlefish, baby octopus, squid, shrimp PUD, ribbon fish, yellow croaker, golden thread, pony fish, white flower croaker, etc. The company will produce frozen shrimp which can be classified according to the production process into four main types as follows.

1.HEAD-ON, SHELL-ON is a shrimp that are in a natural state with a complete shell and tail.

2.HEADLESS is the shrimp that have been cooled off. But the body still has natural bark and tail

3.TAIL-ON is a shrimp that remove the head and shell. But remaining the last shell attached to the tail 4.PEELED is a shrimp that have a whole head and shell removed. There are both types of seizures (DEVEINED) and non-filling (UNDEVEINED). With a variety of products Frozen seafood industry in Ranong province. Therefore, able to export products to all overs the world.

Product

Frozen cuttle fish cooled



Shrimp Head less



Cooked bocked tail off



Frozen fresh Cooked Head
On Shell On shrimp



LITERATURE REVIEW

Taweesak Theppitak, 2006 Enhancing a Competitive Advantage Through Logistics Management in SMEs: A Case Study of Thailand's One Tambon, One Product (OTOP) After the economic crisis in 1997, the Thai government launched the One Tambon, One Product (OTOP)é project to boost Thailand's economic growth and seek competitive advantages that would enable tambons to exceed customers' expectations and enhance market and financial performance. The literature led to the conclusion that OTOP Logistics had been overlooked as the Thai government's policy had not given importance to Logistics management as a strategic and power tool for creating competitive advantage. The aim of this paper is to examine issues and extend the body of knowledge related to Logistics strategies of OTOP entrepreneurs in Thailand. A total of 120 questionnaires were sent out and 106 usable completed questionnaires were received, generating a response rate of 88.3%. The hypothesis was statistically tested using SPSS version 10.0.5. The results indicated that there were strong relationships between OTOP entrepreneurs' Logistics needs and implementation and enhancing competitive advantage. In addition, factors had strongly contributed and affected logistics operations and implementation. The implications reflected that building and adopting an effective logistics strategy offered opportunities to create sustainable competitive advantage. Further research in the area of logistics design and implementation particular to each OTOP product should be conducted. According with researcher studying the Logistics process in the frozen seafood industry with management to reduce the cost of storage. Because the company will produce according to the purchase order and shipped immediately. Therefore helps to reduce the cost of storage of products. The company also attaches importance to customer service with fast response to customer orders ,Product

development for quality , eliminate contaminant, and manage the transportation system by car and ship quickly.

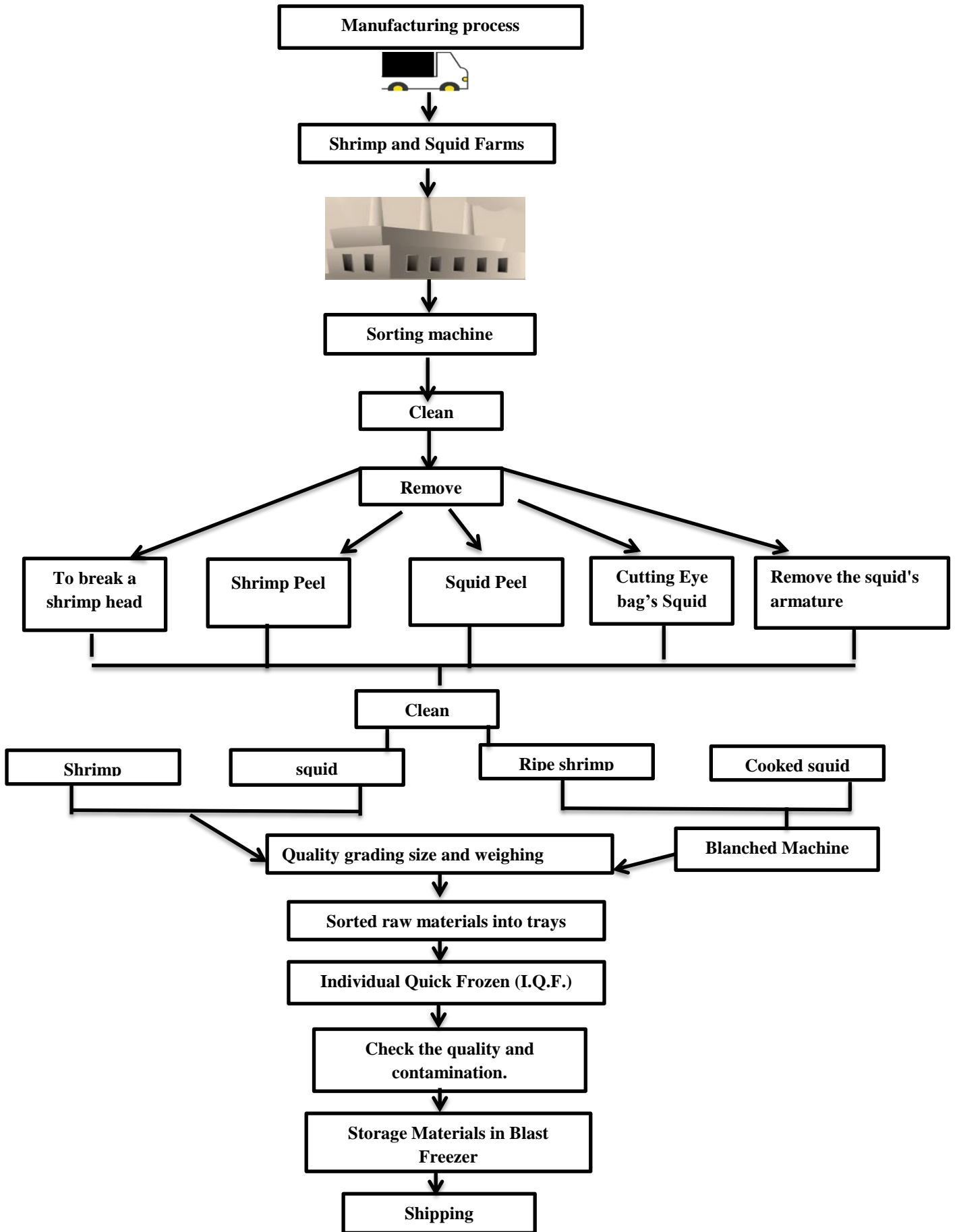
Panida sesawang 2015, The Capability of Thailand Ignition Wiring Sets used in Vehicles Automotive Before Open AEC the study found that in 2009-2013 a comparative disadvantage of Thailand in exporting this product was revealed as RCA is less than unity and also steadily decrease. The export growth rate of this product in 2013 dropped by 7.90 percent compared to 2012. The BCG growth-share matrix displays the position of Thailand's Industry was Dog which meant that Thailand had both low market share and low potential to export. The HHI determined that Ignition wiring sets industry was high competitive. On the SWOT analysis the study showed that the strength of Thailand's Ignition wiring sets industry were the support from Thai government's policy to be the Detroit of Asia and the quality of Thai workforce which was better than those of rivalries. However, Thailand needed to improve its weaknesses such as the dependency on importing raw material, high labor cost and product standard. If the mentioned areas were improved, it would certainly strengthen the industry competitiveness in the future.

METHODOLOGY

The researcher had prepared the qualitative research by gathering of the information by interviewing to ask the information from is the expert working in a frozen food company and staff in Ranong . The researcher had studied of the content, searched for the information from other documents, books, theses and related researches with the operation frozen food.

RESULTS

From the study process of frozen food industry in Ranong , The researcher studied about operation of frozen food. The main processes of operation frozen food were as follows;



1. Company buy shrimp and squid from the quality farm . Qualifying shrimp, squid, fish farm from the southern province of Ranong, Surat Thani, Chumphon and Prachuap Khiri Khan and bring shrimp and squid returned to the company.

2. Take the shrimp and squid that caught from the pond to the factory for no more than half an hour. Is considered a standard of the company to get fresh material. And bring the raw material to the size sorting machine to sort, size and weigh as customer required.

3. After sorting clean shrimp and squid to eliminate contaminants. And reduce the amount of initial microbes in raw materials.

4. After cleaning staff will sort the raw material.

5. Process of peeling shrimp, using human will be better than the machine. If using a machine, it will cause the shrimp to be bruised. There will be only one machine which is back cutter shrimp for easy removal. The shells of the shrimp cut back ,the squid are peeled, carapace removed, and eyes and ink bags. To have the characteristics according to the customers' need.

6. Clean and separate the production line. Divided raw material into shrimp zone, squid zone , cooked shrimp zone, and cooked squid.

7. Shrimp and squid must first be brought into the boiling and steaming blanched machine. After boiling, it must be soaked in cold water, and the water should be replaced regularly.

8. Grading raw material and sorting shrimp and squid with quality size and weighing.

9. Put the shrimp and squid into the tray and freeze at -40 degrees Celsius then package into the box. By printing the box and bag label for the customer require.

10. Individual Quick Frozen Production (I.Q.F.) is a method of producing frozen products. Raw material is placed on a conveyor belt to be sent to the freezer. After freezing and glazing are required by spraying with water or dipping in clean water.

11. Check the quality and raw material contamination by use inspection machine and QC staff. The products have standards in accordance with GMP and HACCP.

12. Packaging of frozen shrimp and squid into boxes and storage in the freezer room.

SWOT Analysis

(Strength)

1. Thai workers have the potential and expertise in seafood processing. Especially the process of peeling the skin, separating the shrimp head, and cutting the tail.

2. The frozen seafood industry in Thailand is committed to developing frozen and processed seafood regarding quality and service. To create customer's satisfaction that products are fresh, and good quality.

3. For easy to move product and emphasize the beautiful packaging company will development new product, and packaging for customer's satisfaction.

4. Using modern production technology to control production.

5. The frozen seafood industry in Ranong has its own shrimp farm. Therefore, they can manage raw materials very well.

6. Thailand has the ability to plan production processes. Therefore, able to invent a variety of products that customer's satisfaction.

7. The frozen seafood industry uses quality control systems, GMP, HACCP and ISO9001. Guarantee in a controlled production, good products, safety and sanitation.

(Weakness)

1. People think that the product is unhealthy because they perceive frozen as not good for health.

2. Facing shortage of labor due to the humid working environment and has a bad smell.

(Opportunity)

1. The trend of consuming fast and convenient products, so frozen seafood is therefore, one of the popular choices.
2. Frozen seafood is popular; the demand has a growing in the domestic market and foreign markets.
3. Thailand can procure and use raw materials from abroad to add value, especially raw materials from neighboring countries. Additionally, there are many products that are likely to develop into more variety quality products.
4. The lifestyle of people have changed. Since it requires time to work mainly, resulting in eating frozen food product will increase.

(Threat)

1. Technological development of the food business in Thailand is a smaller amount cause the frozen foods production method inefficient.
2. Insufficient personnel development especially the development of management systems such as ISO 9000 or HACCP.
3. Technical issue with technical specifications regarding product standards, packaging, labeling, leading to high production prices.
4. Thailand has higher production costs than neighboring countries, especially Indonesia and the Philippines. While Thailand still has to import raw materials from abroad causing a high risk uncertainty of raw material.

CONCLUSION

This research study is a study of the operation frozen food industry in Ranong . By researching and interviewing who works in frozen seafood industry in Ranong. From the preliminary data analysis in Chapter 4, it will give an idea of the principles of applying the Logistics process in the industry. Since the good communication process will result in the company having a competitive advantage about purchasing. The company selects raw materials from shrimp farms, fish squid that have high standards of good quality that response the needs of customers. And also has ship transportation by put product in container ship abroad. With regard to delivery to the right place, right time, and right condition. Including controlling the costs that will occur to be the most effective. The frozen seafood industry also pays attention to the employees, must have well-trained skill and expertise in fish, and shrimp production lines. Including the maintenance of various appliances activities within the cold warehouse. For storing every product with FEFO (First Expire date First Out) system. Which products will expire first Paid out first Reduce damage from expired products.

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