

THE ADDITION OF THE EFFICIENT DEVELOPMENT OF THE SHIPPING SERVICES BUSINESS OF AGRICULTURAL LOGISTICS, IN CHIANG RAI PROVINCE.

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ABSTRACTS

This study aimed 1) To study the development model to improve the efficiency of freight services, agriculture, business logistics Chiang Rai province 2) To reduce the cost of transportation of agricultural logistics in Chiang Rai province. In this research was to study the development model to optimize the transport of agricultural products logistics. To improve the landscape mode of transport agricultural products. To find ways to improve the short comings in the work. To build confidence Satisfaction can increase the competitiveness of business logistics in Chiang Rai province The methodology of qualitative research and determining the sample in-depth interviews with a group.

Found that the overall service delivery at the point of origin. Service punctuality The property has ample parking. Barriers to service more efficient. In previous work has improved. And satisfaction in their work. Business is also a development mode of transport agricultural products business logistics: 1) The division of duties by the aptitude of the individual business units 2) Are planned transport system is a step clearly 3) Format to optimize the transport activities 4) Are trained to service them efficiently to the service, and to provide transportation and service subsidiaries. The correct choice is to contact through multiple channels offers a variety of services to accommodate the service.

This research has developed a form of transportation of agricultural products logistics. By design, the cargo business and how to develop a form of transportation. Improving deficiencies in transport on time. In order to reduce the shipment. To improve customer satisfaction and enhance the competitiveness of business logistics.

Keywords : Adding style, Service development, Transportation agriculture, Chiang Rai province.

INTRODUCTION

Transportation business (Transportation or Transport) to move people. Animals or goods from one point to another point of destination. By using tools or vehicles include land transport. Water transport air Transport And pipeline transportation The government's investment in the infrastructure for these. The current government has realized the importance of transport. Thailand due to reliance on the export sector is mainly driven by the ASEAN countries, Thailand's exports accounted for 23 percent of the exports of the country. The government recognizes the importance of leadership as economic centers and transportation in the region. It has set the strategic development of the system. Logistics in Thailand.

Chiang Rai province in northern regions that have the potential to produce, market and export to foreign countries. Since there are abundant natural resources A good irrigation system Making it possible to farm throughout the year. With easy transportation and is near a source of exports and space. Vegetables are grown in the fields of good quality vegetables safe from chemical residues. Toxins and contaminants in a long time. In particular, it is the company that operates several companies exporting fresh vegetables. In Thailand Chiang has been producing vegetables for export various kinds of bamboo shoot, guava, vegetables, corn, vegetables, mild winter. Peppers and leafy other. There are companies that buy produce from farmers into different formats for delivering these products to consumers both at home and abroad.

In the business of exporting agricultural products also face problems in terms of international law in its performance in terms of production. Management, transportation management, farm storage farm productivity. Flights between growers to exporters. So the goal is to promote Thailand as the Kitchen of the World (Kitchen of the World) should be encouraged entrepreneurs to achieve integration into the network throughout the supply chain, from raw material production, processing, transportation technology development. harvest to send out to consumers. Network development must include the stakeholders from all sectors. Create Supply Chain Management (Supply Chain Management) in order to strengthen the system of agricultural production potential of both quantity and quality of agricultural products. (Department of Export Promotion, 2011,p.45)

The researcher sees the development of effective ways to increase freight services business of agricultural logistics. Chiang Rai to bring solutions to increase business efficiency, reduce barriers to goods and services can meet the needs and upgrade the capacity to transport them into universal.

OBJECTIVE

1. To analyze the performance of the freight logistics business of agriculture
2. Development model offers cargo transportation, agricultural empowerment and raise transport.

LITERATURE REVIEW

Managing logistics supply chain management. Those who play a critical role in agriculture, including farmers, exporters and consumers, the role of farmers directly related to GAP Department of Agriculture, which is already an administrator. The Department of Agriculture operates in the areas of systems management, logistics. Which aims to achieve the utility of time and place. To bring goods from the origin to the desired system. It comes from a legitimate source. The volume needs to be. Documents with the correct information. To the correct destination At the right time And under the right conditions with the right service systems such. Will focus on the appropriate management processes to reduce manufacturing cost and time savings in the operation. Logistics operations to the agricultural sector focused on information systems. This means the flow of information that is accurate and conditions can be reversed in every step. Part of the Supply Chain Management System Oval has begun the process of planning for the development of logistics activities in the military. The age of the production primarily. Managing logistics to the people. Wanee Sutthachaidee (2016) The Warehouse And transport costs are so high in the distribution process. Late in. Fri., 1964. Start with coordinating the distribution process. But the lack of personnel responsible for inventory and begin to look for alternative activities and logistics.

But times and exchanged in supply chain management. Usually occurs between the company, Rutgers Rutgers atmosphere. Wants to increase turnover Under conditions in which they are interested. But it may be that little / no. About other companies in this current system. It was kind of parent company With the aim of recruiting resources to enter the parent companies. Figure 2.1 The elements of logistics management and related parts (Kumnai Apibpratyaa 2006, p.33).

The importance of transport, means of transport is a fundamental factor in the economic development of the country. Transport activity is the main activity of the event logistics. Events are moving through distribution channels since moving from raw material suppliers to manufacturers. To enter into the production process into finished goods and the movement of goods. The finished product to distributors. (Distributor) for delivery to the consumer. By using various modes of transport to help in moving. The transport has to play a role. The significant utility in the creation of the time and the place is huge. Each business will have transportation to get involved in the operational activities such as transport for export. Transport activity for distribution to retail clients or your event transportation services.

METHODOLOGY

A Qualitative Research (Qualitative Research), which examines the theme of environment, transport and business strategies for the development of agricultural products logistics business logistics destination. With the Orange depth interviews (In-depth Interview) sample. The question is an open-ended question (Open-ended Question).

The population in this study is the small and medium businesses owned by logistics, transport of agricultural products. Chiang Rai province The key informants including determining the sample interviewed a group. The group consisted of agriculture of 20 and a cargo of 10 analyzed data from interviews with both groups to study efficient logistics model freight agriculture, including business owners, small and medium-sized enterprises. business logistics.

The tools used in this research is in-depth interviews (In-depth Interview) The question was open-ended (Opened-end Question) is the process of creating and monitoring the quality of in-depth interviews were 1) the question. the researchers created the concept and purpose of the research study on the development of this form of transport conditions and business strategies for the development of the shipping package. Sq.m of logistics destination. By using semi-structured interviews. The interview guide (guided interview) is an unstructured interview or an open-ended interviews. Which is a form of transport agricultural products logistics destination. To engage in suggestive interviews. The data is transmitted in its entirety and is actually the most divided into 3 parts: Part 1. Start a conversation. Access to the issues to be studied 2. dictaphone operator interview. Is a tool that records were not recorded. For more detailed Before the recording of all time. The researcher, who requested permission to interview every time. Then the conversation during the interview transcript to bring in data analysis and presentation. 3. Use the camera to an operator. A tool that allows to record conversations and other enterprises, the investigators used to explain the study results. A questionnaire has been prepared for the questions related to the mode of transport of agricultural products logistics during the interview.

RESULTS

Overall, the level of service. Be clear in explaining to clarify and recommend steps to serve a total of 30 cases for the period of service is appropriate, meets the needs of the client service quality standards, such as the process is clear and transparent. and empathy, enthusiasm and readiness to serve the freight. And find out how to reroute ships to transport goods around the system and procedures. At a good level, you can take the route of transport vessels to avoid situations that require the shortest transit route aircraft around fast in the area of road transport aircraft raise the minimum situation there. limited space or want to reduce the area. And routing the road in the area of transport vessels that feed a minimum. Storage of agricultural products and found. The size of its plant to a similar manner. It is to a large extent are harvested each period depending on the size of the selection of appropriate transport to the recipient. And is harvested by the age of the agricultural products. The major customers And found that the transportation management process with clear orders to meet the needs of the clients. Providing cargo services and correctly have the option to contact through multiple channels offers a variety of services to facilitate the client and the service activities to build relationships with customers continuously. Factors affecting the choice of mode of transport as a whole found. The service after evaluating the right choice. In often bring experience gained from serving clients to say to the other person has to evaluate providers of goods and information from different sources and alternatives with the client. Networking and alternative forms of transport.

And found to carry the freight network, so they do not have to waste it. In a very good management information system software and services that meet the objective of creating networks and alternative forms of transport to the appropriate clients are empowered with the management. the service is very good and also has links to both government networks. The commercial sector to help the development of the transport development. The nature of its overall productivity is found. Regardless of the size of the production of agricultural products stable.

DISCUSSIONS

From research The addition of the efficient development of the shipping services business of agricultural logistics. Chiang Rai province The purpose is to analyze the patterns of freight transport, agriculture and development of agricultural products. Consistent with research Thanit Sotharat (2007) supply chain management. Contractor means the process of integrating about managing relationships. (Relationship) between partners (Suppliers) and customers from upstream. This is the origin of the goods - raw materials (Origin Upstream) and finally goods or materials that are transported, stored and delivered at each stage of the supply chain. The goods have been delivered to the recipient, the last (Customers Downstream) efficiently and effectively, both in terms of cost and time. In accordance with Kumnai Apibpratyaa (2006), the definition of supply chain management refers to the process of integration, coordination and movement control and materials inventory. And finished goods And information about the process from raw material through to the consumer. In order to meet the needs of consumers. Defines supply chain management, supply chain that consists of a single method. Management of the aims of the enterprise supply chain management. Working together, these organizations are effective. Raw material suppliers, manufacturers, distributors. Warehouse Management The freight service And retailers The production and distribution of accurate location and time, with the goal of creating satisfaction. The needs of our customers with the lowest cost with the research of The

Council of Logistics Management (1986). Definitions Supply Chain Management Aspect is related to the Logistics Supply Chain Management Logistics is to look outside the organization, including customers and suppliers with the Stevens Gaham (1989, pp.3-8). Supply chain management is a connection-oriented activities planning. Coordination and control of raw materials and components from suppliers to customers. By focusing on the flow of materials and information are the two elements. The statements in a similar bite most common as Jones and Riley (1984), Houlihan John.B (1985), Steven Gaham (1989), Scott and Westbrook Robert.A (1991), Lee and Billington (1993). and Lamming (1996) says that supply chain management is a management system that includes suppliers, manufacturers, distributors, merchants and customers with material flow from suppliers at the source to the customer at the destination at the same time. there will be a flow of information back to both the second and in 1998 The Global Supply Chain Forum has provided a consistent definition of supply chain management as an integrated process, coordinate and control the movement of inventory and raw materials. And finished goods And information involved in the process from raw material through to the consumer so as to meet the needs of consumers. And also to remove the key business processes from individual consumers to the delivery of the first to participate in. Provide products, services and information. That can add value to our customers and business partners. Consistent with research Chopra, Meindl (2002) supply chain along with gross every step involved both directly and indirectly in response. Customers not only on the part of manufacturers and sellers of factors. Only production It will include the The carrier's warehouse Vendor

And customers also showed a similar Kamolchanok Suttiwat Naruthiph (2003) Supply chain management refers to the integration of business processes from beginning until the final consumer. The first distributor that serves the procurement information services to add value to the consumer and supply chain management refers to the management of the flow that. Occur during various stages in the supply chain. Ability to achieve profitability of the supply chain as much as possible (Wittayaa Sukhothai 2007, p.15).

RECOMMENDATIONS AND ADOPTION BENEFITS.

1. Entrepreneurs are trained workers, transportation is always to meet customer needs and to offer customers the most impressive and reach target customers regardless of the contributing factors. the decision to use public transport of agricultural products, agricultural products, transport operators. Chiang Rai province.

2. The development of transport conditions and business strategies for the development of agricultural products logistics business logistics. Have to consider the cost of delivery, from upstream to downstream, as well as the positive and negative factors that hinder the proper services. And the area of storage products to customers affected by the decisions of our customers in the future, especially in developing mode of transport agricultural products. Chiang Rai province.

3. Guidelines for the development of cargo to the international standards. The results are used as a guideline to improve the service to more efficiently should the comparison model.

SUGGESTIONS FOR FURTHER RESEARCH.

1. There should be a study of the factors that impact the safety and mileage services to reduce freight costs in the current.
2. A focus on traffic routes that are limited because of the time urgency Lost Time. communication within the shipping service to the recipient.
3. urged the need communication with sophisticated electronics and fast. Day-to-serve.

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