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ABSTRACT

The objective of this study are studying on management, strategy management administration guideline, factors that effect the cooperative to success, cooperative's members participation and satisfaction, including problems and obstruction. The study found Lamtakong Landsettlement Agricultureral Cooperative Limited was registered to establish on April 12th, 1973 in Amphoe Pakchong, Nakonratchasima Province. Presently consists of 2,676 member, 32,552,500 baht of capital fund and 16,304,481.03 baht of management fund. For managing credit business, buy sell business and Agricultural Enterprise Promotion and Service in 2004, the net benefit was 9,304,170.20 baht.

Financial Analysis found the proficiency ratio in 2003 was 1.48, indeptedness capability was 2.01 time, expense capability was 0.93 round. For Profit making capability has 8.15% of Profit ratio per property, member increasing ratio was 6.37%. For Administrative Strategies, the cooperative has schemed 4 Projects as follow 1)Paying Materials for the Credit Leading Project. 2)Career Promotion Project. 3)Transforming com-cob into veterinary food Project. 4)Expandable Project for Products Collection Business. From Strategic Position Analysis found the cooperatives presently use an aggressive strategy due to that they have a strong financial and management points and these becomes their success in 2004 as being selected to be the excellent cooperative in both regional and national level. In terms of the factors they achieved in using strategic management were 1) Member's role and participation 2) Administrative Management capability of committees, officers and staffs 3)Initation in Strategic schemes 4)Financial Stability 5)Organizing Public interest and welfare for members, commitlee and officers 6)No drawback in management 7)The work is acceptable for members and the other and 8)The officers of the Cooperative Promotion Department continually supervise and advise.

In terms of members' satisfaction found as high as 2.61 in average satisfied with the cooperative that solved the problems, and 2.70 in average satisfied with the staffs and officers who are the most acquainted. In terms of members' participation found 3.54 in average of the members participate the most in Annual Conference. For the problems and obstructions of the cooperative were 1) Buying high-moistured coms. 2) In the farmers sell their products in much quantity case, the cooperative has to lose money by selling the farmers product to the traders in the less price. 3) Capital activities, credit and deposit problems were that the cooperative could not collect and some members borrow money for other unrelated purposes. 4) The members did not cooperate good enough in career promotion. 5) In Marketing problems, the competitors are more potentiality, therefore, the members decided to use their service, which is more convenient and quickly. 6) In financial problem, the cooperative is lack of the capital fund and 7) Organization development problems are members lack of knowledge, and understanding in the roles of the cooperative along with the officers are lack of team working.