

Patcharee Sudjanhram. 2004. *The Management of Blackcurrant Wine Production: A Case Study on the Farming Housewife Assembly in Naku District Branch of Kalasin Province and The Farming Housewife Assembly in Phupan District of Sakon Nakhon Province*. An Independent Study Report for the Master of Science in Agribusiness, Graduate School, Khon Kaen University.
[ISBN 974-659-748-5]

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Abstract

This study was intended to explore the state of affairs, expenditure, reimbursement, financial budget, and marketing in the black currant wine production of the Farming Housewife Assembly in Nakoo District Branch of Kalasin Province and The Farming Housewife Assembly in Pooparn District of Sakon Nakhon Province.

The manufactory for Nakoo housewives is located at No. 76 in Community 9 (Jarn Village) of Nonnajar Subdistrict in Nakoo District Branch of Kalasin Province. It has been established since April 12th, 2001 with reference to the development of communal economy under continuous governmental support and supervision in terms of the set-up, production, marketing, funding management, and promotion on the affairs of the assemblies. This has culminated in procedural foundation and legal administration in the assemblies as well as additional family income from the processing of seasonal fruit to help in the development of living standard in response to the project of "One Tambon One Product" from the government.

The manufactory for Pooparn Housewife is located at No. 97 in Community 5 (Non Hua Chang Village) of Sarng Ko Subdistrict in Pooparn District of Sakon Nakhon Province. The assembly headquarter has been founded since October 22nd, 1982 on the area of 1 rai and 6 square wa for 32 initial members. There are currently 248 housewives enrolled in the assembly.

The foundation of the assemblies was intended to bring about family earnings in addition to that from paddy and cassava farming while awaiting the harvest. The wine production and market demands for quality wine are currently met. Improvement in

production is continually made in spite of unsuccessful management during the first few years of insufficient experience in business administration. The operations of the assemblies are equipped with governmental support in terms of training on production, marketing, and administration. Provided with governmental and private funding, the blackcurrant wine production from both housewife assemblies has been widely recognized.

From the study on 2002 expenditure and reimbursement, the Housewife Assembly in Nakoo, Kalasin, achieved a sale of 10,190 (92.64%) out of 41,000 bottles of blackcurrant wine from a variable cost at 263,025.27 baht and a fixed cost at 15,900 baht (5.572%), adding up to a total cost at 278,925.28 baht. The Housewife Assembly in Pooparn, Sakon Nakhon, achieved a sale of 37,642 (94.10%) out of 40,000 bottles from a variable cost at 2,319,628.17 baht (97.79%) and a fixed cost at 52,416.30 baht (2.209%), adding up to a total cost at 2,372,044.47 baht.

In the production by Nakoo Housewife Assembly, stamp duty and blackcurrant price accounted for 30.856% and 12.045% respectively of the variable cost, combined with a non-cash fixed cost at 15,900 baht and average cost per bottle at 25,927 baht. In the production by Pooparn Housewife Assembly, stamp duty and blackcurrant price accounted for 30.353% and 26.508% respectively of the variable cost, combined with a non-cash fixed cost at 52,416.30 baht and average cost per bottle at 59.290 baht.

The Nakoo Housewife Assembly was reimbursed at 1,222,800 baht for a total cost at 278,925.27 baht, provided with a net profit at 943,874.73 baht and a net income averaging out at 96.089 baht per bottle. The Pooparn Housewife Assembly was reimbursed at 4,517,040 baht for a total cost at 2,372,044.47 baht, provided with a net profit at 2,154,995.53 baht and a net income averaging out at 62.022 baht per bottle.

An analysis of funding budget in the Nakoo Housewife Assembly revealed the current liquidity ratio at 1.780%, quick ratio at 1.275%, debt ratio at 16.30% and total debt owner's equity at 5.48%. An analysis on the rate of return on investment revealed the return from profit before tax at 943,874.73 baht, the return from profit after tax at 660,782.32 baht. An analysis on net profit margin indicated the profit before tax at 77.197% and the profit after tax at 54.038%. An analysis of funding budget in the Pooparn Housewife Assembly unveiled the current liquidity ratio at 3.841%, quick ratio at 3.403%, debt ratio at 26.03% and total debt owner's equity at 6.212%. An analysis on net profit margin indicated the profit before tax at 47.71% and the profit after tax at 14.312%.

An investigation into the marketing by the Nakoo Housewife Assembly presented major markets in the district at 31.25%, and minor markets in Kalasin City and trade fairs at 25.00%. Major markets in other provinces at 50.00% and minor markets in Sakon Nakhon City and trade fairs at 17.86% accounted for the marketing by the Pooparn Housewife Assembly.

The blackcurrant wine production has resulted in the assemblies of farming housewife, sufficient production capacity, direct and indirect governmental promotion and support to the products. Numerous manufacturers and stronger competition in the market have caused the housewife assemblies to develop the quality and standard of their products to meet the market demands in the long run.