

The Development of logistics and supply chain to increase the export value of shrimp farming beautiful Thailand, Samut Prakan.

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Abstract. Research to development, logistics and supply chain to increase the export value of shrimp raising Thailand's beautiful. The purpose of the research is to. 1) to develop logistics shrimp a reduction in the cost of exported shrimp to the beauty of Thailand 2) to develop support decisions to optimize export shrimp beauty of Thailand 3). to guide the preparation of a strategic plan to export shrimp beauty of Thailand. The study of supply chain shrimp beauty of Thailand consisting of 1) the aquaculture farms or 2) collect or middlemen 3) export or export agent 4), operators, logistics 5) marketing partner. trade 6) Government. The study logistics systems. Modes of transport such studies indicate the cost of logistics. The duration of the transit routes, as well as the issues facing various obstacles that should improve education and decision support systems. Strategies to optimize the output. The data were collected by brainstorming. In-depth interviews and questionnaires were used for statistical analysis. Average standard deviation BY purpose of education The research found that System route master buses to export shrimp beautiful. Can tame route between farm-to-export companies. In comparison to the nearest and most economical route for the operation to a great extent. Packaging for Transport (Brewing g) can be packed into a cylindrical plastic crates. (Fruit crate) the volume of freight per trip, up 26.23 percent and packaged into a cylindrical foam volume transport per trip increased 33 percent. 33 packaging Brewing fish to maximize the value of retail trade in the country. Can add value has increased more than 20 times the original price. And can be applied to a very great extent. Decision support system for optimizing the output Brewing beautiful beach of Thailand. Can help in investment decisions with shrimp. Analysis of Brewing fish species. Can be used to perform at a good level. And supply chain strategies Fish Brewing beautiful creative. The approach to strategic supply chain Brewing beautiful beach to enhance exports.

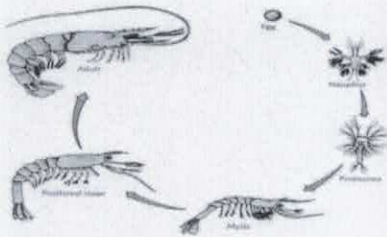
Keywords— development, logistics, supply chain, exports, shrimp beauty of Thailand.

INTRODUCTION

In the past, the aquaculture activities for sustenance. Production to meet the needs of a household. If production exceeds demand, household consumption, thus leading to a trade. And is a professional society that is paired with Thailand for a long time. The Feast of farmers mimics nature. Later, with the development of science and technology. And the economy The production and aquaculture products has been linked to trade into a production and aquaculture, commercial and manufacturing products to meet the needs of both domestic and foreign markets. Shrimp beautiful Fresh water crayfish or crawfish Retriever. The overall shape great body. Aquaculture is one of the leading groups in the country to be beautiful and cultured aquatic animals for human consumption. May develop an aquaculture industry. At present, the party widely. Especially in aquatic beautiful. The shrimp are beautiful creatures that consume fossil is the staple food, but in a culture where food is limited. The shrimp catch from other living things for food or even shrimp beautifully together.

The issue of raising shrimp. In breeding shrimp species have developed different ways. That can prevent cannibalism and reduce mortality as much as possible. Shrimp can grow in nature, it may well be because the shrimp get micronutrients from the soil under the water accumulated in some parts (Pegbuy, 2552). The key issue in the development of transport logistics and supply chain management to increase the value of exported shrimp beauty of Thailand and the sale must be packed each in a separate container to prevent aquatic Bobby repeated. or death due to fighting To transport animals without anesthetic that is a very good one and is widely used abroad. Because animals are transported by this method is still going strong as well. The body is not a repeat or have any wounds. During transport As well as transport equipment is simple and not complicated. It can also be transported in quantities greater than normal, up to 2-3 times the water can cause asphyxiation in transit can packaging animal water containers in the same period of many. Making it easy to save space and reduce the cost of transportation (Tassanai, 2548).But recent research, there has never been a study on the cultivation and marketing of shrimp, either beautiful or not the circuit. That presents a new concept of modern education to analyze the operation of the business has.

Such a concept is The value chain Or Supply Chain (Value Chain), which is a concept with a focus on the analysis of all the activities in the production of goods and services. The analysis of the flow of goods. Cash flow and the flow of information at each stage of production. The goal is The added value of products ranging from raw materials (Raw Material) for the production of a cascade. Or a chain in each period until conversion into finished goods (Finished Good). And leverage the entire value chain of the business to a higher shrimp. Therefore it is absolutely necessary and urgent to research and analysis system, logistics and supply chain to maximize the value of exported shrimp beauty of the farm to contribute to the competitiveness and self-reliance basis. priority of government.



RESEARCH OBJECTIVES

- 2.1 The development of logistics shrimp in a cost reduction of export shrimp to the beauty of Thailand.
- 2.2 To develop a decision support system to enhance the export of shrimp beauty of Thailand.
- 2.3 To guide the preparation of a strategic plan to export shrimp beauty of Thailand.

SCOPE OF RESEARCH

- 3.1 Scope of the population And determine the sample used in this research. The population as a source for research about the development of logistics and supply chain to maximize the value of exported shrimp beauty of Thailand. Samut Prakarn Province Sample Configuration groups are entrepreneurs beautiful farm in Samut Prakan province. With a simple random (Simple random sampling) scheduled sampling, omitting the night. The calculation method of Taro Yamane lack of samples used in the research of the 155 samples.
- 3.2 Scope of Content Set about the development of logistics and supply chain to maximize the value of exported shrimp beauty of Thailand. Of households The five research areas:
 1. Theory. Management of logistics and supply chains.
 2. Concepts and theories about reducing the length of the cargo.
 3. Theory logistics costs.
 4. Theories about the decision.
 5. Overview of shrimp farmers beautiful.
- 3.3 The period of data collection.

This research takes in data collection during the month of March 2560 - April 2560 period to 55 days.

The importance of logistics and supply chains

Logistics (Logistics) "and" supply chain (Supply Chain) "in a way that may make many readers wonder if these two terms are different. In fact, we could say that the logistics and supply chains are almost inseparable. If two words to describe it would have to start from the first broad theory or a Value Chain Value Chain.

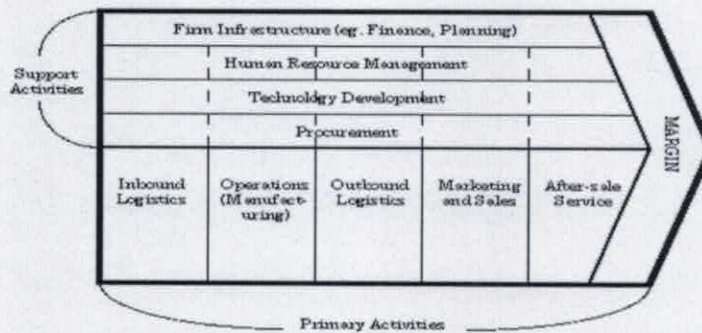


Illustration 1.1 Value Chain

Primary Activities: Line Functions

Main activities consist of adding value to the product throughout the process. Whether it be in manufacturing, shipping, marketing and after sales services. Inbound Logistics is an activity where raw materials or components are used for production to prepare. It consists of input, storage and production planning. For example, in the computer industry, Inbound Logistics is the acquisition of various components into the computer as the next step. It is the process of producing a product and including all the processes of changing the state of the raw material or component into a product or final product. Here it is assembling various components into a computer. These activities also include Packing Quality control of products to meet standards and maintenance of machinery to be available regularly. Outbound Logistics is the storage and delivery of goods to buyers. For this example, it is to store the assembled and manufactured computers in the warehouse. And delivery to Marketing and Sales. Is the process of analyzing customer needs. And meet the need for the company to sell the product. After-Sale Services After-Sale Services After sales service, the company must have after sales service to satisfy customers. And it's a great opportunity to make the next sale. Such as product warranty Inspection and Repair Service Service centers.

4.2 Support Activities

Supportive activities are activities that will enable the core activities to run smoothly. Infrastructure The main activities that companies need. Like financial management Strategic Planning Management structure, etc. Human Resources Management Selection and development of personnel in the organization. Include all personnel management, such as employment policy and compensation management. Technology Development encompasses technology that will support the implementation of all core activities. Warehouse Management System and Inventory Management Procurement of raw materials and machinery for production when each company has a Value Chain that contributes to the creation of added value and competitiveness. We will take a broader look at our partners and customers.

EXPECTED RESULTS FROM THIS RESEARCH

1. The expansion of trade and investment in the development of logistics system, the beautiful shrimp to reduce the cost of Thai exports.
2. Factors in Thailand's development of decision support systems for exports and investment.
3. Make a strategic plan for the delivery of Thailand and more expansion as an opportunity for Thai products.

DATA ANALYSIS

The complete questionnaire was analyzed and processed using descriptive statistics. Frequency percentage The analysis of data from structured interviews will be performed on the data. By compiling, grouping answers. To be able to analyze and process data more easily because the interview data is many or very scattered.

RESEARCH RESULT

The researcher studied the theory and related works.

7.1 Logistics Supply Chain Management Concepts Today in Thailand, there is a great deal of talk about logistics and supply chain management. The government has begun to focus on supply chain management and logistics as a means to increase supply and demand. Can compete for the country. As can be seen from the government. Determining the direction of logistics development in the country. The Strategic Mapping, which defines the responsibilities for the agencies involved in the development of logistics and supply chains. Include the following details.

7.1.1 Definitions of Logistics Management For the definition or definition of logistics management, the definition is as follows. The Council of Supply Management Professionals is defined as follows: "Logistics management is the planning process." Compliance Plan and control the movement and storage of goods, services and related information from The beginning to the point of consumption to meet the needs of customers effectively and effectively" (Chaiyot Chaiyudh and Muyaphan Chaiyanan, 2007). Martin Christopher (2005, cited in Tanith Socrates, 2007) defines logistics as the process of strategic management. It involves buying, moving and storing raw materials. And finished goods, including processes related to The flow of information within the organization and between organizations. The purpose is to increase the effect. Profit and efficiency both reduce costs. And order fulfillment The implication of logistics is The process of managing and building upstream partnerships upstream. To create value under the cost reduction included in the supply chain or logistics management is the management process. Movement and storage from raw material suppliers to the final consumer. (Mr. Uphich Phisakasakul, 2006)

7.1.2 Logistics activities are divided into 13 activities as follows: Group is the core activity of the organization. It consists of eight main activities: (1) Customer Service is an activity that the organization seeks to fulfill. Customer needs How well it depends on the efficiency of other logistics activities, including the delivery of goods on time and on time. (2) Order Processing (Order Processing) is an activity that is required. Try to act as quickly as possible to meet customer needs. At present, most organizations Often, computer systems and e-business management are used. For convenience and speed (3) Demand Forecasting is a forecast. Demand for goods or customer service in the future. This is an important activity in that. Will generate profits or cause companies to lose money on operations. Predict customer needs in advance. It will help the company. Determine the direction in which the product will be produced, or how many personnel and equipment will be provided. If customer demand forecasts are wrong, it will affect the cost and performance of the company. Inventory Management is one of the most important activities. Because of the amount of inventory available, there is no way to influence the organization, especially in terms of capital.

Organizations with high levels of inventory can respond well to customer needs, but at the same time. Large quantity of goods It results in the organization wasting its capital-raising opportunity to recycle its storage costs. Goods. Therefore, the organization must take into account the level of inventory. Suitable to meet the needs of customers. To be able to reduce costs. (5) Transportation activities. Transportation covers all activities that move. The product from the point of origin to the point where consumption is most effective. The shipping must be accurate. Completely in perfect condition. And on time It can be said that from the perspective of the people, transportation is the most obvious logistic activity. (6) Warehousing and Storage is an activity related to Warehouse management such as storage. Warehouse Management Equipment needed to carry out activities within the warehouse. At present, the warehouse management activities are Another value-added activity for the item. (7) Reverse Logistics is the process of managing returned items. (8) Purchasing is an activity related to purchasing. Supply raw materials and Services in the selection of raw material suppliers. Set time and volume to order and build relationships with raw material suppliers.

The group is a supportive activity. The organization's work consists of 5 activities:

- (1) Part and Service Support, which is responsible for aftermarket products. Which is part After-sales service is provided to the customer by supplying spare parts and tools. To prepare for fast service and Effective for customers in the event of a defective product. Responsibility for after-sales is Satisfy customers. This will have a long-term impact on your

future purchase decision. 8. Good feelings with the brand. Therefore, it can be said that this activity has helped the company to maintain its Long-term relationships with customers.

(2) Plant and Warehouse Site Selection The location of the plant and the warehouse must be selected. It is important for the nearness of raw materials and customers. To facilitate the access and related to the transport distance and the ability to meet the needs of customers.

(3) Material Handling is an activity related to the movement of raw materials and inventory during production. Including moving the finished goods. Within a factory or warehouse The purpose of the management is to - minimize the amount of transportation possible - reduce the number - correct the bottleneck process for better flow - reduce as much transport as possible to save labor and costs. In order to achieve this objective, the organization seeks to minimize the number of objects displaced as much as possible each time it moves. There are costs incurred from moving objects, so if you can reduce the cost, this will reduce the cost per piece.

(4) Packaging in marketing. Packaging, which is characteristic of nature. Outside of the product This must be able to draw consumers interested in the product. But packaging logistics will play a significant role in marketing. First, packaging is what it is. Protect the product itself from damage while it is moving. Second, good packaging. It helps the process. Moving and storage of goods is more convenient.

(5) Logistics Communications. Performance within the organization It can be considered as one of the important factors that affect the success of an organization. Corporate communication should be as follows: - Communication between organizations, suppliers and customers. - Communication between departments within the organization, especially the accounting department. Production Marketing - There are 13 communication activities between the logistics activities. - Communication in the sub-departments. For example, the sales department with the customer service department in the marketing department. - There is communication between the members of the supply chain who do not have direct contact with the organization, such as the first supplier in the supply chain. The 13 main activities of logistics activity can be classified into 5 groups: production management Marketing and customer service Supply of raw materials and equipment Distribution and inventory management, delivery covering logistics knowledge (<http://logistics.dpim.go.th/>, 18/11/2012 at 21.31)

7.2 Concepts and theories on reducing transit time Improving work processes or reducing workflows to reduce transit time is a part of increasing productivity, helping the transportation process to work more efficiently. Many academics give the meaning and importance of reducing time. Or transport procedures as follows; Manochritiyo (2008: 1-3) states that the study of how to work in various stages is to develop new, easy, fast, and cheap ways of working that are more effective than the original method. The work process is less than the original. The goal is to increase productivity. Reduce losses. And the cost was lower in 1911. Frank Bunker Gilbreth Motion Study is defined as a technique for analyzing performance to eliminate motion. No need to leave and recruit the best and fastest way to work. Including improvements The standard way of working Tools And coaching staff to work the right way. The word education, work and study movement. Have the same meaning and have The goal is to optimize the same production process. The popular use of the word The "Study of Work" refers to the term "study of movement".

The purpose of study is to work as follows.

1. To improve the production process, to improve performance.
2. To develop new work. To reduce fatigue.
3. To increase the efficiency of the use of inputs such as people, raw materials, machinery, technology, energy, Managed services and other necessities. There is a need for product or service.
4. To improve the place and work environment to suit the behavior of the organization.
5. To determine how to move materials during production to maximize performance.
6. to use for the standardization of how it works.

CONCLUSION

Research studies The development of logistics and supply chain systems to increase the value of Thai shrimp exports. Samut Prakarn Province Is a qualitative research It focuses on the problems and obstacles in the export of beautiful prawns, as well as the research on how to export beautiful prawns to foreign countries.

Problems and Obstacles of Exporting Beautiful Shrimp

Can summarize key points as follows.

1. The problem of production standards is the beautiful shrimp culture is free. Lack of good production planning and management. Uneven yield Lack of knowledge and understanding in shrimp breeding, beautiful shrimp makes no quality.
2. Plague problem It is the main problem that damages shrimp farmers and exporters.
3. Competitive issues. The impact on the export of beautiful shrimps, because the country has competed in a standardized management. The government is very supportive. The beautiful shrimp in Thailand is not standard lack of diversity. Lack of production techniques Make no quality shrimp without quality.

The export of Thai shrimp to abroad

From the export of beautiful shrimp to abroad, export value is increasing each year. The most exquisite prawns that are exported are the beautiful shrimps of Thai farmers. Research on the development of logistics and supply chains to increase the value of Thai shrimp exports. Samut Prakan Province to foreign countries Depending on the following factors:

1. Factors in production and marketing. It plays an important role in the development of exports, both in terms of production processes and standards. To get quality fish and to develop advanced technology. Promote good public relations by government and private agencies.

2. Factors that support international marketing The beginning of the export operation The beautiful shrimp. The first thing to take into account is. Market demand Each species of shrimp species. Popular countries to support shrimp culture growers to meet the needs of the market. There are also factors related to the export of prawns, the most important is the variety of lines. Shrimp farming is beautiful and has a quality management system for prawns, with a focus on cutting edge technology. Used in research And to develop beautiful shrimp to match. The needs of customers and can meet the needs of

customers quickly, without delay, including the financial liquidity of the customer. Contributing to further development and investment. Today, communication and transportation systems are easier with the Internet. It is easy to communicate with customers around the world, and the government has developed a more convenient transportation system. As a result, the export of shrimp is less damaged, but the exporters must learn and develop themselves to keep up with the changes as well.

3. Environmental factors in terms of political and legal issues in Thailand have very limited import and export. The law is redundant. Exporters lack understanding. In the relevant legislation At present, the government has given importance. And academic and legal knowledge is disseminated. Including the promotion of shrimp farming beautiful. By the way, Fisheries strategy Both the public and private sectors jointly drive the operation to success. It will affect job creation, income and competitiveness in the beautiful shrimp market.

DISCUSSION

Shrimp farming in the world market is more than 50.00% of the market in Asia. The most beautiful shrimp sold in the world market is 90.00% is a beautiful shrimp that is freshwater shrimp. The remaining 10.00% will be sea shrimp. On average, 90.00% of the beautiful shrimps are freshwater shrimp sold. In the world market is from farming on the farm. The remaining 10.00% are naturally captured by the availability of appropriate climate. There are many varieties of fish in the country and beautiful. Imported variety of beautiful shrimp from various countries and then cultured and propagated until the new species. Make international buyers more interested and increase the volume of orders. Even more consistently. But Thai exporters have to accelerate the development of new techniques for development.

Shrimp farming is beautiful. To the highest efficiency In addition, farmers. Also gave Help with information about the export of beautiful shrimp. Including licensing services to The aquaculture industry business for export business of shrimp farming beautiful. Increased flexibility in exports. Thailand is considered to be a beautiful shrimps of more than 300 species. The main sources are located in Samut Prakarn, Nakhon Pathom, Bangkok, Phetchaburi and Suphanburi. Due to the beautiful shrimp farming business is growing. Continuous Causing farmers into a new business is not less than 200-300 households each year. For the opportunity to expand the export market, shrimp farming is also very open, especially the distribution channels of beautiful shrimp through the Internet. Because it is low cost and Opportunity to expand base. Customers are widely around the world. Made in the past. There are new exporters based on marketing channels. Through the Internet increasingly.

In summary, Thailand is ready for the potential. Breeding The variety, price and quality of the shrimp is beautiful. Can compete with key competitors in Foreign Both the government and the private sector need to speed up their solutions in terms of production and marketing, whether it is to develop a beautiful shrimp production system in line with the needs of the market. Domestic and foreign markets Promote knowledge and techniques of culture; To raise The standard of shrimp farming is beautiful, so that it can penetrate the international market more and build on the confidence of trading partners on the quality of disease-free shrimp, which will help expand the export.

RECOMMENDATION

Policy Recommendations

The results showed that aquatic species in Thailand are very diverse but cultured. There are not many species. Compared to the number of species exported and the value of exports of beautiful shrimp. It is found that the export value. There is a tendency to rise. Which should be supported and promoted by the public and private sectors in the following areas.

1. The state should have a policy to promote the culture of freshwater shrimp. Important Trade ethically By studying the needs of the market. Trade rules and regulations find break-even points. Prior to the promotion of commercial cultivation. Because some beautiful fish may be strange but less demanding, culture may not be worth the investment.
2. Samut Prakan does not have fishery promotion and development units at the district and provincial levels, as well as in the provinces. Only the Institute of Shrimp Culture and beautiful water plants. Academic is the main.
3. In the commercial shrimp business, it is also necessary to have legal measures to help. To supervise Plan and organize To maintain the country's trade stability Confident of partner countries. And it is the implementation of international conventions.

Practical Suggestions

The Department of Fisheries should have a measure to control the quality of shrimp farms to be beautiful standards. Farm quality according to international standards To prevent trade barriers And prevent the problem. Environmental impact that may be caused by contamination of pathogens. Residual chemicals and water quality, and should encourage the use of electronic mediums to assist with marketing. Shrimp farmers have the opportunity to receive timely news updates. And sell shrimp At a fair price It should assist in establishing a central agency. contain with Government Sector And the private sector involved in the trade of shrimp. Have to register the farm Shrimp farming beautiful. And entrepreneurs who import and export. For administration And manage the beautiful shrimp resources of Thailand to suit. With the needs of the market And a policy plan to promote the export of Thai shrimp to the potential. To provide insights into the market system, to improve the production process. Control of production according to need, standardized farm control system and environmental protection.

Academic suggestions

1. The government should provide technical support. Research on endangered shrimp culture and new species of fish that can be promoted as economic animals to replace natural catches. Ready to disseminate information to target farmers seriously and continuously.
2. Academic policy should be developed. To study Gathering biology data Spread the breed Of the species to propose amendments to the list of aquatic species.

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