

Strategic Factors Influencing Fruit Export Business Operations In Thailand New normal era in the world after COVID-19

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Abstract: The researcher aims to study strategic factors influencing the operations of Thai fruit export businesses in the New Normal era in the post-COVID-19 world and has the following key objectives 1. For strategic factors that influence the operations of Thai fruit export businesses in the New Normal era in the post-COVID-19 world. 2. To study the influence of strategic factors affecting the operations of Thai fruit export businesses in the New Normal era in the post-COVID-19 world. There are independent variables (Independent Variable), including general information, employees, and employees. Management of Thai fruit export business. Strategic factors that influence is manpower, and budget. Service staff training and Dependent Variable, namely the performance of the export business. Thai fruits in the new normal era in the post-COVID-19 world data collection by questionnaire the results of the analysis of the overall model coherence index after the researcher adjusted the model found that Models are consistent with empirical data. All 8 harmonious indices that passed the acceptance criteria were $\chi^2=95.47$, $df=86$, relative $\chi^2=1.11$, $p=0.227$, CFI=1.00, GFI=0.98, AGFI=0.95, RMSEA=0.017, SRMR=. 0.027 5.4 The research results showed the manpower and training of service personnel. It has a statistically significant influence on the performance of Thai fruit export businesses in the New Normal era in the post-COVID-19 world. Budget has a statistically insignificant influence on the performance of Thai fruit export businesses in the New Normal era in the post-COVID-19 world.

Keywords: Strategic Factors Influencing, Fruit Export, Business Operations, COVID-19

1. Introduction

Currently, Thai fruit exports help stimulate the economy. Even in the face of the COVID-19 crisis The value of exports has increased as much as 5.7 billion dollars (6 times the export of fruit in the past 10 years) and has the highest share of the agricultural export market by 100 percent. 29 Thai fruits have begun to play an important role in agricultural exports in Thailand. Obviously, in 2021, Thai rice exports began to slow down. But the value of total agricultural exports of Thailand did not decrease accordingly. It benefited from an increase in fruit exports of 5.7 billion dollars (6 times the fruit exports in the past 10 years) and occupies the highest percentage of exported agricultural products market. 29 Looking ahead, it is expected that Thai fruit exports will continue to improve in line with continued popularity from important trading partners. which are mainly concentrated in the Asian region because of the fast fruit delivery time Therefore maintaining freshness and transportation costs are not high. The main export fruit is durian "King of Fruits" in 2021 with an export value of up to 3.5 billion dollars. The export growth rate was 68%, followed by Longan and mangos teen, which were continuously popular abroad. but has a relatively stable growth rate These three fruit exports account for 84% of fruit exports, with key markets concentrated in Asia (such as China, Hong Kong, and Vietnam), according to International Trade Center (ITC) Trade Map data. Found that in the durian import market all over the world, Thai durian is the most popular. (76% market share of global durian imports), followed by durians from Hong Kong and Vietnam, respectively.

รูป 1: มูลค่าการส่งออกสินค้าเกษตรไทยสำคัญปี 2555 - 2564

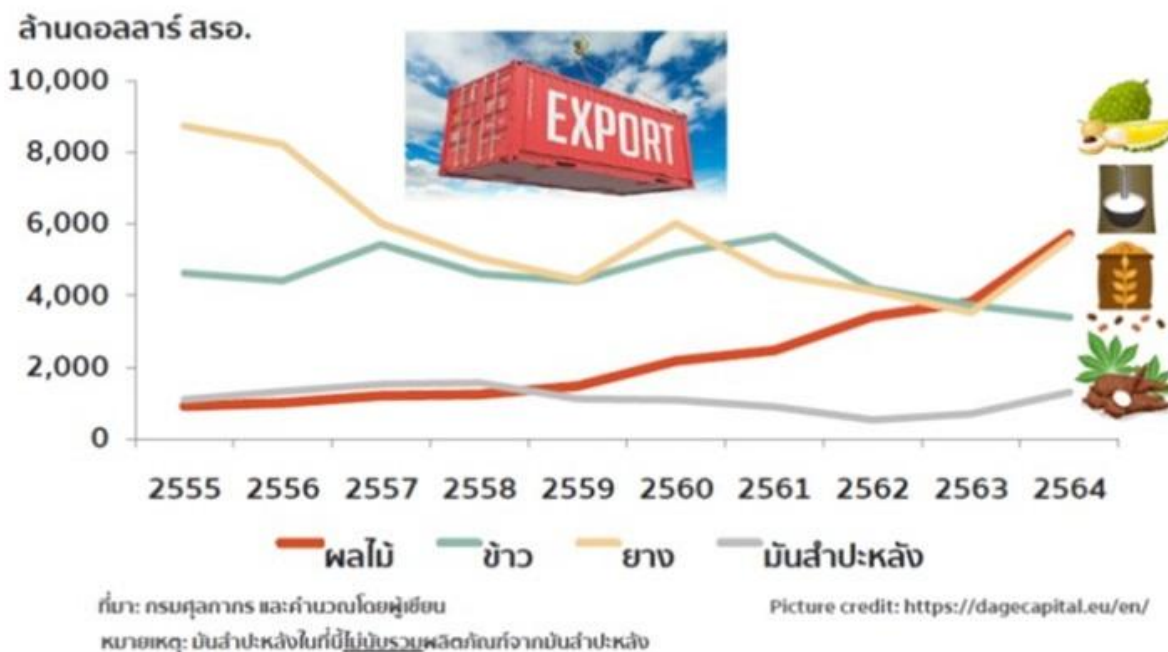


Fig.1. Export value of important Thai agricultural products in 2012-2021

Thai mangos teen is still the most popular in the world market as well, while Thai longan exports are still inferior to longan from Vietnam. It was found that both Hong Kong and Vietnam imported Thai durian. (94% of total durian imports) for resale to Chinese consumers.

รูป 2: มูลค่าการส่งออกผลไม้สำคัญปี 2555 - 2564

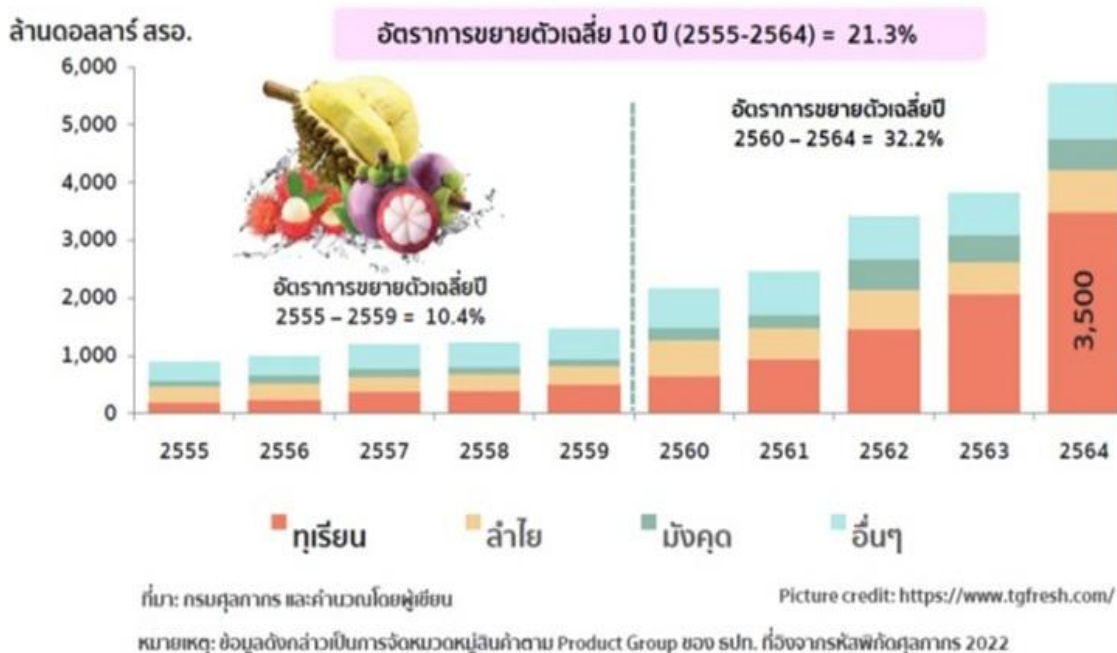


Fig.2. The value of exports of important fruits in Thailand 2012-2021

Which is the world's largest consumer of Thai durian due to the uncertainty of the COVID-19 epidemic? That began to effect at the end of 2019 and the infection continues to increase continuously, however, Thai fruit exports can continue to expand well according to consumer demand. Especially in China, which is high in durian, longan, and mangosteen. Although demand for products during COVID-19 is still high, exporters face many restrictions on export processes, such as international transportation measures. Restrictions on the closure of transportation channels at certain points. control of aseptic products. However, Thai entrepreneurs can adapt to operate well during the outbreak In the case of zero COVID measures (Zero-Covid). Although exports continued to grow rapidly Thai exporters Including Thai agriculture, still face many challenges, for example: 1) Concentration of export markets: The market for purchasing Thai fruits is concentrated. mainly relying on the Chinese market There may be risks from China's trade measures related to the tightening of Thai export processes. May increase the cost of transportation for Thai exporters. In addition, Chinese consumers' taste in fruit consumption in the future may choose to purchase more exotic-tasting fruits produced from other countries. which may cause Thailand to lose customers. In addition to innovation in production Financial technology innovations that match buyers and sellers to meet in the online world are also important for the adaptation of Thai farmers. Cultivating knowledge and new methods.

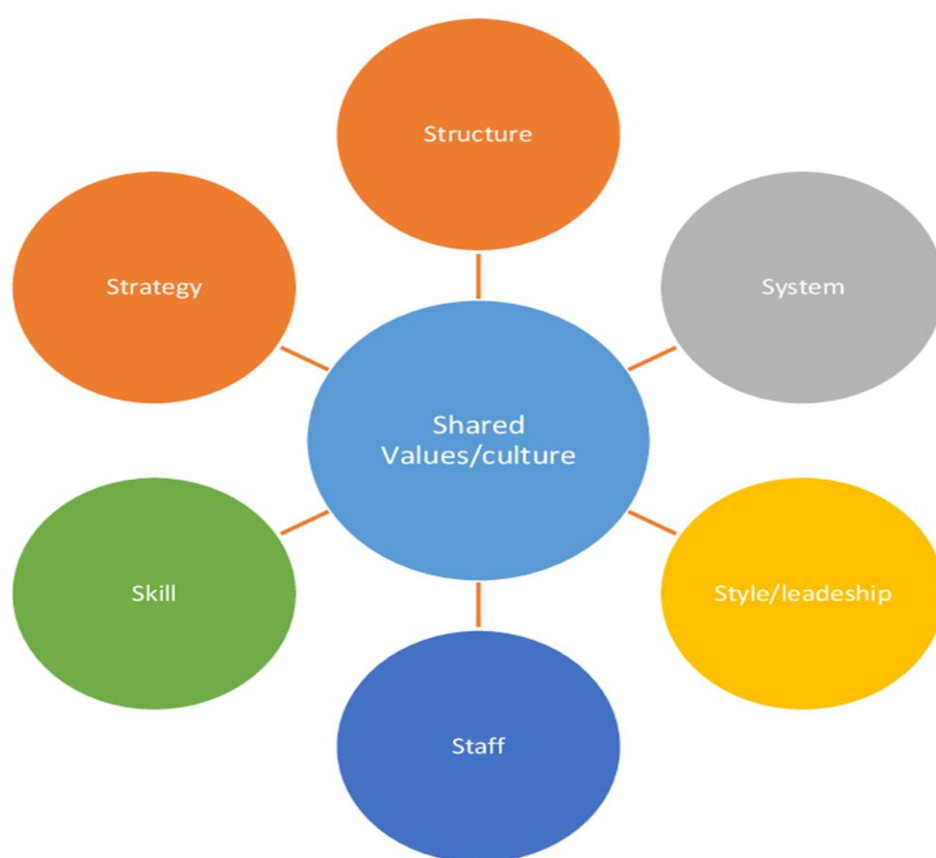


Fig.3. Mckinsey 7s model

2. Methods

Study the strategic factors influencing the operations of Thai fruit export businesses in the New Normal era in the post-COVID-19 world. The population and sample in this research. is the influence of strategic factors affecting the operation of Thai fruit export businesses in the New Normal era in the post-COVID-19 world. 400 Thai fruit export businesses. Research tools are questionnaires collecting information from employees and executives of 400 Thai fruit exporters by means and questionnaires were used as (Questionnaire). Basic Descriptive Statistical Analysis Statistics) including percentage (percentage) for measuring personal attributes of the respondents, mean (Mean) and standard deviation (SD.) in descriptive statistics, discriminant power, and reliability. The overall model after the researcher adjusted the model found that Models are consistent with empirical data The 8 harmonic indices that passed the acceptance criteria were $\chi^2=95.47$, $df=86$, relative $\chi^2=1.11$, $p=0.227$, $CFI=1.00$, $GFI=0.98$, $AGFI=0.95$, $RMSEA=0.017$, $SRMR=0.027$. that can be used as a guideline for creating business

strategies and prepare manpower budget in training service personnel Customer relationship management and further marketing.

3. Results

The research results showed the manpower and training of service personnel. It has a statistically significant influence on the performance of Thai fruit export businesses in the New Normal era in the post-COVID-19 world. Budget has a statistically insignificant influence on the performance of Thai fruit export businesses in the New Normal era in the post-COVID-19 world.

4. Discussion

The results were discovered in this study.

1. Manpower and service staff training It has a statistically significant influence on the performance of Thai fruit export businesses in the New Normal era in the post-COVID-19 world.
2. Budget has a statistically insignificant influence on the performance of Thai fruit export businesses in the New Normal era in the post-COVID-19 world.

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