

Abstract

The ultimate goal of this study project is to study the feasibility of research products through commercializing to be six new products in mass market. The products are considered external factors, opportunities and barriers that impact on investment in the business and more information on products commercialization.

Market Assessment, the primary data is collected by using both quantitative methodology and qualitative methodology through structured-interviewed with potential users and questionnaire as a data collection. The secondary data is gathered from credible sources which lead to perceive consumer behaviors and attitudes to estimate their needs. According to the market size, growth rate, and trends, Thailand's cosmetic competition is high and actually concentrated natural extracts. Consequently, the market continues to grow at rapid pace. Thailand's Biopesticides market is marked by moderate competition and forecast to increase notably to serve food production with a significant rise in population.

The possibility of manufacturing has found that most of raw materials are available and could be found in Thailand. According to market estimation, as the scale of production increases, the existing plants are almost sufficient which result in start upscale investing with a little money. Decisions on scale of production are designed by quantities required and appropriate business model.

The investment feasibilities are explored in two scenarios. First scenario is the case that inventor starting a new business themselves. The financial results, there are three products from research projects which could be feasible for commercialization and payback within 5 years, two products from research projects which could be feasible for commercialization and payback within 7 years, and one product from research projects which could not be feasible for commercialization and payback within 7 years due to relatively high raw material cost.

The second case is the case when the inventor licenses to other manufacturer. The values of intellectual property measured by comparing to market value added are in range of 10%-20% for cosmetic product features and 7%-25% for Biopesticides products. These translated into exclusive license fee are expected to be around 1-2.5 million Baht.