

## Abstract

This research aims to study the needs and wants of the agricultural products of communities at the extension area of the Mae Salong Royal Project and also study the marketing opportunity of these products both inside and outside communities. It is the qualitative research and supported by the quantitative research. The 11 target areas of study consisted of Tumbon Maesalong and Tumbon Pathueng , Maejan district, Chiang Rai province. Interviewing and focus group with 4 sample groups such as agriculturists, middlemen, consumers and entrepreneurs both inside and outside communities are used in this study. Descriptive analysis such as mean, percentage and standard deviation as well as qualitative analysis were used to analyze the data. Concerning the concept of study, analysis consumer behavior and marketing mix of Kotler (1997), SWOT analysis and diamond's model of Michael E.Porter (1991) were also used in this study.

The result showed that there are 5 groups of agricultural products for study; 1) vegetables; 2) fruits and perennial plant; 3) coffee and beverage; 4) rice and field crop and 5) livestock. Consumers' wants for agricultural products were highly increase in 2014. It indicated the potentiality of marketing for each product such as 1) vegetable is tomato (9,232 kg); chili (8,117); cabbage (7,749 kg); Chinese cabbage (6,357 kg); baby hongte (6,169 kg); sweet chayote (5,241 kg) 2) fruits and perennial plants consisted of plum / cherry (90,058 kg) peach (5,038 kg) ; strawberry (150 kg) and passion fruit (17 kg) 3) coffee and beverage such as Arabica (21,060 kg) 4) rice and field crop such hill tribe rice, ginger(3,180 kg) and 5)livestock such as black chicken (5,467.5 kg) and black pig (182,000 kg). The competitors of the extension areas of Maesalong Royal Project were Thaladthai, Pasang, Maesai, Maejan and Banden markets. The markets outside the community that can produce together with agriculturists consisted of baby corn, filley and baby hongte including jasmine rice and hill tribe rice at Fang and Maeaye districts.

The study also found that all of these 5 groups of agricultural products have a different potentiality in producing. Baby corn has the highest potentiality in producing. Baby hongte, filley, potatoes, Chinese broccoli, chayote and tomato

peach have the second potentiality in producing. Chili, cabbage and Chinese cabbage have a little in producing. Plum/cherry/peach/lynchee, strawberry, peach have the highest in producing. Passion fruit however could be a little bit of producing, Arabica, rice and filed crop which have the highest potentiality for producing are hill tribe rice and ginger. Black pig, black chicken, deep bed pig have the highest potentiality in producing.

There are 8 channels for marketing opportunity both inside and outside communities; 1) consumer in community; 2) consumer outside community; 3) middlemen; 4) store in community; 5) food store/hotels in the communities; 6) store outside communities ; 7) peddle cars and Royal project. Each group of these products have a different of channel of distribution; 1) group of vegetable; tomatoes, peaches, baby hongte, cabbage and Chinese cabbage as well as chayote have the high potentiality of marketing in selling for hotels and food stores to substitute for importing of tomato peach from outside communities 80%, 79%, 76%, 60% respectively. Chili have the highest potentiality to produce in the communities but most of them were imported from outside communities. 2) orchard group and perennial plants; plum/cherry have the marketing opportunity for selling to the middlemen. The capacity of producing is 6% of the productivity of communities. Strawberry have the high marketing opportunity to sell for tourists. Persimmon could be sold to middlemen for 99% 3) 50% of arabica could be sold to middlemen both inside and outside communities. 4) rice and field crop, hill tribe rice the 90% highest of potentiality to sell for consumers outside the community. Jusmin rice can create the marketing opportunity for markets in Fang and Maeaye districts. Ginger could be produced for entrepreneurs of hotels and villas 50% and could be added for one time substituted for ginger outside communities and 5) black chicken have the 90% of potentiality in sailing for the middlemen and could be added by one time of substitute for chicken outside community