

ศักยภาพในการให้บริการโทรคมนาคมในเขตชนบทของประเทศไทย



นางสาวนันทพร แก้ววิเชียร

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THE POTENTIAL OF TELECOMMUNICATION-SERVICES PENETRATION IN THE  
RURAL MARKET OF THAILAND

Ms. Nuntaporn Kaewvichian

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..... Dean of Graduate School  
(Professor Supawat Chutivongse, M.D.)

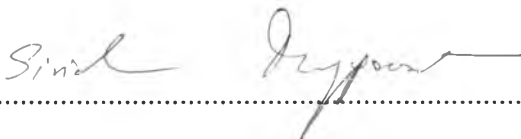
Thesis Committee



..... Chairman  
(Associate Professor Tatchai Sumitra, Dr.Ing)



..... Thesis Advisor  
(Associate Professor Chuvej Chansa-ngavej, Ph.D.)



..... Member  
(Professor Sirichan Thongprasert, Ph.D.)



..... Member  
(Supot Tiarawut, Ph.D.)

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วิทยานิพนธ์ฉบับนี้เสนอโอกาสทางการตลาดของบริษัททีทีแอนด์ทีในการให้บริการโทรคมนาคม  
ในพื้นที่ชนบท และการวางกลยุทธ์ทางการตลาด ซึ่งวิเคราะห์จากการสำรวจพฤติกรรม, ความต้องการ,  
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กลยุทธ์ทางการตลาดซึ่งนำเสนอในรูปแบบของส่วนผสมทางการตลาดที่เหมาะสม (The  
Marketing Mix) และการพัฒนาความพึงพอใจของลูกค้า (The Improvement of Customer Satisfaction)  
ถูกแนะนำให้ใช้ในช่วงเศรษฐกิจถดถอยปี 1999-2000 เนื่องจากไม่ต้องการเงินลงทุนจำนวนมาก ในขณะที่  
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ส่วนผสมทางการตลาดถูกเสนอให้สอดคล้องกับวิสัยทัศน์, เป้าหมายระยะยาว, เป้าหมายระยะ  
สั้น, และกลยุทธ์ทางธุรกิจของบริษัท ส่วนการพัฒนาความพึงพอใจของลูกค้าในบริการหลัก 15 ประเภท  
ของบริษัททีทีแอนด์ที ถูกจัดลำดับความสำคัญโดยดูจากผลการสำรวจความพึงพอใจ และความสำคัญ  
ของบริการนั้นๆ ในความคิดเห็นของลูกค้า

การเลือกให้บริการโทรคมนาคมที่มีศักยภาพดีที่สุดสำหรับบริษัททีทีแอนด์ที ทำได้โดยวิเคราะห์  
ข้อดี-ข้อเสียของบริษัท และวิเคราะห์โอกาส-อุปสรรคจากสิ่งแวดล้อมภายนอก ซึ่งได้แก่เศรษฐกิจ, ความ  
ต้องการของลูกค้า, เทคโนโลยี, และการเมือง ผลที่ได้คือการให้บริการวงจรรเช่า (Leased line) มีศักย  
ภาพดีที่สุดสำหรับบริษัททีทีแอนด์ที โดยผลศึกษาความเป็นไปได้ทางการลงทุนแสดงถึงผลตอบแทนที่  
น่าพอใจที่ IRR = 93% นอกจากนี้ กลยุทธ์ทางการตลาดที่เหมาะสมได้ถูกแนะนำไว้ด้วย

ภาควิชา.....ศูนย์ระดับภูมิภาคทางวิศวกรรมระบบการผลิต ลายมือชื่อนิสิต.....  
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## MAJOR

KEY WORD: MARKET RESEARCH / STRATEGIC PLANNING / TELECOMMUNICATION IN BUSINESS

NUNTAPORN KAEWVICHIAN : THE POTENTIAL OF TELECOMMUNICATION-SERVICES PENETRATION IN THE RURAL MARKET OF THAILAND. THESIS ADVISOR : ASSOC.PROF. CHUVEJ CHANSA-NGAVEJ, Ph.D. 153 pp. ISBN 974-639-993-4.

The purpose of this thesis is to present market opportunities for providing telecommunication-services of TT&T and marketing strategies based on the result of market survey conducted in Chonburi, Chiangmai, Nakhon Ratchasima and Songkhla, which reflects needs, satisfaction, and behavior of customer.

The strategies of both marketing mix and improvement of customer satisfaction are recommended to apply during the period of recession from year 1999 to 2000 since there is no requirement of big investment. While a high potential of telecommunication-service is suggested to invest during the stage of economy recover in year 2001.

The marketing mix is proposed in compatible to mission, long-term objective, short-term objective, and business strategy. The improvement actions of customer satisfaction in 15 major services are prioritized following its performance and its impact from the customer viewpoint.

Selecting the highest potential of another telecommunication-service for TT&T could be achieved by analyzing strengths and weaknesses of TT&T. Also, the opportunity and threat from external environment, which involves economy, customer-orientation, technology, and politics. The final result is leased-line service, which is accepted by the financial feasibility study at IRR (Internal Rate of Return) = 93%. Moreover, the suitable marketing strategies are recommended.

ภาควิชา.....  
 สาขาวิชา.....  
 ปีการศึกษา..... 1998

ศูนย์ระดับภูมิภาคทางวิศวกรรมระบบ  
 การจัดการทางวิศวกรรม  
 การผลิต

ลายมือชื่อนิติกร.....  
 ลายมือชื่ออาจารย์ที่ปรึกษา.....  
 ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....

*(Handwritten signatures and initials are present in the right column)*

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## ABBREVIATION

TOT	= Telephone Organization of Thailand
TT&T	= Thai Telephone & Telecommunication Company Limited
NTT	= Nippon Telegraph and Telephone Corporation
BTO	= Build-Transfer-Operate
PCT	= Personal Cordless Telephone
CCOs	= Confirmation Collection Offices
CCS	= Customer Service Center
BCG	= Boston Consulting Group matrix
CAT	= Communication Authority of Thailand
LAN	= Local Area Network
DCN	= Data Communication Network
TA	= Telecom Asia
ISDN	= Integrated Service Digital Network
ATM	= Asynchronous Transfer Mode
FR	= Frame Relay
MOTC	= Ministry of Transport and Communication
PTD	= Post and Telegraph Department
NCC	= National Communications Commission