
1.	1
1.1	1
1.2	4
2.	10
2.1	10
2.2	10
2.3	14
3.	17
4.	18
4.1	18
4.2	21
4.3	27
5.	37
6.	40
6.1	40
6.2	41
6.3	43
7.	44
7.1	44
7.2	50
8	53

1.

1.1

q

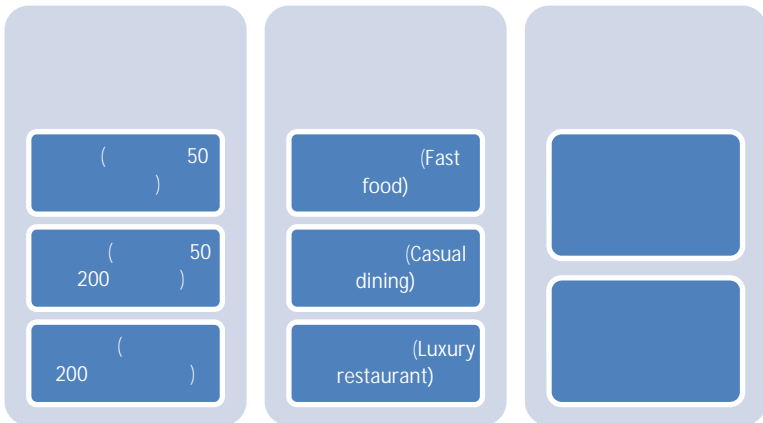
"

"

3

1

1:



1

q 1 3

1. 50

2. 50-200

3. 200

q 2 3

1. *(Fast food)*

2. *(Casual Dining)*

3. *Luxury Restaurant*

๑ 3 2

1.

2.

๑

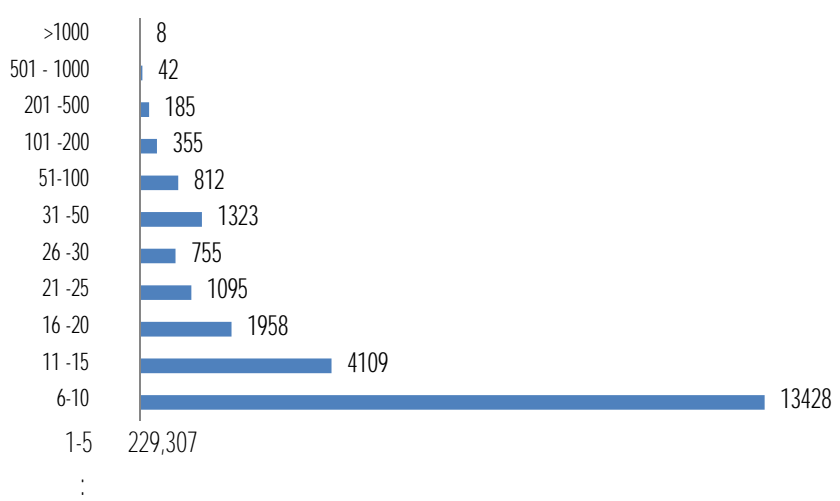
2550

2

2 :

2550

ขนาดสถานประกอบการ



1 - 10

242,735
95.80

253,377

1 - 10

q

2

1-10
5⁻¹

242,735

2550

1,200,000

1.2

3

1.2.1

3 - 6

1 - 2

1

2

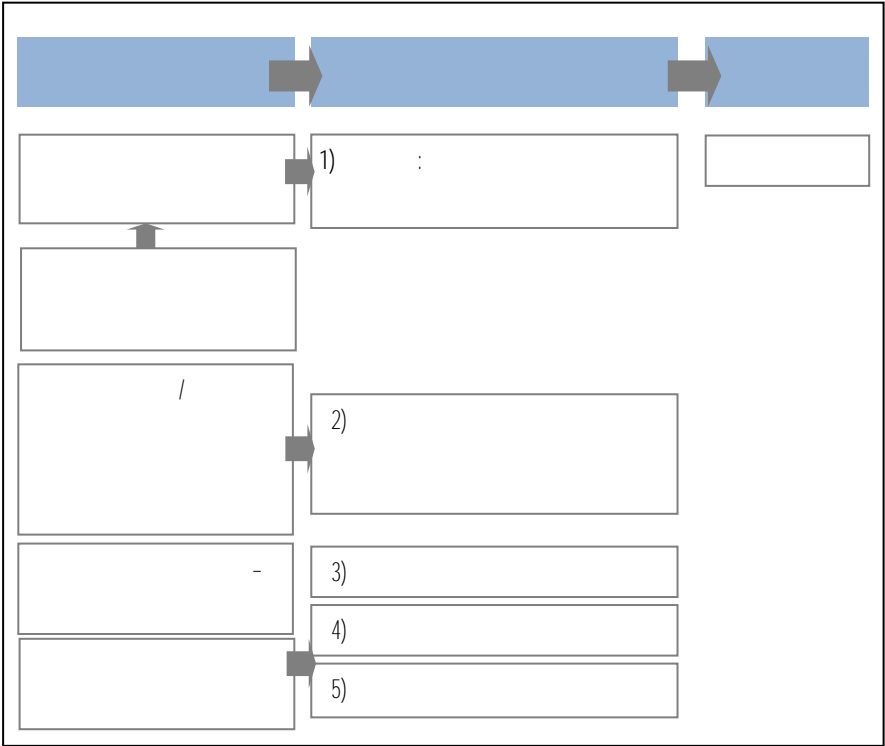
2

1

4

.2525²

3:



q

-

-

-

-

-

-

-

-

-

UFM Baking & Cooking school

q

-

-

-

-

-

1.2.2

20-40

3-12

6

2

1.2.3

/

q

- ()
- ()
-
-
-
-
-
-
-
-

1.2.4

q

-
-
-

q

-

-

-

-

1.2.5

2.

2.1

q

q

q

q

2.2

q

(Market Segmentation)

3

1.

2.

3.

4.

5.

6. (Family Life Cycle)

- 15 - 19

- 20 - 24

/

- 25 - 34

/

- 35 - 44

/

(Target Market)

3

, 184 - 185

q

1. *(Product)*

2. *(Service)*

3. *(Environment)*

q

80

()

Digest (2550)

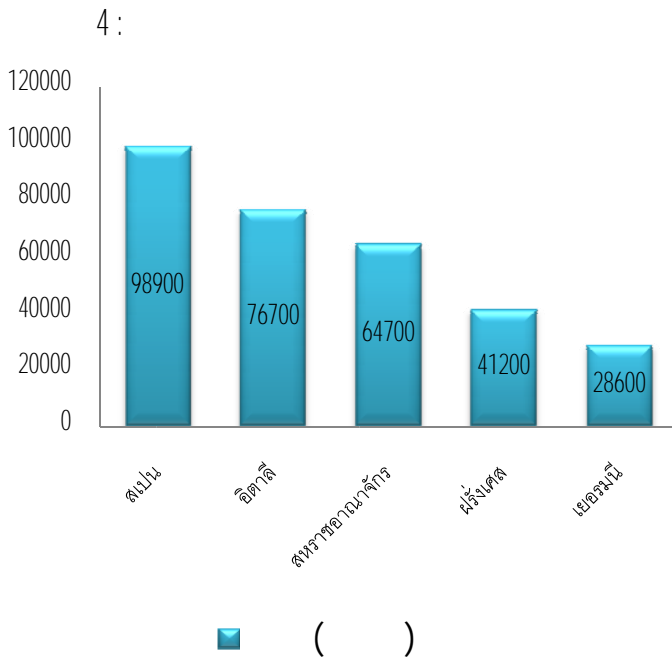
9

Reader

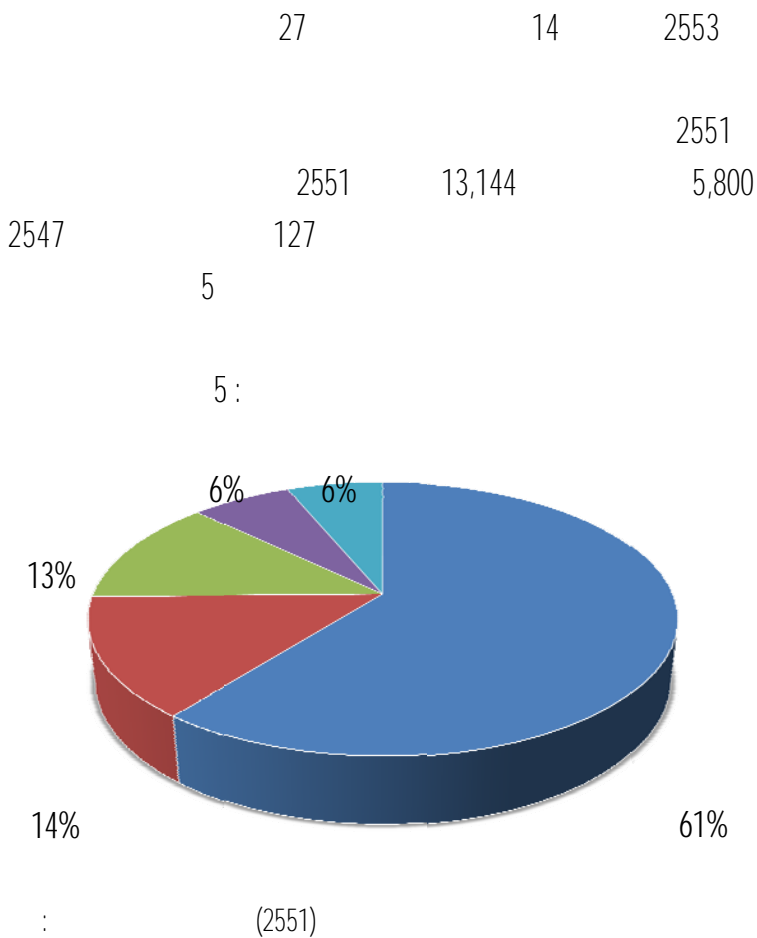
80

2.3

Euromonitor International (2549)



: Euromonitor International (2549)



" : Thailand food Forward"

3

- Assure
Quality Product (AQP)
-
-

500

3.

3.1

3.2

3.3

3.4

3.5

4.

4.1

4

q

30

2,000

100

50

q

1)

"

"

2)

"

"

4

<http://www.dbd.go.th/mainsite/index.php?id=101>

3)

2

"

"

"

"

1)

2)

()

(

/

-

)

3)

3

1,000

3

200

4)

q

1)

2)

(1)

(200)

50

500

25,000

3)

()

3

500

5,000

250,000

4)

4.2

4.2.1

()

()

4.2.2

4.2.3

. . 2535

5

1.

200

1

2.

200

3.

()

5

: 2540, 17

()
 ()
 ()

4.

5.

6.

7.

4.2.4

1.

2.

3.

- : (.1)

- : (.5)

- (.6)

(

.8)

- :

(.10)

- :

(.11)

- :

(.12)

4.

- :

(. 2)

- 7

- 7

7

7

- :

15

30

30

2

15

5.
15

-

7

-

. . 2547

25

6.

15

7.

4.2.5

1.

2.

3.

()

4.

(

)

5.

6.

4.3

4.3.1

q

q

6: (1)



7: (2)



1. (Receiving Area)

-

-

-

2. (Preparation Area)

-

(Portioning)

100
100

9:



10:



3.

(Storage Area)

11:



-
-

(Frozen Storage)

12:



- *(Chilled Storage)*

13:



4.

(Cooking Area)

20

20

4

5

14 :



15:



16:



5. (Picked-Up Area)

17:



6.

(Washing Area)

18:



35

19:



4.3.2

-

-

4.3.3

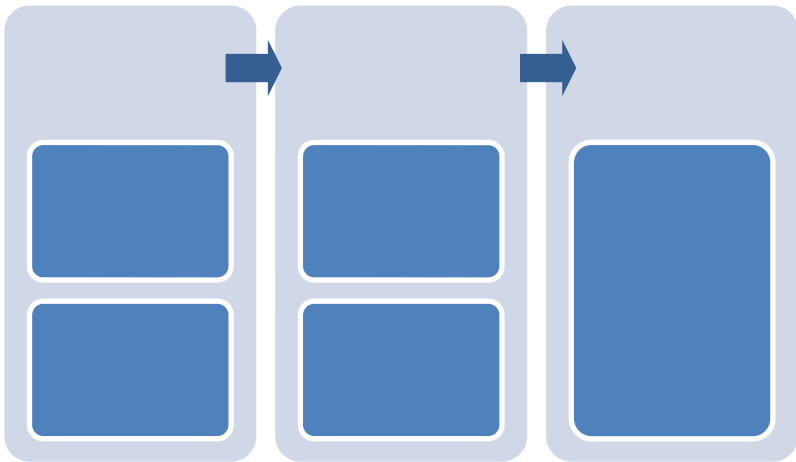
-

4	1	4	4
1	4	4	4
4	4	1	4
	4		

1	1	4	5
4	4	4	1
4			

5.

20:



q

-

-

-

-

-

q

-

-

-

-

q

-

-

-

-

q

-
-
-
-
-
-
-
-

q

/

-
-
-
-
-

6.

6.1

(Initial Investment)

1:

-	45,000
750,000	-1,000,000 100
8,000 - 15,000	
...	
300,000 - 1,000,000	
50,000 - 200,000	

()		
9,000	3	27,000
8,000	1	8,000
7,000	5	35,000

3:

()	
	60,000
	7,000

4:

()	
	8,000
	7,000
	4,000
	2,000
	2,000
	2,000

5 :

	()
	50
	30
	20

6.3

6 :

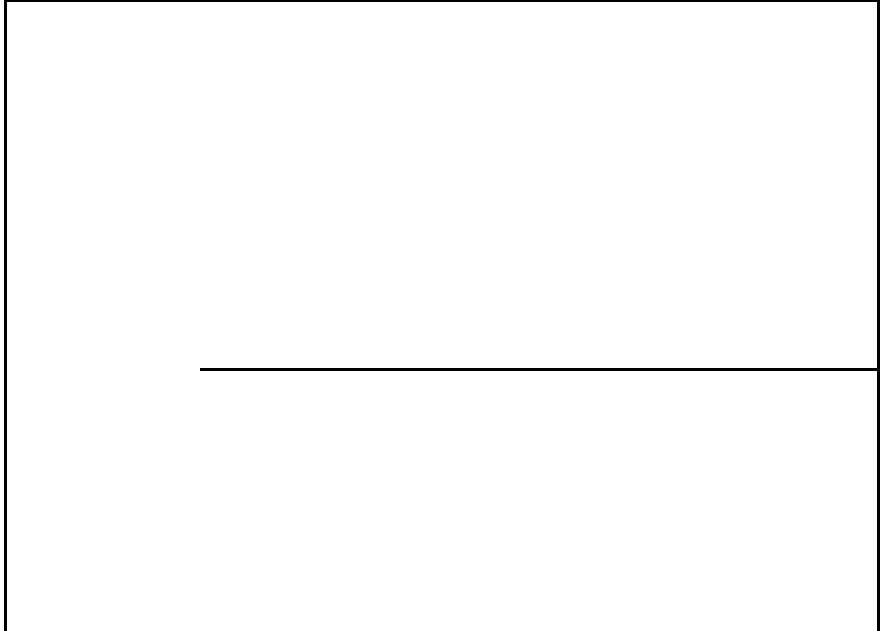
	50 - 1,000
	20 - 1,000
private party	300 - 500

7.

7.1

7:

1.
-



2.

-

3.	



/

4.

-



5.

-



1

6.

7.2

q

(Tailor Made)

q

q

Family dining

q

1
40)

16 (Family dining

q

q

8.

1)

2)

3)

4)

5)

6)

/