

Title A Study of Longan's Supply Chain Management in Chiang Mai and Lamphun Province

Author Apichat Sopadang, Komgrit Leksakul Chusri Tieasiripetch Jatuphong Varith and Tatiya Kongkit

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Abstract

The study of longan's supply chain management in Chiang Mai and Lamphun was aimed to collect, evaluate, analyze, and propose the development of longan's supply chain system. The supply chain operation performance model was developed based on conceptual frameworks of Supply Chain Operations Reference (SCOR) model combined with Value Chain principle. The assessment was conducted on 5 major members in longan supply chain, e.g., farmer, merchant, drying factory, transporter and exporter. The results indicate that most members gained the highest and lowest scores of operation on outbound logistics supporting factors, respectively. In addition, the result also identified problems and obstacles occurred in supply chain resulting from within and between organizations, including lack of good longan's quality, unstable longan's production, unsuccessful government policy, uncertain longan's standard, and unclear import procedures of target countries. This research also proposed methodologies to overcome the abovementioned problems using best practice from successful organizations to develop improve the current supply chain operation performance.