

## CHAPTER 5 CONCLUSION

Thailand is located in Southeast Asia and has a suitable climate for the cultivation of crops, including coffee. Although Thailand has a long history of growing coffee, the market is developing slowly, and there are still many problems. This thesis, based on the investigation of Thai market status and references to a series of studies on the coffee market, proposes the corresponding countermeasures on the existing problems in the Thai coffee market. This thesis uses the SWOT Analysis and the Five Forces Model to analyze the strengths and weaknesses one by one, combines the market opportunities and strengths, and proposes corresponding countermeasures, hoping to provide some suggestions for developing Thai coffee market.

Thai coffee market is now facing not only the development issue of domestic coffee, but also the highly competitive global coffee market. In other countries in Southeast Asia, the well-developed coffee industry is continuously booming. Despite such intense competition, the Thai coffee market still has a broad development space.

Thai government and the coffee association should play their roles and complement each other; the industry needs to draw great importance to the input of technology and the introduction of talents and strengthen the comprehensiveness of information; and enterprises should realize the importance of brands.

The coffee industry is developing rapidly and the coffee market has a broad environment. Due to the author's limited capabilities, insufficient information and research of data, the information and actual conditions may differ, so more comprehensive investigations and researches of the status quo and issues are needed, so as to put forward more practical countermeasures and suggestions. There are still shortcomings in the exploration of the Thai coffee market and it is necessary to further explore and solve problems and countermeasures in the Thai coffee market.

In the future work and study, the author will conduct deeper research on the issues that exist in the thesis, and make a contribution to the coffee market, hoping to obtain results with theoretical and practical significance.