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กับคั นนา ง  
เมีย ยศ กัณ ปีนล วัฒน  
เกี คม เพ็ชร์ช  
ชาติป วัฒน กัณ  
เกี กั ทน บท บี  
พ็ชช คุณ ปีนล  
ชาติ คุณ กณลีนคั เมว เมว  
เกี คุณ นช วัฒน  
บ้านคั ยม นนท  
เกี คุณ นนท อด บคณ  
เกี คุณ เมล ไรคั เมล  
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## ABSTRACT

Development Guidelines for Purchasing Business  
of Agricultural Cooperatives in Chiangmai province  
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This research was conducted to formulate development guidelines for the purchasing business of agricultural cooperatives in Chiangmai province by considering problems of Sanpatong Agricultural Cooperatives Ltd., Maerim Agricultural Cooperative Ltd., and Sankampaeng Agricultural Cooperatives Ltd. The results of the research will be used as development guidelines for the purchasing business of agricultural cooperatives in general.

The data were partially obtained from previous accounts and partially by interviewing, in accordance with the prepared questionnaires 90 respondents from the three cooperatives, consisting of 45 members of boards of directors, 15 management officers, and 30 retailers who were members of the studied cooperatives. The accounting data were financially analyzed and those obtained by means of interview schedule were analyzed by using the SPSS program.

The results were as follows

1. The three cooperatives were similar in structural organization but different in internal job distribution. Sanpatong Agricultural Cooperatives was big in size and business quantity so its internal job distribution was more complex than that of the others. All three cooperatives were inefficient in their purchasing business

2. The cooperatives obstacles to purchasing business included competition, the members' small purchases, the boards of directors insufficient knowledge and experience, staff's insufficient advancement, and insufficient cooperation among the cooperatives. To improve their purchasing business, the cooperative's staff and boards of directors should be given opportunities to visit successful retail and wholesale traders. The cooperatives personnel and purchasing staff should be more highly trained; the members should be provided with knowledge and understanding of business participation; the cooperatives should have a better commodity control system including purchasing and checking commodity quantities, maintenance, and sales.

The development guidelines for purchasing business of agricultural cooperatives in Chiangmai province included the following alternatives. Collective purchasing should be conducted by agricultural cooperatives; collective purchasing business should be done by establishing a provincial cooperative store to act as a wholesaler to village store. Agricultural cooperatives should be divided into a retail section to sell products to members and other people and a wholesale section to sell products to members who are village retailers.