



การศึกษาความเป็นไปได้ของโครงการสถานรับเลี้ยงเด็กตั้งแต่อายุแรกเกิด- 3 ปี
ในเขตอำเภอเมือง จังหวัดเชียงใหม่

FEASIBILITY STUDY OF DAY CARE FACILITY FOR CHILDREN UNDER THREE
YEARS OLD IN AMPHUR MUANG CHIANGMAI

นายวรการ ชูวีระ

ปัญหาพิเศษนี้เป็นส่วนหนึ่งของความสมบูรณ์ของการศึกษาตามหลักสูตร
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พ.ศ. 2541

ลิขสิทธิ์ของบัณฑิตวิทยาลัย มหาวิทยาลัยแม่โจ้

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analyzed by using the SPSS and presented as percentage, mean, and frequency. The study was conducted in six months.

The owner of the Son Seuw Baby Home positioned her business at high prices and high quality services; Spaporn, moderate prices and moderate quality services. The findings also revealed that most of the parents were 21-40 years old, worked for private companies, had salaries ranging from 10,001 to 20,000 baht per month and attained a bachelor level of education. They were also found to be highly satisfied with the services of both day care facilities.

The feasibility study determined that the target group for such day care facility would be private company employees and civil servants with salaries of 10,001-40,000 baht, and a bachelor level of education. The strength of the day care facility would be sufficiency of baby sitters, reports on child development, and convenient location and parking lots.

The payback period would be 2.2 years. Within 10 years the net present value would be about 1,799,781 baht. Internal rate of return was estimated 27%.