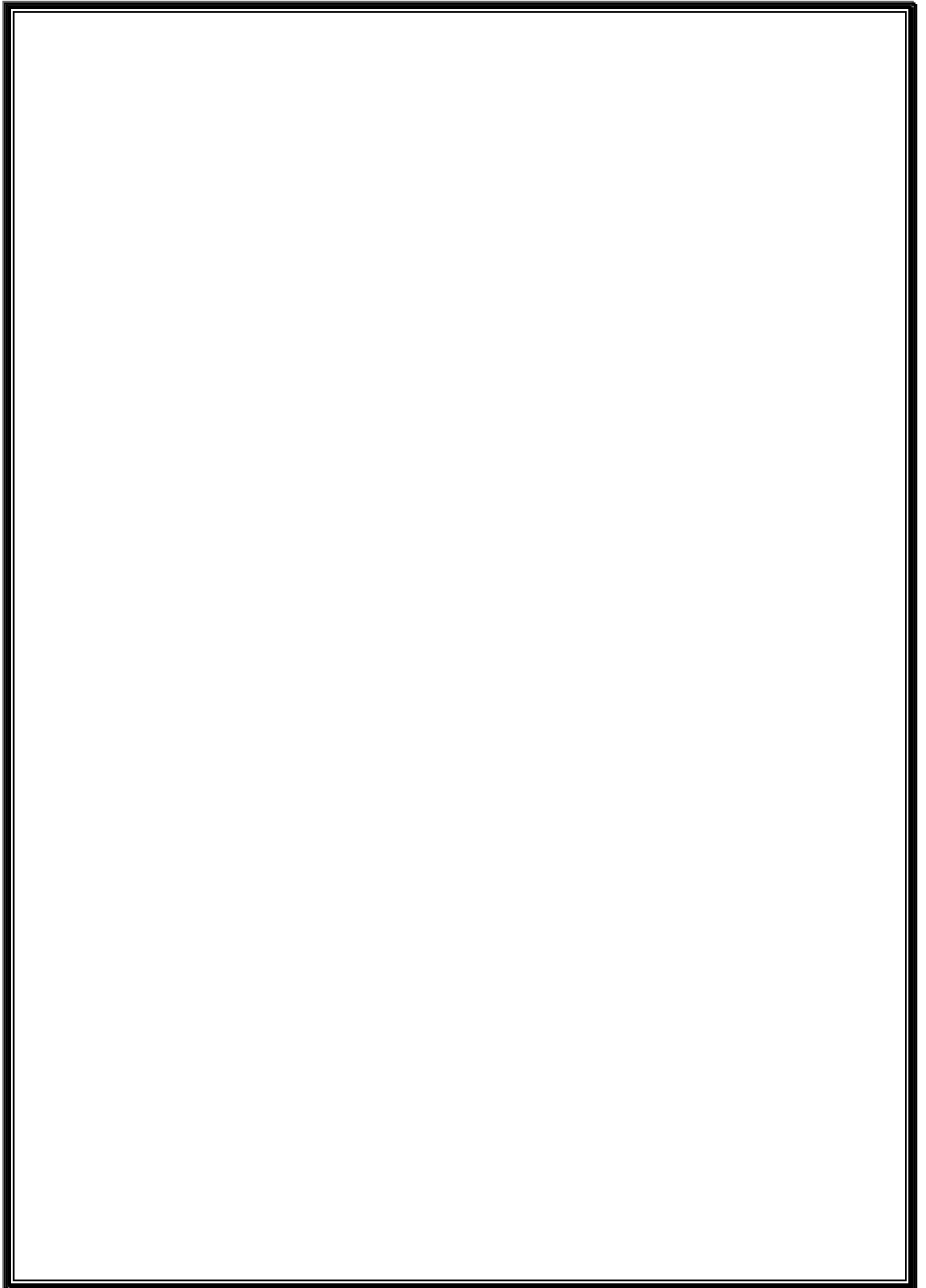
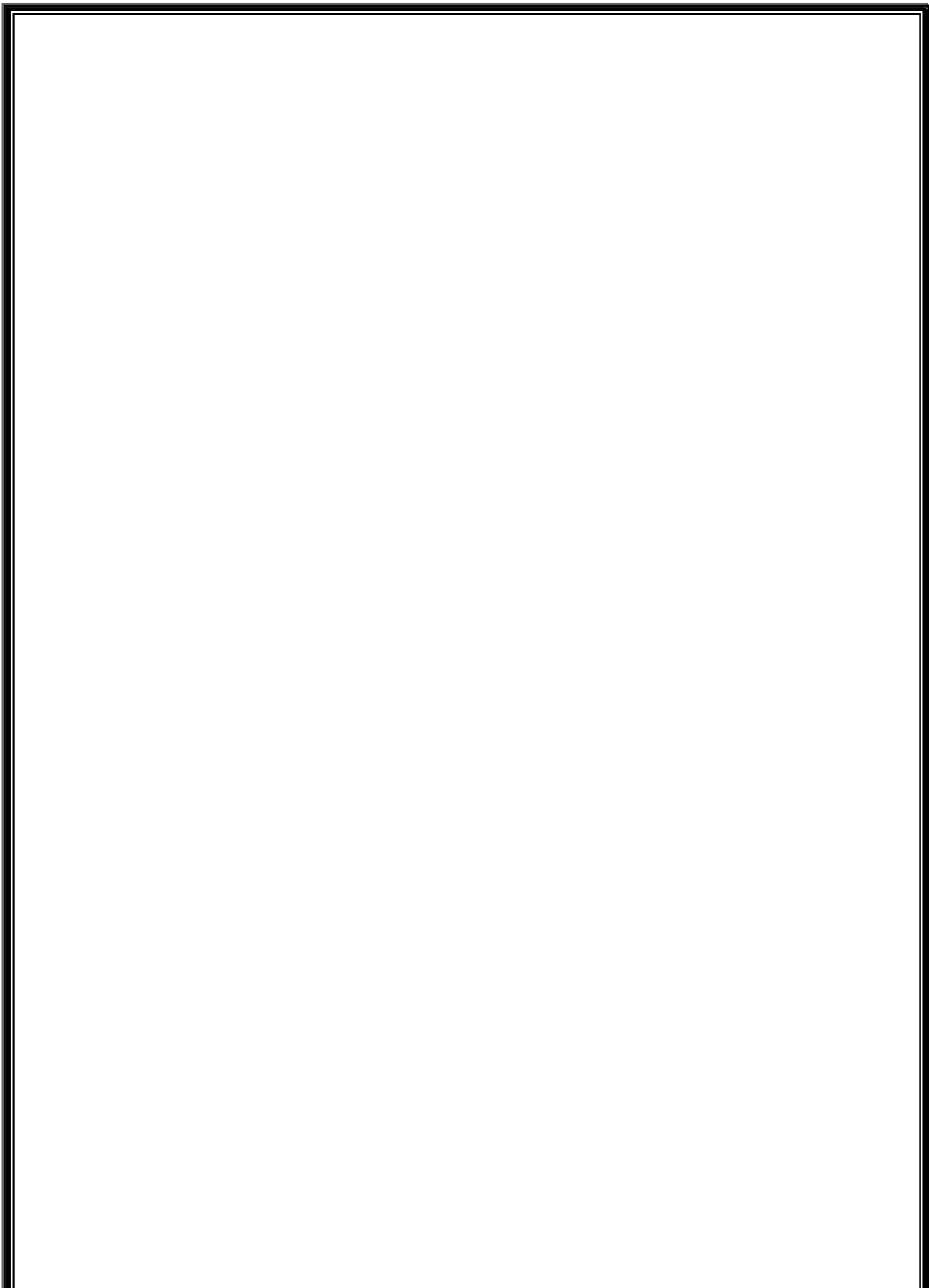
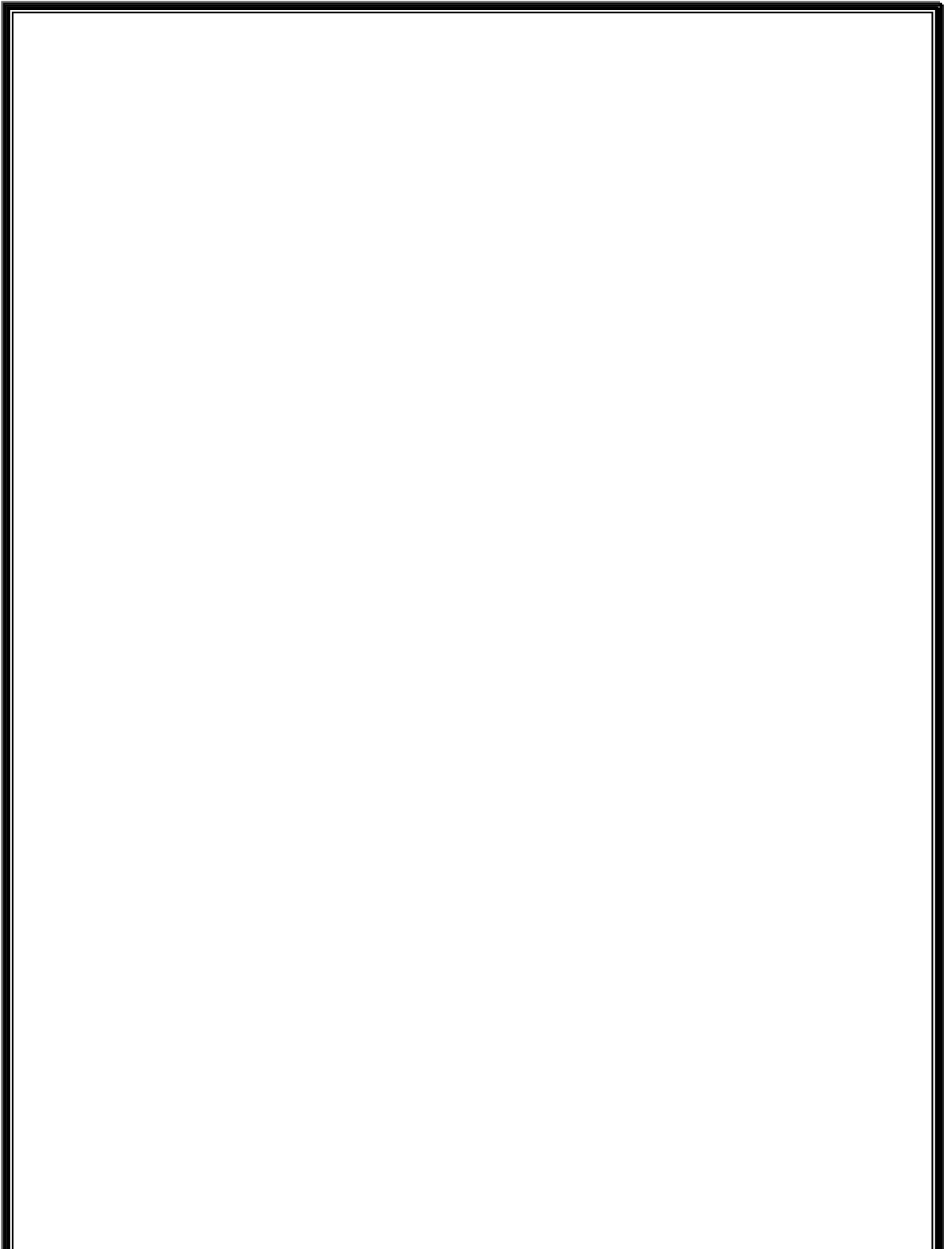


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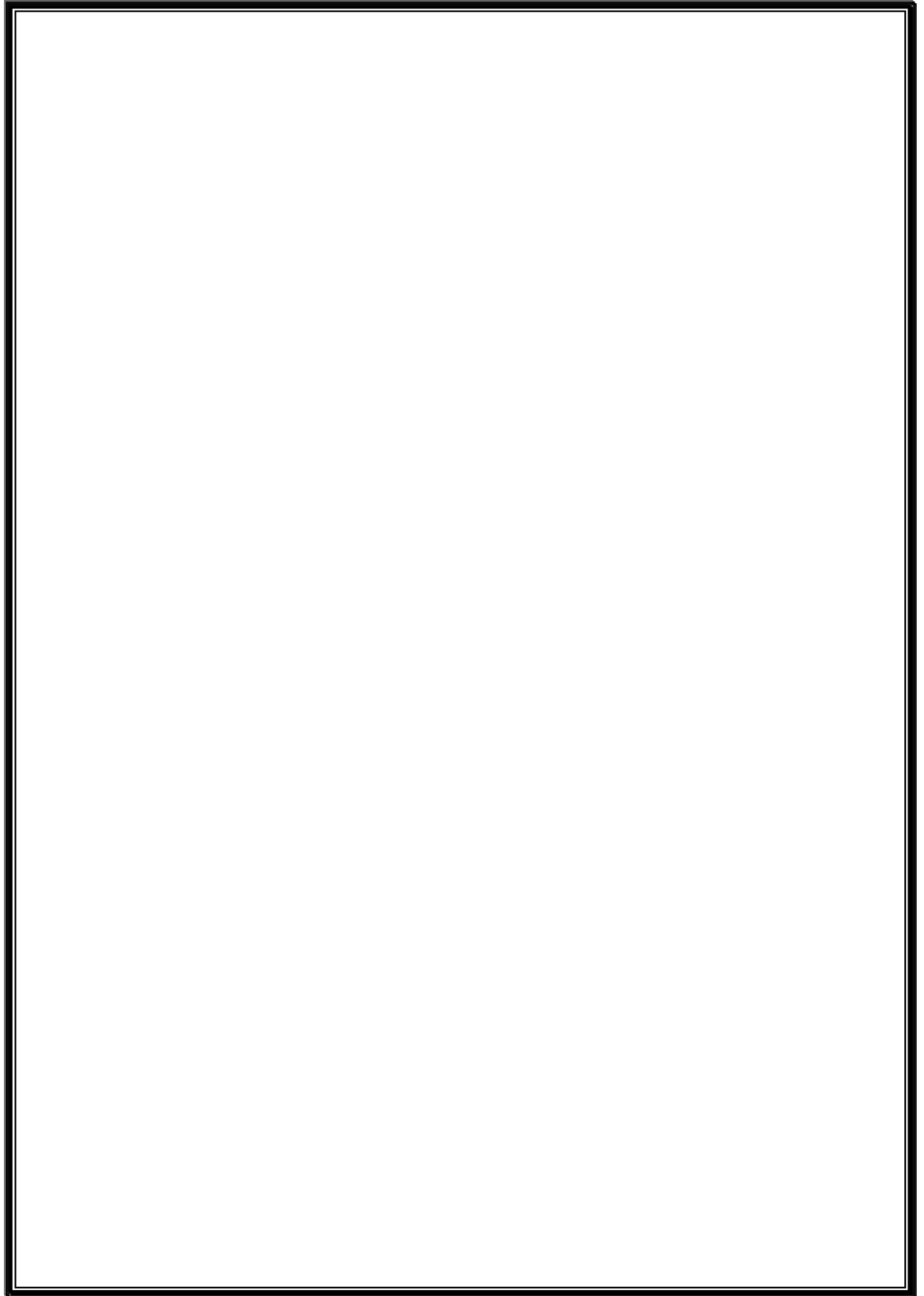


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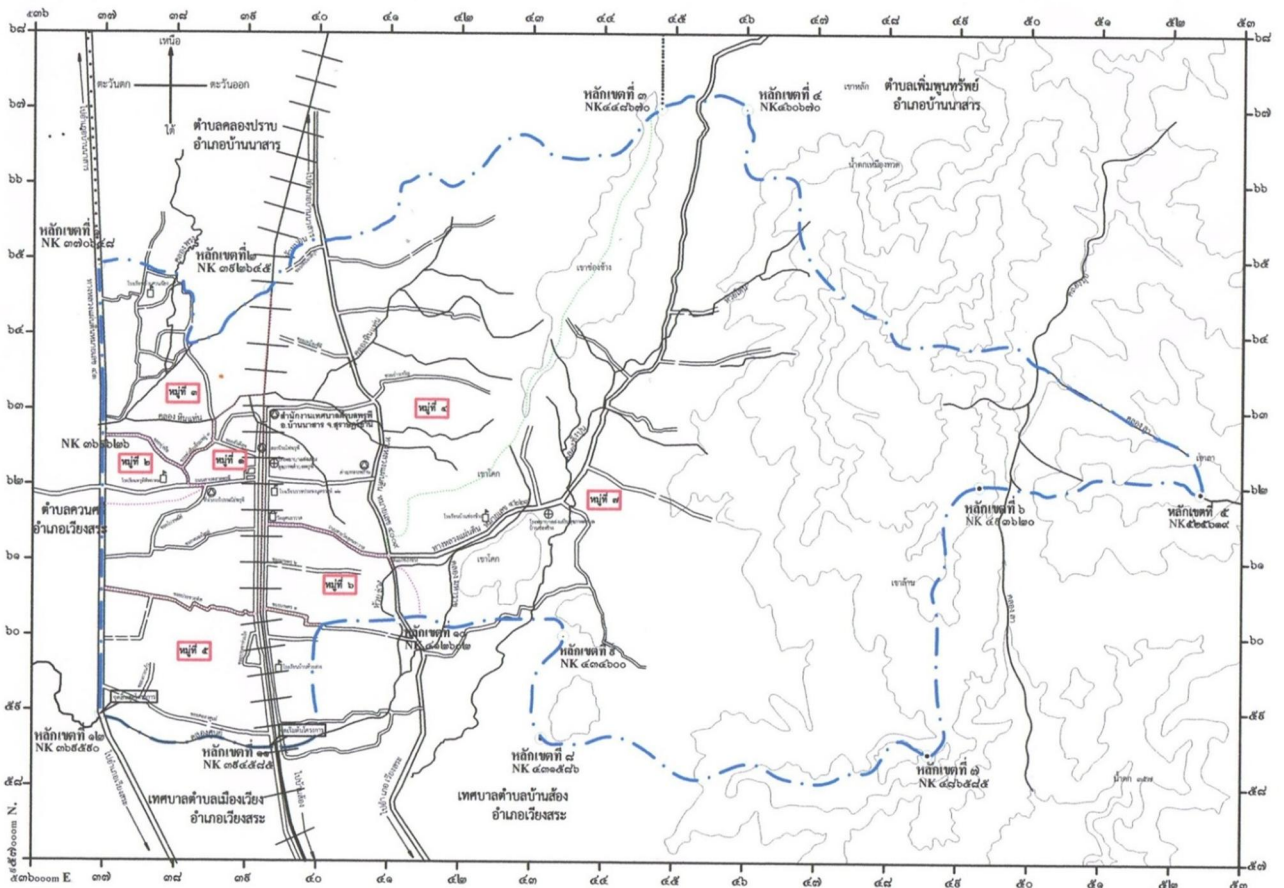
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25 %

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2.2 _____

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3.

3.1 _____

2,739

2,937

68.83 /

1,259

5,676

1		788	828	1,616	649
2		167	180	347	188
3		319	349	668	227
4		342	359	701	279
5		382	147	809	308
6		120	153	276	98
7		615	649	1,271	402
		2,733	2,939	5,682	2,151

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2561)

3.2

	()	()	()	
	650	620	1,282	18
	1,716	2,429	4,827	18-60
	394	529	923	60

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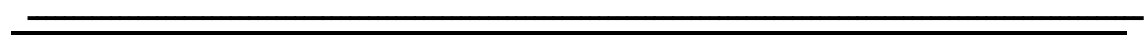
7

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125

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4.3 _____

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5.2 _____

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1.	1	640
2.	2	185
3.	3	223
4.	4	271
5.	5	300
6.	6	97
7.	7	395

5.3 _____

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80

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- 2. 1
- 3. 2
- 4. 10

5.4 _____

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70%

5%

/

5%

20%

6.2 _____

6.3 _____

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6.5 _____

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6.6 _____

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6.7 _____

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5.	/		8
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8.			1
9.			2
10.			3
11.			2
12.			1
13.			1
14.			2

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7. ()

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7.2

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			(/)	(/)	(/)
2.1) / / /
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22)	259..... 1.366.....	..25..... /	..50..... /	..100..... /
	10..... 104.....	..3.000.. /	..1.500..... /	..30.000..... /
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	32..... 315.....	..3.000.. /	..2.000..... /	..45.000..... /
23) / / /
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24) / / /

			(/)	(/)	(/)
2.1) / / /
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22)	91..... 350.....	25 /	200 /	350 /
	9..... 80.....	600 /	1200 /	3000 /
 / / /
	42..... 150.....	3000 /	2000 /	45000 /
 / / /
	40..... 150.....	2000 /	8000 /	4000 /
23) / / /
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24) / / /

			(/)	(/)	(/)
2.1) / / /
 / / /
22)	144 2895	25 /	50 /	100 /
	-	- /	- /	- /
	8 42	3000 /	1500 /	30000 /
	18 91	2000 /	8000 /	80000 /
	-	- /	- /	- /
	17 172	3000 /	2000 /	45000 /
23) / / /
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24) / / /

			(/)	(/)	(/)
2.1) / / /
 / / /
22)	159 1.756	.25 /	.200 /	.350 /
	11 141	.600 /	.1200 /	.3000 /
	8 43	3000 /	1500 /	30000 /
	10 62	2000 /	8.000 /	80.000 /
	- - / / /
31 297	3.000 /	2.000 /	45.000 /
23) / / /
 / / /
 / / /
 / / /
24) / / /
 / / /

			(/)	(/)	(/)
2.1) / / /
 / / /
22)	150 1600	25 /	200 /	350 /
	20 500	600 /	1200 /	3000 /
	- -	- /	- /	- /
	10 80	2000 /	8000 /	80000 /
	- -	- /	- /	- /
	10 100	3000 /	2000 /	45000 /
23) / / /
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24) / / /

			(/)	(/)	(/)
2.1) / / /
 / / /
22)	60 1300	25 /	50 /	100 /
	20 200	600 /	1200 /	3000 /
	- -	- /	- /	- /
	- /	- /	- /
	- -	- /	- /	- /
	8 50	2000 /	8000 /	4000 /
23) / / /
 / / /
 / / /
 / / /
24) / / /

			(/)	(/)	(/)
2.1) / / /
 / / /
22)	195 3.500	25 /	- /	350 /
	- /	- /	- /
	15 40	3000 /	1.500 /	30000 /
	50 200	2000 /	8.000 /	80.000 /
	- /	- /	- /
	40 50	3000 /	2000 /	45.000 /
23) / / /
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24) / / /
 / / /

73
()

				()		
3.1)		-	-	-	-	-
3.2)						
1.						
p 2. /	2	15	611	50	579	7.99%
3.						
p 4. /	1	10	616	30	596	4.79 %
5.						
6. ()						
6.1)						
6.2)						
6.3)						
3.3)						
1.						
2.						
3.						
4.	1	15	611	15	611	2.39
5.						
6. ()						
6.1)						
6.2)						
6.3)						

(2) 2

				()		
3.1)	-	-	-	-	-	-
3.2)						
1.						
p 2. /	2	20	162	20	162	89.01 %
p 3.	1	30	152	30	152	83.51 %
4. /						
5.						
6. ()						
6.1)						
6.2)						
6.3)						
3.3)						
1.						
2.						
p 3.	1	10	172	10	172	94.50 %
4.						
5.						
6. ()						
6.1)						
6.2)						
6.3)						

(3) 3

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				()		
3.1)	-					
3.2)						
1.						
2. /	2	30	109	30	109	21.58 %
3.	1	39	100	39	100	28.05 %
4. /						
5.						
6. ()						
6.1)						
6.2)						
6.3)						
3.3)						
1.						
2.	-					
3.	-					
4.	-					
5.	-					
6. ()						
6.1)						
6.2)						
6.3)						

(4) 4

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			()			
3.1)	-	ü				
3.2)						
p 1.						
p 2. /	1	-	124	-	124	100%
p 3.						
.. 4. /						
.. 5.						
.. 6. ()						
6.1)						
6.2)						
6.3)						
3.3)						
.. 1.						
p 2.						
p 3.						
.. 4.	1	10	114	10	114	91.94%
.. 5.						
.. 6. ()						
6.1)						
6.2)						
6.3)						

(5) 5

				()		
3.1)	-	ü				-
3.2)						
p 1.						
p 2. /	3	17	267	17	267	5.99%
p 3.	2	10	274	10	274	3.52%
p 4. /	1	5	279	5	279	1.76%
.. 5.						
.. 6. ()						
6.1)						
6.2)						
6.3)						
3.3)						
.. 1.						
.. 2.						
.. 3.	2	5	279	5	279	1.76
p 4.	3	7	277	7	277	2.46
.. 5.	1	20	264	20	264	7.04
.. 6. ()						
6.1)						
6.2)						
6.3)						

(6) 6

				()		
3.1)	-	ü				
3.2)						
1.						
2. /	1	10	131	10	131	7.09%
3.						
4. /	2	5	136	5	136	3.55%
5.						
6. ()						
6.1)						
6.2)						
6.3)						
3.3)						
1.						
2.						
3.						
4.	1	3	138	13	128	9.21%
5.						
6. ()						
6.1)						
6.2)						
6.3)						

(7) 7

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				()		
3.1)	-	270				
3.2)						
p 1.						
p 2. /	2	150	230	150	230	53.57%
p 3.	1	200	180	200	180	47.37%
p 4. /						
.. 5.						
.. 6. ()						
6.1)						
6.2)						
6.3)						
3.3)						
.. 1.						
.. 2.	1	5	375	5	375	98.68%
p 3.	2	50	230	50	230	60.52%
p 4.						
.. 5.						
.. 6. ()						
6.1)						
6.2)						
6.3)						

7.4 ()

(1) 1

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()

4.1						
4.2						
4.3 ()		300	326	300	326	47.92%
4.4 ()						
4.5						
4.6 ()						
4.6.1) ()						
4.6.2)						
4.6.3)						



(2) 2

- ()

4.1						
4.2						
4.3 ()		170	13	170	13	92.89%
4.4 ()						
4.5						
4.6 ()						
4.6.1) ().....						
4.6.2).....						
4.6.3).....						

(3) 3

- ()

4.1						
4.2						
4.3 ()		139	-	-	-	100%
4.4 ()						
4.5						
4.6 ()						
4.6.1) ().....						
4.6.2).....						
4.6.3).....						

(4) 4

- ()

4.1						
4.2						
4.3 ()		100	24	100	24	80.65%
4.4 ()						
4.5						
4.6 ()						
4.6.1) ().....						
4.6.2).....						
4.6.3).....						

(5) 5

- ()

4.1						
4.2						
4.3 ()		150	134	100	134	35.21%
4.4 ()						
4.5						
4.6 ()						
4.6.1).....						
4.6.2).....						
4.6.3).....						

(6) 6

- ()

4.1						
4.2						
4.3 ()		111	30	111	30	78.72%
4.4 ()						
4.5						
4.6 ()						
4.6.1).....						
4.6.2).....						
4.6.3).....						

(7) 7

- ()

4.1						
4.2						
4.3 ()	1	130	250	130	250	65.78%
4.4 ()						
4.5	2	180	200	200	180	47.37%
4.6 ()						
4.6.1).....						
4.6.2).....						
4.6.3).....						

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(. . 2557 - 2561)

(. . 2559 - 2563)

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2557 - 2559), (. . 2558-2560), (. . 2559-2562) (. . 2560-2563)

	. 2557				. 2558				. 2559				. 2560			
1.	20	9	415,000	259,833	21	13	1,564,259	206,508	23	13	1,052,800	147,826	16	12	1,081,000	-
2.	22	4	144,000	25,548	20	4	866,000	-	13	2	40,000	17,170	19	11	2,833,220	-
3.	21	8	393,000	294,942.95	24	13	548,000	175,958	25	7	345,000	-	17	6	280,000	-
4.	30	8	3,596,000	1,378,420	24	11	4,397,000	2,206,221	24	15	11,641,763	365,000	84	6	4,027,000	-
5.	16	3	215,000	150,468	18	11	841,370	421,487	19	5	508,400	126,686	15	7	8,034,600	-
6.	11	-	-	-	15	5	970,000	942,859	17	3	70,000	-	8	1	10,000	-

	. 2557				. 2558				. 2559				. 2560			
7.	11	3	170,000	127,123	6	6	149,000	95,380	6	4	225,000	14,650	6	5	95,000	-
8.	6	2	30,000	-	8	4	20,000	8,152	7	2	25,000	-	6	4	75,000	-
9.	16	3	278,000	102,587	18	10	759,000	323,733	22	6	2,622,100	13,015	15	5	298,600	-
	153	28	5,241,000	2,338,921.95	154	37	10,114,629	4,380,298	156	61	16,530,063	684,347	186	57	16,734,420	-

1.2

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2557-2560

	2557	2557	2558	2558	2559	2559	2560	2560
1.	20	9	29	13	24	13	16	12
2.	17	4	37	4	21	2	31	11
3.	20	8	34	13			17	6
4.	22	8	73	11	58	15	88	6
5.	16	3	24	11	19	9	15	7
6.	11	-	21	5	19	3	9	1
7.	7	3	12	6	8	4	8	5
8.	6	2	9	4	6	2	6	4
9.	15	3	36	10	33	6	21	5
	134	40	275	77	221	61	221	57

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(Country Strategic Positioning)

(Trading and Service

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(GNP Per Capita)

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(GDP Per Capita)

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Hub)
(Academic Hub)

(Medical Service Hub)
(Product Hub)

(Wellness

(Health in All Policies)

(2.4)

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(Customized Welfare)
(Cost Sharing)
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(Green Logistics)

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ZeroWasteSociety

(5.3)

(Green Supply Chain/Green Value Chain)

(5.4)

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(5.6)

(Climate Resilience City)

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(Post-ASEAN 2015)

Regional Comprehensive

Economic Partnerships (RCEP)

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(. . 2558-2561) (. . 2560)

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(LogisticsHub)

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(. 2558-2561)

(. 2560)

1:	2.	1 (2/) 2 (1/) 3 (10/) 4. (palm oil yield 0.5/)	1. ()
	2.	1. 2. () 3. () 4.	1 (,)

2:	1.	1. (3/)	1. 2.
3: (LogisticsHub)	1.	1. (GPP) (1/)	1.
4:	1. 2.	1. (10/) 2. (1/) 1. (15) 2. 0-net .3 (3/) 3.	1.

	3.	1. (HA) (100) 3.2 (20)	1.
5:	1.	1. (0.01/) 2. (/) 80 : (80/)	1. (/
	2. ()	1. (0.05/)	1.
	3.	3.1 / 10/	1.

1.4

. .2559 - 2563 (. .2560)

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2559-2560

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2.5 _____

-	2561	194
-	2562	129
-	2563	205
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(Logistics

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(OTCP)

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3.1

SWOT

Mckinsey 7s Framework

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Strength

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(structure)

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(Strategy)

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(Systems)

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	7)	()
	8)		
	9)		
	10)		
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	2)		
	3)		
	4)		
5		(Staff)	
	1)		
	2)		
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	4)		
	5)		
	6)		
6.		(Skills)	
	1)		
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	3)		
	4)		
7.		(Shared value)	
	1)		
	2)		
	3)		
	4)	4	

- 7 (Weaknesses)
- 1. (Structure)
 - 1)
 - 2)
- 2. (Strategy)
 - 1)
- 3. (Systems)
 - 1) E-auction
 - 2)
 - 3)
 - 4)
- 4. (STYLE)
 - 1)
 - 2)
 - 3)
- 5. (Staff)
 - 1)
 - 2)
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 - 4)
- 6. (Skills)
 - 1)
- 7. (Shared value)
 - 1) O,T
- (Opportunity)
 - 1)
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/ (Threats)

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- 5)

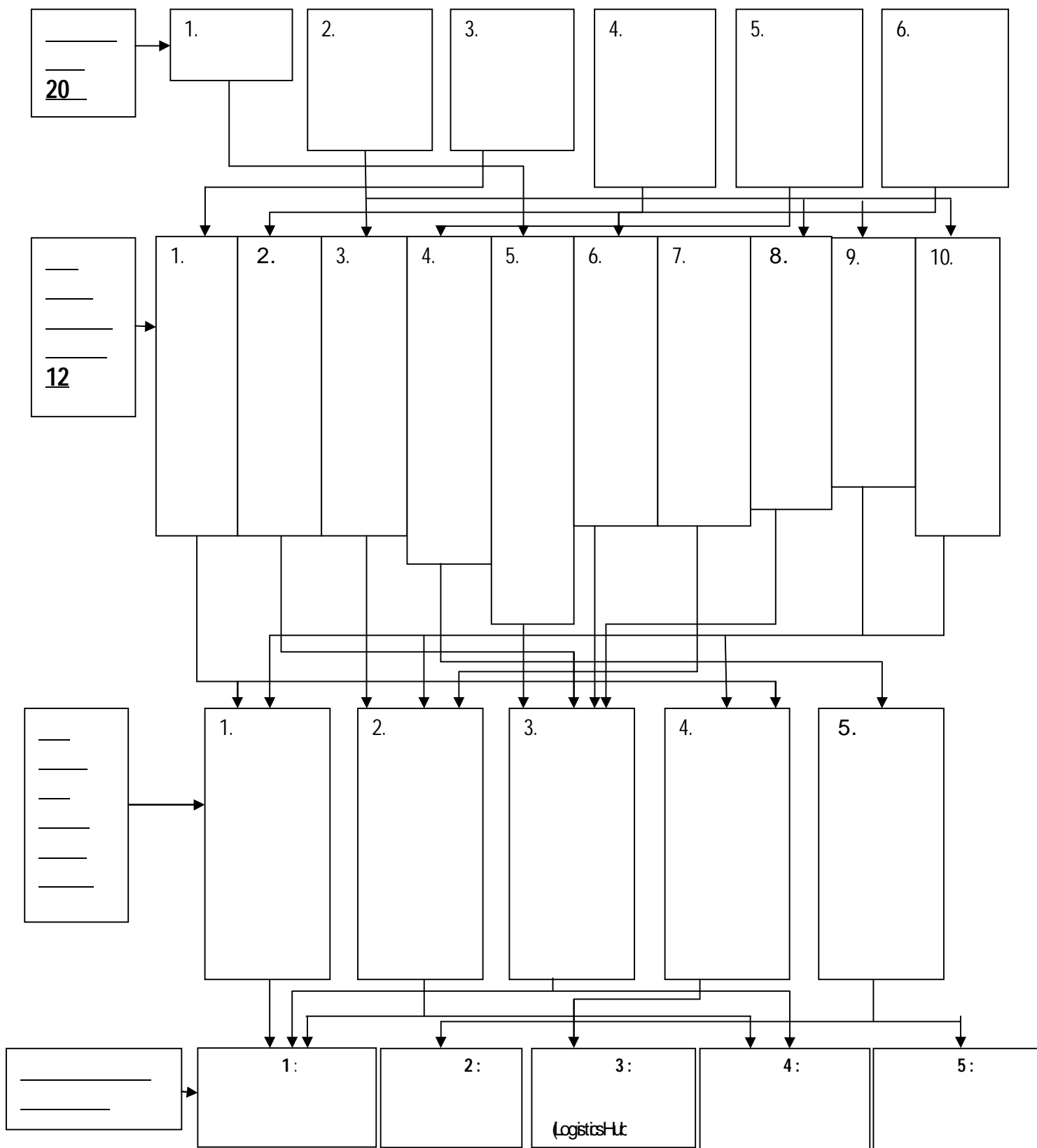
- 6)
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- 9)
- 10)

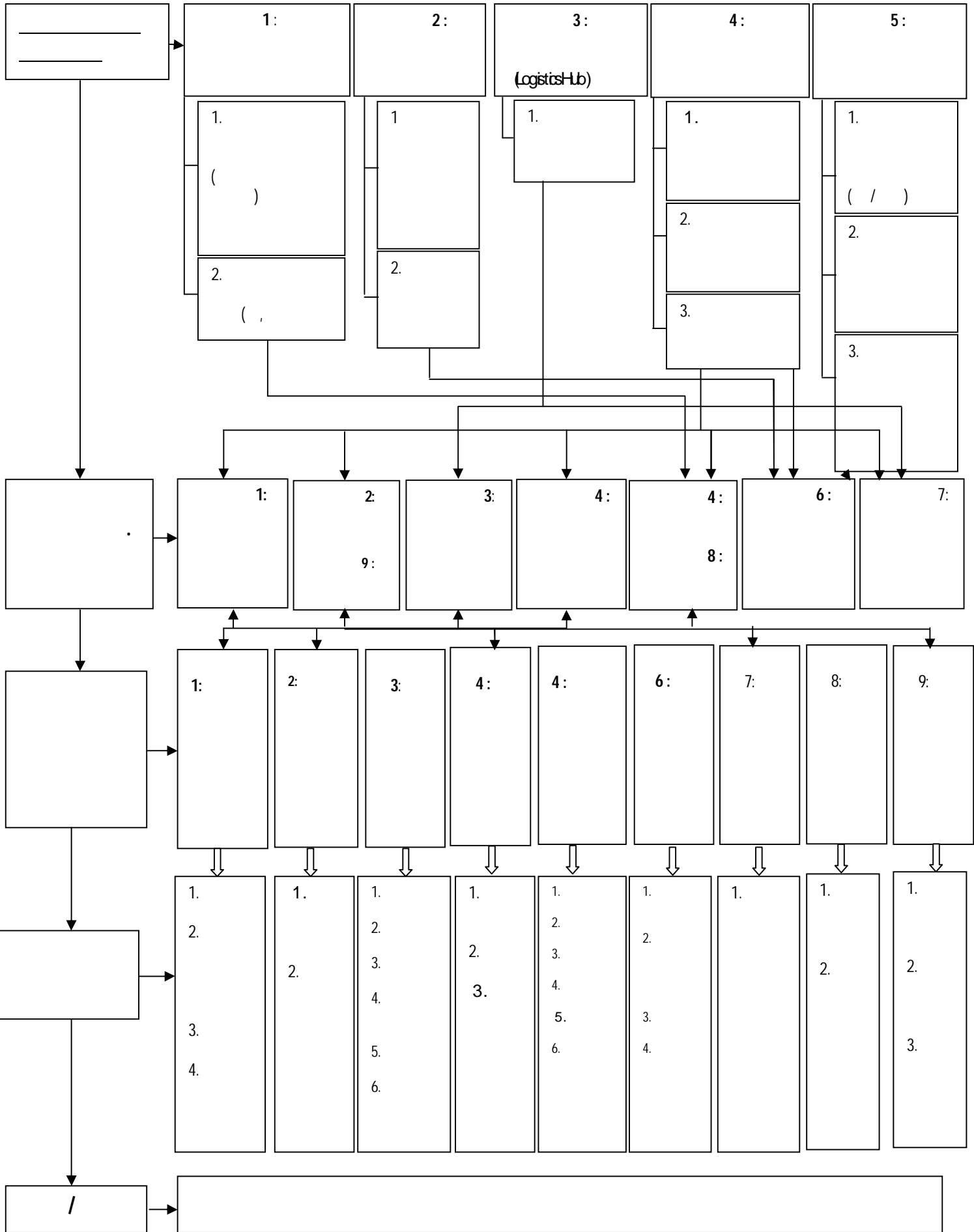
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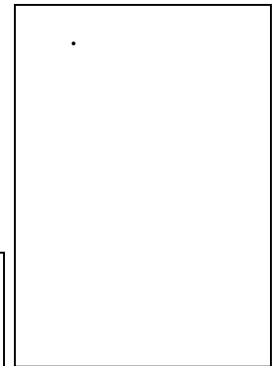
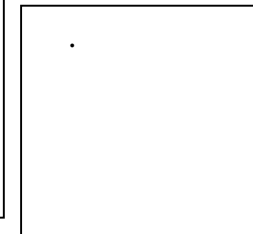
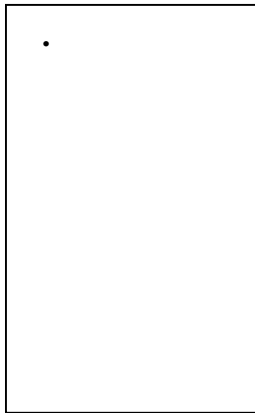
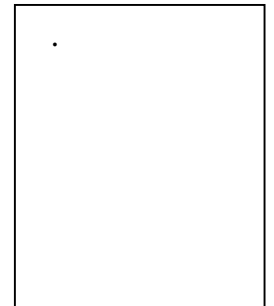
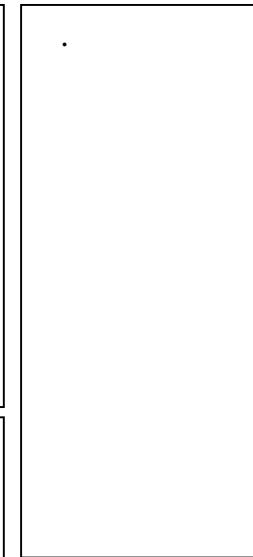
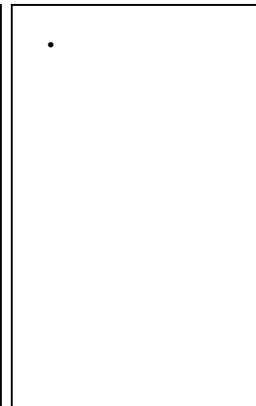
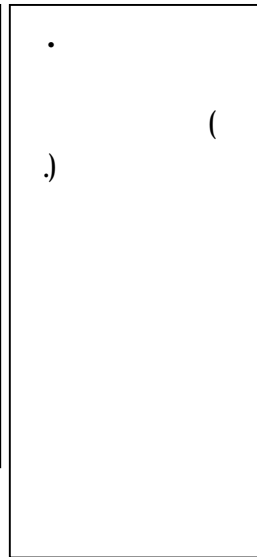
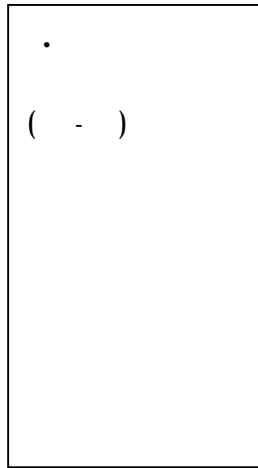
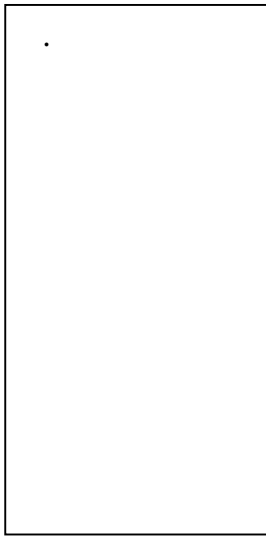
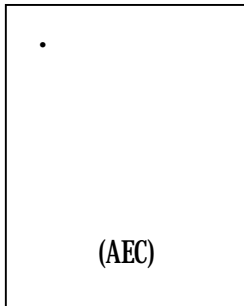
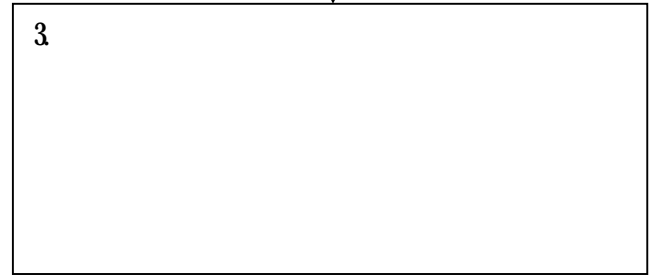
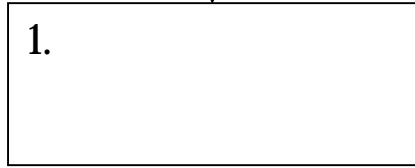
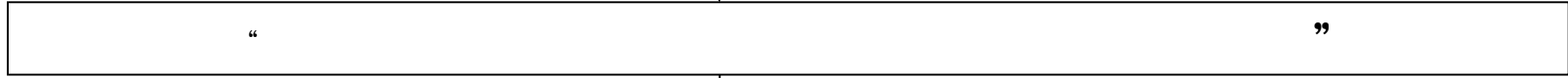
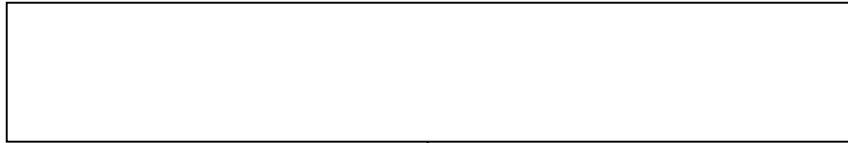
(. .2561-2564)





3.4

(strategicmap)



(. .2561-2564)



1.

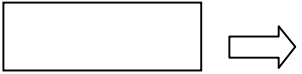


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2.



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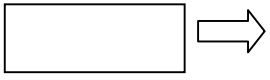
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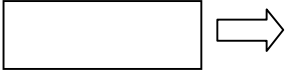
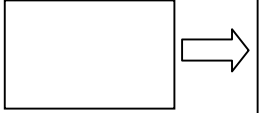
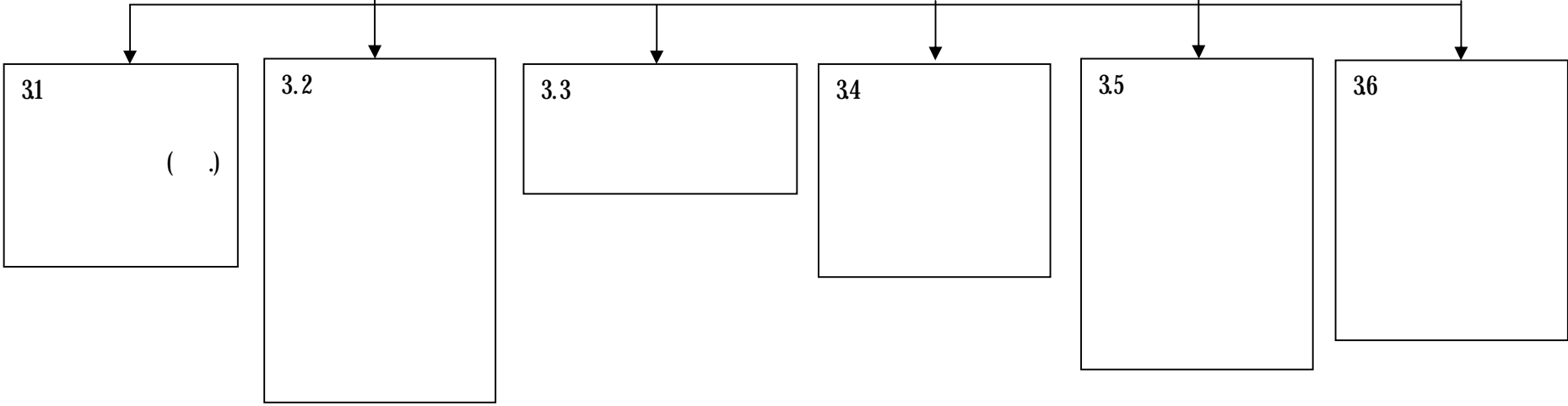
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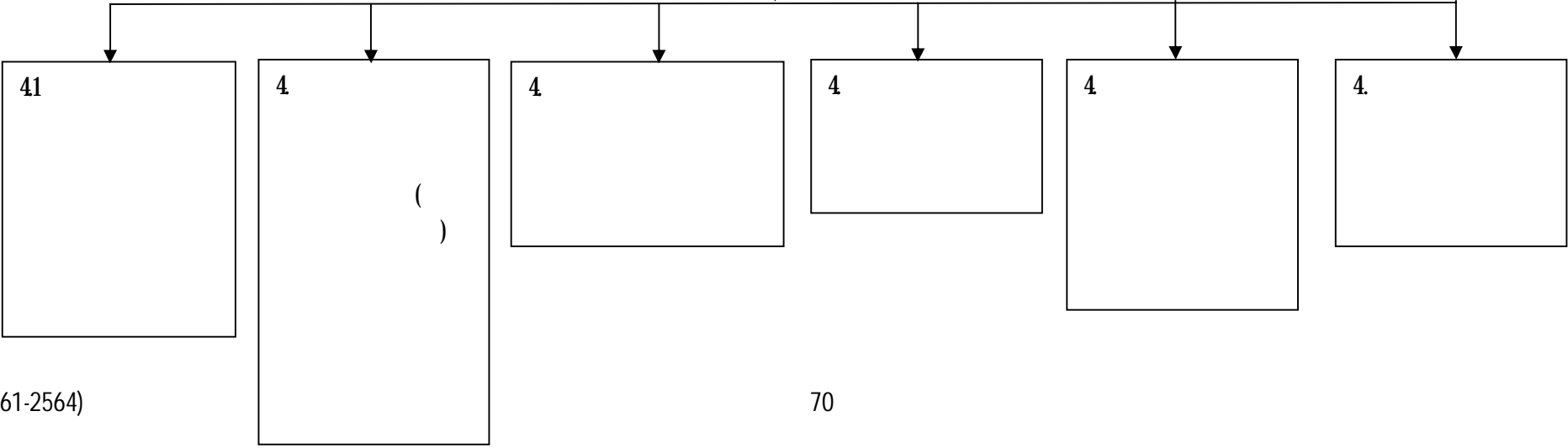
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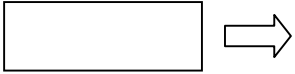
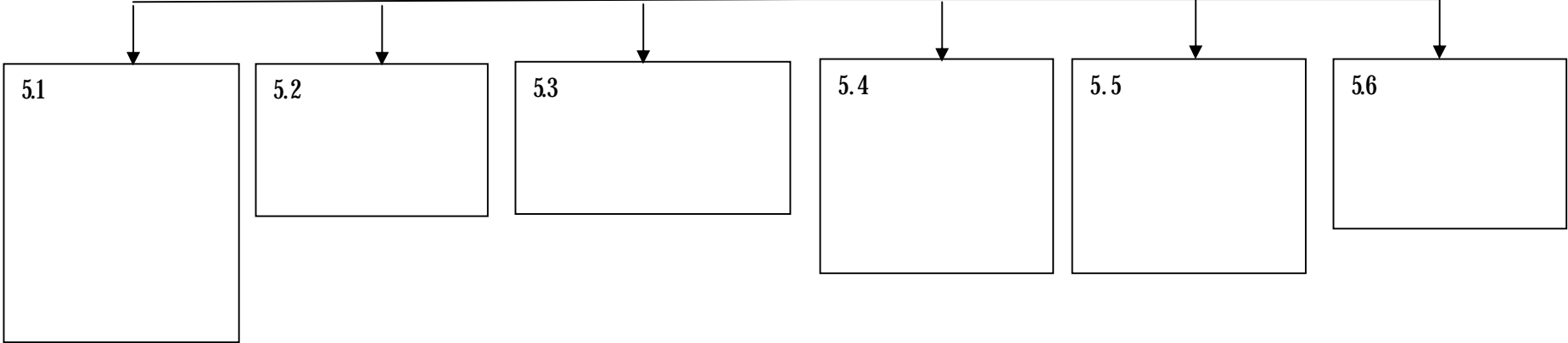


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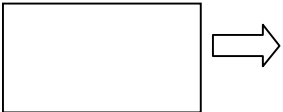
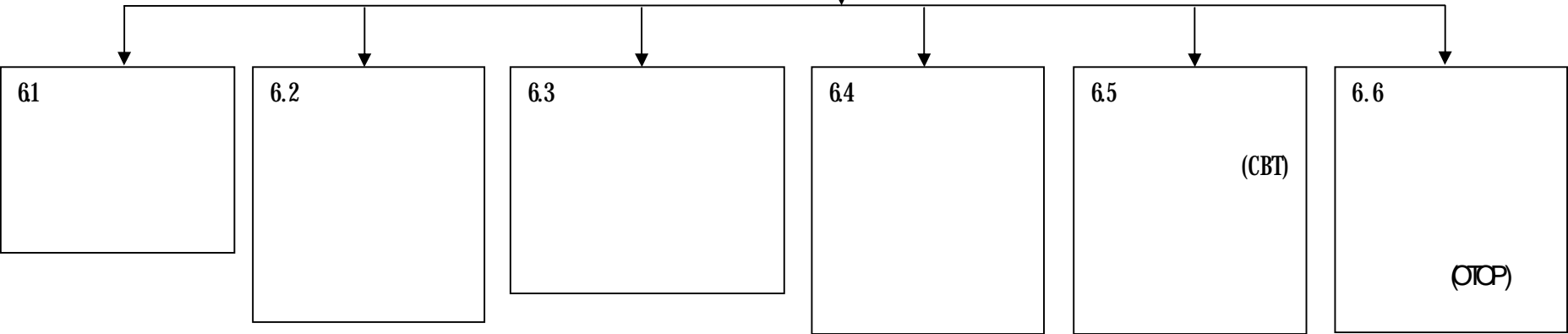


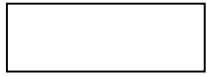


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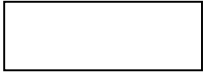
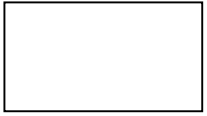


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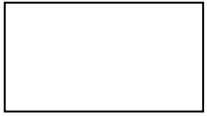
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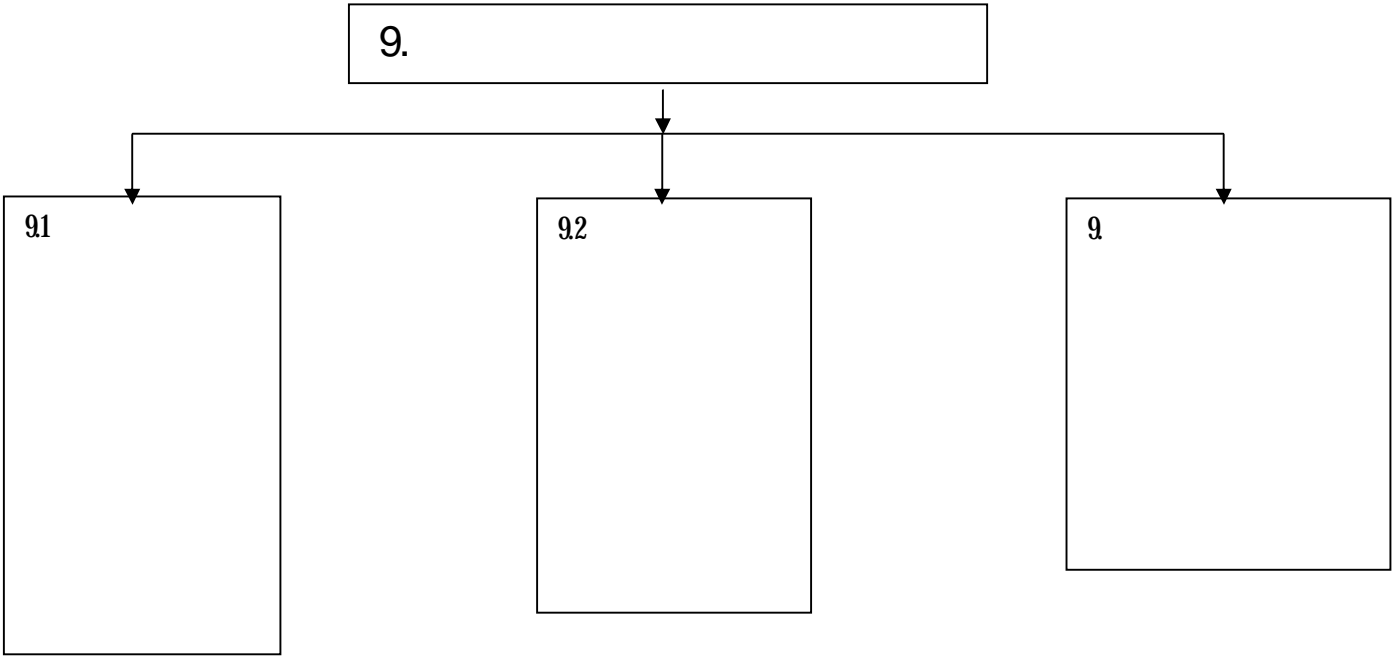
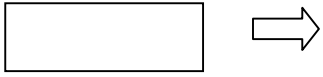
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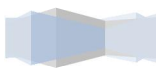
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	61		62		63		2564		4	
		()		()		()		()		()
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4.1										
4.2										
43										
6										
6.2										

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	61		62		63		2564		4	
		()		()		()		()		()
8										
8.1			1	25,000					1	25,000
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