

**Supply Chain Management: Enhancing World Food
Security and trade facility.
Case study of Thai Poultry Industry,
CP Food and FAPP**

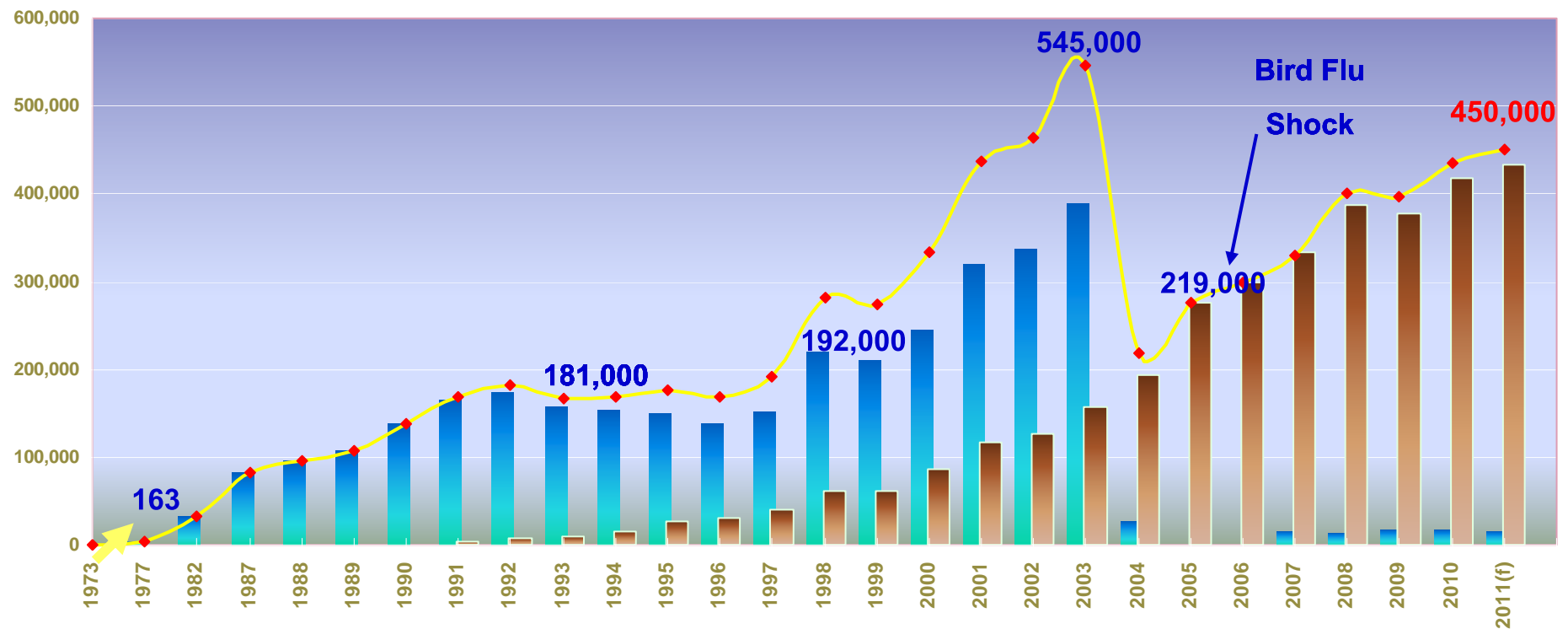


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A case study explain along Thai chicken history

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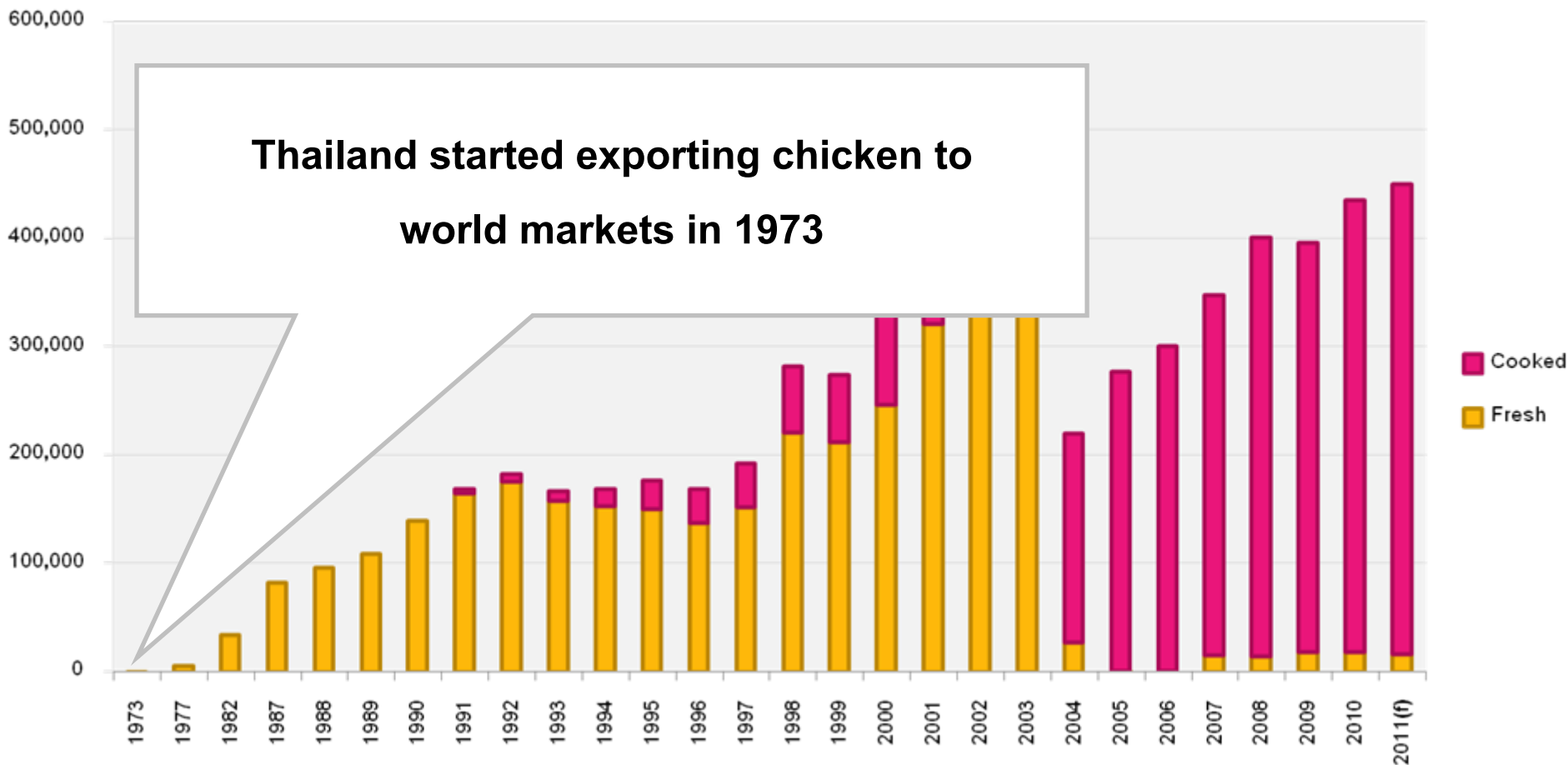


Ref : Thai Broiler Exports Association

And to do this in depth- study and achieve goals, the study has introduced the Thai poultry industry and the practical management of CPF Co, Ltd and FAPP as well as the concept to explore beyond ASEAN as a case study explaining its overview intention, particularly in the context of the industry and regional ASEAN Economic and Social Development.

Lessons learned from history applicable to the present situation:

Case study of the Thai chicken business history and CPF



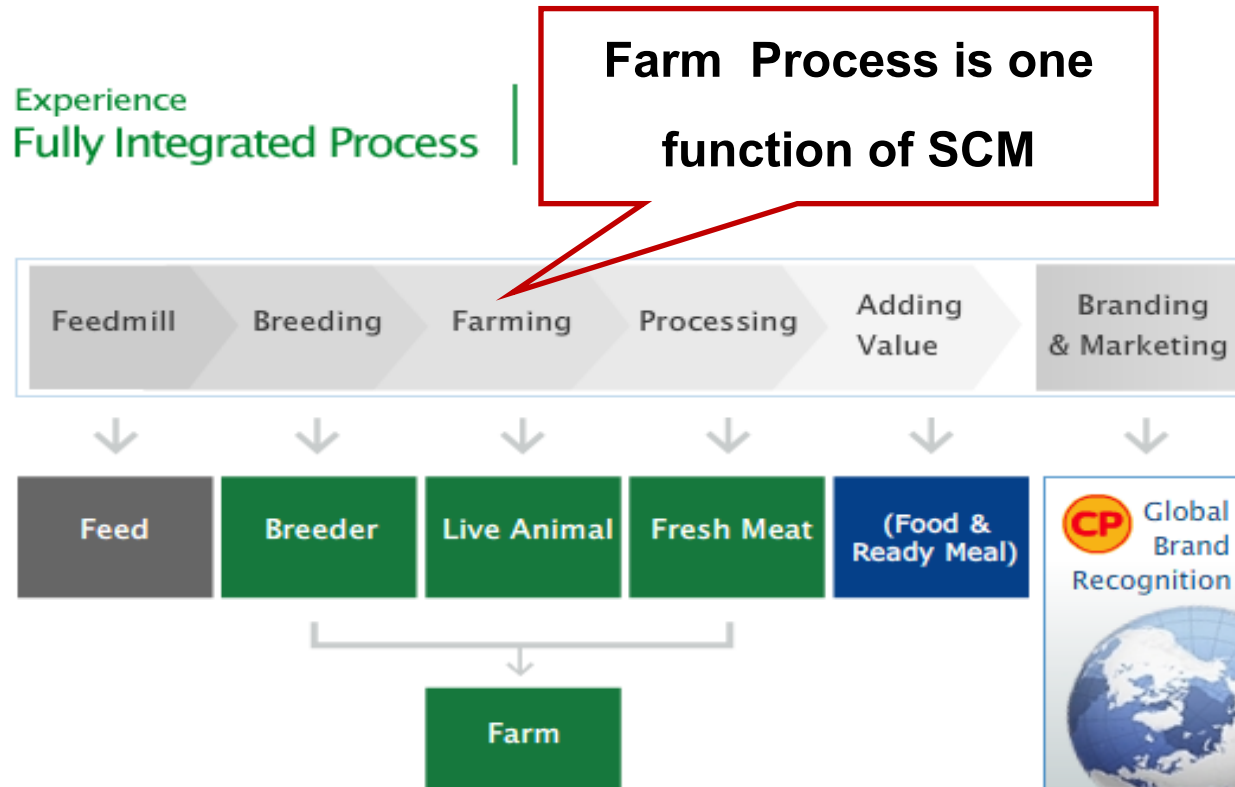
1. "Demand-driving" leads to trade facilitation

The graph shows that Thailand started exporting chicken to world markets in 1973.

At the beginning Japan asked for imports.

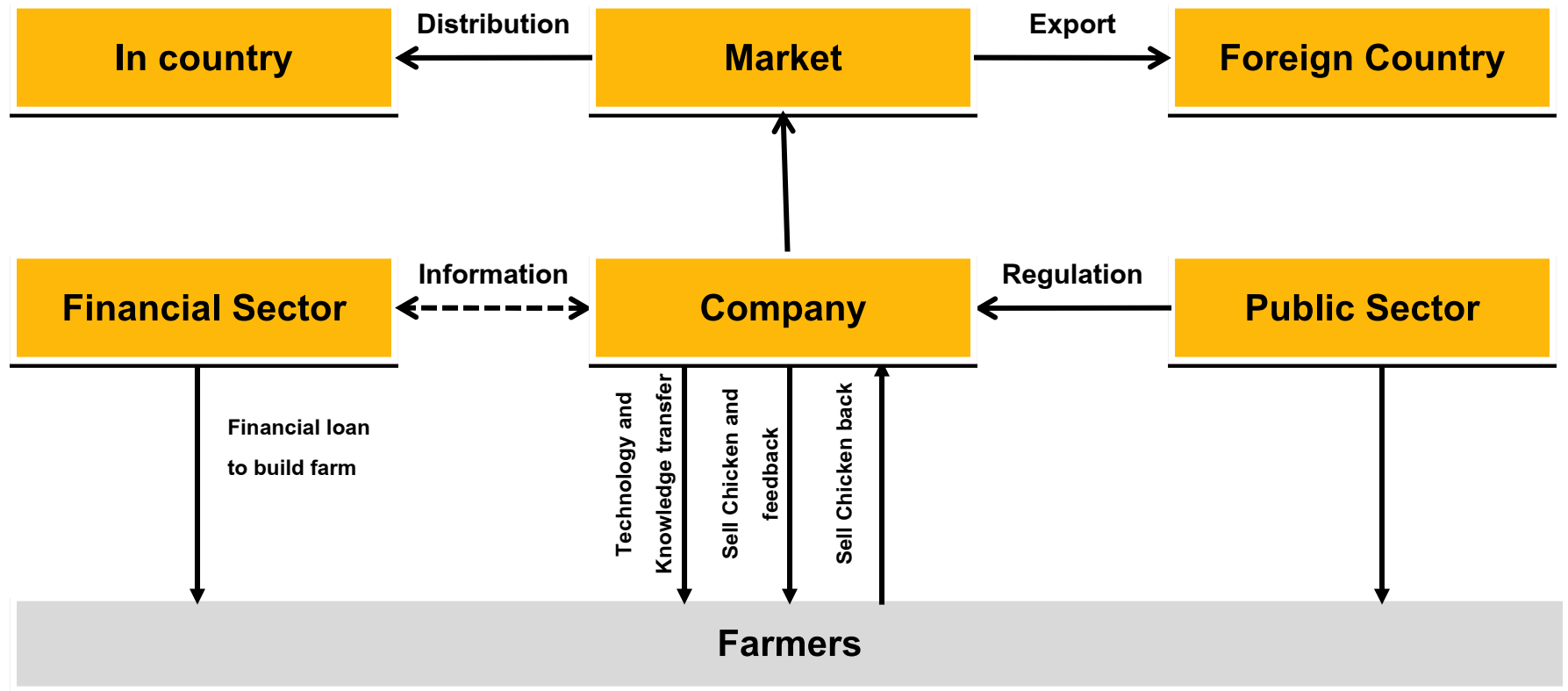


2. “Contract Farming” management system is one supply chain management mechanism



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How to increase production to serve the rapidly demand from Japan?



3.PPPP-4Ps Model

(Small Private – Large Private – Public - Partnership)

PPPP-4Ps Model (small Private – large Private – Public - Partnership) applied from the contract farming model enlarges trade facilitation and reduces chance of food insecurity in long term

In this point we can say that “Contract Farming” management system is one of Trade Facilitation and Supply Chain Security mechanism of chicken management business. More over if we notice the four PPPP: Small Private–Large Private–Public Partnership actives and enlarges trade facilitation and reduces chance of food insecurity in long term.

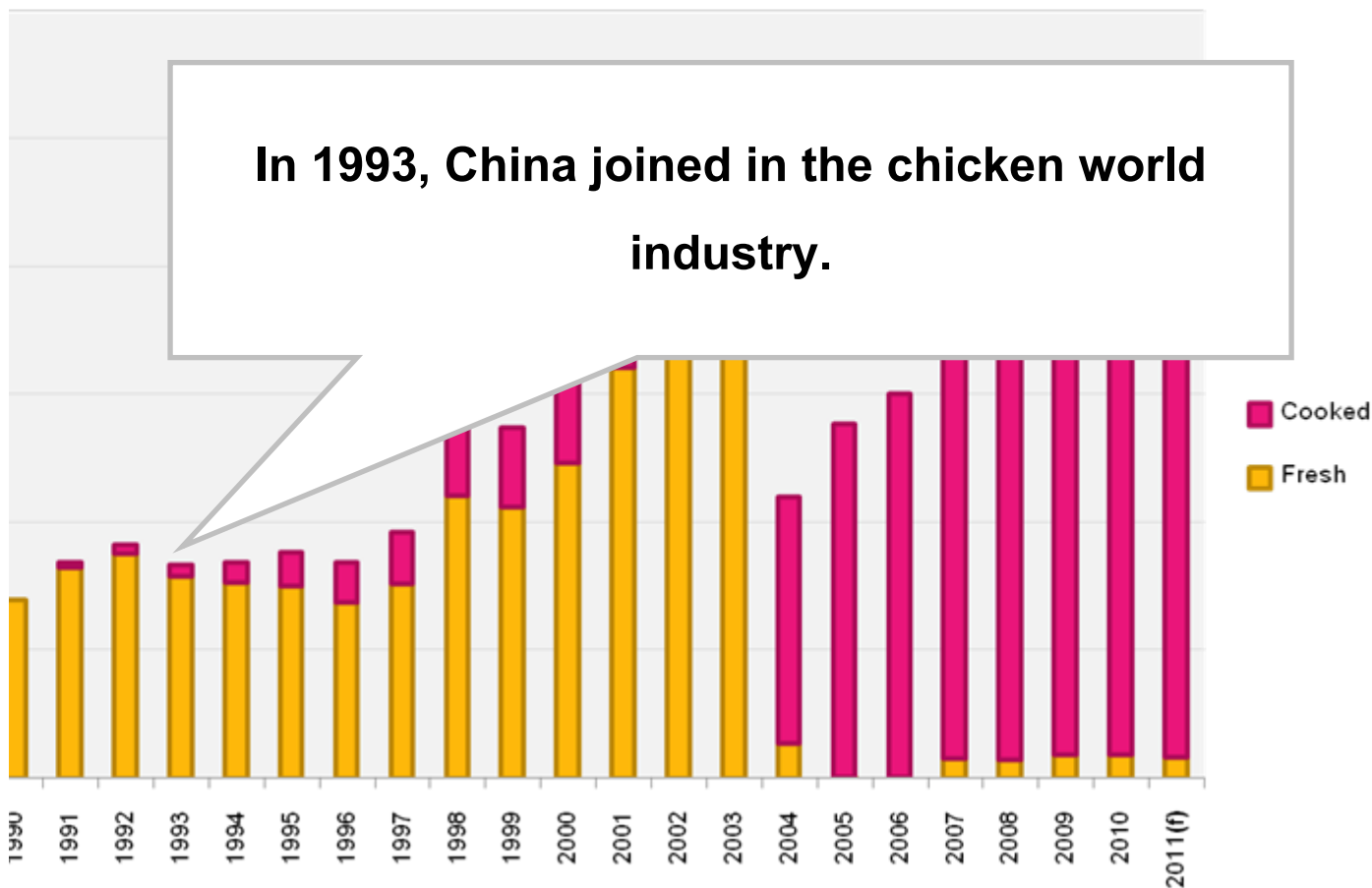


Before



After

is learned from history applicable to the present situation:
se study of the Thai chicken business history and CPF



预览已结束，完整报告链接和二维码如下：

https://www.yunbaogao.cn/report/index/report?reportId=5_2914

