

Abstract

Research Title : Critical Success Factors of Thai Logistics Service Provider in ASEAN
Region
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As the ASEAN Economics Community which was officially declared the establishment in the end of December 2015, it was only the official starting point for Thailand and ASEAN countries will move forward together to the brand new business platform which will expand the current level which is the single country competitive level to the grouping competitive level in the world market. The current logistics cost per GDP of Thailand is around 16-19 percent which is relatively high and still have a plenty rooms to improve the performance. Thai logistics service providers (LSPs) will have to improve themselves in order to be able to compete with the competitive from the other countries. However, the role of the critical success factors (CSFs) for analyzing the performance of Thai LSPs has not yet received much attention. So this research is aim to study the current CSFs of the Thai LSPs which operate themselves in ASEAN region. The factors which was studied are cost, relationship, service, quality, information and equipment system, flexibility, delivery performance, professionalism, location and reputation. All of the factors was proved to be a positive significant factor to the successful of the Thai logistics service provider but the CSF which have the most significant level is "cost".