

1

1.1

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1.2

- 1)
- 2)
- 3)
- 4)
- 5)
- 6)

13

\_\_\_\_\_ 1

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3  
1)

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SWOT ( )

2)

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7

**1.4** 

2

2.1

1)

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3)

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7)

**SWOT Analysis**

**SWOT Analysis**

( Strength )

1.

2.

3.

4.

5.

6.

7.

8.

(Weakness

1.

2.

3.

4.

5.

6.

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9.

10.

11.

(Opportunity)

1.

2.

3.

4.

(SML)

5.

(Threat)

1.

2.

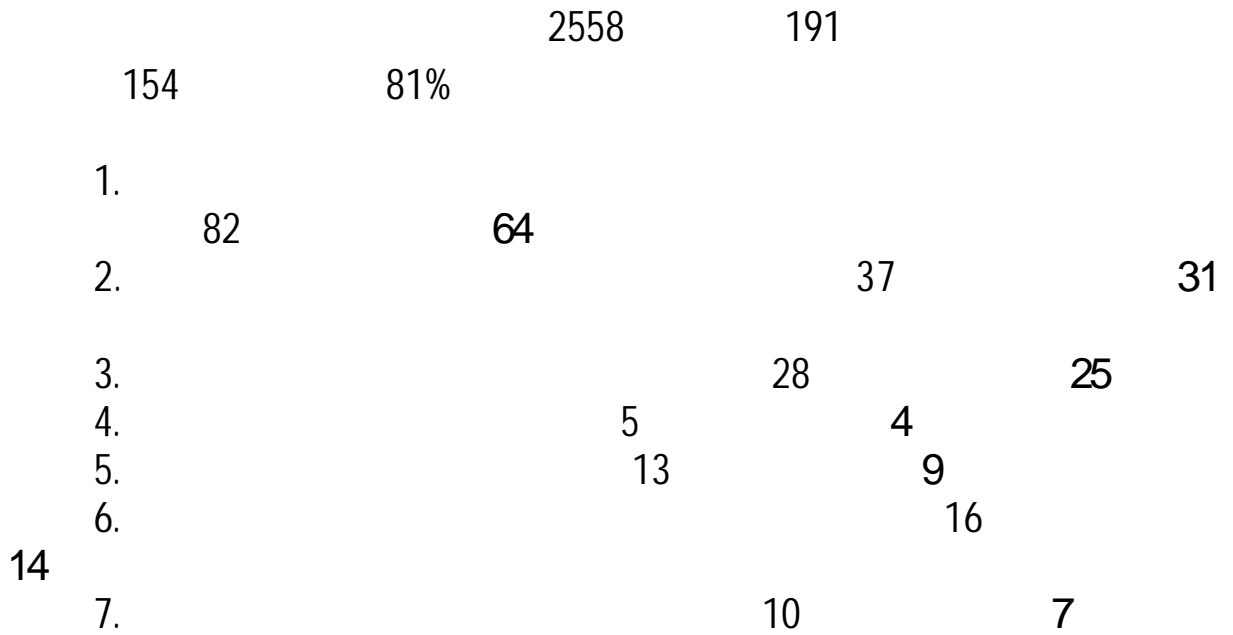
3.

4.

5.

6.

2.2



5

2552	27.01	57.79	15.20
2553	34.38	49.58	16.04
2554	11.77	62.40	25.83
2555	18.40	68.95	12.65
2556	24.52	64.00	11.48
2557	19.44	67.19	13.37
2558	27.70	64.70	7.60

7

2558

10

1

$$2555 = 7.15 \quad 2558 = 6.58 \quad 2557 = 6.99 \quad 2556 = 6.92$$

2

$$2557 = 6.57 \quad 2556 = 7.09 \quad 2555 = 8.10 \quad 2558 = 7.33$$

3

$$2557 = 6.69 \quad 2556 = 6.97 \quad 2555 = 7.30 \quad 2558 = 7.12$$

4

$$2557 = 7.25 \quad 2556 = 6.91 \quad 2555 = 7.05 \quad 2558 = 6.67$$

5

$$2557 = 7.43 \quad 2556 = 7.13 \quad 2555 = 7.55 \quad 2558 = 6.95$$

6

$$2558 = 6.55 \quad 2557 = 6.73 \quad 2556 = 6.85 \quad 2555 = 7.82$$

7

$$= 6.69 \quad 2557 = 6.70 \quad 2556 = 6.78 \quad 2555 = 7.69 \quad 2558$$



2.3 ( . . 2558)

. . 2558

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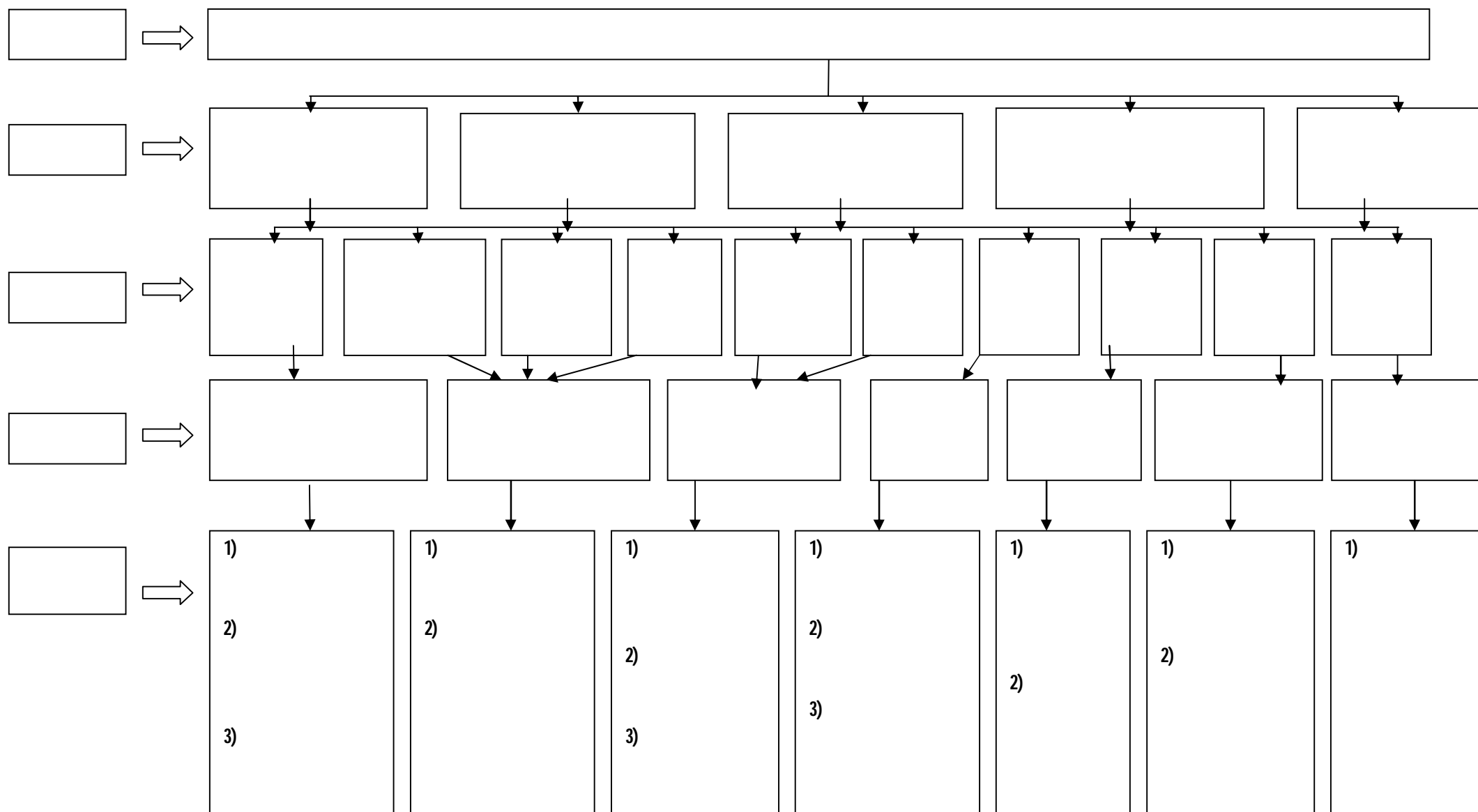
**3****3.1**

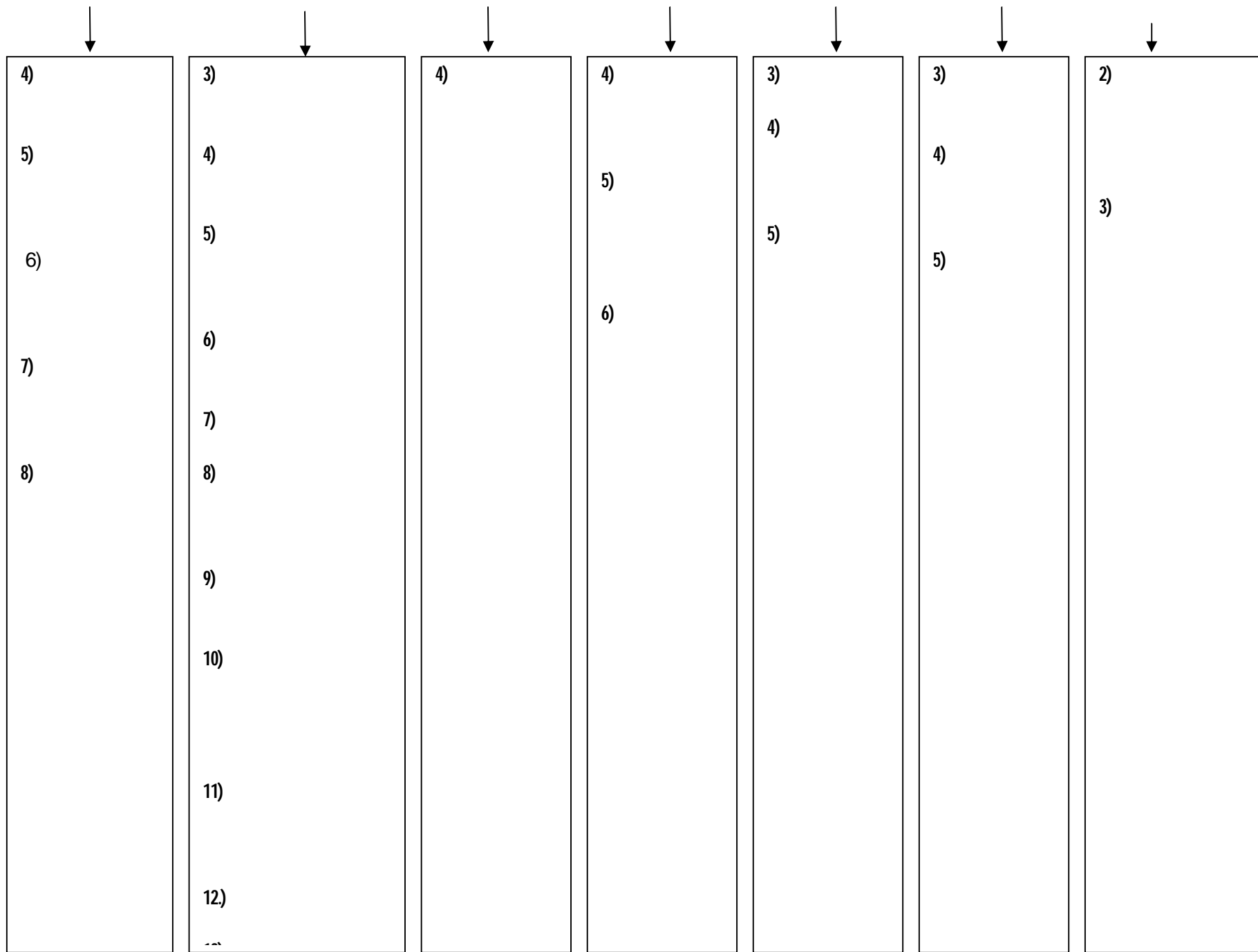
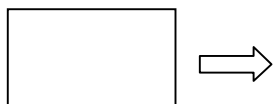
	<b>1.</b>	
	<b>2</b>	
	<b>3</b>	
	<b>4</b>	
	<b>5</b>	
	<b>6</b>	
	<b>7</b>	
	<b>8</b>	
<b>2</b>	<b>1</b>	
	<b>2</b>	
	<b>3</b>	

	4 5 6 7 8 9 10	
3	1 2 3 4	
4	1 2	

	3 4 5	
5	1 2 3 4 5	
6	1 2 3 4 5	
7	1 2	

	<b>3</b>	







**3.2**

**01**

**03**



(. . 2560 - 2562)

1.

1.1

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
1		1.	6 300	100,000	105,000	110,000		-	
		2.						-	
2		-	6 60	30,000	35,000	40,000		-	
3		-	6 60	15,000	20,000	25,000			

1.1

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
4		1.	6	30,000		35,000	40,000	-	
		2.	6					-	



1.3

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
1		1.  2.	6	100,000	105,000	110,000		-	
2			6	20,000	25,000	30,000		.	
3			6	40,000	45,000	50,000			
4				10,000	-	-			-



1.5

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
1		-	6 100	20,000	25,000	30,000		-	-



1.6

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
1	OTOP	- OTOP	6	20,000	25,000	30,000	OTOP	- OTOP	-

1.7

	/		)	2560		2561	2562	(KPI)		
				( )		( )	( )			
1			6 60	20,000		25,000	30,000		-	
2		1.  2.	6 60	25,000		30,000	35,000		- /	

1.8

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
1		-	6 600	20,000	25,000	30,000		-	-
2			80	30,000	35,000	40,000			

3

2

2.

2.1

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
1		1.	- 4  - 2	100,000	110,000	120,000		-	
2		-	50	20,000	20,000	20,000		-	
3		-	- 40 6	40,000	45,000	70,000		-	

2.1

	/		( )				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
4	English Camp	1.	6 90	30,000	35,000	40,000		-	
5	( )	1.	2	20,000	20,000	20,000			

2.2

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
1		-	-	8,000	9,000	10,000		-	
			50						
2		-	-	5,000	6,000	7,000		-	
			70						
3		1.		18,000	18,000	18,000		-	
			300						

2.2

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
4		1.	2	5,000	5,000	5,000		-	

2.3

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
1		-	-	50,000	70,000	80,000	.	-	
	2		1						
2		-	-	50,000	70,000	80,000	.	-	
			1						
3		-	-	5,000	-	-			
			100						



2.4

	/		)	2560		2561	2562	(KPI)		
				( )		( )	( )			
1		-	- ,	80,000		90,000	100,000	.	-	
2		-	- 6	30,000		30,000	30,000		-	
3		-	- 2	10,000		15,000	20,000		-	

2.5

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
1		1.	-	50,000	60,000	70,000	.	-	
2		-	20	20,000	20,000	20,000		-	
3		-	100	60,000	60,000	60,000		-	-

2.5

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
4		-	-	60,000	65,000	70,000		-	
			120						
5		-	-	10,000	15,000	20,000		-	
			2						
			3						
6		-	-	10,000	-	-		-	
			145						
7		-	-	30,000	40,000	50,000		-	

2.6

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
1		-	- 100	20,000	25,000	30,000		-	
2		-	-	30,000	35,000	40,000		-	
3		-	- 100	20,000	25,000	30,000		-	
4	( )		- 1-2 150	-	200,000	200,000		-	
5		-	- 100	10,000	15,000	12,000		-	

2.6

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
6		-	-	5,000				-	
		-	4 - 5						

2.7

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
1	-	-	100	20,000	25,000	30,000		-	
2	-	-		10,000	15,000	20,000		-	
3	-	-	150	30,000	35,000	40,000		-	

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
1			- 3- 6 300	20,000	25,000	30,000		-	
2		-	- 3- 6 200	80,000	90,000	90,000		-	
3		-	- 3- 6 300	50,000	60,000	70,000		-	
4		-	- 300	20,000	25,000	30,000		-	

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
5		-	- 1- 2 100	5,000	6,000	7,000		-	
6		-	1- 5 300	20,000	20,000	20,000		-	
7		- (. . ) -	- 1- 2 400	40,000	40,000	40,000		-	
8		-	- 100	5,000	6,000	7,000		-	



	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
9		-	- 30	20,000	25,000	30,000		-	
10		-	- 3- 6 300	20,000	25,000	30,000		-	
11		-	- 50	20,000	25,000	30,000		-	
12		-	- 3-6 300	10,000	15,000	20,000		-	

2.8

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
13		-	- 100	20,000	20,000	20,000		-	
14		-	- 50	50,000	60,000	70,000		-	
15		-	- 3-6	30,000	40,000	45,000		-	
16			1 2	70,000	70,000	70,000	1 2		

2.8

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
17			1- 6	18,000	18,000	18,000			
18	-		1 2	30,000	30,000	30,000			
19			3-6	15,000	15,000	15,000			

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
1	/	-	- 600	20,000	25,000	30,000		-	
2	/ /	-	- 600	20,000	25,000	30,000		-	
3		-	-	10,000	15,000	20,000		-	

2.9

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
4		-	6	74,000	75,000	76,000			

2.10

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
1		-	6	4,600,000	4,600,000	4,600,000		-	
2		-		1,056,000	1,056,000	1,056,000		-	
3				18,000	18,000	18,000			
4		-	-	20,000	30,000	40,000		-	

## 2.10

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
5		-	-	1,300,000	1,300,000	1,300,000	.	-	
6		-	-	650,000	650,000	650,000	.	-	
7		-	-	20,000	20,000	20,000		-	
8		-		10,000	12,000	13,000		-	
9			-	25,000	25,000	25,000		-	

2.10

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
10		-	-	18,000	20,000	25,000		-	
11		-	2	10,000	10,000	10,000		-	
12		-	2	300	300	300		-	
13		-	6 6	20,000	25,000	30,000		-	



2.10

	/		)				(KPI)		
				2560 ( )		2561 ( )			
14				20,000		25,000	30,000		
15				35,000		40,000	45,000		
16		-		20,000		20,000	20,000	-	
		-						-	

2.11

	/		)				(KPI)			
				2560 ( )	2561 ( )	2562 ( )				
1		-	-	20,000		30,000	35,000		-	-
2		-	-	30,000		35,000	40,000		-	-
3		-	-	50,000		55,000	60,000		-	-
			20							-
4				100,000		120,000	150,000			

2.12

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
1		-	-	100,000	100,000	100,000		-	
2		-	-	10,000	15,000	20,000		-	-
3		-	-	10,000	10,000	10,000		.-	
4		-	-	20,000	30,000	40,000		-	-
5		-	-	10,000	10,000	10,000		-	

2.13

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
1		-	-	45,000	45,000	45,000	.	-	
		.	6						

4

3

3.

3.1

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
1	" "	-	200 100	100,000	120,000	130,000	-		
2		-	-	70,000	72,000	73,000	-		
3		-	300	60,000	62,000	63,000	-		
4		-	-	20,000	25,000	30,000	-		

## 3.1

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
5		-	- 1 - 6	60,000	62,000	63,000		-	
6		-	-	20,000	25,000	30,000		-	
7		-	-	20,000	20,000	20,000		-	
8		-	- 6	30,000	35,000	40,000		-	

3.1

	/		)				(KPI)		
				2560 ( )		2561 ( )			
9			2	6,000		6,000	6,000		
10				5,000		-	-	-	
11			( )	15,000		-	-	-	
12				5,000		-	-	-	

3.2

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
1		1.	50	20,000		20,000	20,000	-	-



3.3

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
1	1,2	-	- 2	300,000	300,000	300,000		-	
2		-	-	100,000	100,000	100,000		:-	
3	1, 4, 5, 6	-	- 4	400,000	400,000	400,000		-	
4		-	- 6	100,000	100,000	100,000		-	
5	3	-	- 1	100,000	100,000	100,000		-	

3.4

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
1		-	- 1	5,000	7,000	9,000		.-	

3

4

4.

4.1

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
1		-	-	200,000	220,000	250,000		-	

4.1

-

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
2		-	-	50,000	55,000	60,000		-	
3		-	-	50,000	55,000	60,000		-	
4		-		200,000	200,000	200,000			
			50						



4.2

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
4		-	- 2	10,000	20,000	20,000		-	
5		-	- 2	30,000	40,000	50,000		-	
6		-	-	2,000	2,000	2,000		-	



4.2

	/		)				(KPI)		
				2560 ( )		2561 ( )			
12		1.	-	20,000		20,000	20,000		-
			120 x 180						



4.2

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
13	Multifunction / LED	1.	- Printer,Copier,Scanner, Fax ( 49 ICT 2559) 2	4,000	34,000	34,000		-	
14	32	1.	- 32 2	40,000	40,000	40,000		-	
15	( )	1.	80x200x50 4	24,000	-	-			

4.2

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
16			1	40,000	40,000	40,000			
17			- 1	20,000	20,000	20,000			
18			- 1	20,000	20,000	20,000			

4.3

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
1		-	-	10,000	15,000	20,000		-	
2	.	-	-	10,000	20,000	30,000		-	
3		-	100	20,000	25,000	30,000		-	
4		-	200	20,000	25,000	30,000		-	
5	.	-	1 .12	100,000	100,000	100,000		-	

4.3

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
6	3	3	3	10,000	10,000	10,000		-	3
7			-	100,000	100,000	100,000		-	
8	(e-bas)		-	10,000	20,000	20,000	(e-bas)	(e-bas)	

## 4.4

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
1		-	-	80,000	90,000	100,000		-	

4.5

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
1	.	-	-	10,000	15,000	20,000	.	-	.
2	.	-	1,000	40,000	40,000	40,000	.	-	.
3.	/	.	/	30,000	30,000	30,000	/	-	.
4.	.	.	.	3000	3000	3000	.	.	.

4

5

5

5.1

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
1	4	-	1	200,000	200,000	200,000			-
2		-	-	100,000	100,000	100,000		-	-
3	( ) .1	-	1	600,000	600,000	600,000			- -
4	- ( ) .1	-	1	1,700,000	1,700,000	1,700,000			- -
5	- ( ) .1	-	1	660,000	660,000	660,000			- -

## 5.1

	/		)				(KPI)		
				2560 ( )		2561 ( )			
6	-	-	1	3,000,000		3,000,000	3,000,000	.	-
7		-	1	500,000		500,000	500,000		-
8	.2	-	1	1,800,000		1,800,000	1,800,000	.	-
9	.2	-	1	500,000		500,000	500,000	.	-
10	.2	-	1	750,000		750,000	750,000	.	-
11	-	-	1	1,600,000		1,600,000	1,600,000	.	-



## 5.1

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
12	- .2	-	. 1	250,000	250,000	250,000	.		- -
13	( - )	-	60 .	800,000	800,000	800,000	.		- -
14	( ) .3	-	. 1	1,850,000	1,850,000	1,850,000	.		- -
15	-	-	1	1,200,000	1,200,000	1,200,000			- -
16	.	-	- 1	200,000	200,000	200,000	-		- -

## 5.1

	/		)				(KPI)		
				2560 ( )		2561 ( )			
17	-	-	1	650,000		650,000	650,000	.	-
18		-	1	200,000		200,000	200,000		-
19	-	-	1	850,000		850,000	850,000	.	-
20	( )	-	1	450,000	-	450,000	450,000	.	-

## 5.1

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
21	-	-	1	800,000	800,000	800,000			- -
22	. 5 -	-	1	180,000	180,000	180,000	.		-- -
23				500,000	500,000	500,000			- -
24	-	-	1	200,000	200,000	200,000	.		- -
25	-	-	1	1,200,000	1,200,000	1,200,000			- -
26	-	-	1	270,000	270,000	270,000	.		- -



## 5.1

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
33	-	.	1	390,000	390,000	390,000	.		-
34	.-	-	1	400,000	400,000	400,000	.		-
35	-	.	1	300,000	300,000	300,000	.		-
36	.	-	1	350,000	350,000	350,000	.		-
37	.	-	1	250,000	250,000	250,000	.		-
38	-	.	1	250,000	250,000	250,000	.		-

## 5.1

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
39	-	-	1	200,000	200,000	200,000			-
40	-	-	1	250,000	250,000	250,000			-
41	-	-	1	250,000	250,000	250,000			-
42	.6	-	1	250,000	250,000	250,000			-
43	-	-	1	1,000,000	1,000,000	1,000,000			-
44	-	-	1	600,000	600,000	600,000			-

## 5.1

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
45	.	-	.	1,450,000	1,450,000	1,450,000	.	-	
	5 .		1					-	
46	.	-	.	1,450,000	1,450,000	1,450,000	.	-	
	.6 .		1					-	
47		-		3,300,000	3,300,000	3,300,000		-	
			1					-	

5.2

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
1		-	- 1	5,000	5,000	5,000		-	



## 5.3

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
1	/	-	-	300,000		300,000	300,000	-	-
2		-	-	300,000		300,000	300,000	-	-
3		-	- 1	10,000		10,000	10,000	-	-
4		-	-	50,000		50,000	50,000	-	
5		-	-	50,000		50,000	50,000	-	-
	4								
6			- 1	200,000		200,000	200,000		-

5.3

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
7	Post Top	-	- 6	500,000	500,000	500,000		-	
8	.1, .2	-	.1, .2	100,000	100,000	100,000		-	- -

5.4

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
1		-	- 6	500,000	500,000	500,000		-	-
2		-	-	300,000	300,000	300,000		-	-
3		-	-	100,000	100,000	100,000		-	
4		-	- 6	500,000	500,000	500,000		-	
5			- 1	100,000	100,000	100,000		-	
6		-	- 1	50,000	50,000	50,000		-	

5.5

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
1			6	20,000	20,000	20,000		-	

4

6

6.

6.1

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
1		-	-	100,000	100,000	100,000	-	-	
2		-	-	40,000	45,000	50,000	-	-	
3		-	6 120	10,000	15,000	20,000			
		-							

6.2

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
1		-	60	20,000	25,000	30,000		-	
2		-	300	100,000	150,000	200,000		-	
		-							

6.3

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
1		-	.	100,000	120,000	150,000		-	

6.4

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
1		-	-	30,000	35,000	40,000		-	-
			1						-



6.5

	/		)				(KPI)		
				2560 ( )		2561 ( )			
1		-	- 100	30,000		35,000	40,000	.	-
2	.	-	-	30,000		30,000	30,000	.	-
3		-	-	50,000		55,000	60,000		-

6.5

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
4		-	-	100,000	120,000	150,000		-	

3

7

7.

7.1

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
1		-	-	100,000	100,000	100,000		-	
2		-	-	100,000	100,000	100,000		-	
3		-	1	2,119,000	2,119,000	2,119,000			

7.2

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
1		-	- 200	20,000	25,000	30,000		-	

7.3

	/		)				(KPI)		
				2560 ( )	2561 ( )	2562 ( )			
1		-	-	5,000	6,000	7,000	.	-	-
2		-	-	50,000	55,000	60,000		-	
			100						

4

4.1

4.2

. .2548

4.2.1

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4.2.3

4.2.4

4.2.5

4.2.6

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3/3

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