



- 1. 1
 - 1.1 1
 - 1.2 10
- 2. 12
 - 2.1 12
 - 2.2 14
 - 2.3 17
- 3 18
- 4 19
 - 4.1 19
 - 4.2 22
 - 4.3 22
- 5 24
- 6 26
 - 6.1 26
 - 6.2 27
 - 6.3 28
- 7 29
 - 7.1 29
 - 7.2 (Key Success Factor)..... 30
- 8. 33

1.

1.1

(WTO)

Freight Forwarder

11

(Transport Services)

9

- (1) (Maritime Transport Services)
- (2) (Internal Waterways Transport)
- (3) (Air Transport Services)
- (4) (Space Transport)
- (5) (Rail Transport Services)
- (6) (Road Transport Services)
- (7) (Pipeline Transport)
- (8) (Services auxiliary to all modes of transport) 4
 - a. (Cargo-Handling Services)
 - b. (Storage and Warehouse Services)
 - c. (Freight Transport Agency Services)
 - d. (Others)
- (9) (Other Transport Services)

(Services auxiliary to all modes of

transport)

(WTO)

1 :

(WTO)

/	Corresponding CPC
11 (Transport Services)	
11H (Services auxiliary to all modes of transport)	
11H-c. (Freight Transport Agency Services)	748
	74800

(Freight Forwarder)

2

1.

2.

-

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-

-



2

1. _____ (Sea Freight Forwarder)

(Shipper/Consignor)

(Common Carrier)

(Ship Liner)

1.1

(Customs Broker)

Paperless

(Customs Broker)

Custom Broker

(Delivery Order)

1.2 _____

(Invoice)
(Customs Broker)

(Packing List)

(B/L - Bill of Lading)
Master Bill of Lading

(B/L - Bill of Lading)
House Bill of Lading - HB/L

Master Bill of Lading

(Multimodal Transport Operator)
(Non-Vessel Operating Common Carrier)
2. _____ (Air freight forwarder)
2
1.1 (Air Freight Forwarder)
(Carrier) (Non Representative
Agent) (Airway Bill)

1.2 (Air Freight Forwarder)
(Carrier) (Representative Agent)
(Airway Bill)

Transport Operator (MTO)

Multimodal

MTO

Door Terminal To Terminal Door To
Road To Air and To Rail Ship-To-Rail Air-To-Road

(House Bill of Lading)

Common Carrier (NVOCC) Non Vessel Operating

NVOCC 2

1. FCL (Full Container Load)

Door to Door

and Count Shipper's Load

2. LCL (Less than a Full Container Load)
NVOCC (Common Consolidator)

FCL

LCL

NVOCC

(Tanker)



2548-2551

2 :

2548-2551

	2548	2549	2550	2551
(Sea Freight Forwarder)	145	167	177	184
(Air Freight Forwarder)	133	137	135	136

: TIFA¹ TIFFA²

¹ Thai International Freight Forwarder Association

² Thai Airfreight Forwarders Association

(TIFFA) (TAFa)

300 3

4

1

90



2550

834,646

3

2549

6

2550

4

3 :

2548 - 2550

	2548	2549	2550
()	16,718	17,680	18,334
()	353,574	367,103	834,646

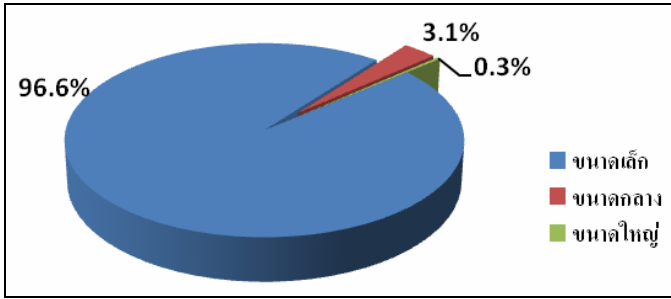
: (www.sso.go.th)

3

(TDRI)

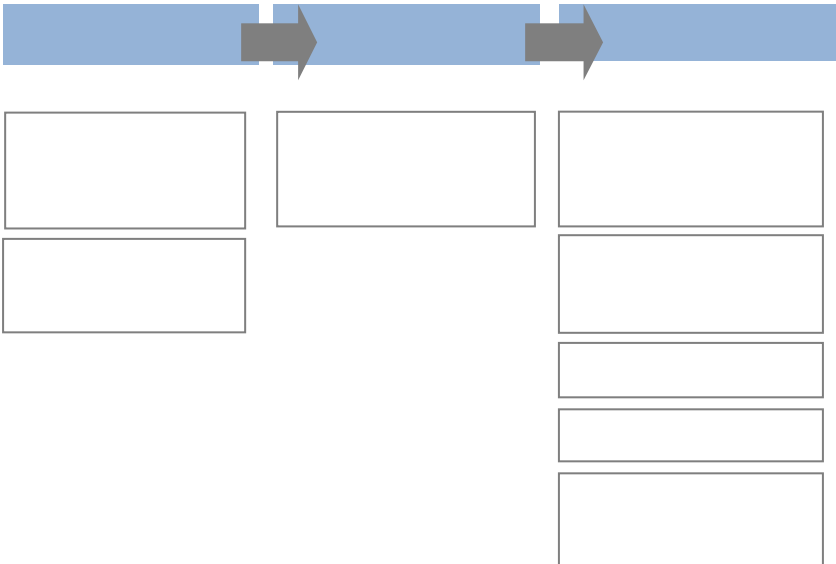
8

1:



1.2

2:



ธุรกิจต้นน้ำ

ผู้ประกอบการขนส่ง

(Ship Liner)

ผู้ให้บริการขนถ่ายสินค้า

ธุรกิจกลางน้ำ

q

q

q

q

q

H/BL H/AWB

(One Stop Service)

(One

Stop ServiceX
(Inland Transport)

(Logistic Service Provider)

(Freight Forwarder)

(Freight Forwarder)

2.

2.1

(Non-Investment Based)





(B/L)

(B/L)

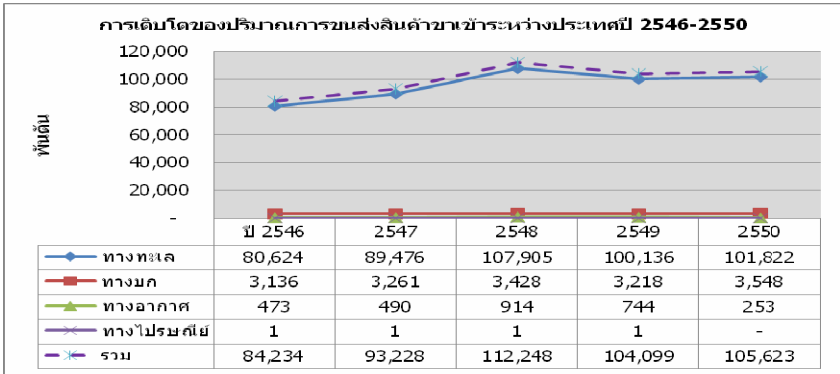
(Inco-term)



E-Tracking

Web based

4:



51%

(Shipment Index)

53

2552

2551

53

2552

2551

(Thai Industries Sentiment Index : TISI)

- 2551

79.3

2.0

2550

80.9

100

2551

75.5

2551 (81.1)

•

FTA

(BOI)

2.3

(WTO) 2550
5.5%

2549 8.5%
19.5% 2549 22%

5:

Growth in the volume ^a of merchandise trade, by geographical region, 2005–2007
(Percentages)

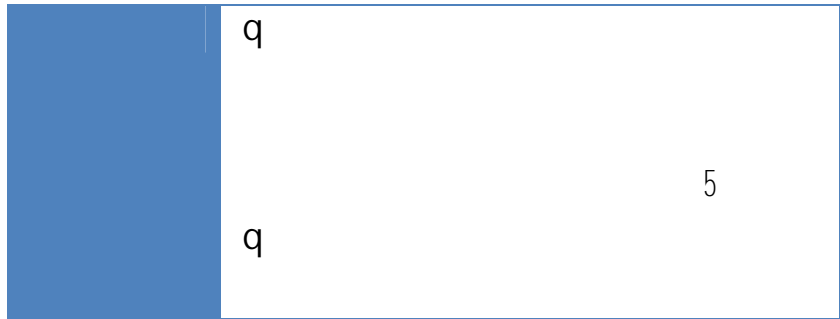
Exports			Countries/Regions	Imports		
2005	2006	2007		2005	2006	2007
6.5	8.5	5.5	WORLD	6.5	8.0	5.5
6.0	8.5	5.5	North America	6.5	6.0	2.5
4.5	7.5	3.0	European Union	4.0	7.0	3.0
4.5	1.5	0.5	Africa and Middle East	14.5	6.5	12.5
8.0	4.0	5.0	Latin America	14.0	15.0	20.0
11.0	13.0	11.5	Asia	8.0	8.5	8.5
25.0	22.0	19.5	China	11.5	16.5	13.5
3.5	6.0	6.0	Commonwealth of Independent States	18.0	21.5	18.0

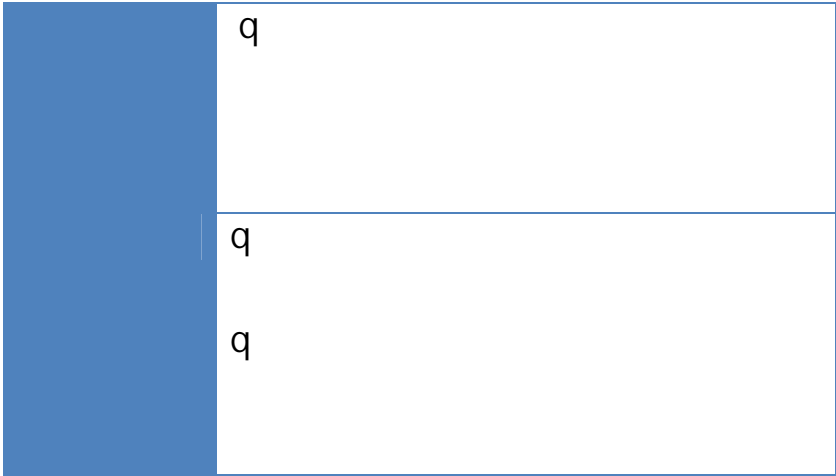
Source: World Trade Organization (WTO) Press Release, World Trade 2007, Prospects 2008, April 2008.

^a Trade volumes data are derived from customs values deflated by standard unit values and adjusted price index for electronic goods.

Exel Logistics		Tibbett & Britten Group of North America
2547 Exel		Deutsche Post World Net (
DHL)	2548 Bax Global	Deutsche Bahn (
Schenker)	2459 TNT Logistics	Apollo Management L.P.
TNT	CEVA	

3





4



4.1

4

q

30

2,000

100

50

4

<http://www.dbd.go.th/mainsite/index.php?id=101>

q

1)

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2)

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3)

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1)

2)

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3)

3

1,000

3

200

4)

q

1)

2)

(

1

)

(

200

)

50

500

25,000

3)

(

)

q

(Fixed Asset)
(Outsource)

q

/

q

(Inco-term)

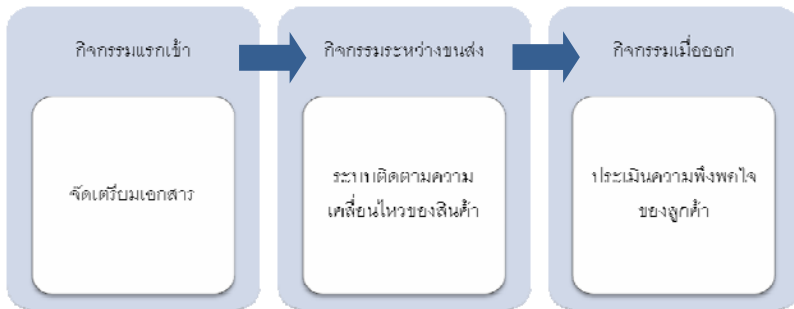
/
(B/L)

/

5



6:



๑

1.

(Shipping Particular)

Shipping Order

(B/L)

(B/L)

2.

- (Bill of Lading)
- (Arrival Notice)

Arrival notice

Amended

- (Delivery Order = D/O)

80,000

6.2

(Operating Expenses)

q

6:

		()
70,000	1	70,000
	1	
15,000		15,000
20,000	3	60,000
10,000	3	30,000
8,000	3	24,000

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50

q

7:

	()
	300,000-500,000*
	20,000

*

q

8:

	()
	20,000
	5,000
	20,000
	10,000
	5,000

6.3

8:

	USD1200/20'	surcharge
	150	surcharge

E-

Tracking

(Real Time)



(Focus Strategy)

7.2

(Key Success Factor)



90%

(Carrier)

(Volume Discount)

8.

SERVQUAL

5

(Assurance)
(Empathy)

(Reliability)
(Responsiveness)
(Tangibles)

q

(Reliability)

-
-
-
-
-

(B/L)

q

(Assurance)

-
-
-

q

(Responsiveness)

o

o

o

o

o

q

(Empathy)

o

o

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o

q

(Tangibles)

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o