

SHELL TRADE SURVEY ON PHUKET ISLAND

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ABSTRACT

The system for sea shell marketing in Phuket Province has been analysed by interviews with 77 shell shop owners. These people own about 80% of the shops in the province. The market of shell products in Phuket is affected by the following factors: economy, preference of shells selected by customers, and the number of visiting tourists. There is a trend of increasing demand and higher prices in the future because people are increasingly interested in nature and begin shell collecting as a hobby. Marketing problems encountered by the shell traders were described as high buying prices, lack of money for investment, low quantity of shells in spite of high demand, and too much bargaining by the customers. In spite of problems, the shell shop owners referred to the business as profitable. People engaged in manufacture of shell products cited several problems in relation to methods of processing, purchase of raw materials, and competition on foreign markets.