

EXECUTIVE SUMMARY

The National Statistical Office (NSO) had previously carried out the Business trade and Services Census for three rounds; in 1966 and 1988 and 2002, as well as the organization of the Industrial Census in 1964, 1997 and 2007. For the year 2012, NSO has integrated the Industrial Census with the Business Trade and Services Census, the so-called ‘the Business and Industrial Census’. The objectives of the census is to collect basic information on the structure, the distribution and operation of business trade, services and manufacturing Industry. For this, all economic activities located in Bangkok, Pattaya, municipal areas and non-municipal areas were presented in the reports of Business and Industrial Census which were the results of the listing stage.

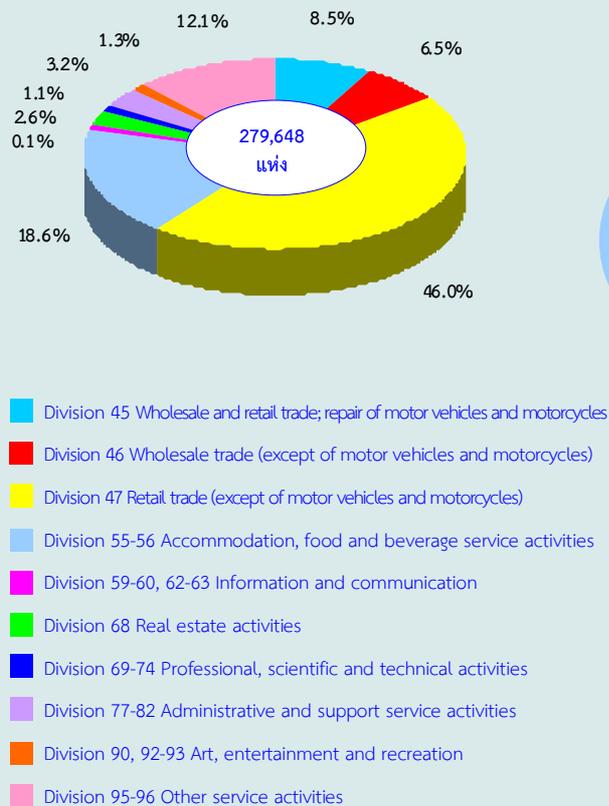
In order to collect detailed information of the establishments engaged in the business trade and services industry, the sample survey was adopted only for the establishments with 1-10 persons engaged, whereas the rest establishments, i.e. the establishments with 11 persons engaged and over, was collected as a whole. It is to be noted for the 2012 Business and Industrial Census that for non-response units of the establishments with 11 persons engaged and over, the estimation method was applied.

Information presented in this report was summarized from the enumeration stage which covered all the establishments engaged in the economic activity and classified according to the Thailand Standard Industrial Classification (TSIC-2009), e.g. *wholesale trade, retail trade, accommodation, food and beverage service activities, information and communication, real estate activities, professional, scientific and technical activities, administrative and support service activities, art, entertainment and recreation and other service activities*. The data presented was the information on business operation in 2011. The summary information of **Southern region** is as follows :

1. Number of establishments by division of business industry

The census result shows that, there were in total 279,648 establishments in Southern region. Most of them (about 46.0 percent) were engaged in *retail trade (except of motor vehicles and motorcycles)*. This was followed by those engaged in *accommodation, food and beverage service activities* of about 18.6 percent. The business establishments engaged in *other service activities, wholesale and retail trade; repair of motor vehicles and motorcycles and wholesale trade (except of motor vehicles and motorcycles)* were about 12.1 percent, 8.5 percent and 6.5 percent respectively. The other divisions of business industry not mentioned above had rather low proportion; each division had less than 4.0 percent of the total.

Figure 1 Percentage of business establishments by division of business industry

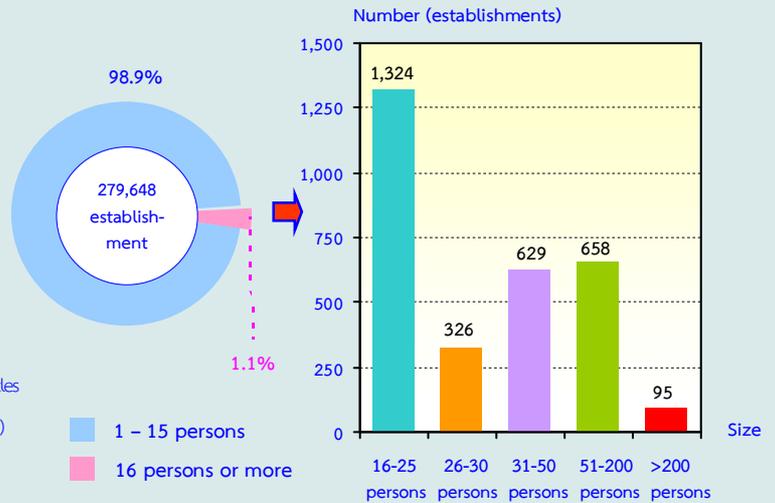


2. Size of establishment

The size of establishment specified by number of persons engaged, most of them (about 276,616 establishments or 98.9 percent) were establishments with 1-15 persons engaged. Those with more than 16 persons engaged were about 3,032 establishments or 1.1 percent.

Of this number, establishments with 16-25 persons, 26-30 persons, 31-50 persons, and 51-200 persons amounted to 1,324 establishments, 326 establishments, 629 establishments, and 658 establishments respectively. The establishments with more than 200 persons engaged were about 95 establishments.

Figure 2 Number of business establishments by size of establishment

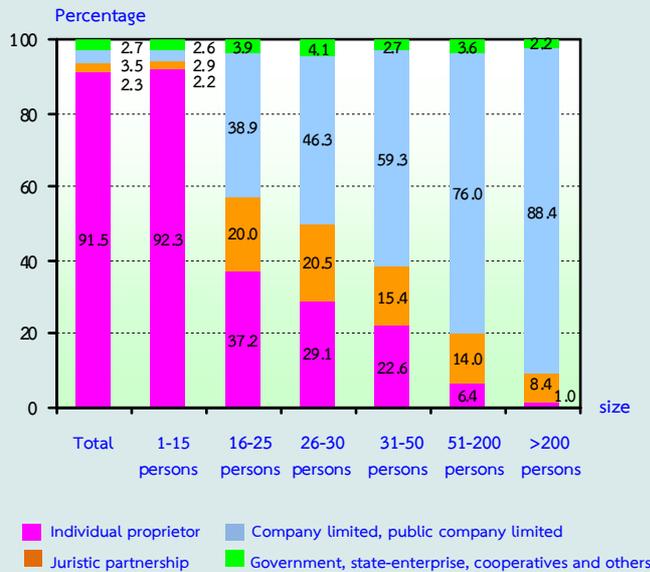


3. Form of legal organization

Most of establishments (about 91.5 percent) were individual proprietor. The establishments in the form of company limited or public company limited and juristic partnership were about 3.5 percent and 2.3 percent respectively. Those, which were in the form of government, state-enterprise, cooperatives and others, were found of about 2.7 percent.

Considering by size of establishment, it was found that the form of individual proprietor was found with a high proportion in the establishments with 1-15 persons engaged, of about 92.3 percent. While the establishments with more than 200 persons engaged as company or public company limited had the highest proportion of about 88.4 percent.

**Figure 3 Percentage of business establishments
By form of legal organization
and size of establishment**

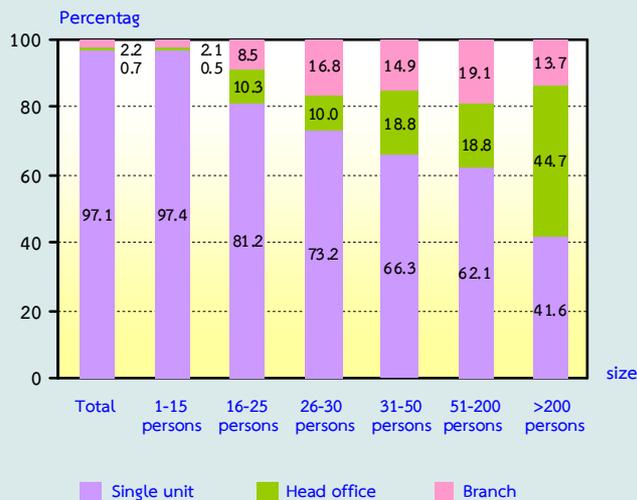


4. Form of economic organization

The majority of business establishments in Southern region (97.1 percent) were in the form of single unit. About 2.2 percent was an office branch or subsidiary, and the rest of about 0.7 percent was a head office.

Considering the form of economic organization by size of establishment, it showed that more than half of establishments with 1-200 persons engaged were in the form of single unit, especially the establishments with 1-15 persons had the highest proportion, of about 97.4 percent.

**Figure 4 Percentage of business establishments
by form of economic organization
and size of establishment**

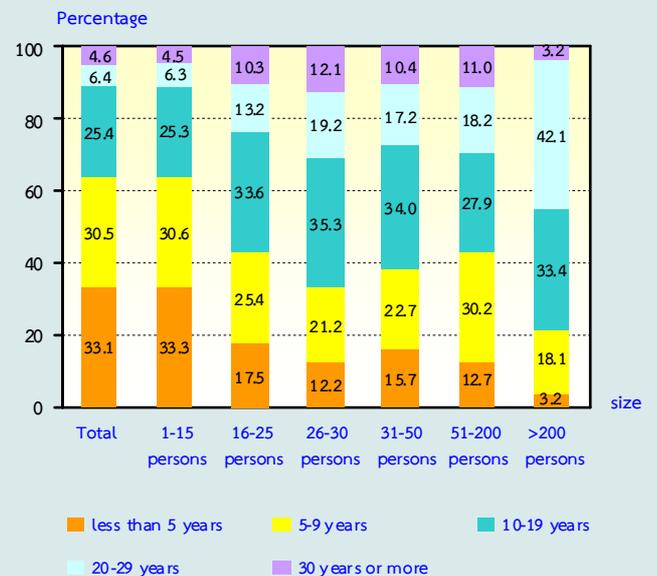


5. Period of operation

It was found that about 33.1 percent of establishments have operated their business less than 5 years. The establishments operated their business for 5-9 years and 10-19 years had the proportion of about 30.5 percent and 25.4 percent respectively. Those with their operation business for 20-29 years and 30 years or more were about 6.4 percent and 4.6 percent respectively.

Considering by size of establishment (number of persons engaged), it was found that 63.9 percent of establishments with 1-15 persons have operated their business less than 10 years. Meanwhile, the other sizes of establishments have operated their business for 10 years or more with rather high proportion, of which each one had more than 55.0 percent.

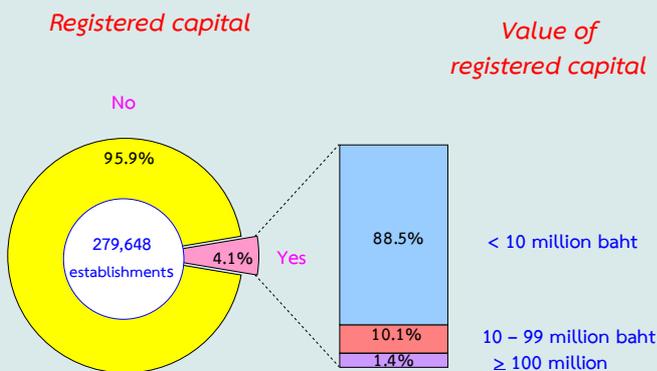
**Figure 5 Percentage of business establishments
by period of operation and size of establishment**



6. Registered capital

The number of business establishments with registered capital amounted to 11,546 establishments or about 4.1 percent of the total. Most of them (about 88.5 percent) had less than 10 million baht of registered capital. Those with 10-99 million baht of registered capital were about 10.1 percent. The establishments with 100 million baht of registered capital and over were only 1.4 percent.

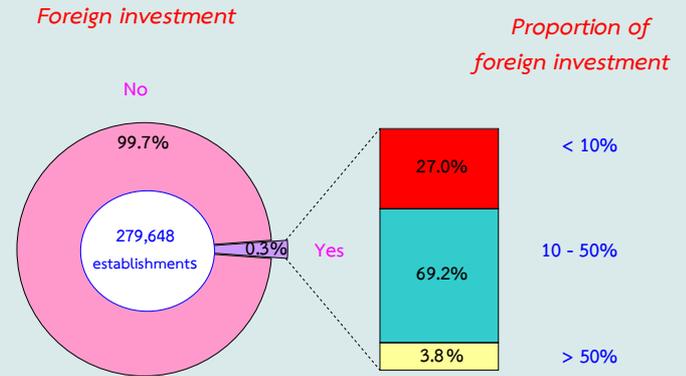
Figure 6 Percentage of business establishments by registered capital



7. Foreign investment or foreign share holding

The majority of business establishments in Southern region (99.7 percent) had no foreign investment or foreign share holding. For the establishments with foreign share holding were only 0.3 percent. Out of these, about 69.2 percent was of establishments with foreign share holding around 10-50 percent and about 27.0 percent was of establishments with foreign share holding less than 10 percent. The rest of about 3.8 percent had foreign investment with a share holding over 50 percent.

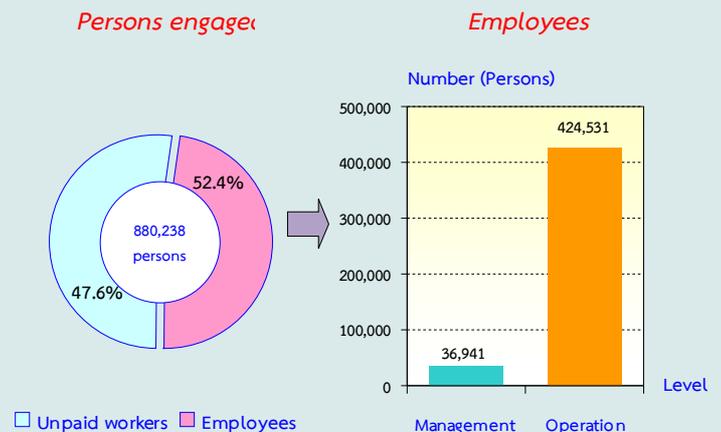
Figure 7 Percentage of business establishments by foreign investment or foreign share holding



8. Number of persons engaged and employees

Person engaged in establishment refers to owners, unpaid business partners and employees. In 2011, there were in total 880,238 persons engaged in establishments located in Southern Region. Of this number, about 418,766 persons or 47.6 percent were unpaid workers and 461,472 persons or about 52.4 percent were employees. Employees engaged in the operational level were about 424,531 persons or 92.0 percent, while employees engaged in management level amounted to 36,941 persons or 8.0 percent.

Figure 8 Number and percentage of persons engaged by level of employees



Considering number of employees by size of establishment, most of them (68.5 percent) were engaged in establishments with 1-15 persons. This was followed by those engaged in establishments with 51-200 persons and more than 200 persons, of about 12.8 percent and 6.6 percent respectively. The establishments with 16-25 persons and 31-50 persons were found the close proportion of employees, of about 5.2 percent and 5.1 percent respectively. The rest of about 1.8 percent was engaged in 26-30 persons. (Table 1)

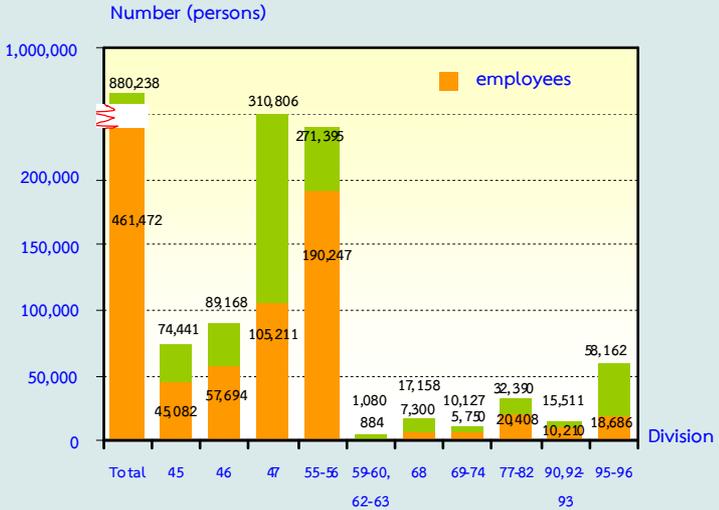
Table 1 Number and percentage of persons engaged and employees in business establishments by size of establishment

Size of establishment	Persons engaged		Employees	
	Number	%	Number	%
Total	880,238	100.0	461,472	100.0
1-15 persons	727,943	82.7	316,058	68.5
16-25 persons	26,170	3.0	24,127	5.2
26-30 persons	9,127	1.0	8,520	1.8
31-50 persons	24,396	2.8	23,338	5.1
51-200 persons	61,087	6.9	58,834	12.8
More than 200 persons	31,515	3.6	30,595	6.6

Persons engaged refer to owners of juristic partnerships, unpaid workers and included employees in the establishments

Looking at division of business industry, it was found that most of employees engaged in *accommodation, food and beverage service activities* were about 190,247 persons or 41.2 percent. This was followed by those engaged in *retail trade (except of motor vehicles and motorcycles)*, of about 105,211 persons or 22.8 percent. The employees engaged in *wholesale trade (except of motor vehicles and motorcycles)* accounted for 57,694 persons or 12.5 percent, while the rest engaged in other business industries.

Figure 9 Number of persons engaged and employees in business establishments by division of business industry



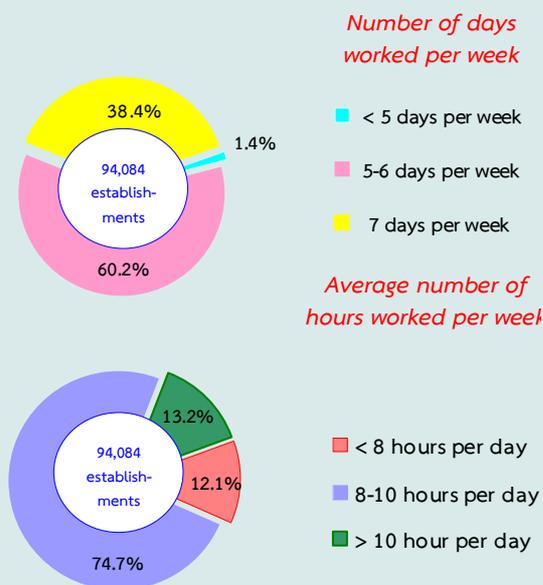
- Division 45 Wholesale and retail trade; repair of motor vehicles and motorcycles
- Division 46 Wholesale trade (except of motor vehicles and motorcycles)
- Division 47 Retail trade (except of motor vehicles and motorcycles)
- Division 55-56 Accommodation, food and beverage service activities
- Division 59-60, 62-63 Information and communication
- Division 68 Real estate activities
- Division 69-74 Professional, scientific and technical activities
- Division 77-82 Administrative and support service activities
- Division 90, 92-93 Art, entertainment and recreation
- Division 95-96 Other service activities

9. Number of days worked and hours worked by employees of business establishments

In terms of establishments with employees, there were about 94,084 establishments or 33.6 percent in Southern region. Considering by number of days worked per week, it was found that about 60.2 percent was of establishments with employees worked around 5-6 days per week. For those with their employees worked around 7 days per week were about 38.4 percent. The rest of about 1.4 percent was of establishments with their employees worked less than 5 days per week.

Considering by average number of hours worked per day, most of establishments (about 74.7 percent) have employees worked around 8-10 hours per week. Those with their employees worked per week more than 10 hours were about 13.2 percent. The rest of about 12.1 percent was of establishments which have employees worked less than 8 hours per week.

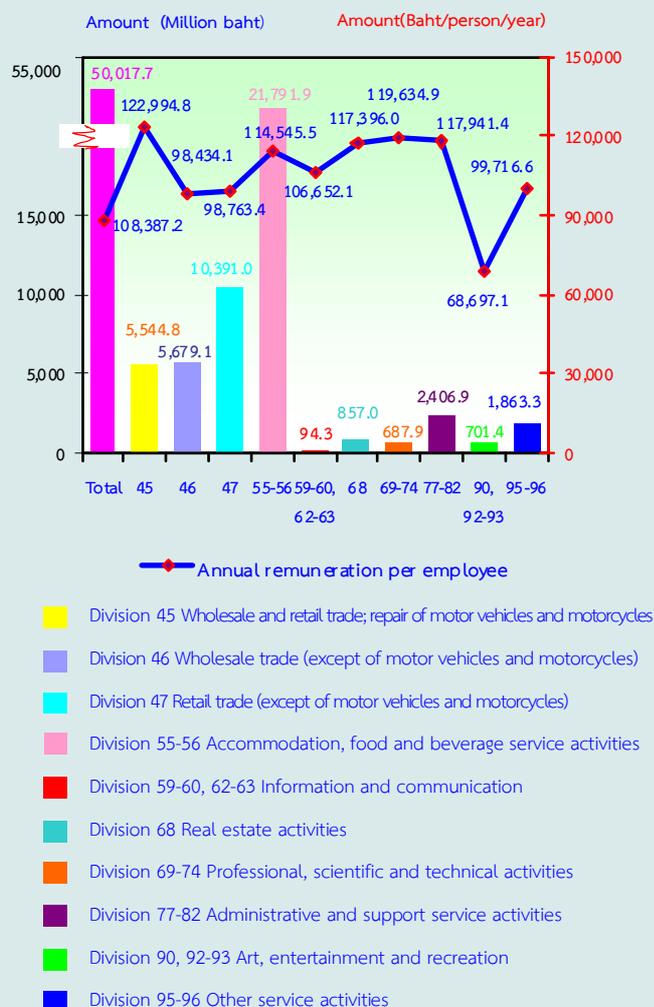
Figure 10 Percentage of business establishments by number of days worked and hours worked



10. Remuneration

Remuneration of all employees engaged in business establishments in Southern region was about 50.0 billion baht or about 108,387 baht per person per annum. Employees engaged in *wholesale and retail trade; repair of motor vehicles and motorcycles* received the highest annual remuneration of about 122,995 baht per person. This was followed by those engaged in *professional, scientific and technical activities* who received the annual remuneration of about 119,635 baht per person. Employees engaged in *art, entertainment and recreation* received the lowest annual remuneration of about 68,697 baht per person.

Figure 11 Remuneration and annual remuneration per employee by division of business industry



11. Income, Intermediate consumption and value added

In 2011, the income, intermediate consumption and value added of business establishments in Southern region amounted to 964.0 billion baht, 686.1 billion baht and 278.0 billion baht respectively. The ratio of the value added to the income was about 28.8 percent. For the average value of income per establishment and per person engaged, there were about 3.4 million baht and 1.1 million baht respectively. While also, the average value added per establishment and per person engaged amounted to 994,000 baht and 315,800 baht respectively.

Considering by division of business industry, it showed that most of the income and value added were from *retail trade (except of motor vehicles and motorcycles)* which had the highest proportion, of about 346.4 billion baht and 85.4 billion baht respectively. This was followed by the establishments engaged in *wholesale trade (except of motor vehicles and motorcycles)* which accounted for 285.6 billion baht and 66.5 billion baht respectively. Meanwhile, establishments engaged in *information and communication* had the lowest income and value added of about 807.2 million baht and 320.7 million baht respectively.

Table 2 Income and value added of business establishments by division of business industry

Division of business industry	Income			Value added			Value added per income (%)
	Value (Million baht)	Per establishment (In Thousand baht)	Per person engaged (In Thousand baht)	Value (Million baht)	Per establishment (In Thousand baht)	Per person engaged (In Thousand baht)	
Total	964,046.3	3,447.4	1,095.2	277,959.6	994.0	315.8	28.8
Wholesale and retail trade ; repair of motor vehicles and motorcycles	133,374.2	5,638.3	1,791.7	32,581.1	1,377.3	437.7	24.4
Wholesale trade (except of motor vehicles and motorcycles)	285,620.5	15,591.5	3,203.2	66,483.5	3,629.2	745.6	23.3
Retail trade (except of motor vehicles and motorcycles)	346,357.7	2,691.7	1,114.4	85,381.9	663.5	274.7	24.7
Accommodation , food and beverage service activities	127,196.5	2,443.5	468.7	57,640.0	1,107.3	212.4	45.3
Information and communication	807.2	5,076.7	747.4	320.7	2,016.7	296.9	39.7
Real estate activities	23,825.3	3,289.9	1,388.6	11,258.6	1,554.6	656.2	47.3
Professional, scientific and technical activities	4,660.7	1,488.1	460.2	2,161.3	690.1	213.4	46.4
Administrative and support service activities	26,231.9	2,935.5	809.9	13,409.0	1,500.6	414.0	51.1
Art, entertainment and recreation	2,993.9	838.6	193.0	1,670.3	467.9	107.7	55.8
Other service activities	12,978.5	382.8	223.1	7,053.3	208.0	121.3	54.3

12. Comparison the overall operation of business trade and services industry during 10 years

The overall operation of business trade and services industry during 10 years, it was found that the number of establishments, the employment, the income and value added were favorably growth. However, it was excepted for the year 2009 which was suffered the decrease of business operation due to the impact of global economic crisis. For the year 2011, although there was flooding disaster in Thailand throughout the country, it temporarily affected business establishments. Therefore, the overall operation of business in Southern region in that year still showed an increase.

Comparing the 2012 Business and Industrial census with the 2002 Business

Trade and Services survey, it was discovered that the number of business establishments with one person engaged or more in Southern region increased by 56.4 percent. For the total number of persons engaged increased by 57.4 percent.

In terms of employment, it was found that number of employees increased 81.3 percent. This was resulted in the average number of employees increased by 21.4 percent. It was also found that the annual remuneration grew almost 2 times or 174.4 percent.

Due to the value of income which was increased by 1.7 times or 167.9 percent, then the value added increased by 2 times or 212.1 percent

Table 3 Principal data of Business Trade and Services Industry in 2001 -2011

Data items	2001 ^{1/}	2003 ^{1/}	2005 ^{1/}	2007 ^{1/}	2009 ^{1/}	2011 ^{2/}	Percentage change 2011 and 2001
Number of establishments (Establishment)	178,794	178,596	178,745	260,823	259,844	279,648	56.4
Number of persons engaged (Person)	559,215	556,381	601,351	863,161	707,414	880,238	57.4
<i>Average per establishment (Person)</i>	3.1	3.1	3.4	3.3	2.7	3.1	-
Number of employees (Person)	254,576	276,573	322,949	437,449	333,857	461,472	81.3
<i>Average per establishment (Person)</i>	1.4	1.5	1.8	1.7	1.3	1.7	21.4
Remuneration (Million baht)	18,227.7	18,714.3	23,149.5	34,997.1	32,092.8	50,017.7	174.4
<i>Average annual per employee (baht)</i>	71,600.2	67,665.1	71,681.5	80,002.7	96,127.3	108,387.2	51.4
Income (Million baht)	359,817.6	443,991.9	563,631.7	716,201.8	549,475.4	964,046.3	167.9
<i>Average per establishment (Thousand baht)</i>	2,012.5	2,486.0	3,153.3	2,745.9	2,114.6	3,447.4	71.3
<i>Average per person engaged (Thousand baht)</i>	643.4	798.0	937.3	829.7	776.7	1,095.2	70.2
Intermediate consumption (Million baht)	270,755.6	364,056.4	420,193.9	546,921.2	400,243.6	686,086.7	153.4
<i>Average per establishment (Thousand baht)</i>	1,514.3	2,038.4	2,350.8	2,096.9	1,540.3	2,453.4	62.0
<i>Average per person engaged (Thousand baht)</i>	484.2	654.3	698.7	633.6	565.8	779.4	61.0
Value added (Million baht)	89,062.0	79,935.6	143,437.7	169,280.6	149,231.9	277,959.6	212.1
<i>Average per establishment (Thousand baht)</i>	498.1	447.6	802.5	649.0	574.3	994.0	99.6
<i>Average per person engaged (Thousand baht)</i>	159.3	143.7	238.5	196.1	210.9	315.8	98.2

Note : ^{1/} Business Trade and Services Survey 2002-2010 , Southern region

^{2/} Business and Industrial Census 2012 : Trade and Services Industry, Southern region

13. Conclusion and recommendations

The results of the 2012 Business and Industrial Census (Business Trade and Services Industry) showed that there were in total 279,648 business establishments in Southern region. Most of them (about 98.9 percent) were establishments with 1-15 persons. The major business was *retail trade, (except of motor vehicles and motorcycles)* accounted for 46.0 percent. Regarding persons engaged in business establishments, there were totally 880,238 persons. Of this number, about 461,472 persons were employees receiving the average annual remuneration about 108,387 baht per person. Moreover, the business establishments contributed about 964.0 billion baht of income, 686.1 billion baht of intermediate consumption and 278.0 billion baht of value added.

Comparing information of survey and census during 2002-2012, the result showed the operation of business establishments in Southern region was considerably growth.

This was probably due to the increase in number of establishments, the employment and the remuneration. Furthermore, the overall of Thailand economy was expanded due to more investment in business entities and employment responding to the demand in both domestic and foreign market.

- **Problems and obstacles of business establishments**

About 69.9 percent of business establishments reported their problems and obstacles. The main issues were the increasing of business competitors, the high production cost, the economic crisis, and the lower of purchasing power, etc.

- **Aid needed from the government**

About 63.6 percent of business establishments expressed their opinion on aid needed from the government. The main issues were the good prices control, the economic stimulation, the support of funding, political stability and security from terrorists, tax reduction scheme and lower rate interest, etc.