

Abstract

This cooperative study took place at Mukdahan and Nakornpanom and has 3 objectives:
1) Business study for Mukdahan area investment.2) Business study for Nakornpanom area investment.3) Theory of SWOT .

Tung Enterprise pty ltd. The importer and exporter of electric cables has given the task for Co-operative Education student to work in the marketing section and also other jobs that the student will be able to assist all the staff in which benefits for the enterprise.

Upon the completion of this study, the student has improve for the work in this field but also gaining real life working experience and be able to merge the knowledge to use in the business which prepared the student to be ready to work in the future.

Keywords: Economic Development / Economic SWOT.