

Abstract

This research aims to: 1) to promote pork Trang 2) to expand the market Trang Roast Pork . Market Thailand and tourists both foreigners and 3) to maintain the business Trang Roast Pork . To remain in Thailand market . The survey found that Trang Province Trang Roast Pork with publicity to both domestic and foreign tourists . Especially in the Trang Roast Pork Festival . A great advertising each year. The grilled pork Trang became known and famous as much

The results of the study showed that Most visitors are satisfied with the services of a salesperson in a 69 percent satisfaction with the selection of each pork Trang . There are many levels and 56 percent were satisfied with the delicious taste of pork , Trang . Highest 60 percent so that the factors leading to the success of pork products is good service . Taste and a retail location , so customers have plenty of options