

# COMPANY PROFILE - 2026

Importer & Distributor  
in Cambodia



**FU LU SHOU**

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FU LU SHOU F&B CO., LTD.



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# AGENDA



## About Us

- Company Introduction
- Our Vision & Mission
- Our Head Office
- Company Structure
- Our Growth Engine & Strength
- Our Success & Brands
- Leadership in Market



## Distribution

- Distribution Channel
- Current Distribution Flows
- Distribution in Phnom Penh
- Distribution Network



## Warehouse and Delivery

### Service

- Our Warehouses
- Our Delivery team



## Brand Building & Growth

- The Market Penetrations
- Brand Building in 360° Communication
- Our Marketing ATL
- Our Marketing BTL



## Q&A and Discussion





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# ABOUT US

- ❖ Company Introduction
- ❖ Our Vision & Mission
- ❖ Our Head Office
- ❖ Company Structure
- ❖ Our Growth Engine & Strength
- ❖ Our Brands Development



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# COMPANY INTRODUCTION

- ❖ **President/CEO** : Mr. Sok Samnang
- ❖ **Business Type** : Import and distribute Food & Beverage by providing high-quality products to nationwide.
- ❖ **Products** : Pocari Sweat (ION Drink), Olatte (Milky & Fruity) and Shin Ramyun (Korea Noodle).
- ❖ **Employees** : 150+

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Otsuka



 DONG-A OTSUKA



 NONGSHIM





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## OUR VISION

To be a leading trading company in Cambodia, by always partnering with international companies in order to provide not only high-quality products, but also health-benefit products.

## OUR MISSION

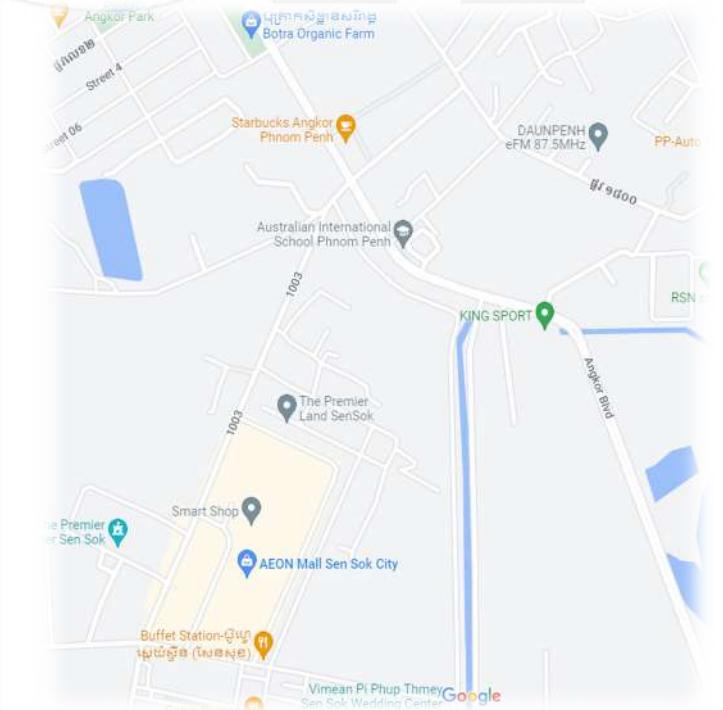
We do not simply follow the demand, but we Create Demand and then, supply. We tend to bring innovative products into the market and “educate” consumers to accept it.

To guarantee nationwide product availabilities: Any where, any place & any opportunities, our customers can find our product !



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# OUR HEAD OFFICE

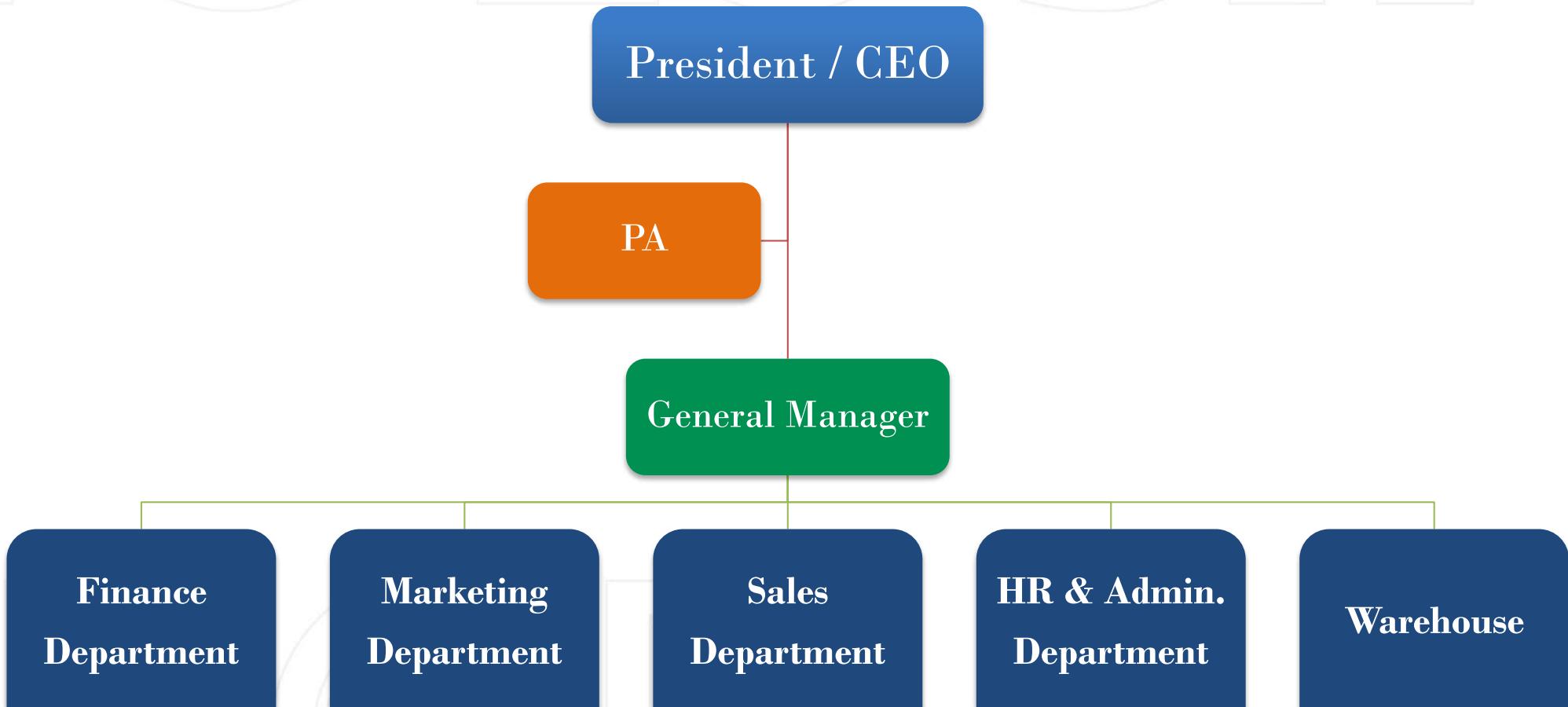


The Head Office is located in Phnom Penh Capital city,  
where the operation takes place separated from our warehouses.



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# COMPANY STRUCTURE





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# OUR GROWTH ENGINE & STRENGTH



## Distribution Network

- SD in 24 cities & provinces – nationwide coverage
- Direct Sales in P.P Capital



## Warehousing & Delivery

- 5,300 sqm & more
- Direct delivery trucks & Outsource delivery



## Strong Local Media Network

- Strong local team with experiences
- Good relationship with media & stakeholders.



## Leadership Position

- Leverage leadership position for growth
- Strong footage in market, 15y successful business



# BRAND DEVELOPMENT

First successful of Slim Can  
with

ENERGY DRINK, HANGOVER, DRINK FOR DRIVE AND SUGAR FREE

2009

Launching  
Bacchus as Korea  
Energy Drink

2011

Bacchus is the leader of  
Energy drink in Cambodia!  
As well as become bigger  
than Redbull.

2010

Grown as a leading  
energy drink provider,  
after 2year we increase  
sales and distribution  
channel to nationwide.

2026  
Stable in the  
market



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DONG-A  
OTSUKA



# BRAND DEVELOPMENT



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2013

LAUNCHING  
OLATTE

2015

PENETRATE TO  
THE MARKET WITH  
NATIONWIDE

2014

BUILD BRANDS  
AWARENESS AND KNOWN  
AS MILKY FRUIT JUICE

2026

STABLE IN  
THE MARKET

Otsuka



# BRAND DEVELOPMENT

Dec. 2015

Launching  
Pocari Sweat

2018

Become Leading ION  
drink in the market

2016

Build brands awareness up to  
70% and penetrate to the  
market by nationwide.

2026

Stable in the market



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# BRAND DEVELOPMENT



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2019

Launching Shin  
Ramyun Noodle

2021

Known as No.1  
Korea Noodle,  
Taste of Korea

2020  
Build brands  
awareness and  
aggressive penetrate  
to the market by  
nationwide.

2026  
Stable in the  
market.

## DISTRIBUTION



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- ❖ Distribution Channel
- ❖ Current Distribution Flows
- ❖ Distribution in Phnom Penh
- ❖ Distribution Networks



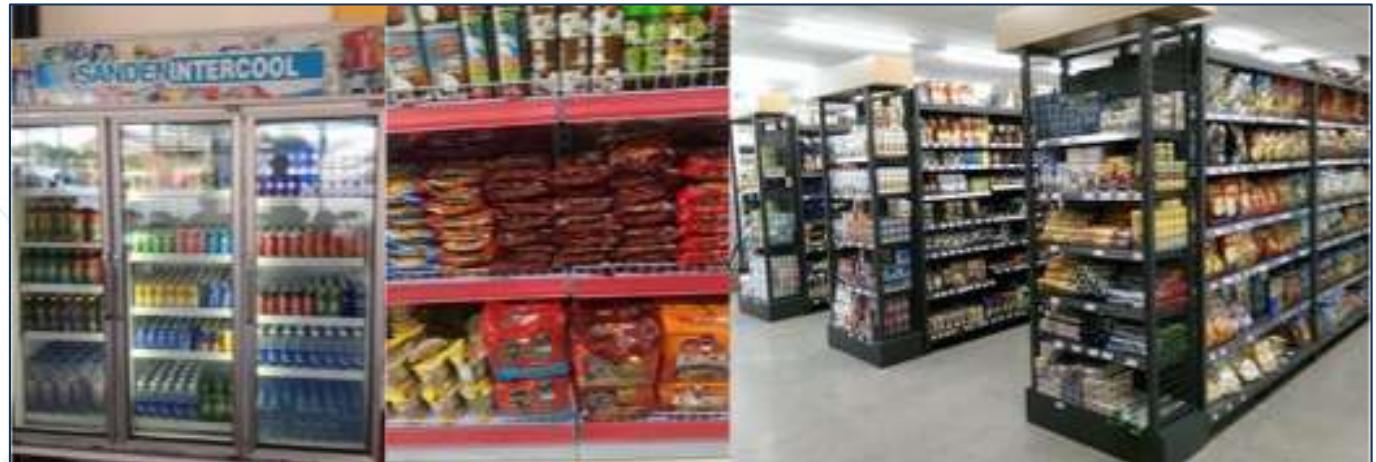
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# DISTRIBUTION CHANNEL

General Trade  
95%



Modern Trade  
5%





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# CURRENT DISTRIBUTION FLOW

Phnom Penh City

Head Office



Provinces

Wholesaler



145 wholesalers

24 Sub-Distributors



24 provinces

Retailers



Wholesales & Retailers





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# CURRENT DISTRIBUTION FLOW



Grow the retailers



Retailers

Opening accounts



Wholesaler

Give this outlets to  
wholesaler



Transfer to another area to open account

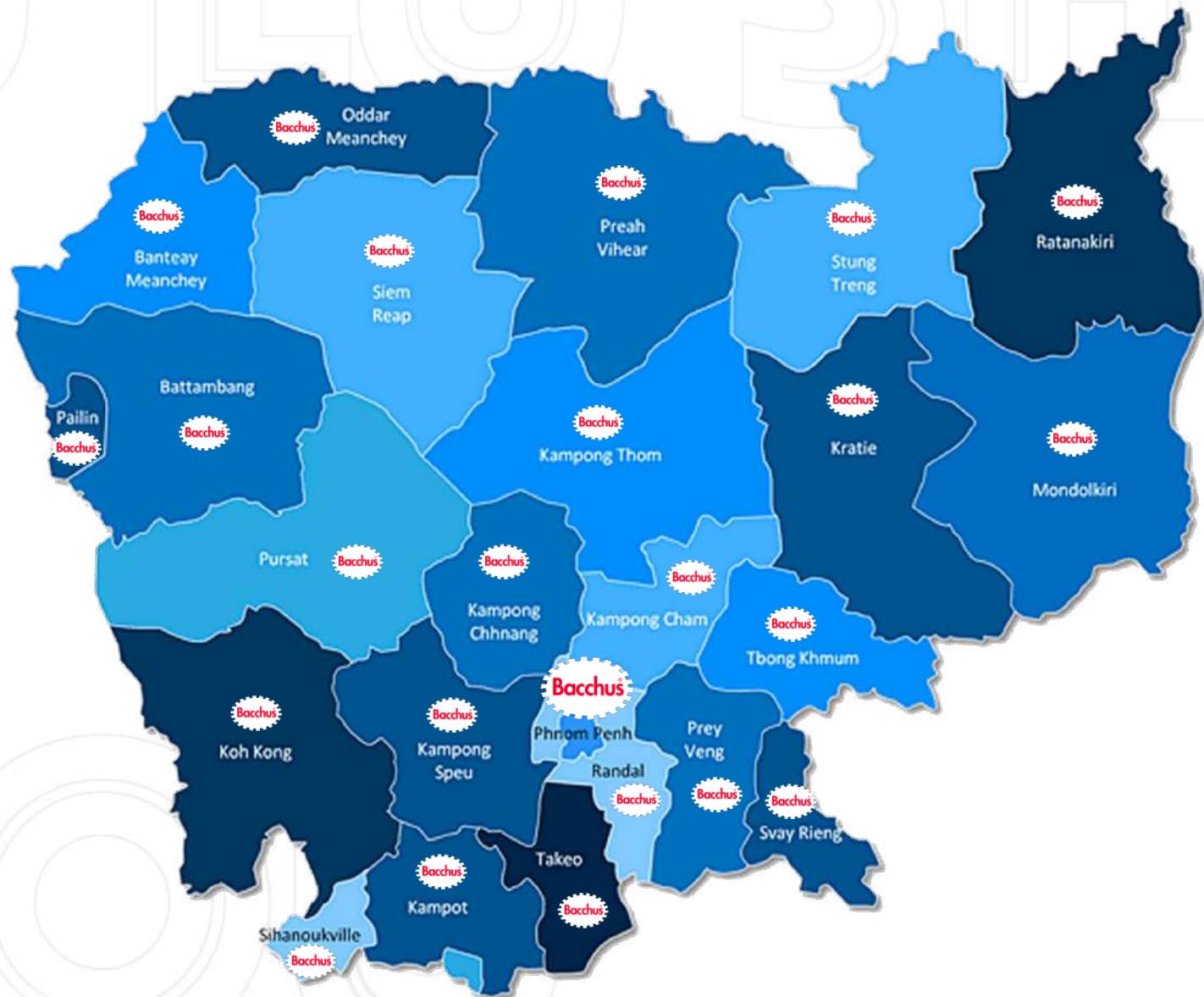
Our Sales team try to grow retailers and then pass to wholesaler to take care.



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# DISTRIBUTION NETWORK





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## WAREHOUSE AND DELIVERY SERVICE

- ❖ Our Warehouses
- ❖ Our Delivery Team



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# OUR WAREHOUSES



**Warehouse 1**  
**Sen Sok, Phnom Penh,**  
**1,600 M<sup>2</sup> (20m x 80m)**



**Warehouse 2**  
**Toul Kok, Phnom Penh,**  
**500 M<sup>2</sup> (25m x 20m)**



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# OUR WAREHOUSES



Warehouse 3 (New)  
Sen Sok, Phnom Penh,  
3,200 M<sup>2</sup> (40 m x 80 m)



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## OUR DELIVERY TRUCKS

More than 30 trucks to generate delivery to our customer in Phnom Penh.



We used out-sources to generate delivery to our sub-distributors at provinces.





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# BRAND BUILDING AND GROWTH

- The Market Penetrations
- Brand Building in 360° Communication
- Our Marketing ATL
  - ✓ Top 10 brands/ Categories spending YTD 2024
  - ✓ Outdoor Billboard
- Our Marketing BTL
  - ✓ Brand Building Activities
  - ✓ Booth and Merchandise
  - ✓ Event and Activation
  - ✓ Sampling to KOL
- Digital Strategy
  - ✓ Digital – FB community



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# THE MARKET PENETRATIONS



Direct Sales Representative to penetrates markets:

- Wholesaler and retailer
- Sub-Distributors



Caravan Team (3persons)

- Open New Account/ outlets, Visit outlets
- Merchandise/ Display products



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# BRAND BUILDING IN 360° COMMUNICATION





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# OUR MARKETING ATL



## Broadcast TVC

Very aggressive TV commercial on Top 8 main TV channels.

More than **2,000** spots per month

## Top TV Program

We choose the top TV program with high rating program to build the effective reach.



## MEDIA STRATEGY



## TV Commercial

Introduce the product, educate about benefits, functions to end consumers.

## Exclusive Concert

Live concert is very popular and effective tools in Cambodia.

To build brands awareness via indoor and outdoor Concert.





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## TOP 10 BRANDS/ CATEGORIES SPENDING YTD 2025

2025 (Thousands USD)

BEVERAGE 73,024

RETAILING 36,005

HEALTH CARE 25,461

FOOD 14,417

PERSONAL CARE 13,951

PROFESSIONAL SERVICES 11,300

CONSTRUCTION / BUILDING 3,064

PUBLIC ANNOUNCEMENT 2,751

TEXTILE CLOTHING 2,703

MEDIA 2,463

0 40,000

80,000

FY 2025 (Thousands USD)

Hang Meas Mall 42,397

EVA Premium Ice 9,694

POCARI SWEAT 9,380

Cambodian DTH UHD 9,250

Bacchus 8,733

Ganzberg Beer 6,284

Red Bear 5,260

Lyon 5,084

IDOL 4,920

BOOSTRONG Energy Drink 4,919

0 20,000 40,000

Source: CMRD Cambodia



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# OOH & DOOH (Since 2009 until now)





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## OUTDOOR BILLBOARD



Billboard at main road and crowded area





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## OUTDOOR BILLBOARD



Billboard at main road and crowded area



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## OUTDOOR BILLBOARD





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## OUR MARKETING BTL

### Promote Product Activities

Aggressive penetration to all channels:

- Wholesales & retails.
- At General Trade & Modern Trade.
- HORECA, POS account and Potential channel.

### Merchandises

Not only sell but branding as well:

- Product display
- Sticker, Banner & other POSM.

### On Ground Activities

### Sales & Sampling Activations

- Booth activation at wet market.
- Sampling desk at supermarket and convenience stores.
- Sampling activations at crowded area.

### Sampling Program:

- Sampling to target customer.
- Sponsor event and exhibitions.



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# PROMOTE PRODUCT ACTIVITIES



Penetration to all channel: Wholesale, Retails, Icebox, HORECA and POS.



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## SALES AND SAMPLING ACTIVITIES



In Phnom Penh and Province !



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## BOOTH AND MERCHANDISE



May 24, 2022 10:04:12 AM





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## BRAND BUILDING ACTIVITIES





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## BRAND BUILDING ACTIVITIES





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## BRAND BUILDING ACTIVITIES



Very aggressive penetration in Town



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# Digital Strategy

## Education

Provide relevant health education to audiences:

- Quote/ education
- Puzzle game with winning prices
- Quiz

## Entertainment

- Web Series/ product placement
- Short Drama
- Entertainment

## Social Media

## Seasonality

- Promotion @ holiday
- Traditional Event PR
- New Year Wishes

## Brand Experiences/ Love

- Sampling to target customer.
- CSR



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# DIGITAL – FB COMMUNITY

## Poster Approach

- Commercial
- Pre-Announce
- Entertainment
- KOL Video
- Event
- Product Value
- Seasonality
- Quote
- Education
- Game
- Winner Announce
- Performance...



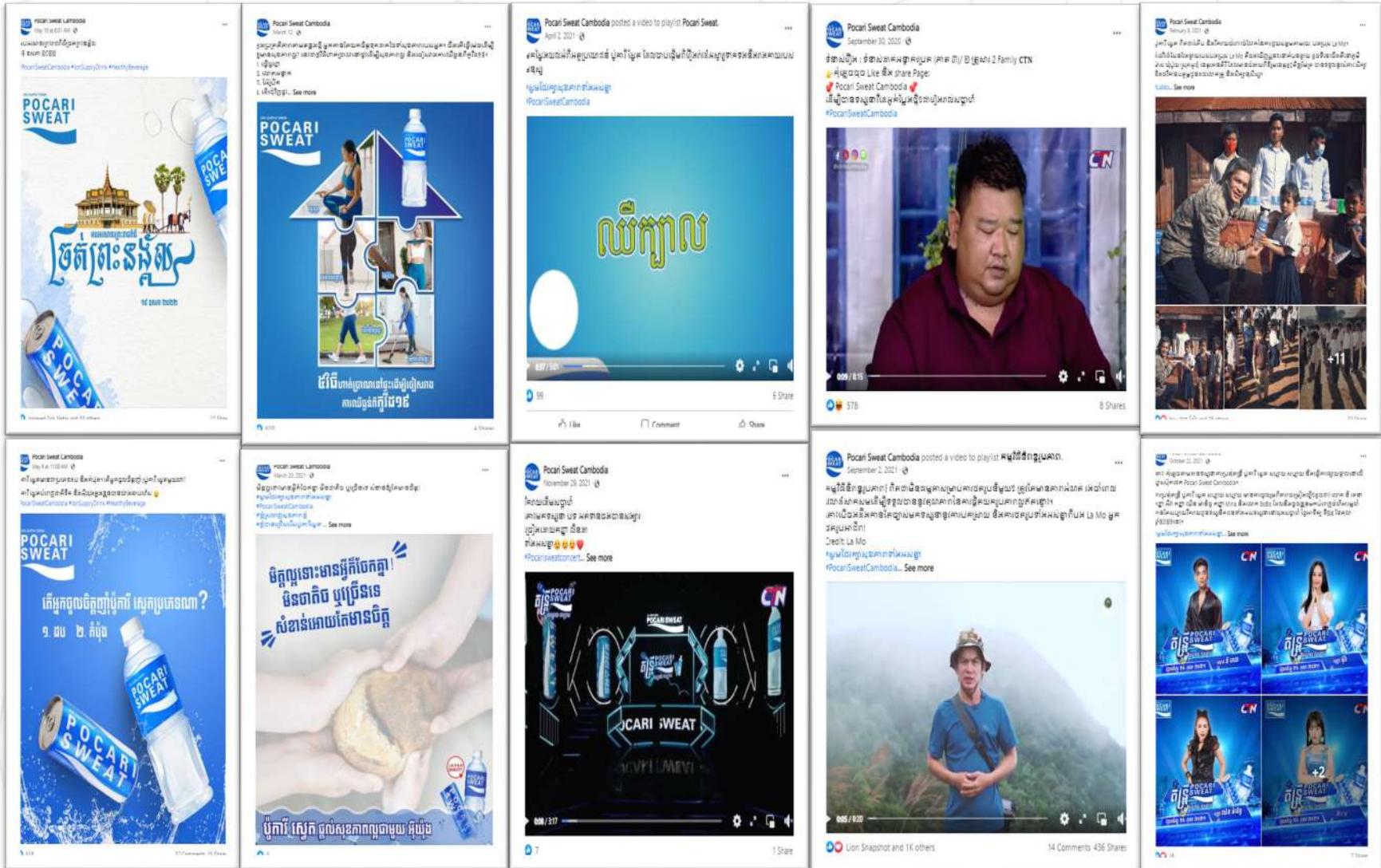


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# DIGITAL – FB COMMUNITY

## Poster Approach

- Commercial
- Pre-Announce
- Entertainment
- Product Value
- Seasonality
- Quote
- Education
- Public Relation
- Photo Class
- Performance...



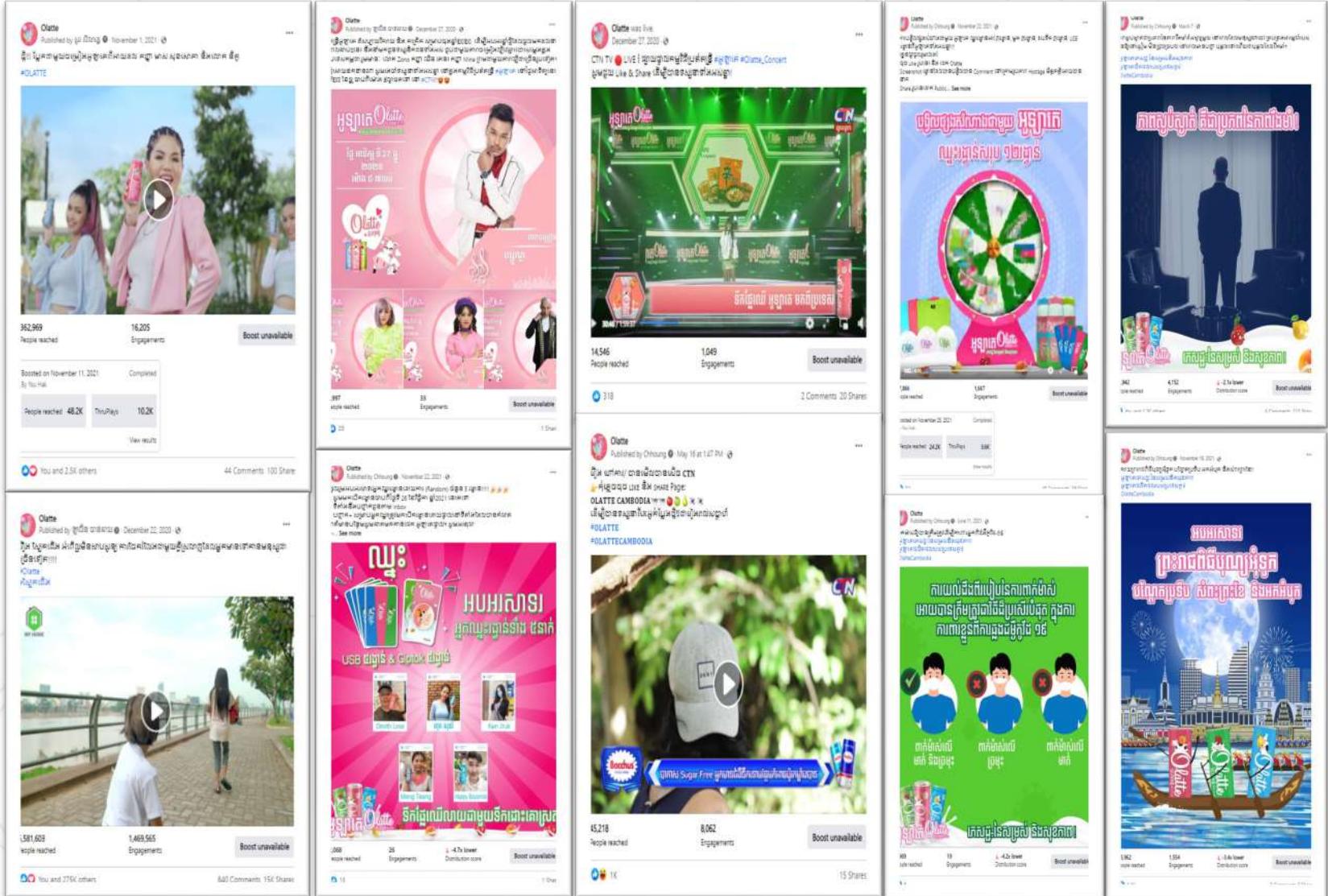


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# DIGITAL – FB COMMUNITY

## Poster Approach

- Commercial
- Pre-Announce
- Entertainment
- Product Value
- Seasonality
- Quote
- Education
- Game
- Drama
- Winner Announce
- Performance...



# DIGITAL – FB COMMUNITY

## Poster Approach

- Commercial
- Pre-Announce
- Entertainment
- Product Value
- Seasonality
- Quote
- Education
- Game
- Winner Announce
- Performance...

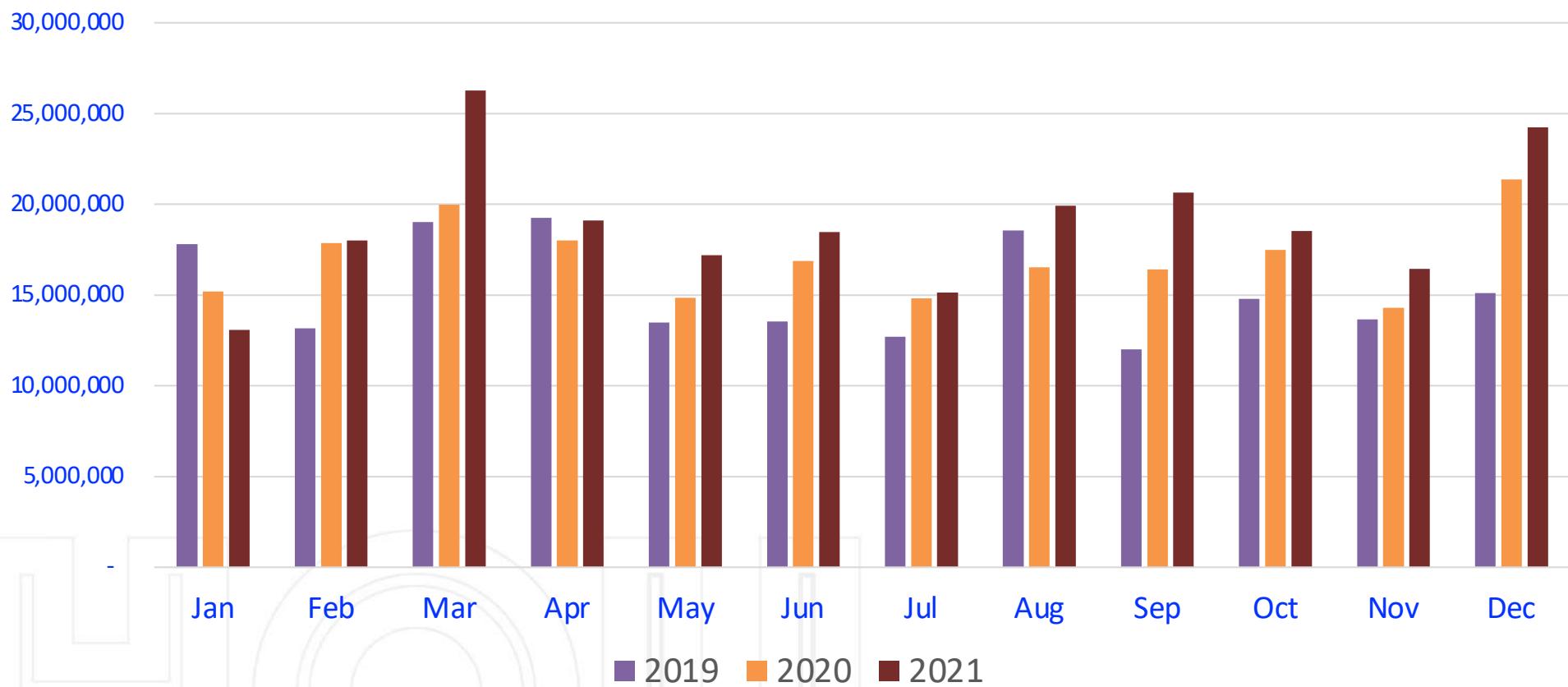


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# SALES 2019-2021 (CAN)

## BACCHUS

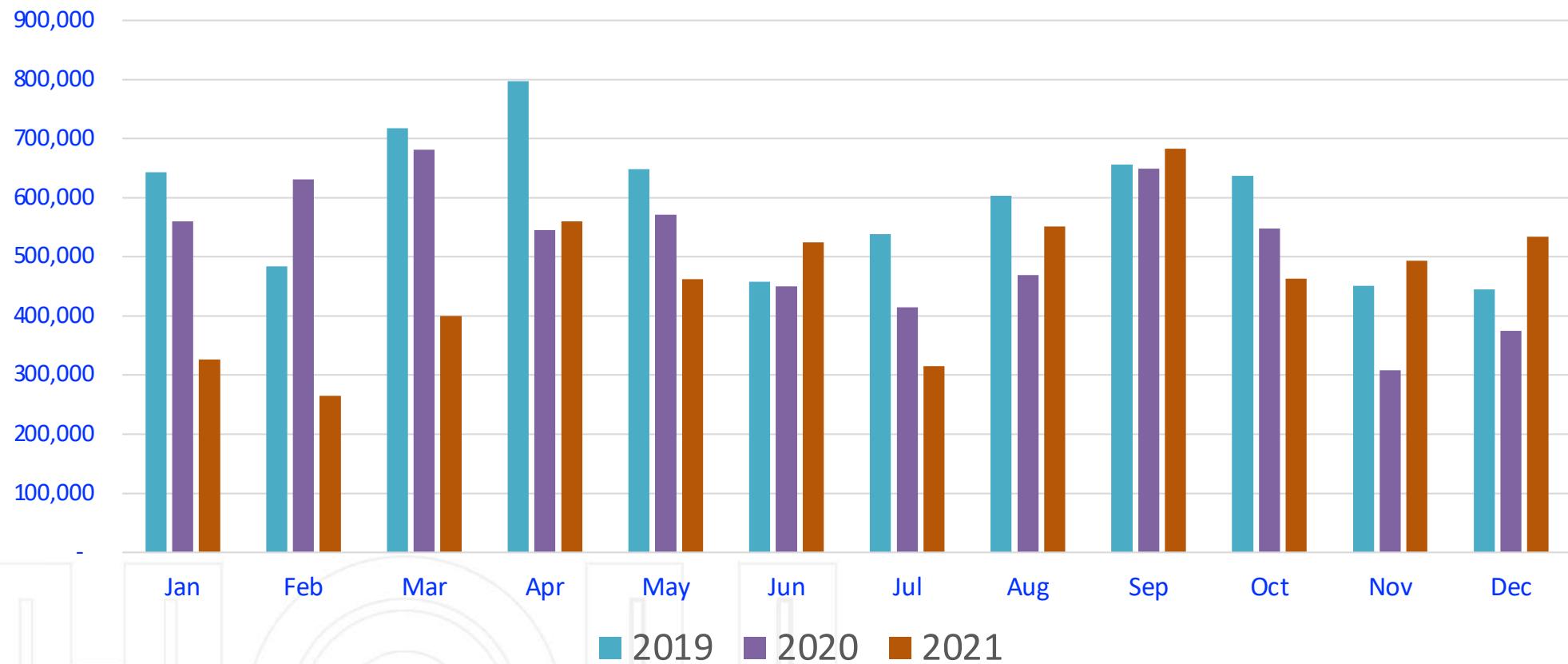


More than 100 Millions can per year



# SALES 2019-2021 (CAN)

## OLATTE



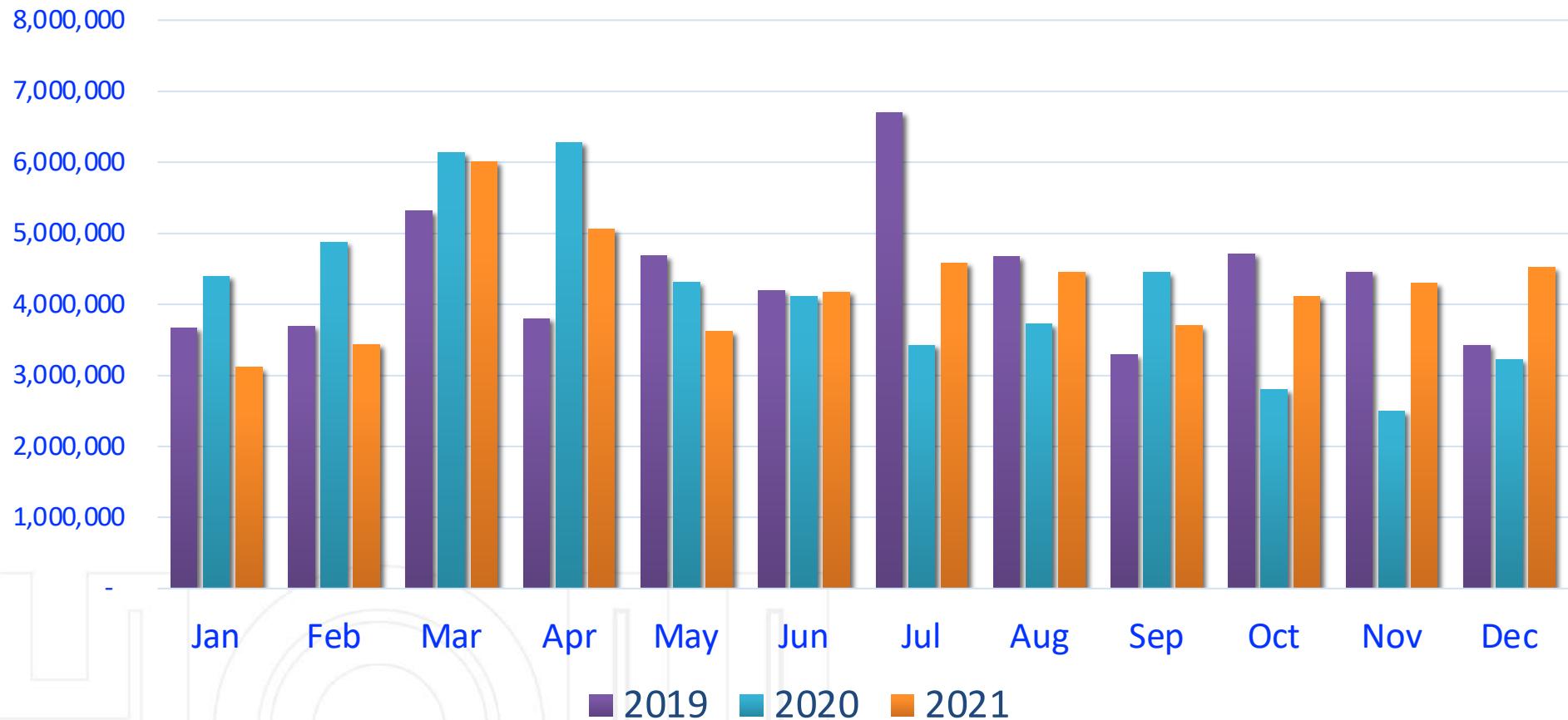
More than 6 Millions can per year



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# SALES 2019-2021 (CAN)

## POCARI SWEAT



More than 50 Millions can per year



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# THANK YOU