

Logistics
&
Sales
Division

*

KM
Sharing

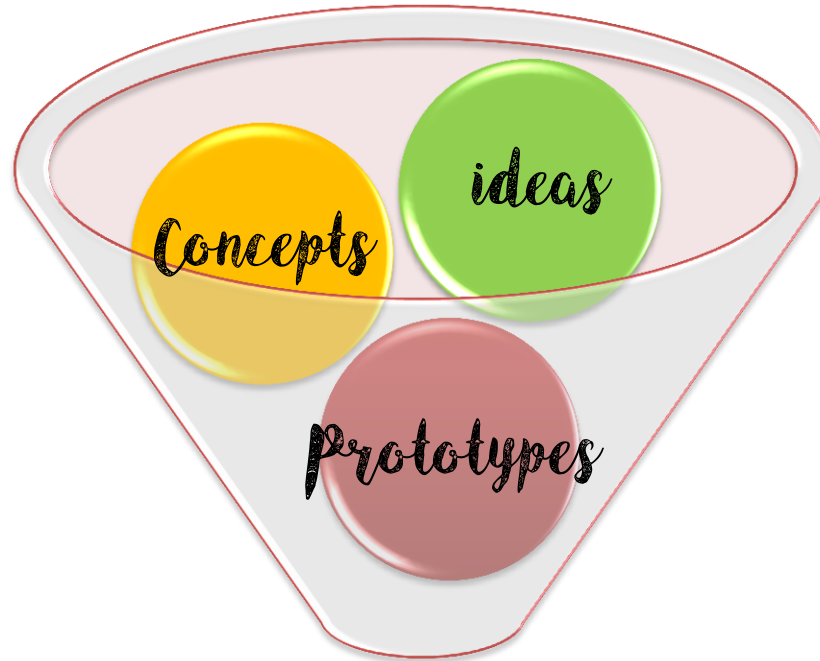
23*09*2016



Strawberry Marketing

กาน-ตะ-klad-สะ-ตอ-เบอ-รี

How to Turn Ideas to Commercial Value?



New Product Development

Idea

Research

Develop

Testing

Analysis

Idea

Research

Develop

Testing

Analysis



Supply several power plants in Thailand

Reduce Energy consumption for GSP

Temperate Crop Plantation



CSR-SE-CSV



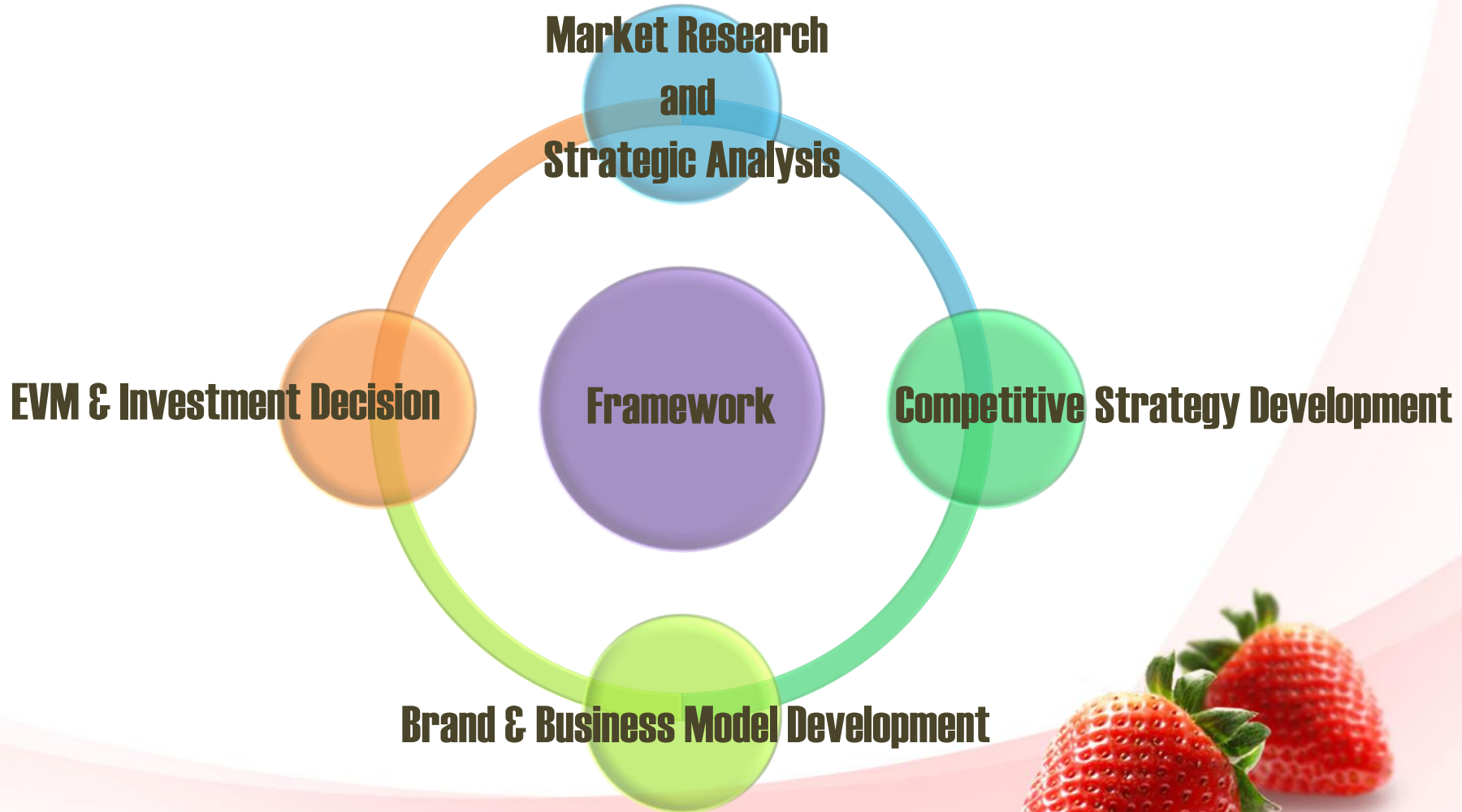
Idea

Research

Develop

Testing

Analysis



Idea

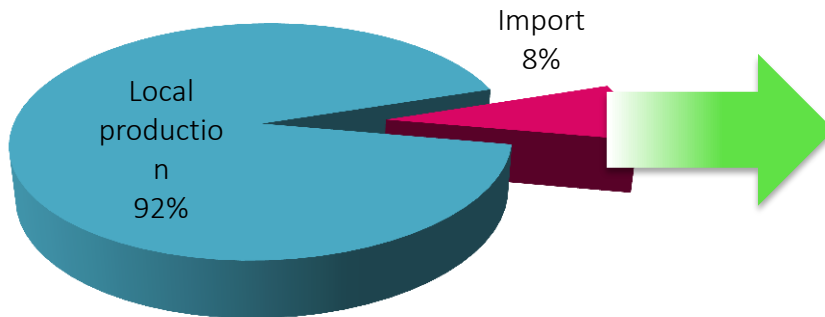
Research

Develop

Testing

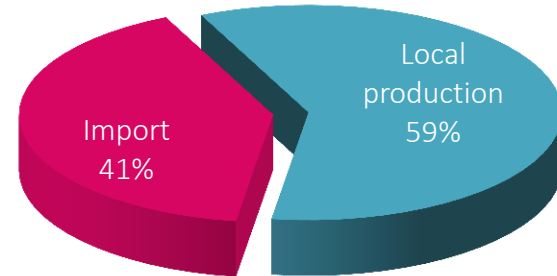
Analysis

2015 Strawberry Market Size Volume (MT)



Import Market Size Volume = 1,333 MT

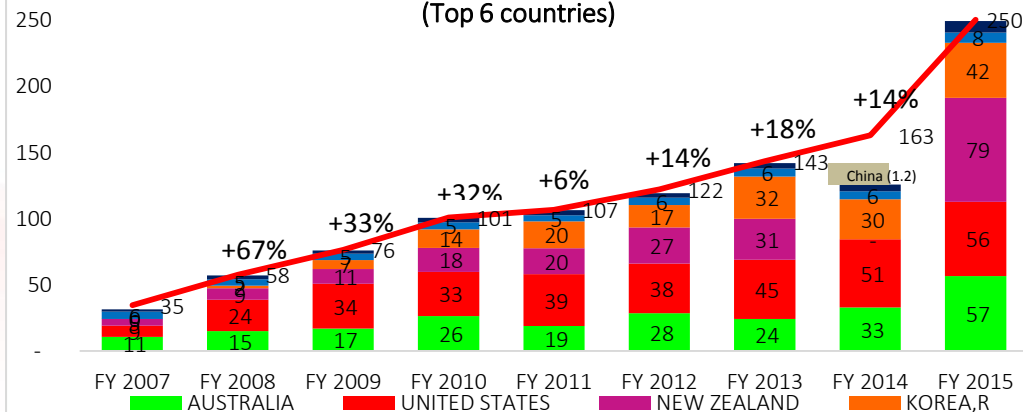
2015 Strawberry Market Size Value (Million Baht)



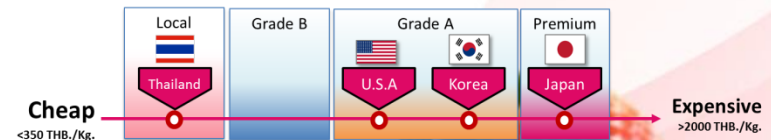
Import Market Size Value = 1,302 MB



Strawberry Market Size - CIF Value (Million Baht) (Top 6 countries)



Source: The custom department of Thailand



KIVI Strating

Idea

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Sample Target Group ; Premium Strawberry Lover's

Male & Female 180 samples

Living in greater BKK



18-60 Years Old

Not employed in sensitive occupation

Consume Import strawberry in past 3 months.



Idea

Research

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Research Methodology



- Concept
- Packaging
- Price
- Brand Name
- Product Test



Idea

Research


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Sample Target Group

"คุณลุงบอน"



Elder

59 Years Old

Single??

Retired

Level 24

57068 / 150000 XP

617068 XP

150

START DATE:
8/6/2016

Team



KM sharing

"คุณลุงบอน"



Idea

Research

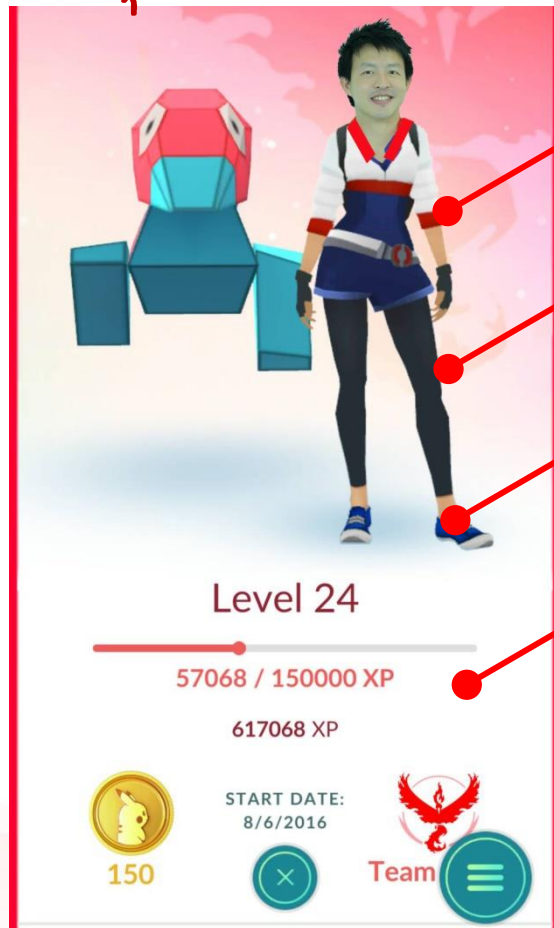
Develop

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Analysis

"คุณพี่เจน"

"คุณพี่กัท"

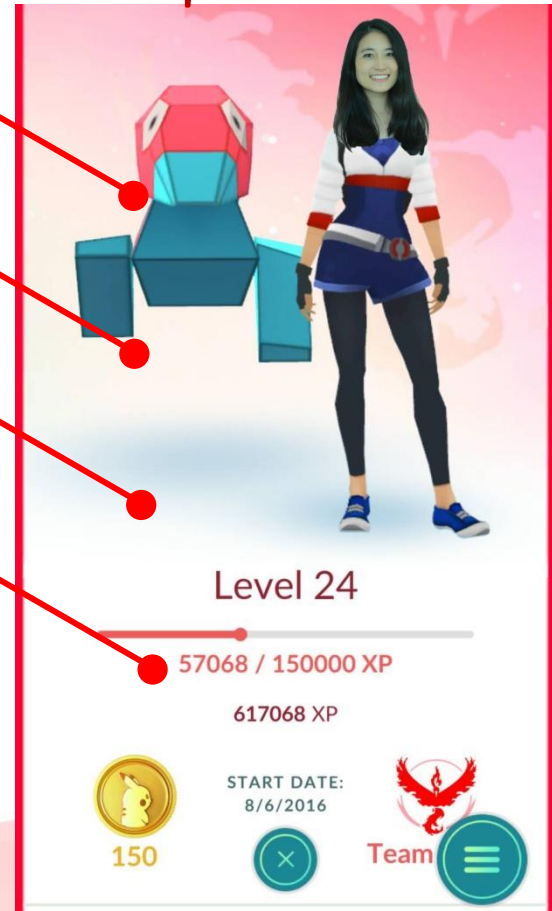


Working age

30-35 Years Old

Married

Millionaire



"คุณฉวีเจน" และ "คุณฉวีกนก"



Idea

Research

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Sample Target Group

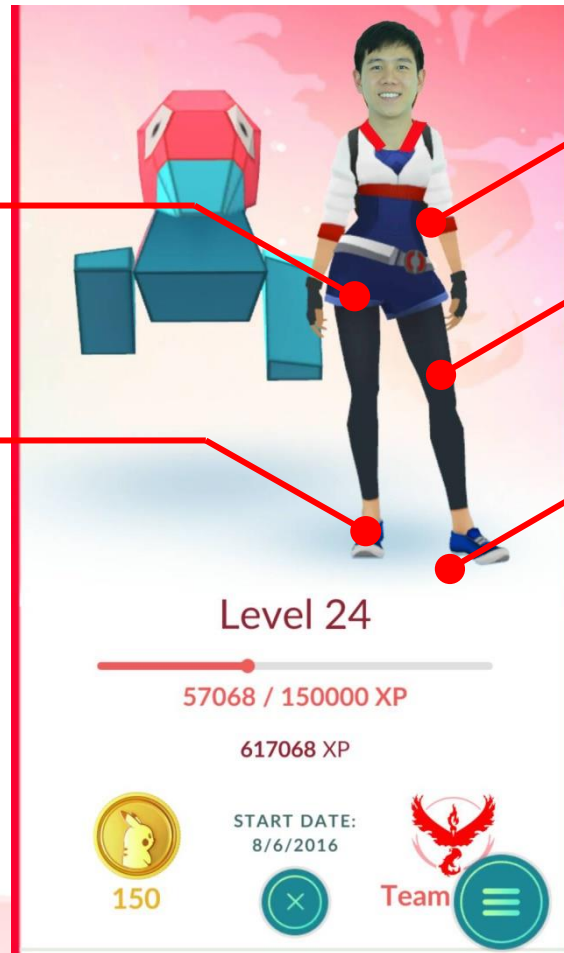
"น้องบอยบ๊วย"

Collegian

Adolescence

20 Years Old

Male??



"น้องบอยบ๊วย"



Idea

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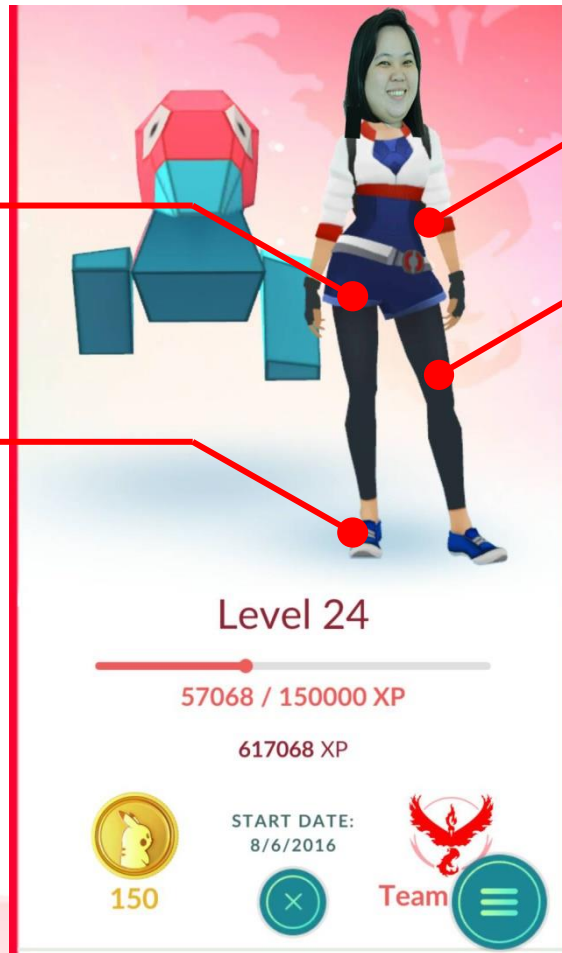
Sample Target Group

"កុលាធួន"

Housewife and
Looking for HUSBAND

Pregnant woman

38 Years Old



"คุณแม่แฟน"



Idea

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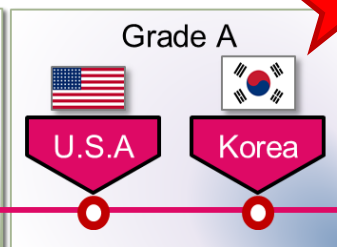
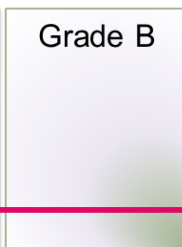
Truly * Healthy * Tasty

haru
miki

ハルミキ



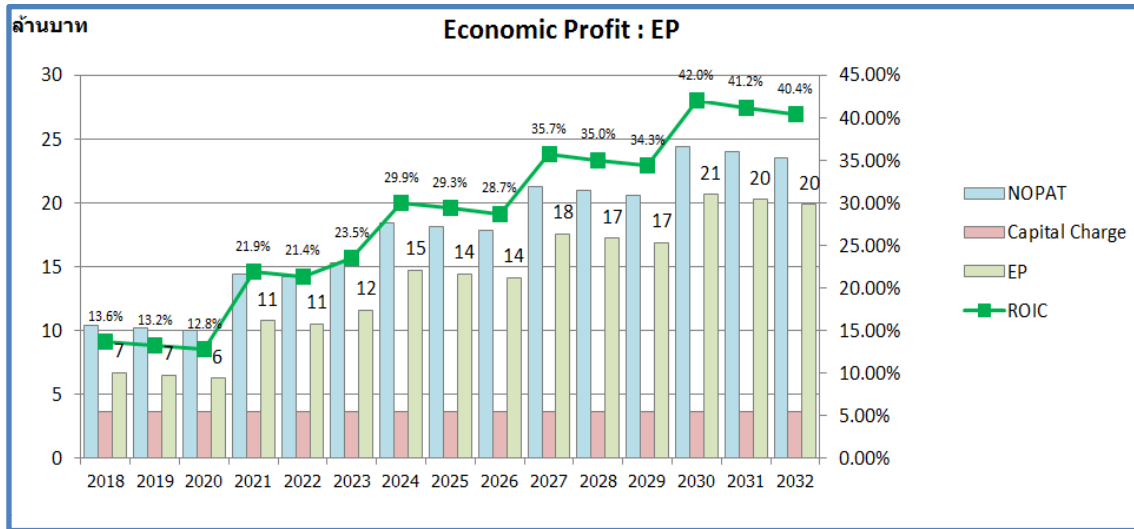
Cheap
<350 THB./Kg.



Expensive
>2000 THB./Kg.



ผลตอบแทนการลงทุน ค่ากำไรทางเศรษฐศาสตร์ (Economic Profit :EP) (1 Greenhouse)



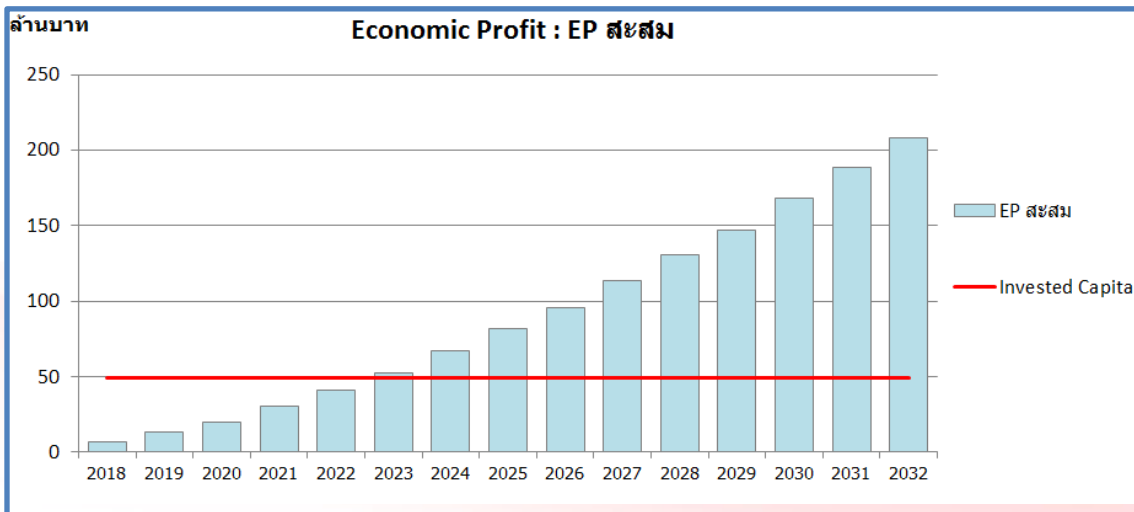
EP โครงการ 208 ล้านบาท

ROIC เฉลี่ย 28.19%

ระยะเวลาคืนทุน 5.3 ปี

NPV 100 ล้านบาท

IRR 27.98%



Testing

Analysis



Idea

Research

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The Final Stage





Thank You

