MR. PHONGPETCH WATCHARASIRIWIT

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RESUME OF QUALIFICATIONS

OBJECTIVE:

Challenging position within professional environment providing opportunity for growth and career advancement.

PROFESSIONAL BACKGROUND:

Jan 2015- Present

ACER COMPUTER CO., LTD.

191/62-63 16th Floor, CTI Tower, Ratchadapisek Rd., Klongtoey, Bangkok 10110 THAILAND

BUSINESS TYPE: IT Business, IT Manufacturer, IT Brand Image, IT Services and IT Export Business.

POSITION: SALES MANAGER - ROIC

DEPARTMENT: REST OF INDOCHINA / Business Development Department

PRODUCTS: NOTEBOOK, DESKTOP, AIO, MONITOR, PROJECTOR, TABLET, SMARTPHONE.

- Responsibilities in charge of Indochina such as Cambodia, Laos and etc.
- Manage on how to reach sales target by monthly and quarterly so we have to plan for each product i.e. Notebook, Deskteop, AIO, Monitor, Projector, Tablet and smartphone.
- Create strategy plan and Launch campaign & activities by monthly and quarterly i.e. Event, Trip Incentive, Dealer Incentive, Distributor Incentive and etc.
- Manage and control cost and GP of overall figure that need to get positive GP as company goal.
- Make Forecast Plan in advance (3 months) for all distributors in each country.
- Create new channel of some product by bundling with Win OS and make exclusive model for each distributors.
- Make stock plan and buffer stock of each product (Notebook, Desktop, Monitor, Projector, etc.) for all countries.
- Make business trip to introduce our strategy plan including listen their problem and share idea & solution.
- Manage and arrange inventory stock (Stock in & out) in order to have enough stock for each countries but do not make over stock or non movement.
- Study and analyze customer's behaviours of each countries so that we can create efficient strategies.
- Analyze performance of each distributors and help them to find solution on how to reach target.
- Corporate with Logistic and Warehouse Department to transfer stock and arrange shipment for each order.
- Set up Product Training for all distributors by cooperating with Product Manager.
- Make relationship with all tiers for both of company and partner i.e. distry, dealer, user, chief, colleague & staff.
- Directly report to Associate Director of Business Development Department i.e. sales growth, market situation, IT trends, competitors price, competitor technology and etc.

Jan 2014 - Dec 2014

KONICA MINOLTA BUSINESS SOLUTIONS (THAILAND) CO., LTD.

33 Soi Ramkhamhaeng 22, Ramkhamhaeng Rd., Huamark, Bangkapi, Bangkok 10240

BUSINESS TYPE: Import, Distributor and Provision of Customer Service for office equipment including MFP, PP machine, Printer, Electronics, IT Solution, Service, Consumable and Spare Part.

POSITION: SALES DEPARTMENT MANAGER

DEPARTMENT: <u>SALES DEPARTMENT 1 - NATIONAL MAJOR ACCOUNT & GOVERNMENT TEAM</u>
PRODUCTS: DIGITAL PRINTING M/C, PP & MULTIFUNCTION PRINTING M/C, COMSUMABLE,
ELECTRONICS, IT SOLUTION, SERVICE, PRINTER AND ACCESSORIES

- Responsible for the overall coordination, the functional management and leadership of all sales activities.
- Manage on how to increase our sales amount of all products i.e. Multifunction Printing Machine (MFP), Production Printing Machine (PP), consumable and accessories.
- Develop new strategies, tactics, and plans for future growth of company's database.
- Generate reports based on facts to be presented and consulted to COO and management level in order to find great strategies to compete with strongly competitors.
- Establish both of annually and monthly sales objectives in coordination with company's business plan.
- Providing an annually Sales Action Plan, quarterly updates, revisions and modifications of the Action Plan.
- Build up a better customer relationship, understand their needs, and try to make them satisfied without compromising with the company profits.
- Responsible for coordinating the specific objectives of the Action Plan with all of the functional departments of the company such as logistic, marketing, customer service engineering, finance, DMS, TSD and etc.
- Manage and control sales budget and target of sales department along with company's goals.
- Continuously motivate the sales team, and inspire them to stay focused on company's goals.
- Responsible for the successful management of the customer's needs in order to meet the company's objective and overall business plans and strategies.
- Manage and control sales field, sales inside and telemarketing, and all customer support.
- Spend a significant portion of time in the field for both of individual accounts and co-traveling with sales team.

- Analyze the sales team, and check if the work there is going on smoothly or not. Including develop their skill.
 - Directly report to COO i.e. sales growth, market situation, industry trends, competitors, new strategy and etc.

Apr 2012 - Jan 2014

ZEMASCH CORPORATION LIMITED --- (COMAX, FREEJET, CHIC, VOX BRAND)

896 Prachachuen Rd., Bangsue district, Bangsue, Bangkok THAILAND 10800

BUSINESS TYPE: Manufacturer, Export, biggest Distributor of Printer Consumables, IT Technology, Computer & Mobile Accessories.

Oct 2012 - Jan 2014

POSITION: MODERN TRADE SALES MANAGER, EXPORT SALES MANAGER, PROJECT MGR.

DEPARTMENT: MODERN TRADE DEPARTMENT, EXPORT DEPARTMENT, PROJECT DEPARTMENT
PRODUCTS: CONSUMER PRODUCT, PRINTER CONSUMABLE, IT, COMPUTER &
MOBILE ACCESSORIES

A) Export Department

- Main Responsibilities of Export Dept. in charge of Europe, Middle East and Asia zone.
- Manage on how to increase our sales amount of all products i.e. Ink Product (Bulk Ink, Ribbon, Faxfilm, Toner), Computer Accessories (Mouse, Keyboard, In Ear Stereo, Headset, Speaker, Power Strip, Plug, Cable, Bag, etc.), Mobile Accessories (Mobile & Tablet case, Power Bank, Car Charger, Small Talk, Film Protector, Cleaning, etc.)
- Expand new market & good opportunities including to find new customers.
- Cooperate with big oversea distributor and offer best instrument for both of us.
- Find great prospects and Create efficient exclusive distributor in each country i.e. Saudi Arabia, Hong Kong, Indonesia, Mexico, Canada, Vietnam, Korea, Malaysia, etc.
- Manage our team and develop their skill for all aspects.
- Join Overseas Exhibition such as Global Sourcing Fair at Hong Kong 2013 and Computex Taipei 2013.
- Directly report to CEO & VP i.e. sales growth, market situation, competitors, new strategy and etc.

B) Modern Trade Department (HPM, Modern Trade, Department Store, Category Killer, Chain Store)

- Main Responsibilities of Superstore Dept. in charge of Superstore & Modern Trade such as Power Buy, Makro, Big C, Be-Trend by SMOA, Mega Home, JIB Computer, etc.
- Manage on how to reach sales target and achieve our goal.
- Develop our operation system of sales team as team work and identify clearly job description in order to increase efficiency of sales team.
- Expand other distribution channel and line product for supporting consumers as one stop distributor and convenient service.
- Push in all of product lines to Superstore & Modern Trade (Sales In) and push out a proper & good campaign for moving stock of each superstore as well (Sales Out).
- Create our COMAX, FREEJET, CHIC and VOX Brand as well known and accepted by all customers and covering all target groups.
- Manage all staff in our team; Sales Executive, PC and develop their skills such as product knowledge, sales and analysis skill, other skill and etc.
- Plan our great sales strategy, marketing strategy and cooperate with marketing department center.
- Create good relationship with Buyer, Superstore Management, Store Manager, Sales Manager of each Brand i.e. Power Buy, Makro, Big C, Be-Trend, SMOA, Mega Home, JIB Computer, etc.
- Control inventory stock of each branch and manage RTV stock.
- Directly report to VP i.e. sales growth, market situation, competitors, new strategy and etc.

C) Project Department

- Main Responsibilities of Project Dept. in charge of Special or Big Project that will be assigned by CEO.
- Tablet Project (300,000 units), Ink Project for Government section.
- Create good relationship with government people.
- Find the proper business way to penetrate information from inside and get the order as usual.
- Directly report to CEO & VP i.e. sales growth, market situation, competitors, new strategy and etc.

Apr 2012 - Sep 2012

POSITION: EXPORT SALES MANAGER

PRODUCTS: PRINTER CONSUMABLE, COMPUTER ACCESSORIES & MOBILE ACCESSORIES

- Responsibilities in charge of Middle East & Africa zone such as Saudi Arabia, UAE (Dubai and Others), Kuwait, Bahrain, Oman, Qatar, Turkey, Iran, Africa, etc.
- Manage on how to increase our sales amount of all products i.e. Ink Product (Bulk Ink, Ribbon, Faxfilm, Toner), Computer Accessories (Mouse, Keyboard, In Ear Stereo, Headset, Speaker, Power Strip, Plug, Cable, Bag, etc.), Mobile Accessories (Mobile & Tablet case, Power Bank, Car Charger, Small Talk, Film Protector, etc.)
- Join Overseas Exhibition such as Global Sourcing Fair at Hong Kong 2012 and Dubai 2012.
- One Country One Factory Project
- Expand new market & good opportunities including to find new customers
- Directly report to CEO i.e. sales growth, market situation, competitors, new strategy and etc.

Nov 2011 - Mar 2012

PSI MARKETING CO., LTD.

8 Soi Onnuch 74/4, Pravet, Pravet, Bangkok 10250 Thailand

BUSINESS TYPE: Import & Trading Company for Machinery, Spare Parts, Chemicals, Ink, Accessories.

POSITION: REGIONAL SALES MANAGER

PRODUCTS: MACHINES, SPARE PARTS, INKS, CHEMICALS & ACCESSORIES PRODUCTS

- Responsibilities in charge of Asia zone such as Thailand, Vietnam, Cambodia, Srilanka, Korea, Japan, Indonesia and etc.
- Manage on how to increase our sales amount of all products i.e. Auto-Screen Printing Machines, Spare Parts, Inks, Chemicals and Accessories.
- Including manages sales target & budget, take care of existing customers and seek new markets & prospects.
- Sell products by maintaining and expanding customer base; managing staff.
- Accomplish regional sales human resource objectives by recruiting, selecting, orienting, training, assigning, scheduling, coaching, counseling, and disciplining employees in assigned districts; communicating job expectations; planning, monitoring, appraising, and reviewing job contributions; planning and reviewing compensation actions; enforcing policies and procedures.
- Achieve regional sales operational objectives by contributing regional sales information and recommendations to strategic plans and reviews; preparing and completing action plans; implementing production, productivity, quality, and customer-service standards; resolving problems; completing audits; identifying trends; determining regional sales system improvements; implementing change.
- Meet regional sales financial objectives by forecasting requirements; preparing an annual budget; scheduling expenditures; analyzing variances; initiating corrective actions.
- Establish sales objectives by creating a sales plan and quota for districts in support of national objectives.
- Maintain and expands customer base by counseling district sales representatives; building and maintaining rapport with key customers; identifying new customer opportunities.
- Recommends product lines by identifying new product opportunities, and/or product, packaging, and service changes; surveying consumer needs and trends; tracking competitors.
- Implement trade promotions by publishing, tracking, and evaluating trade spending.
- Update job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks.
- Accomplish sales and organization mission by completing related results as needed.
- Skills: Meeting Sales Goals, Motivation for Sales, Territory Management, Presentation Skills, Performance Management, Building Relationships, Emphasizing Excellence, Negotiation, Results Driven, Sales Planning, Managing Profitability.

Jun 2007 - Oct 2011

DUBUIT FAR EAST LTD.

No. 11/34 Moo. 6, Klong 3, Klong Luang, Pathumthani 12120 Thailand

BUSINESS TYPE: Manufacturer, Exporter and Distributor for Automatic Machinery, Spare Parts, Chemicals, Ink, Accessories.

Apr 2009 - Oct 2011

POSITION: SALES & MARKETING MANAGER

DEPARTMENT: MACHINE & INK & ACCESSORIES DEPARTMENT

PRODUCTS: MACHINE, SPARE PARTS, INK, CHEMICALS, ACCESSORIES PRODUCTS

- Responsibilities in charge of **all local areas of Machine**, **Ink & Accessories in Thailand.** Including manage sales target & budget, take care of existing customers and seek new markets & prospects.
- Increasing our sales volume and expanding new market for both of Machine & Ink & Accessories Dept.
- Set up sales target and push our sales team of both Machine and Ink Department to achieve the company's goal / Target.
- Directly report to President i.e. sales growth, market situation, competitors, new strategy and etc.
- Import some materials/products by air and sea shipment in order to support ink department i.e. UV ink from our head office in France, Other shipments from Italy, China.
- Source new developed products that are market needs. Already be successful, we sourced them from Japan.
- Manage our sales team of Both of Machine and Ink & Accessories Department and operate them on how to reach the sales target.
- Found new efficiancy strategy to get new customers and market and also keep the old customers.
- Consider the performance of all people in our team.
- Analyse all of our competitors in the same industry so that we can know our position and the direction where we will go on in the market.
- Control our QC and QA team to get a good cooperation between sales and QC, QA.
- Create new technical support for our clients in order to reach a high customers' satisfaction.
- Control all invoices which will be issued out to all clients.
- Control the selling price and cooperate with purchasing manager for reducing our raw material cost.

Jun 2007 - Mar 2009

POSITION: SALES & MARKETING MANAGER DEPARTMENT: INK & ACCESSORIES DEPARTMENT

PRODUCTS: INK, CHEMICALS, ACCESSORIES PRODUCTS

- Responsibilities in charge of **all local areas of ink & accessories** in Thailand. Including manage sales target & budget, take care of existing customers and seek new markets & prospects.
- Increasing our sales volume and expanding new market.
- Control our stock from our head office in France.
- Set up new management system to each level of working i.e. marketing, sales, administration, QC,QA, store departments for improving & achieving our sales target.

- Directly report to vice president i.e. sales growth, market situation, competitors, new strategy and etc.
- Take our special products from France, Brazil, Switzerland to the great customers as a special case.
- Suggest the best solution to solve the problem for all of our customers in order to get the fulfill customers' satisfaction.
- Manage our sales team and operate them on how to reach the sales target.
- Plan new efficiency strategy to compete with our competitors and launch new campaign and strategy to maintain/increase our business.
- Analyse all of our competitors in the same industry so that we can know our position and the direction where we will go on in the market.
- Control our QC and QA team to get a good cooperation between sales and QC, QA.
- Create new technical support for our clients in order to reach a high customers' satisfaction.
- Control all invoices which will be issued out to all clients.

Mar 2003 - May 2007

MODERN DYESTUFFS & PIGMENTS CO., LTD.

324 Soi Lardpraw 94, Lardpraw Rd., Wangthonglang, Wangthonglang Bangkok 10310 Thailand

BUSINESS TYPE: Manufacturer & Exporter of Chemicals products.

PRODUCTS: CHEMICALS PRODUCTS

Mar 2006 - May 2007

POSITION: Assistant to Sales Manager & Chief of Overseas Sales Division 5

- Responsibilities in charge of **South East Asia zone e.g. Philippines, Vietnam, Korea, Indonesia, Malaysia, Singapore, Japan and etc.** Including manage and control sales target & budget. Creating new customers, prospects and markets.
- Taking good care of existing customers in order to increase sales volume.
- Coordinating among marketing, administration, purchasing and sales divisions in order to reduce our costs & get more profit.
- Maintaining the existing clients and seeking for new businesss opportunities.
- Directly report to vice president or president.
- Target 2006 = 999 Tons (999,000 kgs.) / Achieved 80 %

SPECIAL: Head of Acid Dyes Product Team

- Plan new strategy of Acid Dyes in order to achieve our sales target.
- Analyse strength and weakness of the products so that we can use strength points to compete with our competitors or other big brand names.

Apr 2005 - Feb 2006

POSITION: Senior Sales Executive & Chief of Overseas Sales Division 5

- Responsibilities in charge of Philippines, Vietnam, Korea, Indonesia and Japan.
- Pushed & Offered new products "Metal Complex Dyes" that can make more profit for company.
- After this proposal had been accepted by management, these products could make a great profit.
- Increased sales volume & new customers.
- Found new Exclusive Agency for each country.
- Got another 2 countries i.e. Indonesia and Japan.
- Target 2005 = 680 Tons (680,000 kgs.) / Achieved 80 %

SPECIAL: Head of Acid Dyes Product Team

- Helped all of sales divisions to achieve the sales target of Acid Dye product.
- Trained the product knowledge & market information of Acid Dyes to all of sales persons.
- Created the strategy in order to achieve sales target of Acid Dyes.
- Solved the problem & suggested the best solution to customers.

Apr 2004 - Mar 2005

POSITION: Overseas Sales Executive in Division 4B

- Resposibilities in charge of Philippines, Vietnam and Korea.
- Expanded new markets & sales volume.
- Found new prospects and efficient customers.
- Kept going the existing customers & sales target.
- Target 2004 = 240 Tons (240,000 kgs.) / Achieved 100%

Mar 2003 - Mar 2004

POSITION: Overseas Sales & Committee of 5 s (5a.)

- Learned about export & international business.
- Studied product knowledge, markets & customers.
- At first 3 month, took care of customers from **Italy & England** cooperated with Sales Manager.
- The 4th month, assigned by company to take care of customers in Philippines, Vietnam and Korea.
- Made & issued the Proforma Invoice, Order Book, Packing List, Insurance, Commercial Invoice and Bill of Lading to all of customers.
- Targer 2003 (personal) = 80 Tons (80,000 kgs.) / Achieved 120%

Nov 2000 - Jan 2003

AT & T COMMUNICATIONS SERVICES (THAILAND) LTD.

12th Floor, Unit 1201 Empire Tower 195 South Sathorn Road, Yannawa, Sathorn, Bangkok 10120 Thailand

BUSINESS TYPE: Telecommunication Industry PRODUCTS: Telecommunication Products

POSITION: Supervisor - Customer Service

- Introduced many advantages of our communication services to all of customers.
- Mostly they were US Navy and sometimes we had to serve them on US Navy ship.
- Head office is in USA.
- Gave product knowledge and information to customers. Also found new clients.

QC Trainee

1997

TOPs Supermarket Center, Head Office (Central Food Retail Co., Ltd. / CFR)

BUSINESS TRIP & EXHIBITION:	
Feb 17-19, 2016	Business Trip to Cambodia
Feb 10-12, 2016	Business Trip to Laos
Dec 16-18, 2015	Business Trip to Cambodia
Dec 9-11, 2015	Business Trip to Laos
Oct 21-23, 2015	Business Trip to Cambodia
Oct 14-16, 2015	Business Trip to Laos
Aug 19-21, 2015	Business Trip to Cambodia
Aug 12-14, 2015	Business Trip to Laos
Jun 17-19, 2015	Business Trip to Cambodia
Jun 10-12, 2015	Business Trip to Laos
Apr 22-24, 2015	Business Trip to Cambodia
	Launch new champaign in order to reach target for Cambodia.
Apr 15-17, 2015	Business Trip to Laos
	Launch new champaign in order to reach target for Laos.

Feb 17-20, 2015 **Business Trip to Cambodia**

Make a contract with Authorized Distributor.

Feb 10-13, 2015 **Business Trip to Laos**

Make a contract with Authorized Distributor.

Jan 21-23, 2015 **Business Trip to Cambodia**

Discussed with Authorized Distributor.

Jan 13-15, 2015 **Business Trip to Laos**

Discussed with Authorized Distributor.

Exhibitor in Taiwan (COMPUTEX TAIPEI 2013) & BUSINESS TRIP Jun 3 - 12, 2013

- Promoted our VOX brand as unique design & lifestyle in Mobile Accessories market.
- Found the potential customers & end-users i.e. One Piece Licencee in Taiwan, Big Distributor in Taiwan, Others.

Apr 11 - 19, 2013 Exhibitor in Hong Kong (Global Sourcing Fair at Hong Kong - Apr 2013) & BUSINESS TRIP

- Promoted our VOX brand as unique design & lifestyle in Mobile Accessories market.
- Got new potential big distributor such as "The Source" (Head Office in Canada & 700 Branch), TESCO (Hong Kong) 2,000 Branch, Evive (Saudi Arabia), Others.

May 27 - 6 June, 2012 Exhibitor in Dubai (Global Sourcing Fair at Dubai 2012) & BUSINESS TRIP

- Promoted our VOX brand as unique design & lifestyle in Mobile Accessories market.
- Found the potential customers & end-users i.e. Logicom (Dubai), Alireza Holding (Saudi Arabia), Axiom Telecom, Azyan Telecom, etc.

Apr 11 - 17, 2012 Exhibitor in Hong Kong (Global Sourcing Fair at Hong Kong - Apr 2012) & BUSINESS TRIP

- Promoted our VOX brand as unique design & lifestyle in Mobile Accessories market.
- Found the potential customers & end-users from Malaysia, Italy and etc.

Feb 13 - 17, 2012 Business Trip to Vietnam along with Regional Sales Manager of M&R (Our Main Supplier)

- Made the good relationship between all customers & our main machine supplier (M&R Brand) for getting more confidence.
- Updated market information of Europe zone to all customers so that they realized that this business is growing up around the world.
- Suggested the best solutions and new model of screen printing machine.

Nov 21 - 25, 2011 **Business Trip to Vietnam**

- Created new sales team and re-organized working at Vietnam office.
- Visited our potential customers & end-users of screen printing factories and kept customer's problem in order to find the best solution for all customers.

May 14 - 20, 2006 **Business Trip to Korea**

- Made the contracts with customers for expanding business.
- Visited end-users, Dyeing factories & customers and also solved their problems.
- Suggested new technique and presented new products.
- Gave the important technical supports to them.
- Result: The great success to visit our customers. We can get many containers for this business trip.

Apr 12 - 14, 2006 Exhibitor in China (Changhai Fair 2006)

The 6th China International Dye Industry, Pigments and Textile Chemicals Exhibition

- Grand Openning our brand name to leather & textile industries.

- Seeked new potential end-users & customers.

Oct 17 - 21, 2005

Exhibitor in Singapore (ITMA ASIA Fair 2005)

- Promoted our brand name into the leather & textile markets.
- Found the potential customers & end-users.

Mar 27 - Apr 02, 2005

Business Trip to Vietnam

- Created our business relationship between manufacturers and our agents.
- Studied Vietnam textile situation before penetrating this market.
- **Result:** Got more potential customers & could increase sales volume.

EDUCATION:

2001

MINISTRY AND CHULALONGKORN UNIVERSITY

SME Business and Communication Technology Certificate

1995 - 2000 ASSUMPTION UNIVERSITY (ABAC) - Huamark, BKK

BACHELOR OF SCIENCE DEGREE IN BIOTECHNOLOGY (B.S.)

Major Courses: Agro-Industry

Activities: - Committee of Faculty of Biotechnology

- Tutor of Statistics

- 13th Asian Games in Bangkok (Liaison Position)

- Karate-Do Athlete

1992 - 1995 **DEBSIRIN SCHOOL**

M. 6 CERTIFICATE - Major Science & Mathematics (High School)

1989 - 1992 **DEBSIRIN SCHOOL**

M. 3 CERTIFICATE (Middle School)

1983 - 1989 KULARBWITTAYA SCHOOL

Elementary School

OTHER TRAINNING:

Typing English 45 WPM Typing Thai 40 WPM

Computer Skills MS Excel, Word, and Powerpoint

E-mail, Internet, Outlook

PERSONAL DATA:

39 Date of Birth: Sep 30, 1976 Age: Height: 168 CMS. Weight: 62 KGS. Marital Status: Married Health: Excellent Interests: Nationality: Thai Reading, Sports Religion: Buddhism Driving License no.: 42005512

REFERENCES:

Mr. James C. - Associate Director

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Mr. Christophe Dubuit - Vice President Dubuit Far East Co., Ltd.

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Mr. Direk Bunnag - Assistant to Vice President Modern Dyestuffs & Pigments Co., Ltd.

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