



CP LEADERSHIP  
INSTITUTE



*Fresh Mart*

ซีพี เฟรชมาร์ท

**SATHORN CONDO**

# TEAM MEMBERS

## SPONSOR



**Pongsan Niphatnithimeth**  
**PLP Charoen Krung**



**Le Yin Win**  
**CPF Myanmar**



**Thitirat Khunsawat**  
**CPF Thailand**



**Kanyanat Prayotsomboon**  
**CPF Thailand**



**Ragul R**  
**CPF India**



**Santosh Kumar Bhoomireddy**  
**CPF India**



**Vu Thi Thanh Huong**  
**CPF Vietnam**



**Ma.Yvonne Tentativa Galo**  
**CPF Philippines**

# AGENDA



- 1. Overview**
- 2. Summaries of Performance**
- 3. B2B Strategy**
- 4. B2C Strategy**
- 5. Key Next Steps**

# AGENDA



## 1. Overview

## 2. Summaries of Performance

## 3. B2B Strategy

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## 5. Key Next Steps

# STORE OVERVIEW

## STORE OVERVIEW

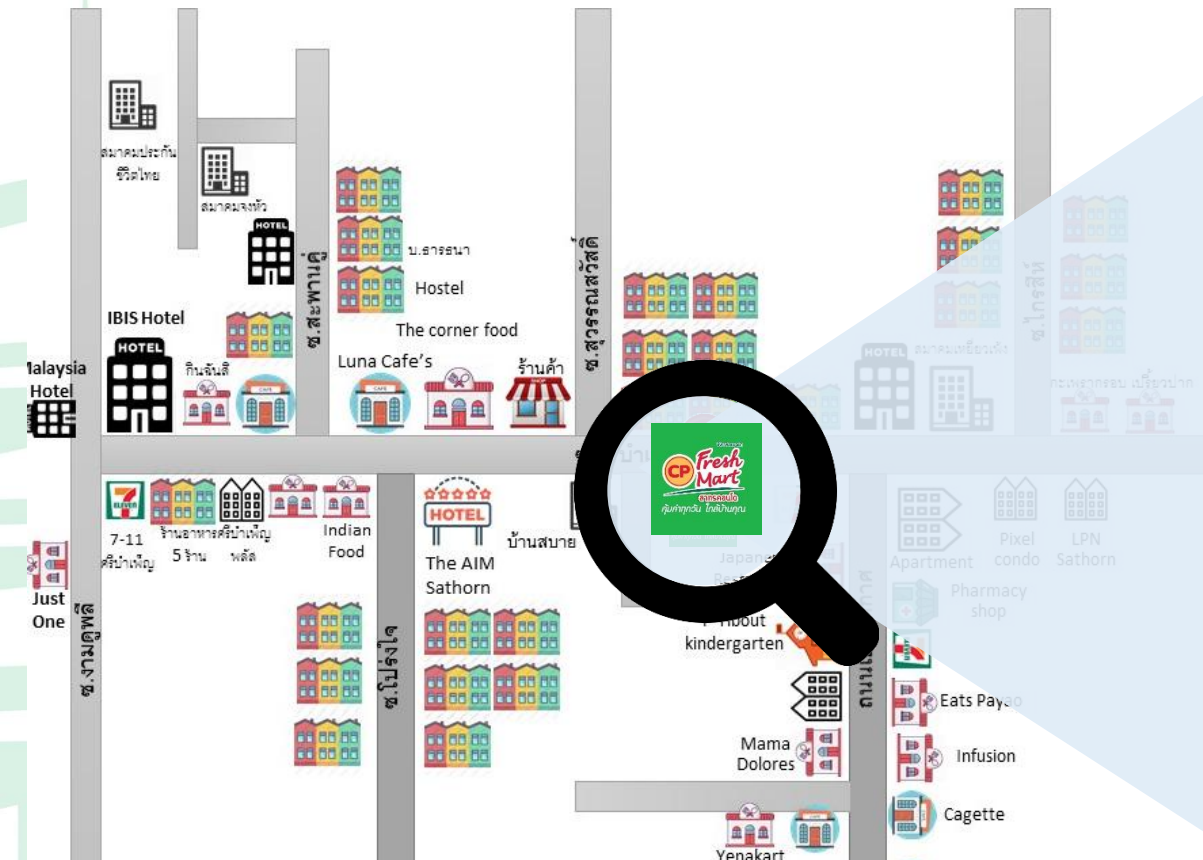


**Size : 2 Shop Houses**

**Sales : 206,848 Baht/day**

**TA : 642 Baht**

**TC : 322/Day**



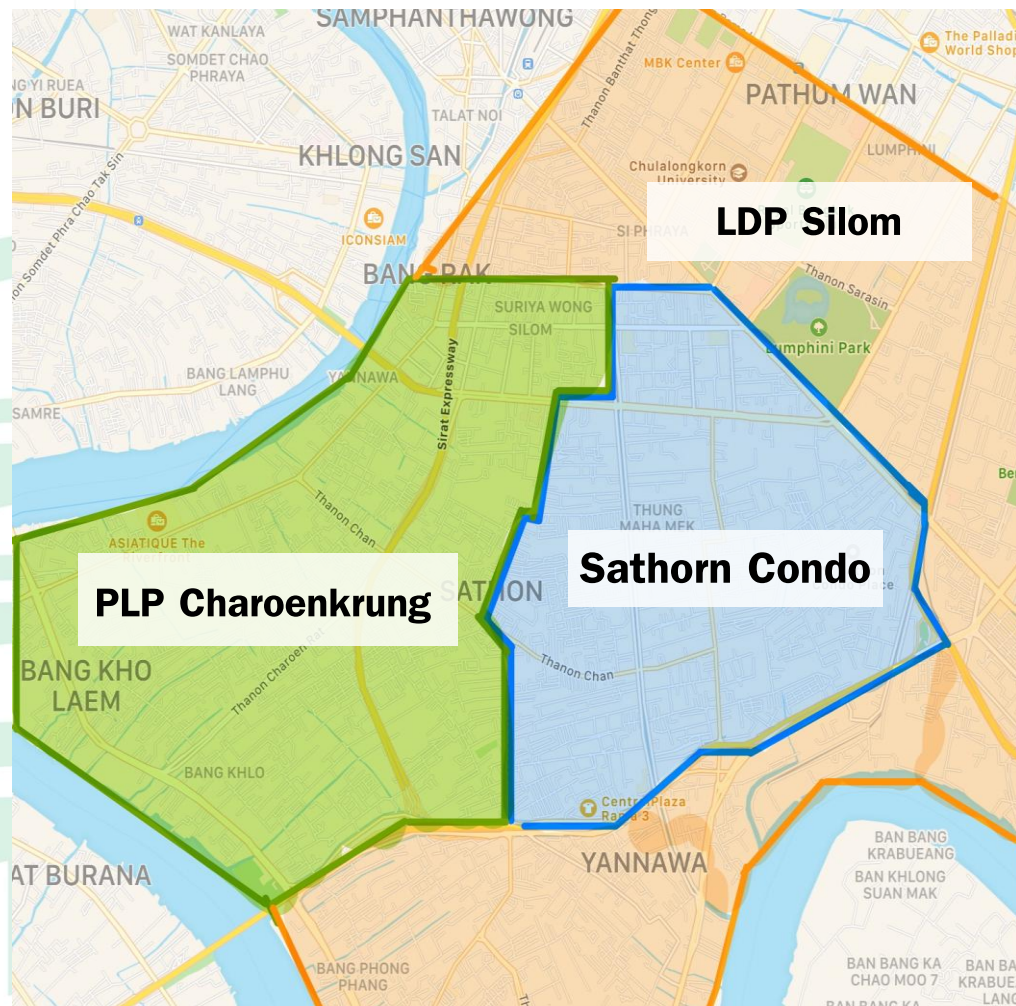





# B2B MARKET OVERVIEW

STORE OVERVIEW

MARKET  
OVERVIEW

BUSINESS  
OVERVIEW



Segmentation		Amount	value	Total value
IR		672	30,000	20,160,000
HoReCa		182	50,000	9,100,000
Wet Market		6	100,000	600,000
				29,860,000

**MARKET SIZE**  
**29,860,000 Baht**

# B2C MARKET OVERVIEW



**Market area : 3.14 sq.km.**



**AVG population per sq.km : 3,622**



**Total Market population : 11,373**



**Total Market household : 5,687**

# BUSINESS OVERVIEW

STORE OVERVIEW

MARKET  
OVERVIEW

BUSINESS  
OVERVIEW

	NOVEMBER	%	DECEMBER	%	JANUARY(Est.)	%
<b>Sales</b>	4,583,801		5,791,600		8,567,473	
<b>Cost of Goods Sold</b>	3,650,435	79.6%	4,457,825	77.0%	6,864,653	80.1%
<b>Gross Profit</b>	933,366	20.4%	1,333,802	23.0%	1,702,802	19.9%
<b>Total Expense</b>	676,670	15.0%	776,302	13.0%	940,297	11.0%
<b>Transportation cost</b>	210,643	4.6%	227,900	3.9%	334,131	3.9%
<b>Net Profit</b>	46,053	1.0%	329,600	5.7%	428,374	5.0%



**8.7%**



**23.7%**



# AGENDA



1. Overview

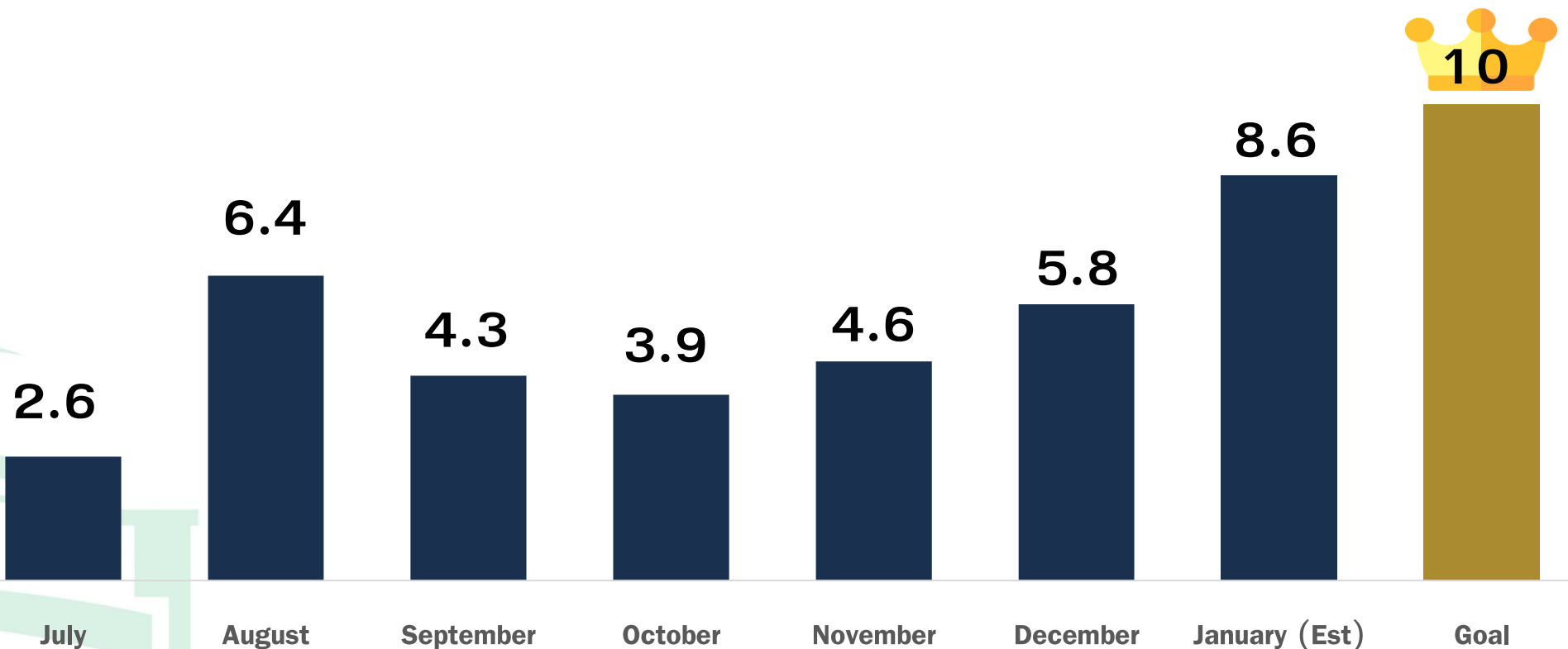
**2. Summaries of Performance**

3. B2B Strategy

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5. Key Next Steps

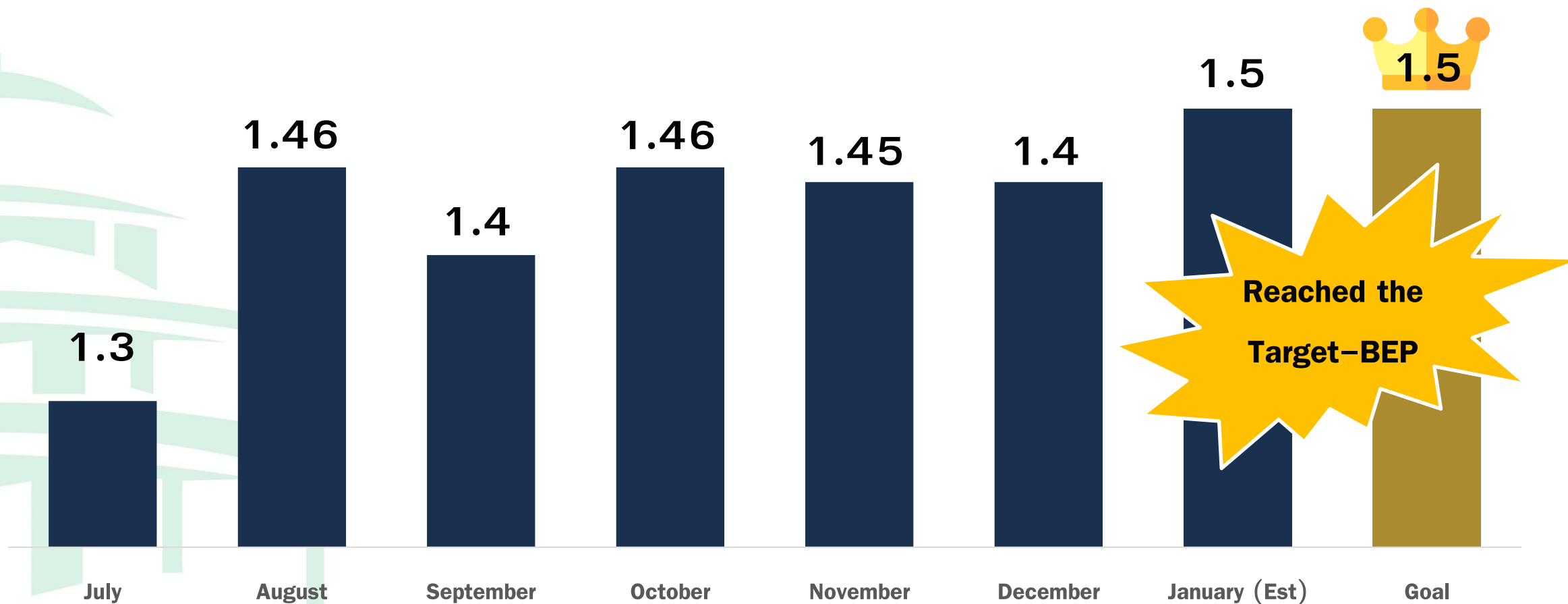
# Summaries of Performance



% GP	22.9%	23.1%	22.3%	20.8%	20.4%	23.0%	19.9%	20%
% NP	1.8%	9.2%	3%	1%	1%	5.7%	5.0%	5.5%

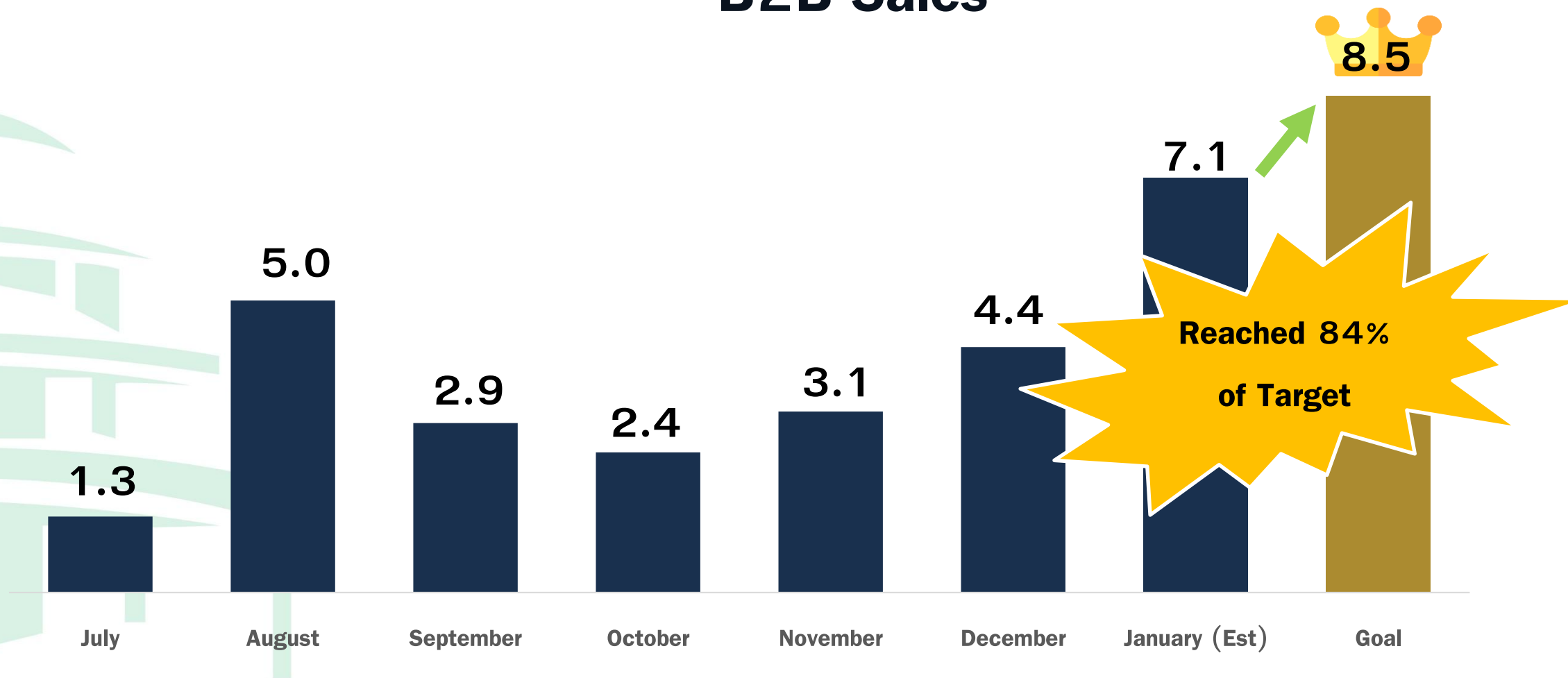
# Summaries of Performance

## B2C Sales



# Summaries of Performance

## B2B Sales





# AGENDA



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# B2B STRATEGY



**GO RIGHT**

ไปถูกทิศ

1



**PARTNERSHIP**

มิตรยาวนาน

2

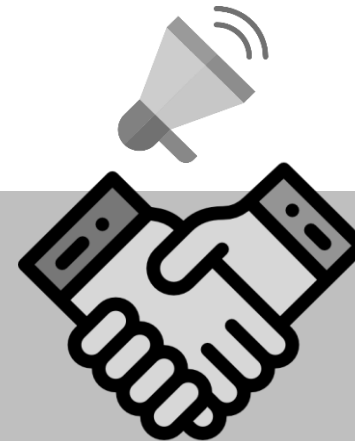
# B2B STRATEGY



**GO RIGHT**

ไปถูกทิศ

**1**



**PARTNERSHIP**

มิตรยาวนาน

**2**

# STRATEGY 1 : GO RIGHT

Background

Strategy

Problem

Impact

## TOP 5 HIGH VALUE ROAD



Sathorn Road

4,410,000 THB

Silom Road

3,730,000 THB

Saladaeng Road

3,470,000 THB

Narathiwas Road

3,430,000 THB

Suanplu Road

3,010,000 THB





# STRATEGY 1 : GO RIGHT

Background

Strategy

Problem

Impact

## TOP 5 HIGH VALUE ROAD



Sathorn Road

4,410,000 THB

Silom Road

3,730,000 THB

Saladaeng Road

3,470,000 THB

Narathiwas Road

3,430,000 THB

Suanplu Road

3,010,000 THB



Ranked **A** IR & HoReCa

31 POTENTIAL CUSTOMERS



Information in GIS is outdated



Decrease logistic cost

from 5.3% to 3.9%

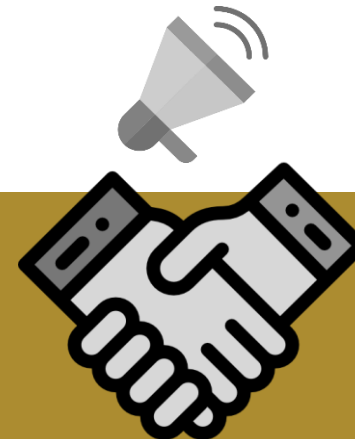
# B2B STRATEGY



GO RIGHT

ไปถูกทิศ

1



PARTNERSHIP

มิตรยาวนาน

2

# STRATEGY 2 : PARTNERSHIP

Background

Strategy

Problem

Impact

**T-DED The Consultant** 

**New customer and Current Customer**



# STRATEGY 2 : PARTNERSHIP

New  
Customer

Background

Strategy

Problem

Impact



**7 Branches in Bangkok**



**Famous Japanese curry restaurant**



**Voice of Customer**

**Pork lion was too tough**



**The Consultant**

**Suggested customer to use pork collar instead**



# STRATEGY 2 : PARTNERSHIP

New  
Customer

Background

Strategy

Problem

Impact



## Problem

There is no products that a customer wants such as specification for pork collar steak 100g

## Solution

Synergy with pork BU to develop new product spec

## Result

- ✓ Buy for 7 branches
- ✓ Estimated Sales = 300,000 Baht/Month

# STRATEGY 2 : PARTNERSHIP

Current  
Customer

Background

Strategy

Problem

Impact

Customer	01/2019	02/2019	03/2019	04/2019	05/2019	06/2019	07/2019	08/2019	09/2019	10/2019	11/2019	12/2019	Total
2000172484-บจ. คราทอส โพธิ์เขียวเม้นท์								5K		9K	5K	68K	86K
2000023157-นางสาว สุนิสา แซ่ตั้ง	27K	5K	9K	5K	3K	9K	5K	6K	6K	6K	4K		84K
2000029425-บริษัท พัฒนาประชากร จำกัด								21K	14K	14K	14K	20K	84K
2000224179-นาย จิรภัฏฐ์ ธรรมภักดิ์						26K	31K	24K	0K		2K		83K
2000208246-บจ. โอชา เรสเทอรองต์ บางกอก							9K	20K	19K	18K	11K	6K	83K
2000140001-นาย จักรวาล อินทนิจ								22K	8K	23K	8K	18K	80K
2000117468-บจ. เอส.เอ็น.ไอ.เอฟ								16K	12K	11K	15K	25K	79K

## DATA ANALYSIS

Know potential customer & potential product

# STRATEGY 2 : PARTNERSHIP

Current  
Customer

Background

Strategy

Problem

Impact



Boon Tong Kee



10 Branches in Thailand



The most famous Hainanese chicken rice



**the consultant**

**Suggested AA Chicken**

**Generated sale : 68,000 Baht/Month**



# STRATEGY 2 : PARTNERSHIP

Current  
Customer

Background

Strategy

Problem

Impact



**Boon Tong Kee**

## Problem

- The customer want big size of chicken
- The chicken color is not as white as they used

## Solution

Synergy with Minburi factory to develop new product

## Expected result

- ✓ Estimated Sales = 200,000 Baht/Month



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**AVG population per sq.km : 3,622**



**Total Market population : 11,373**



**Total Market household : 5,687**

# B2C STRATEGY



**PRODUCT  
ASSORTMENT**

1



**PRODUCT OF  
THE WEEK**

2



**CP FRESHMART  
REACHES OUT**

3

# B2C STRATEGY



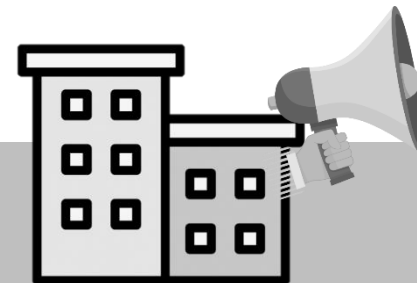
**PRODUCT  
ASSORTMENT**

1



**PRODUCT OF  
THE WEEK**

2



**CP FRESHMART  
REACHES OUT**

3



# STRATEGY 1: PRODUCT ASSORTMENT





**STEP I** : Define the low margin slow moving  
and space-consuming products



# STRATEGY 1: PRODUCT ASSORTMENT

Products		% GP	Qty sold /month
Fresh, Frozen & Chilled Products	 CP Chicken Thigh 2kg	1.2%	1
	 Frozen Seabass Slice 180 Gm	6.6%	6

Products		% GP	Qty sold /month
Dry Food & Household	 Hongthong Life Zuper Rice 1Kg	0.9%	3
	 JCJ Set 3 food containers	35.8%	2

# STRATEGY 1: PRODUCT ASSORTMENT



**STEP II : Replace with high margin and suitable product basing on the customer survey**

# B2C STRATEGY



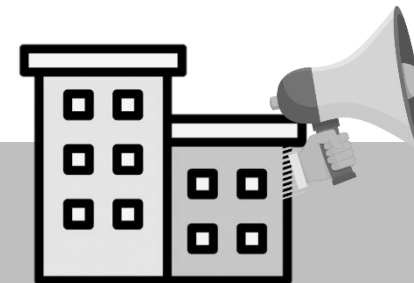
**PRODUCT  
ASSORTMENT**

1



**PRODUCT OF  
THE WEEK**

2



**CP FRESHMART  
REACHES OUT**

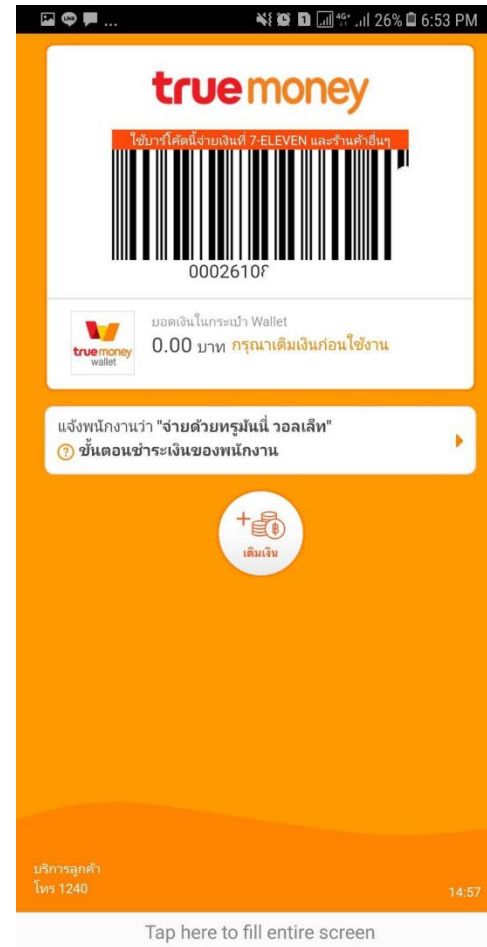
3

# STRATEGY 2: PRODUCT OF THE WEEK

## PRODUCT OF THE WEEK



## SPECIAL GIFTS



# B2C STRATEGY



**PRODUCT  
ASSORTMENT**

1



**PRODUCT OF  
THE WEEK**

2



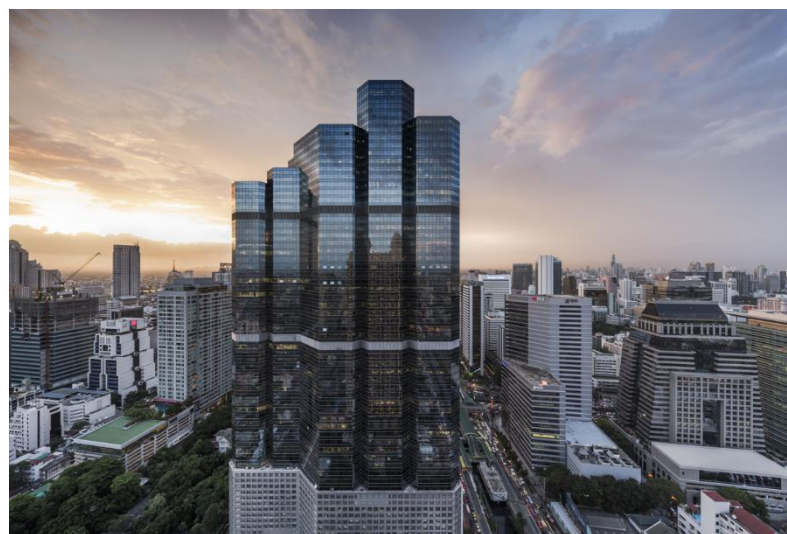
**CP FRESHMART  
REACHES OUT**

3



## OPPORTUNITY

~29 big office buildings (ex. Empire Tower)



## POP UP BOOTH

Increase Sale and Awareness





# STRATEGY 3: CPFM REACHES OUT

## PROBLEM

- Few locations allow to sell in peak hour – after work time
- In some markets, there are B2B customers selling the same products

## SOLUTION

- ✓ Focus on other peak periods – early morning & lunch time
- ✓ Research locations carefully before event
- ✓ Flexible product assortment



# STRATEGY 3: CPFM REACHES OUT

## BUSINESS RESULT

 **Organize 8 Events in 4 months**
 **Increase Total Sales of \$253k**
 **Increase NP of \$24k in 4 months**

	Sep	Oct	Nov	Dec
Quantity of events/month	1	2	3	2
<b>Total Sales</b>	50,025 (100%)	62,010 (100%)	80,618 (100%)	60,692 (100%)
<b>GP</b>	14,507 (29%)	17,685 (28.5%)	22,269 (27.6%)	17,374 (28.6%)
<b>Expenses</b> (Rental, Logistics, Freezers, MKT)	10,875 (22%)	10,519 (17%)	15,396 (19%)	11,296 (18.6%)
<b>Net Profit</b>	3,632 (7%)	7,166 (11.5%)	6,873 (8.6%)	6,078 (10%)

# STRATEGY 3: CPFM REACHES OUT

## LESSON LEARNED



**Good location near  
central business area  
with high traffic & low  
rental cost**



**Do event on Pay  
day & focus on  
peak hour**



**Customize products  
based on  
customers' insight**



**Combine the best  
promotions in Caravan &  
Direct Mail**



**Communication to  
boost awareness  
& sales**

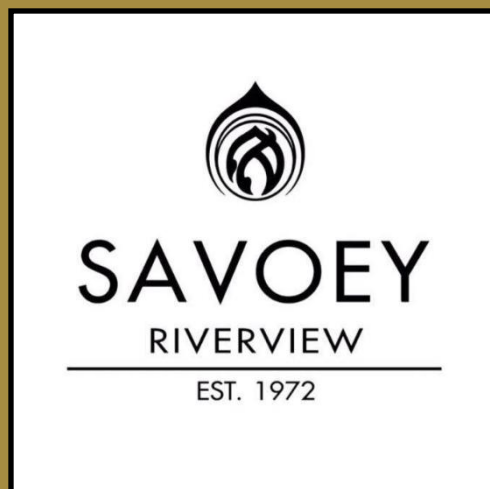


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# KEY NEXT STEPS – B2B



**FOLLOW UP  
THE PROJECT**



**REDUCE  
LOGISTIC COST**



**FOCUS MORE ON  
COMMUNITY FREEZER**

# KEY NEXT STEPS – B2C



**Find more potential  
office buildings**



**Customer Survey**



**Reduce Waste product**

# KEY NEXT STEPS – B2C

## Synergy and Partnership







CP LEADERSHIP  
INSTITUTE

# THANK YOU