



CP LEADERSHIP
INSTITUTE



ซีพี เฟรชมาร์ท

Fresh Mart

SATHORN CONDO

Retail Strategy

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



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STORE OVERVIEW

STORE OVERVIEW

MARKET
OVERVIEW

BUSINESS
OVERVIEW

STORE OVERVIEW



Size : 2 Shop Houses

Sales : 206,848 Baht/day

TA : 642 Baht

TC : 322/Day

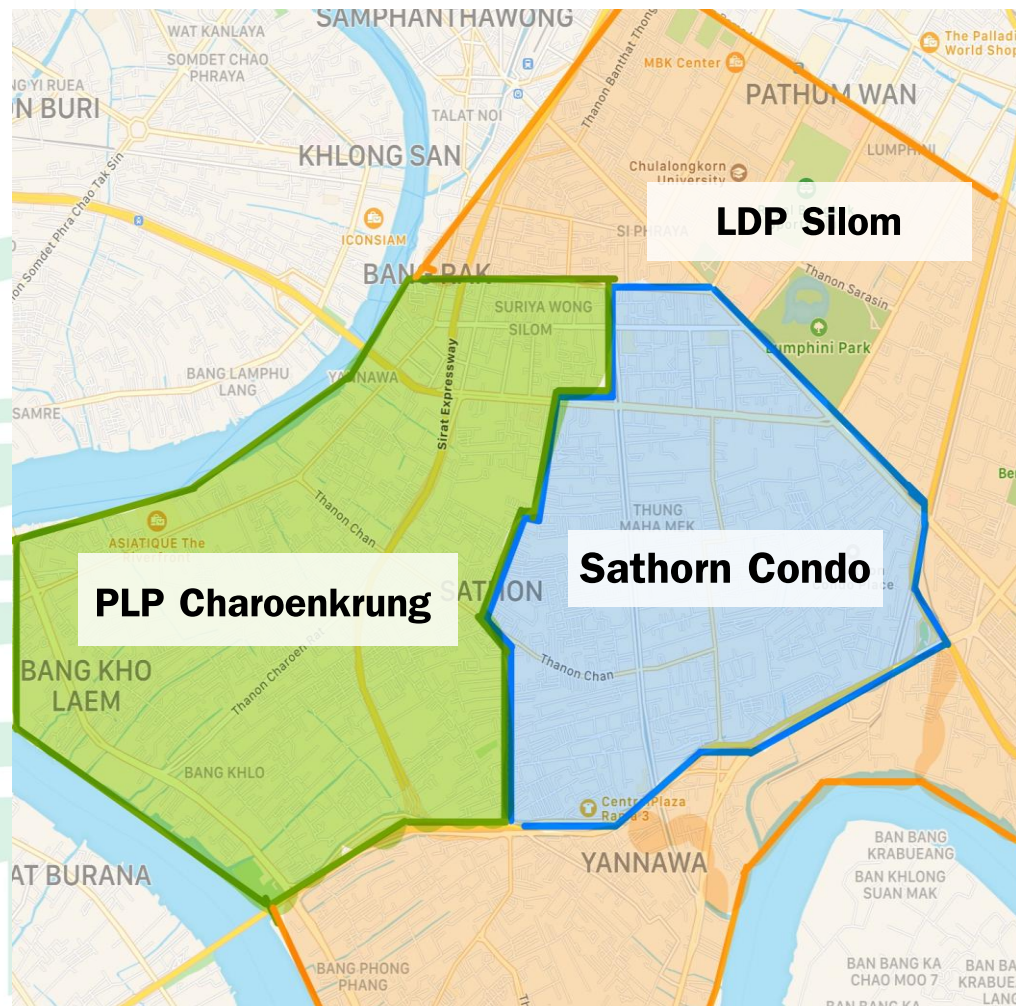





B2B MARKET OVERVIEW

STORE OVERVIEW

MARKET
OVERVIEW

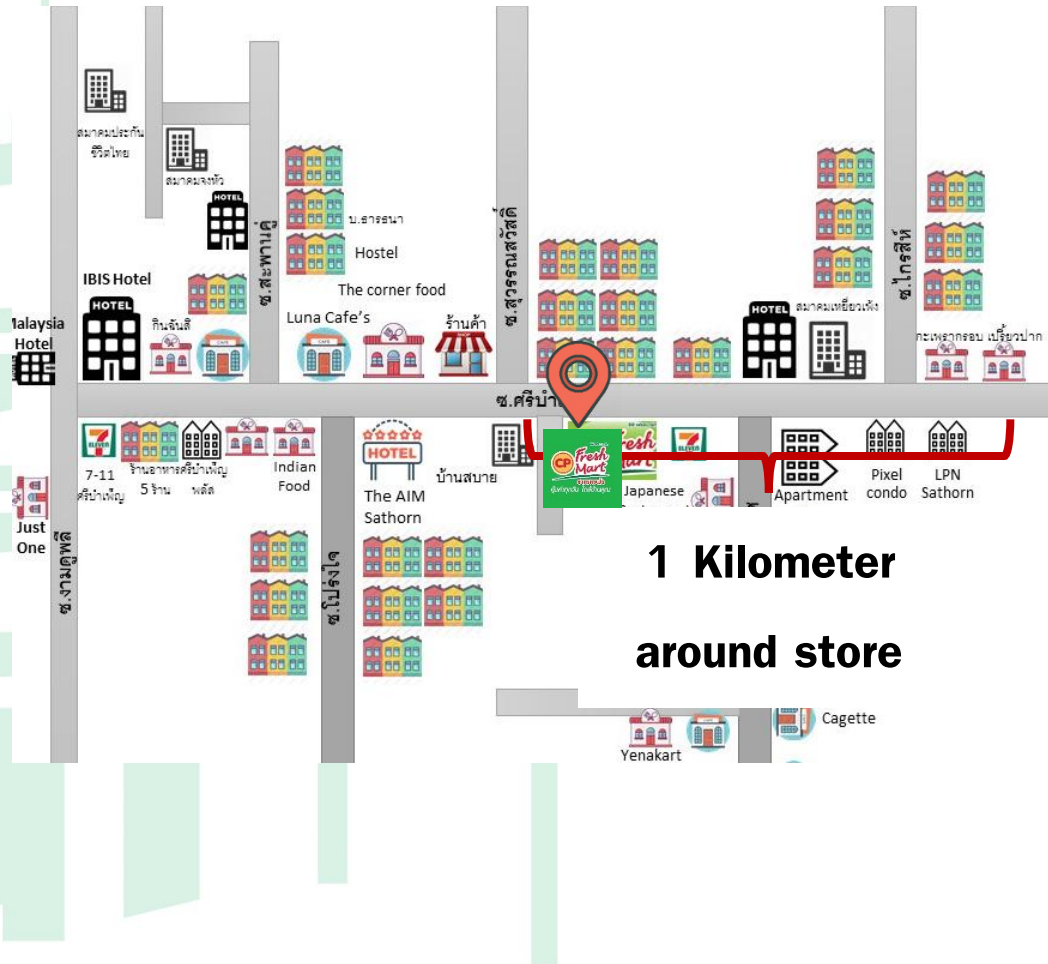
BUSINESS
OVERVIEW



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



8.7%



23.7%

AGENDA



1. Overview

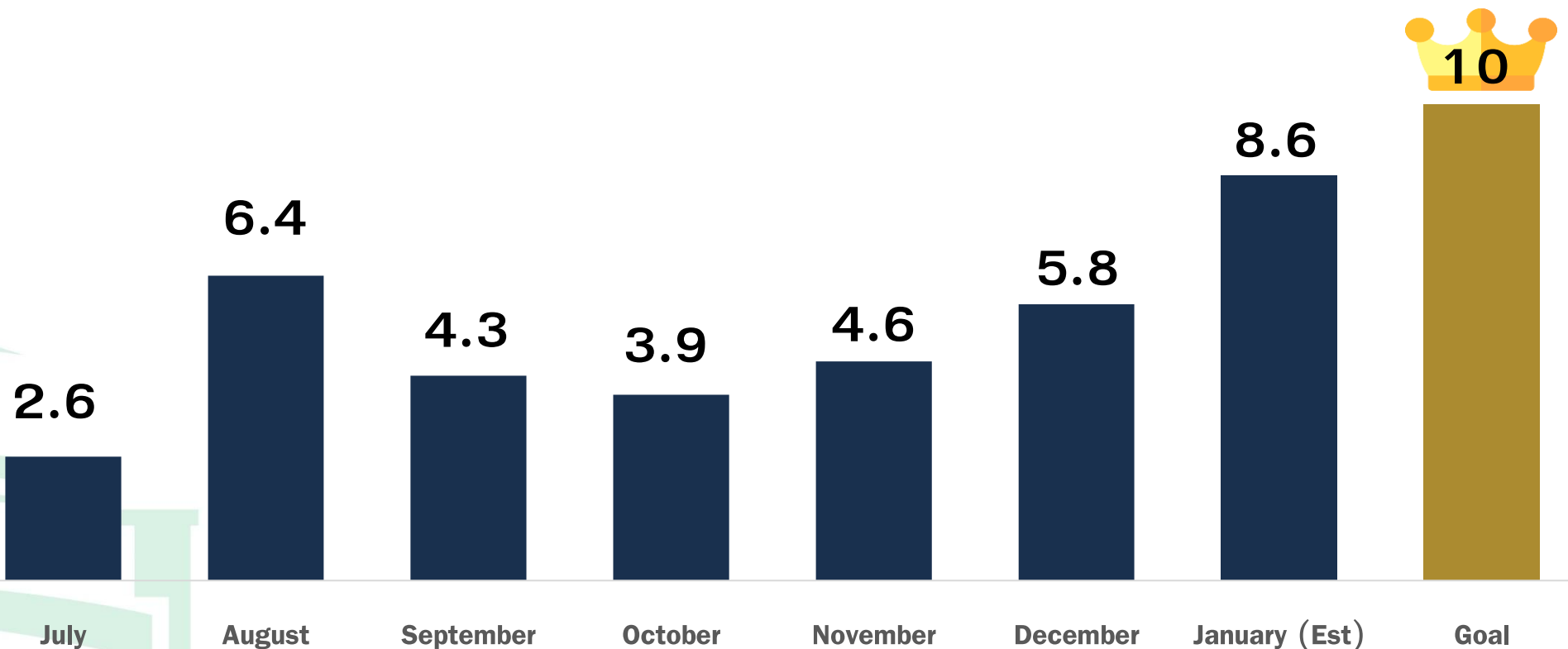
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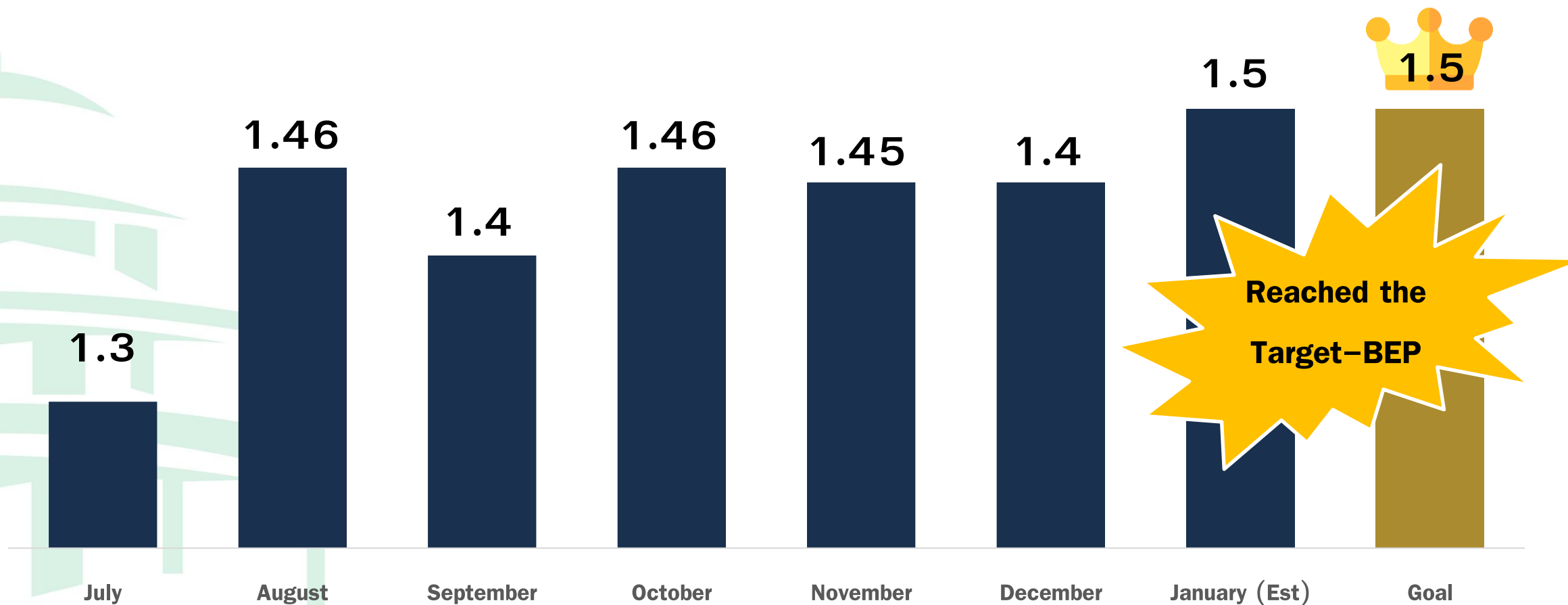
Summaries of Performance



% 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%

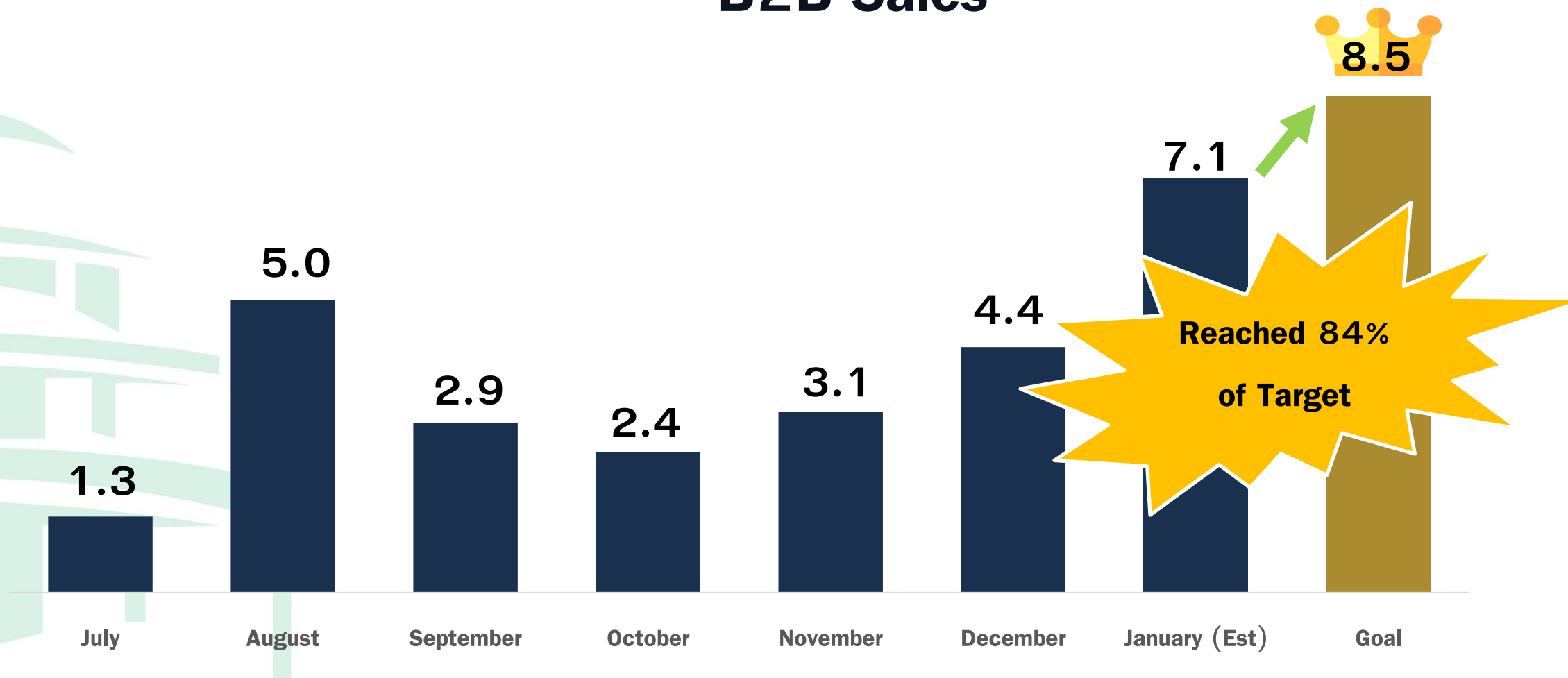
Summaries of Performance

B2C Sales



Summaries of Performance

B2B Sales



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B2B STRATEGY



GO RIGHT

ไปถูกทิศ

1



PARTNERSHIP

มิตรยาวนาน

2

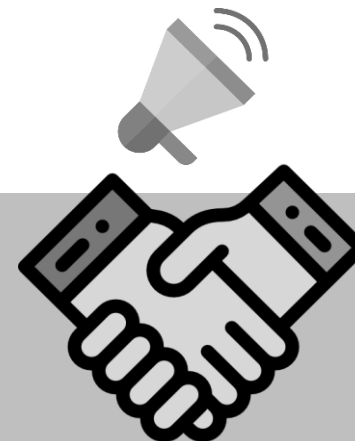
B2B STRATEGY



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

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Impact

TOP 5 HIGH VALUE ROAD



Sathorn Road

4,410,000 THB

Silom Road

3,730,000 THB

Saladaeng Road

3,470,000 THB

Narathiwat 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%

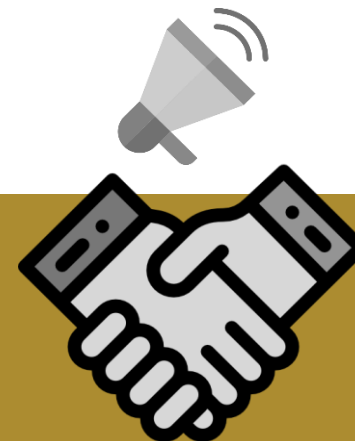
B2B STRATEGY



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



Gold Curry

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

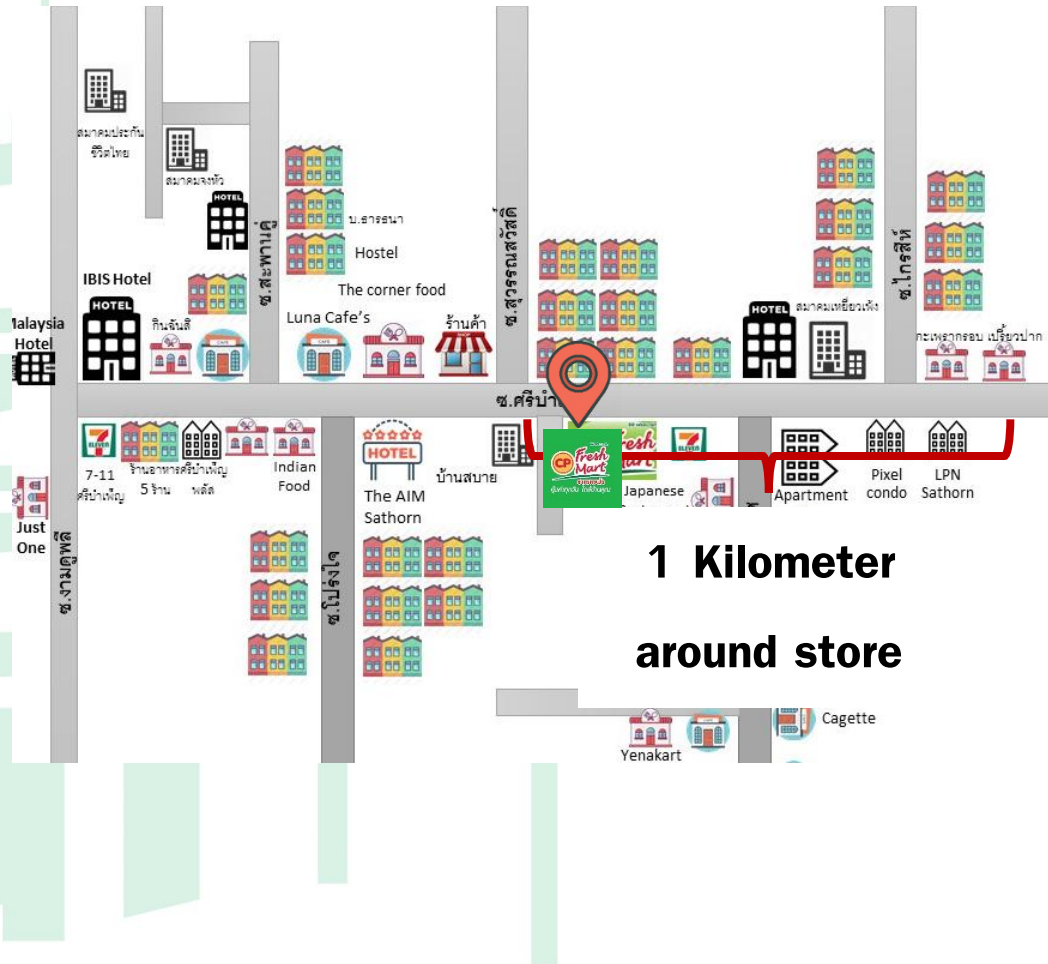
- ✓ Estimated Sales = 200,000 Baht/Month

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B2C MARKET OVERVIEW



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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



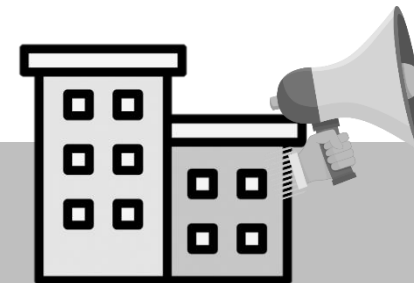
**PRODUCT
ASSORTMENT**

1



**PRODUCT OF
THE WEEK**

2



**CP FRESHMART
REACHES OUT**

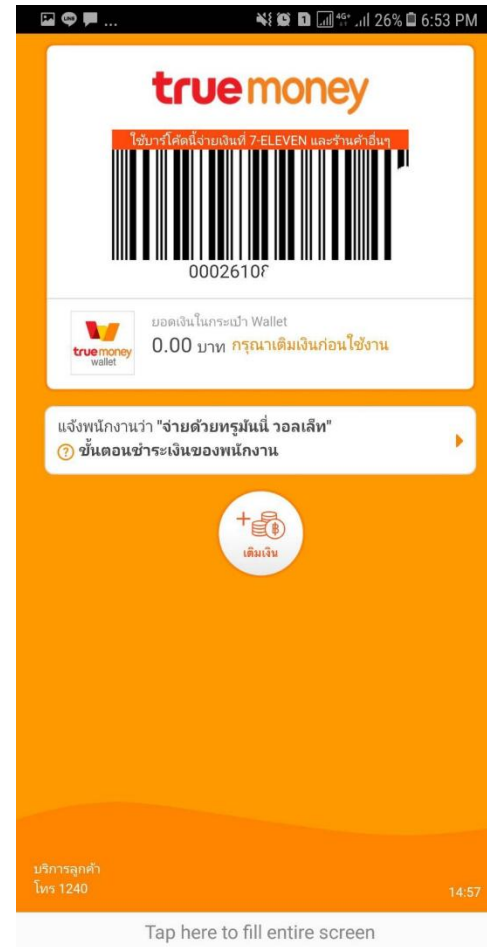
3

STRATEGY 2: PRODUCT OF THE WEEK

PRODUCT OF THE WEEK



SPECIAL GIFTS



B2C STRATEGY



**PRODUCT
ASSORTMENT**

1



**PRODUCT OF
THE WEEK**

2

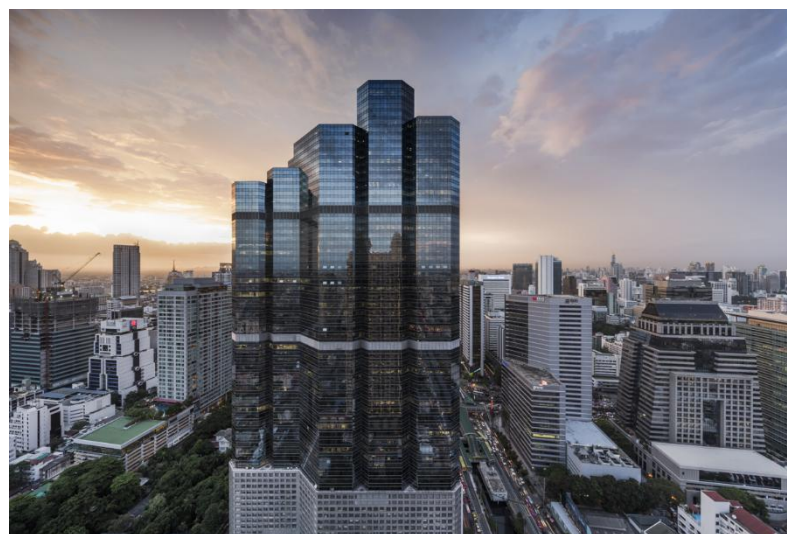


**CP FRESHMART
REACHES OUT**

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
Total Sales	50,025 (100%)	62,010 (100%)	80,618 (100%)	60,692 (100%)
GP	14,507 (29%)	17,685 (28.5%)	22,269 (27.6%)	17,374 (28.6%)
Expenses (Rental, Logistics, Freezers, MKT)	10,875 (22%)	10,519 (17%)	15,396 (19%)	11,296 (18.6%)
Net Profit	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**



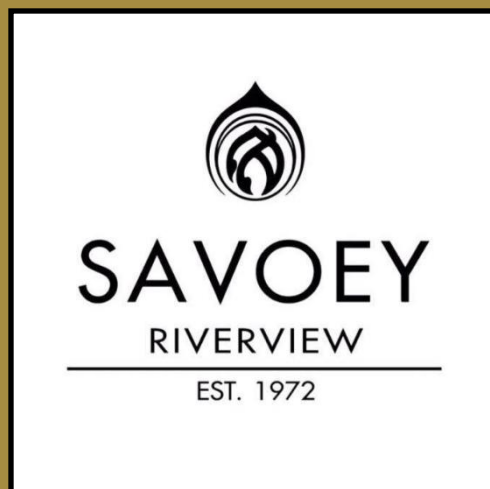
**Communication to
boost awareness
& sales**

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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





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THANK YOU