



CP LEADERSHIP
INSTITUTE



Retail Strategy



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TEAM MEMBERS

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AGENDA



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



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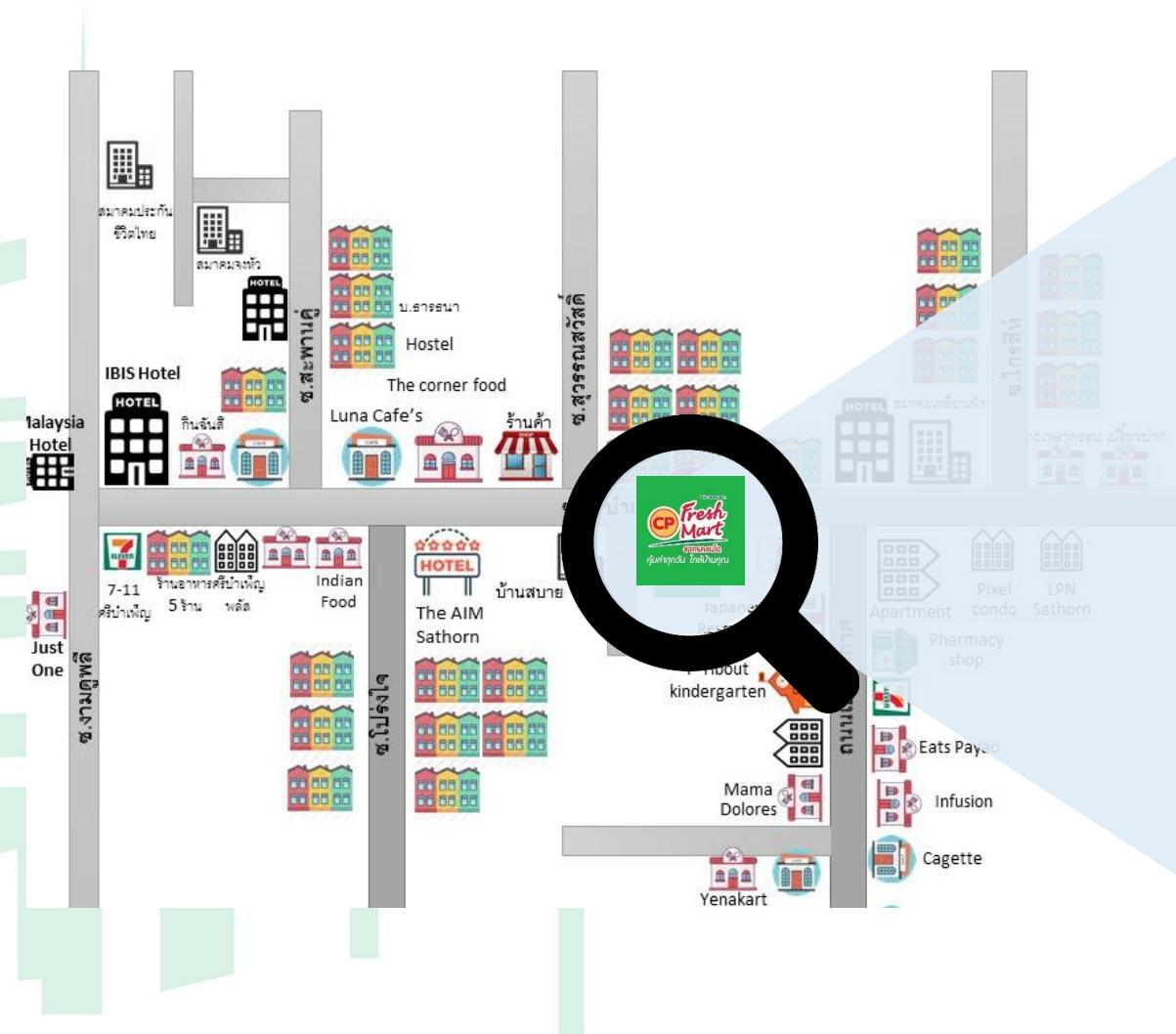
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STORE OVERVIEW



STORE OVERVIEW



Size : 2 Shop Houses

Sales : 206,848 Baht/day

TA : 642 Baht

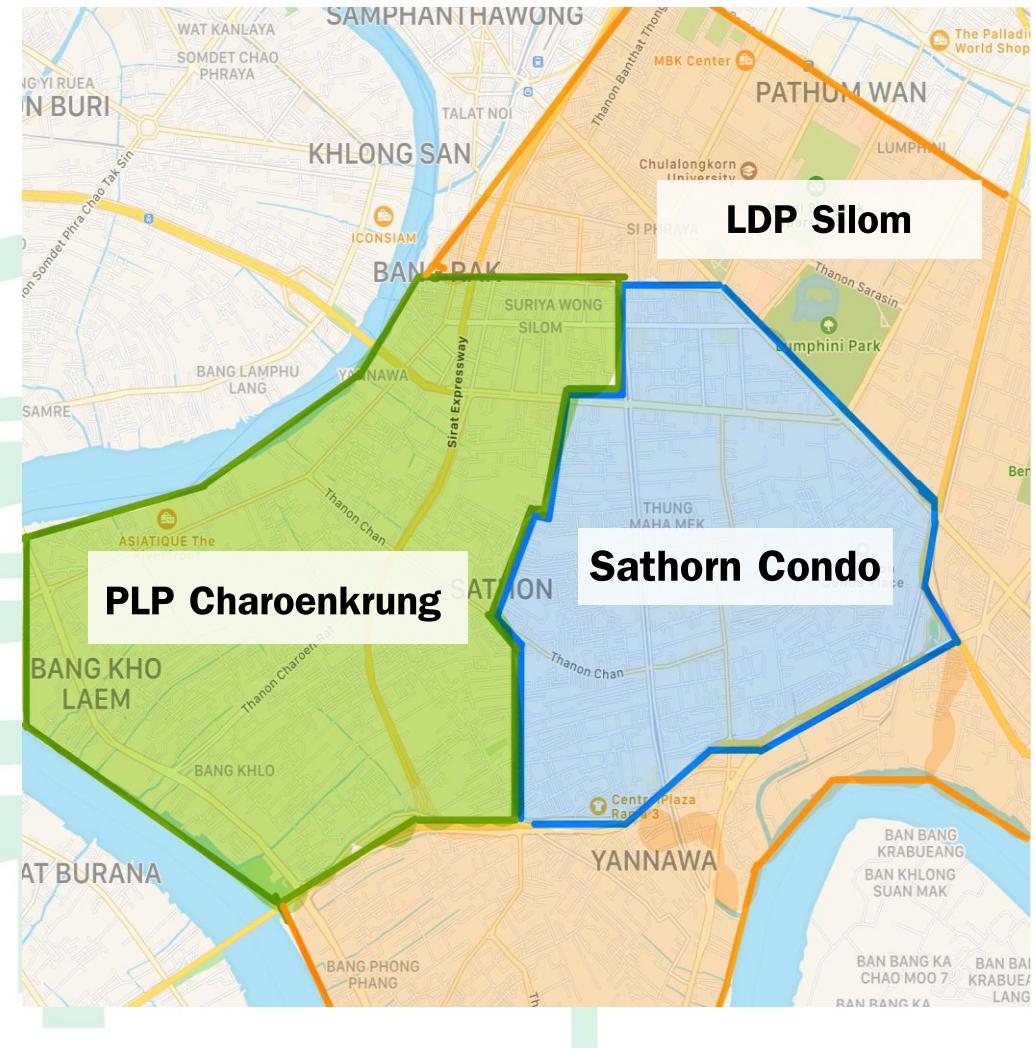
TC : 322/Day

STORE OVERVIEW



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B2B MARKET OVERVIEW



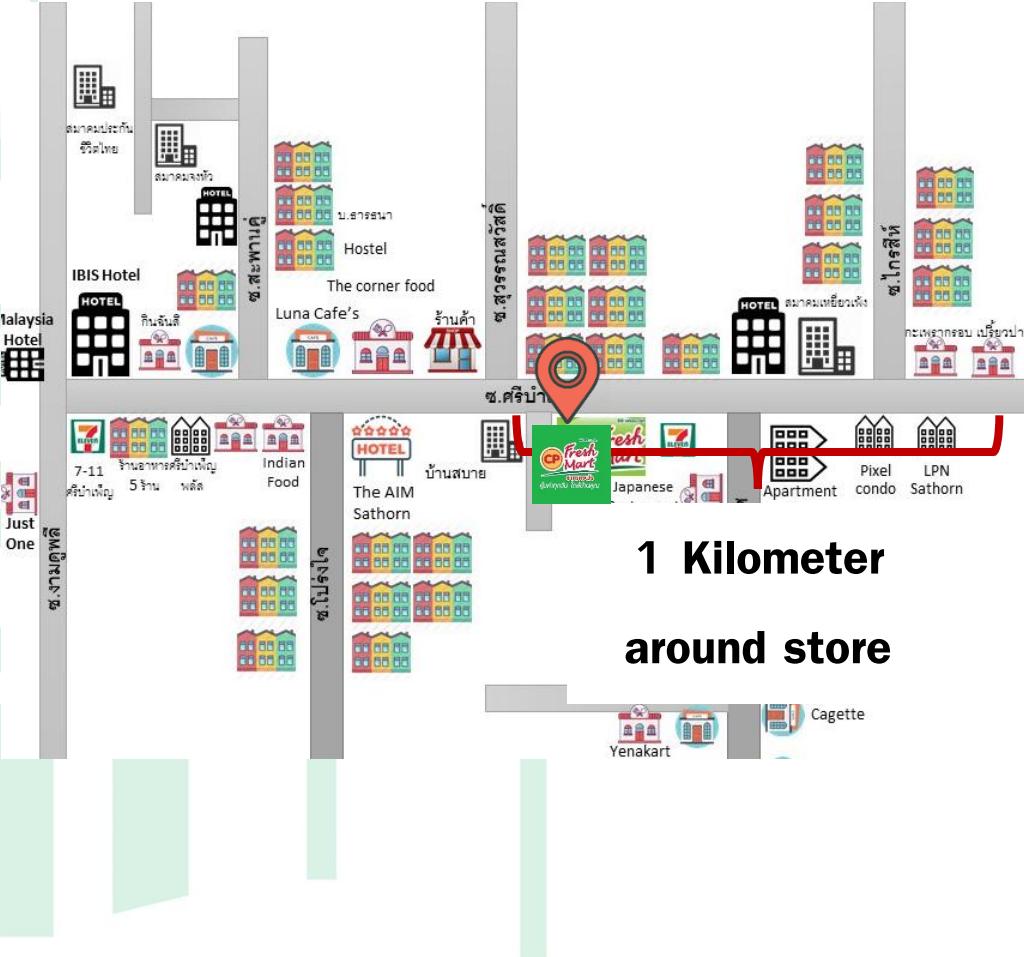
Segmentation	Amount	value	Total value
IR		672	30,000
HoReCa		182	50,000
Wet Market		6	100,000
			29,860,000

MARKET SIZE



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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

	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%



**B2B
MARKET SHARE**

8.7%

23.7%



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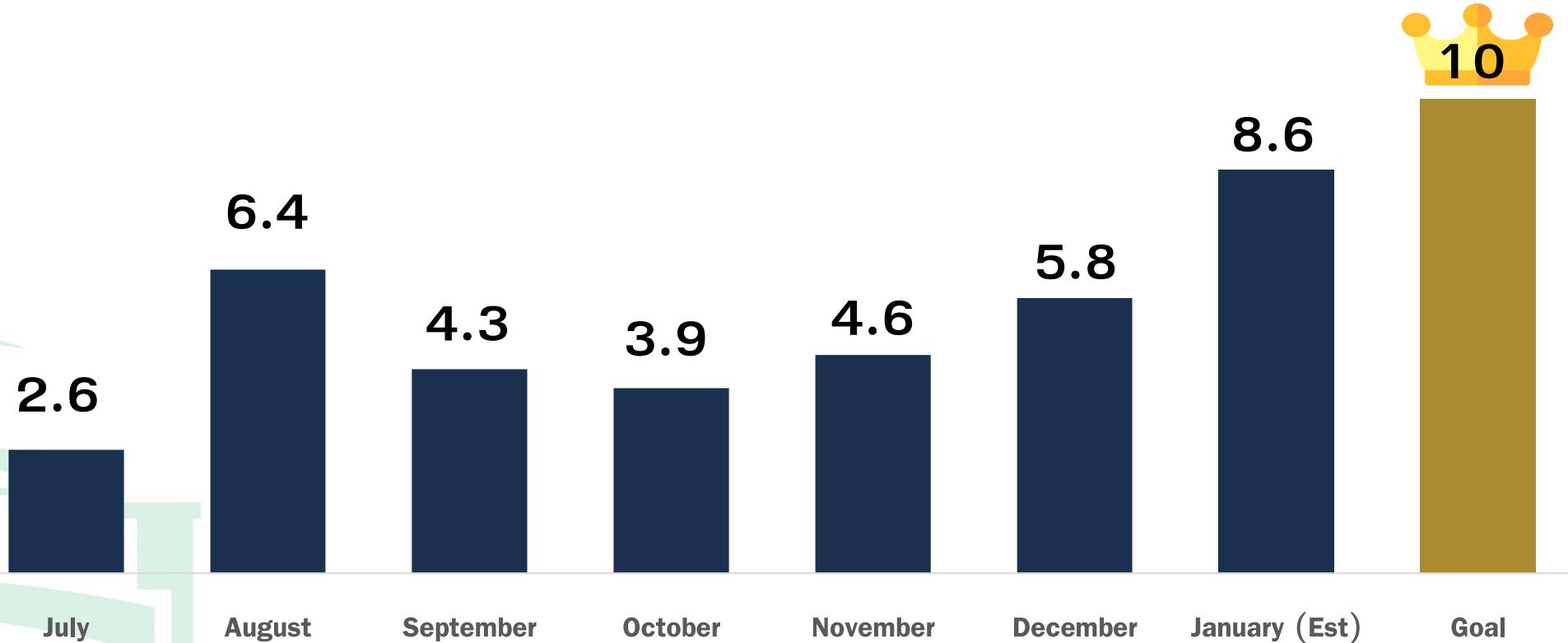


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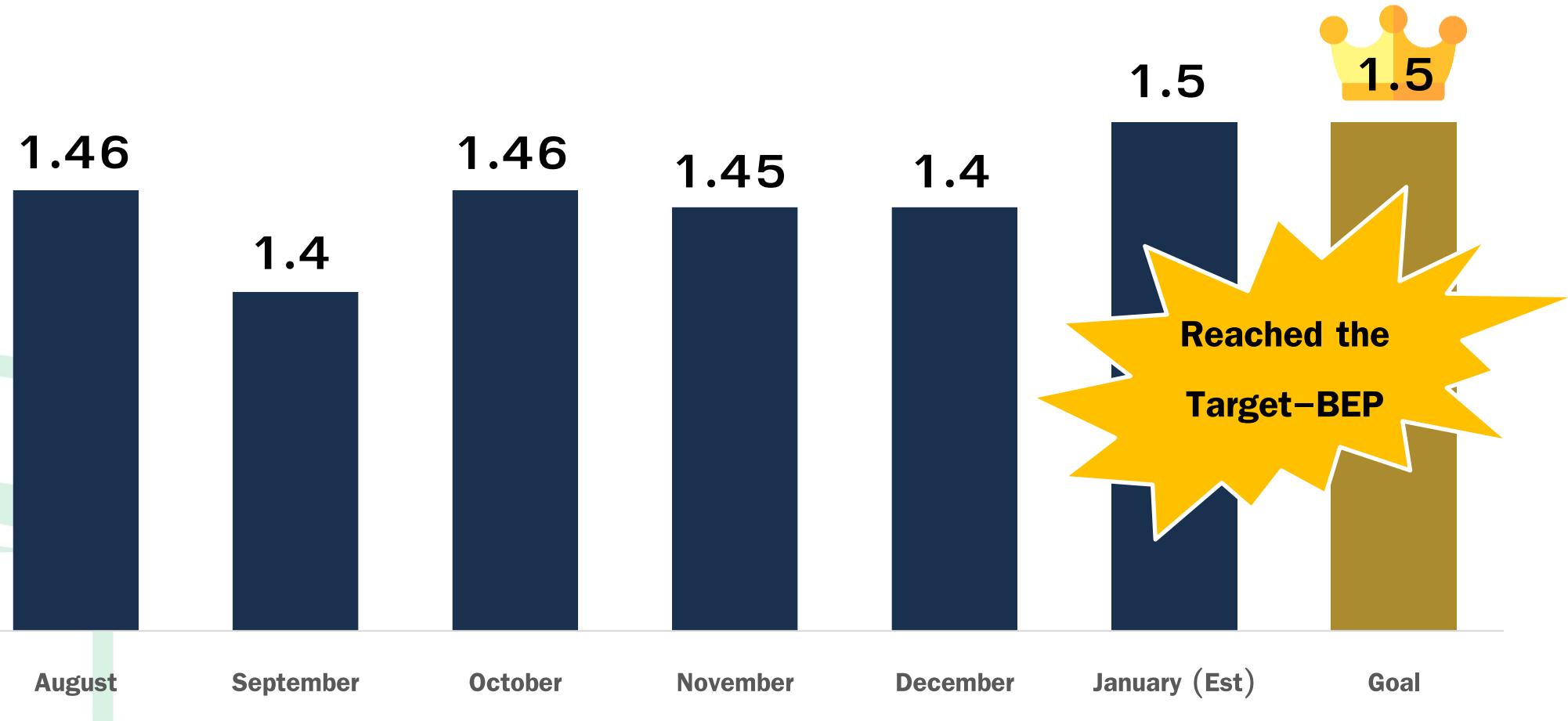
Summaries of Performance



% 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

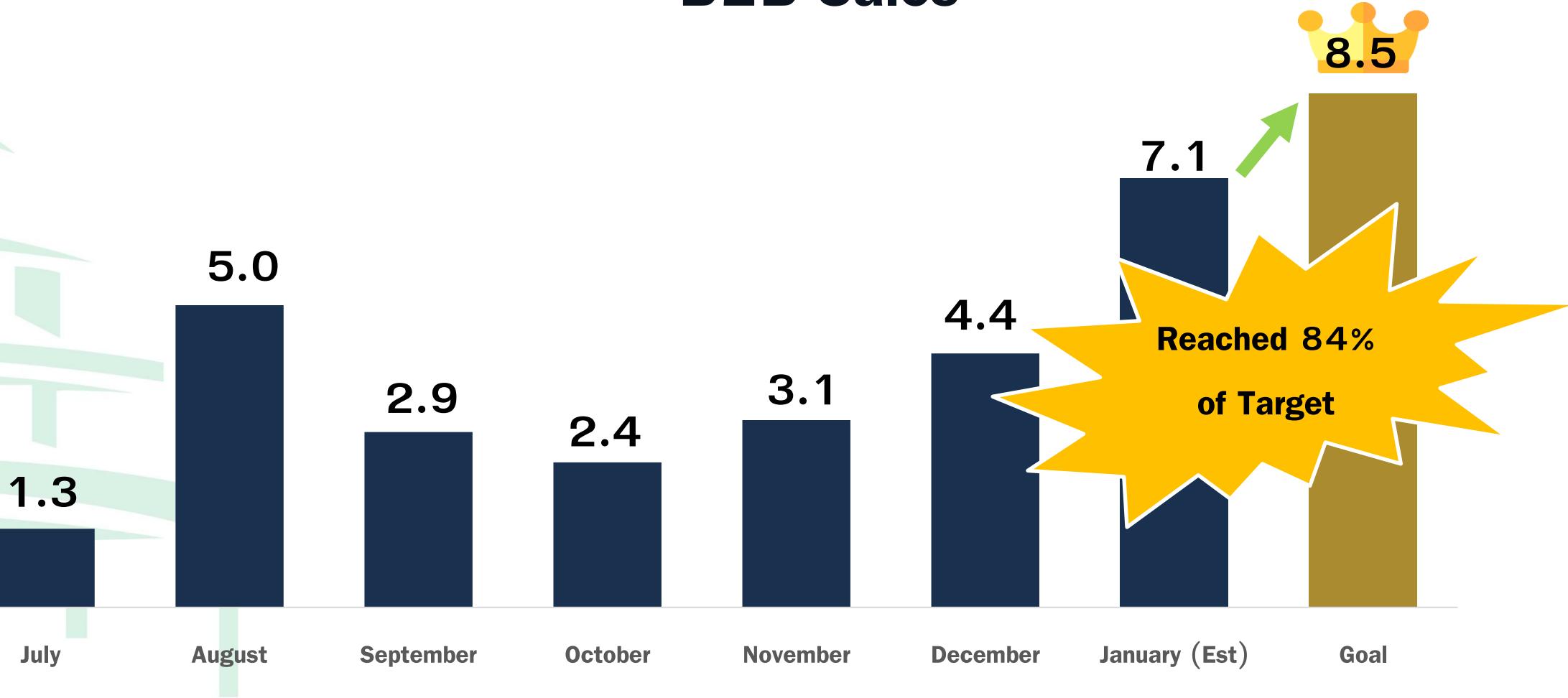




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Summaries of Performance

B2B Sales





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B2B STRATEGY

GO RIGHT
ไปถูกทิศ 1



PARTNERSHIP
มิตรยawnan 2





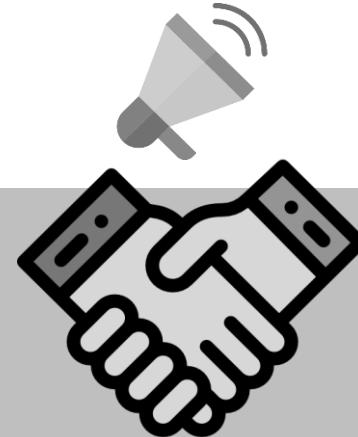
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B2B STRATEGY

GO RIGHT
ไปถูกทิศ 1



PARTNERSHIP
มิตรยawan 2





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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%



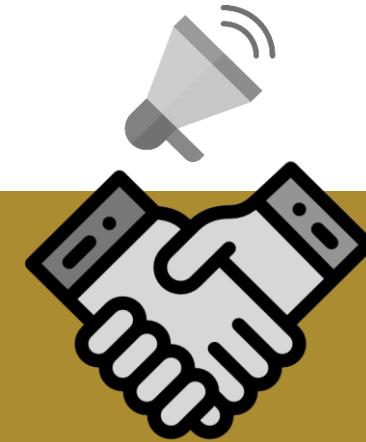
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B2B STRATEGY



GO RIGHT

ไปถูกทิศ 1



PARTNERSHIP

มิตรยawnan 2



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STRATEGY 2 : PARTNERSHIP

Background

Strategy

Problem

Impact

T-DED The Consultant

New customer and Current Customer





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STRATEGY 2 : PARTNERSHIP

New
Customer

Background

Strategy

Problem

Impact



Gold Curry



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. คราฟท์ โปรดิวเเชมั่นท์								5K		9K	5K	68K	86K
2000023157-นางสาว สุนยา แซดดิ่ง	27K	5K	9K	5K	3K	9K	5K	6K	6K	6K	4K		84K
2000029425-บริษัท พัฒนาประชากร จำกัด								21K	14K	14K	14K	20K	84K
2000224179-นาย จิรภูริ ธรรมกิจกษ์						26K	31K	24K	0K		2K		83K
2000208246-บจ. โอชา เรสเทอรองด์ บางกอก							9K	20K	19K	18K	11K	6K	83K
2000140001-นาย จักรวัล 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



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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



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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 STRATEGY



PRODUCT
ASSORTMENT

1



PRODUCT OF
THE WEEK

2



CP FRESHMART
REACHES OUT

3



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B2C STRATEGY



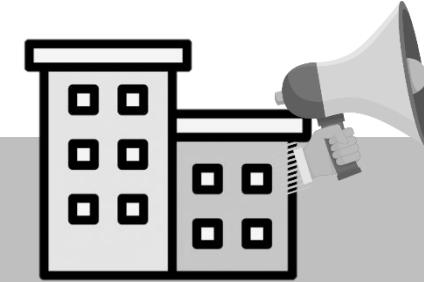
PRODUCT
ASSORTMENT

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		1.2%	1
	CP Chicken Thigh 2kg		
		6.6%	6
Frozen Seabass Slice 180 Gm			

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

STRATEGY 1: PRODUCT ASSORTMENT



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



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B2C STRATEGY



PRODUCT

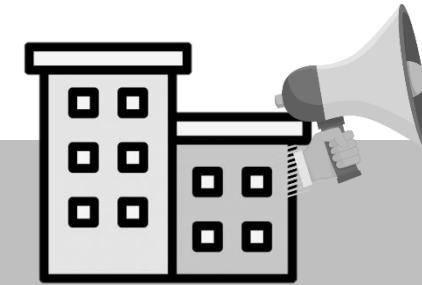
ASSORTMENT

1



PRODUCT OF
THE WEEK

2



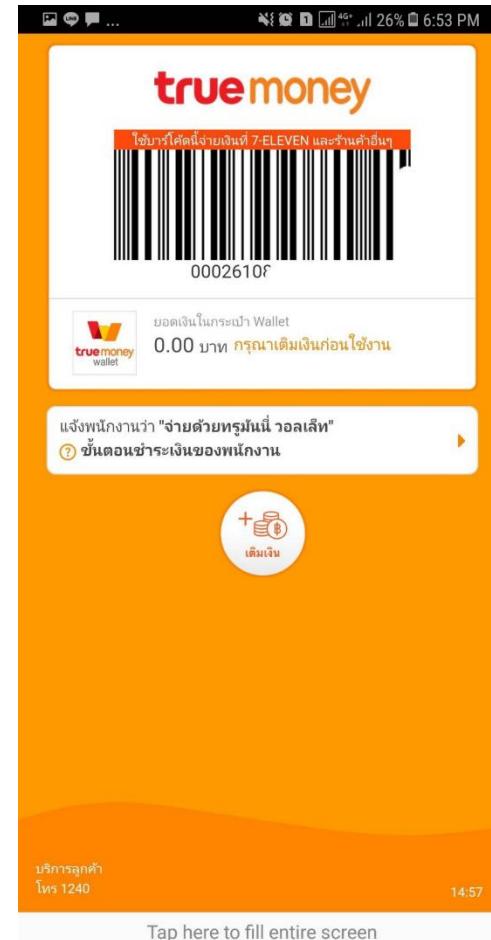
CP FRESHMART

REACHES OUT

3

STRATEGY 2: PRODUCT OF THE WEEK

PRODUCT OF THE WEEK



SPECIAL GIFTS





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B2C STRATEGY



PRODUCT
ASSORTMENT

1



PRODUCT OF
THE WEEK

2



CP FRESHMART
REACHES OUT

3



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CP FRESHMART
FOR ALL

2

B2C STRATEGY

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 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



SAVOEY
RIVERVIEW
EST. 1972

**FOLLOW UP
THE PROJECT**



**REDUCE
LOGISTIC COST**



**FOCUS MORE ON
COMMUNITY FREEZER**



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KEY NEXT STEPS – B2C



**Find more potential
office buildings**



Customer Survey



Reduce Waste product



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KEY NEXT STEPS – B2C

Synergy and Partnership



SANTA FÉ



เชสเตอร์
CHESTER'S



Jones'
SALAD



MAJOR
CINEPLEX



true
coffee™



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THANK YOU