



SUMETH LERSUMITKUL, third right, CEO of Moong Pattana International, yesterday holds hands with the chiefs of the first five principal brands to be provided with professional marketing and distribution services under three-to-five-year contracts.

Moong Pattana offers services to outside brands

After going public last year, Moong Pattana International is transforming itself into a "professional trading company", with half of its sales in three years expected to come from providing marketing and distribution services to outside brands.

"It is our mission set after listing on the local bourse last October. We have a clear business direction in expanding our portfolio to cover outside principal brands," Methin Lersumitkul, assistant vice president for marketing, said yesterday.

"The move will allow us fully to utilise our retail and marketing network, which covers more than 8,000 traditional and modern retail outlets nationwide," he said.

The company has secured three-to-five year contracts with five manufacturers. They are Thai Multiply, the maker of Yura facial-care products; 4Care, maker of 4Care Balance Rice Germ Drink and 4Care Cereal Cream; PIP International, importer of Revival Care foot-pack products from Japan; Sirimongkol Intertrade, maker of BR Perfume derived from classy perfume from France; and Thai Jintan, importer of Hapika liquid toothpaste.

"We are also negotiating with two brands in the area of personal care and food and drink products," he said.

The company's own brands are Pigeon mother and baby accessories, Foggy trigger sprayers, Gerlach household products, V-Care toiletry products and Smile-V trigger sprayers.

The company expects to achieve double-digit growth this year, mainly from its own brands, he said.

Chief executive officer Sumeth Lersumitkul said the company obviously became more prepared in every aspect after listing on the Stock Exchange of Thailand.

"Our objective from now on is to expand our business using our strong professionalism and genuine expertise in product distribution and marketing consultation. We will focus mostly on small and medium-sized operators manufacturing quality products or brands of products that were once popular," he said.

"Our latest alliance with five partners will certainly strengthen the operation of Moong Pattana in both sales and human resources."

During the first six months of this year, Moong Pattana International earned Bt32.2 million, up 17.1 per cent year on year, on revenue of Bt197.7 million, up 4.2 per cent.

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