

# BRAND'S Leading Strategic Move in the Era of Thailand 4.0



BRAND'S Leading Strategic Move in the Era of Thailand 4.0, the new business model aiming to achieve rapid growth.

"BRAND'S", the market leader pioneering in health supplement market, delivers a mega shift in 30 years spending over 480 million baht to fully drive to Thailand 4.0 model. The whole new business model has been developed and launched on 1st January '17. Cerebos has set up its own sales team with strength of more than 900, covering all major trade customers directly throughout the country in order to provide better service and build better relationships in both modern trade and general trade. Superior and faster service from BRAND'S is assured with its direct sales team of over 900 and the combined force of two logistics service providers, Sino-Pacific and Durbell. The ambition is to make BRAND'S products available in more outlets nationwide with better service levels. The company is also confident in Thailand's improving economic outlook and believes the category would grow by leaps and bounds in near future.

Ms. Neerja Sewak, Executive Vice President & Chief Commercial Officer, Health Supplement Division, Cerebos Pacific Ltd., Singapore, revealed that BRAND'S, the # 1 health supplements brand in the region, has high ambitions for growth in Asia and beyond. With corporate headquarters in Singapore, Cerebos is a wholly owned subsidiary of Suntory Holdings Limited, Japan. BRAND'S vision is to be a leading global natural health enrichment brand. 'BRAND'S brand purpose is to unlock natural potential for greater life for our consumers, our employees and our partners. BRAND'S products are 100% natural, efficacious health enriching supplements caring for the wellbeing of generations of consumers. We have been true to our values and continue to evolve by deploying latest technologies, processes and practices.'

According to Ms Sewak, the company has embarked on aggressive growth strategy in Asia and beyond. "Thailand is one of our high potential markets. We initiated a strategic project in Thailand in 2016 to change the business model - from dependence on third party for sales, to take full ownership of end to end value chain. This new business model has been successfully attested in Taiwan, Singapore and Malaysia few years ago. The model entails new recruitment and training of our own sales team, setting up of back end IT systems, development of new business processes and cross functional collaborations plus massive office expansion. The most exciting opportunity is to partner with customers to develop joint business strategies for sales, marketing and product innovation and to implement global best practices. The model gets us closer to consumers who are hungry for knowledge on science and relate to BRAND'S in ever changing technologically savvy ways. A fast evolving environment requires a hyper responsive team to unleash growth of the category.

BRAND'S continues its focus on the 6 strategic dimensions: product quality and innovation, advanced technology, social marketing (CSR), human resource development, digital marketing and customer relationships. By getting closer to customers, BRAND'S will be able to deliver to consumer needs faster.