

DHL eCommerce and Kasemchaifood hatches new plan to deliver farm fresh eggs direct to consumers within 24 hours



Bangkok, Thailand, 22 August 2018: DHL eCommerce, a division of Deutsche Post DHL Group (DPDHL Group), has enabled Kasemchaifood, one of Thailand's major egg producers, to deliver fresh eggs directly to consumers within 24 hours through e-commerce channels. Leveraging DHL eCommerce's nationwide delivery network in Thailand, Kasemchaifood has expanded their traditionally B2B wholesale business model to now include online selling, bringing a truly farm fresh product more conveniently to consumers in Thailand.

The Thai egg market is led by a traditionally wholesale model with farm producers supplying major local wholesale markets, grocers and supermarkets and normally taking about 3 to 7 days for a batch of eggs to pass down the supply chain. The market players would also require a sizable minimum order quantity to make a delivery happen. By selling online, Kasemchaifood will now be able to deliver eggs fresher through DHL eCommerce's delivery network to reach the end consumer within 24 hours.

"In our business, we aim to combine farmer expertise, passion and innovation to offer the best product quality to consumers. Freshness is of utmost importance to Kasemchaifood and we are always looking for new ways to ensure we offer the freshest, highest quality product to consumers. By combining our B2B and B2C business model, the consumer will now have the choice to either buy from their favourite shop or directly online to enjoy truly farm fresh eggs within 24 hours," Mr. Konjanart Sornmayura, Vice Chairman and Chief Financial Officer, Kasemchaifood Company Limited.

"We are extremely proud to be part of Kasemchaifood's success in expanding and growing their business through e-commerce. Our strong, reliable and high quality nationwide delivery network allows their eggs to be delivered with special care - while meeting the demands of consumers with speedy 24 hour delivery and shipment visibility," said Kiattichai Pitpreecha, Managing Director, DHL eCommerce Southeast Asia. "Our team of e-commerce delivery experts are specially-trained to ensure they are able to handle all parcels with care and deliver a smile in the last mile - even for the most fragile item."

DHL eCommerce worked with Kasemchaifood to design and test shipping packages with protective and shock-resistant packaging. DHL eCommerce Thailand also enabled a last-mile delivery technology platform for Kasemchaifood, making it possible for consumers to track their deliveries from farm to table.

DHL eCommerce is part of Deutsche Post DHL Group, established in 2014 as part of the Group's growing focus in e-commerce logistics solutions. DHL has been in Thailand since 1973 with its sister divisions DHL Express, DHL Supply Chain and DHL Global Forwarding.