



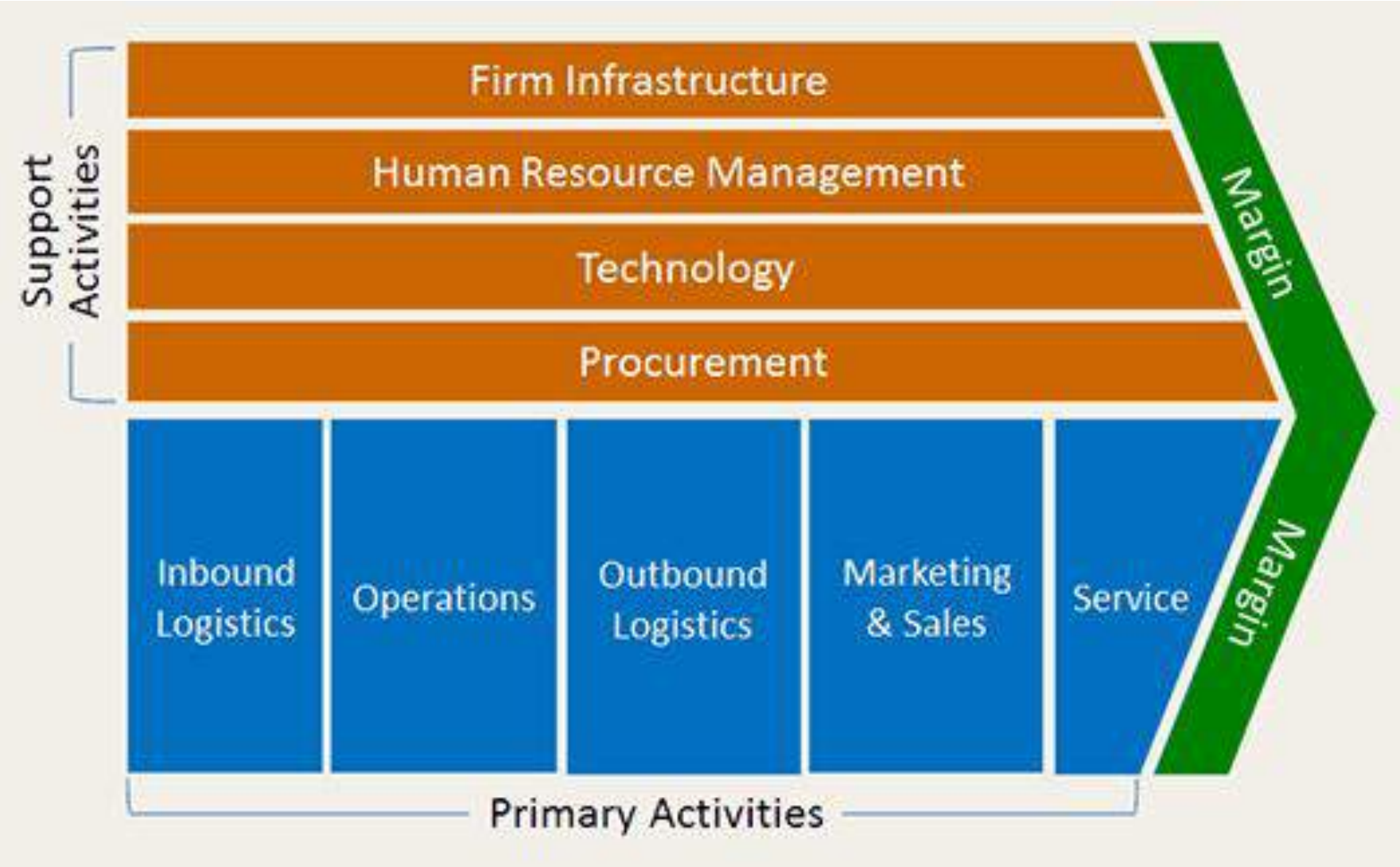
Japanese Factory Visit Tour
for Development of Food-Value-Chain in ASEAN 2016

Final Group Presentation

By Thai team 



Porter's Value Chain



Kukubu Logistic

Pasona Group (HRM)

Support Activities

Up
Stream

Middle
Stream

Down
Stream

Taki Seed

Fuji Oil

AEON Mall

Ajinomoto

Ota Market

Megmilk

Yoshinoya

Up Stream

Middle Stream

Down Stream

Support

TO PRESERVE
a **sustainable**
Environment
and to produce
clean, safe
and healthy
food



INNOVATION

DEVELOPMENT

THE WORLD LEADING BREEDING COMPANY
OF
VEGETABLE AND FLOWER SEED

Up Stream

Middle Stream

Down Stream

Support

What did we learn?

- Takii have very good quality control and reliable system
 - Germination test
 - Biochemical test
 - Seeding test
- Lead to minimize the product problem
- Good data management system
- Focus on improve the plant Properties via Molecular Technology
- Quality improvement via Canna Laser Treatment



Up Stream

Middle Stream

Down Stream

Support



FUJI OIL CO., LTD. Was found in 1950. It is the first successful industrial scale copra crushing in Japan

The company manufacture and sales of oils and fats, ingredients for confectionery and bakery, and soy protein

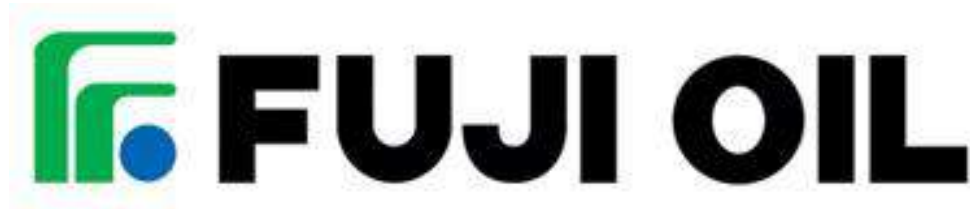


Up Stream

Middle Stream

Down Stream

Support



What did we learn?

- Management of Technology (MOT) to create competitive advantage of company
- Use global sourcing to search for the high quality raw material
- Using database technologies to support R&D

Up Stream

Middle Stream

Down Stream

Support



Eat Well, Live Well.
AJINOMOTO

AJINOMOTO is a Japanese food and chemical corporation which produces seasonings, cooking oils, TV dinners, sweeteners, amino acids, and pharmaceuticals.

The literal translation of Ajinomoto is “Essence of Taste,” used as a trademark for the company’s original monosodium glutamate (MSG) product.

Up Stream

Middle Stream

Down Stream

Support



Eat Well, Live Well.
AJINOMOTO

What did we learn?

- Creation of product position to be easy to recognize and famous in world market
- Giving information and experiential learning to create awareness of products



Up Stream

Middle Stream

Down Stream

Support



Yoshinoya is a Japanese fast food chain, and the largest chain of *gyūdon* (beef bowl) restaurants. The chain was established in Japan in 1899

YOSHINOYA HOLDINGS CO., LTD.

Up Stream

Middle Stream

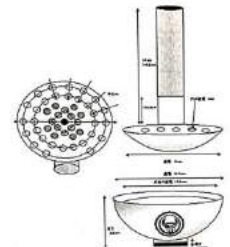
Down Stream

Support



high quality, low-price ,valuable and quick

- Create specific equipment of an processing equipment in order to reduce lead time.
- Develop the worker skill to improve efficiency of the production process.
- Design loading dock match with container truck so as to reduce time and labor



Up Stream

Middle Stream

Down Stream

Support



未来は、ミルクの中にある。

雪印メグミルク

Megmilk Snow Brand

- One of the largest dairy companies in Japan.



- Manufacturing and selling cow's milk, milk products, and other foods, among others

Up Stream

Middle Stream

Down Stream

Support



未来は、ミルクの中にある。

雪印メグミルク

Megmilk Snow Brand



What did we learn?

- How to keep good sanitary for the employees and the factory?
- Production of process cheese
- Packaging process



Up Stream

Middle Stream

Down Stream

Support

AEON MALL



AEON MALL is a specialist shopping mall developer. Our philosophy of putting the customer first that enhance the quality of life, stimulate local economic activity and contribute to community life and culture.

Up Stream

Middle Stream

Down Stream

Support

AEON MALL

What did we learn?

- Shelf arrangements
- How to serve several lifestyle of customer
- Marketing activity



Up Stream

Middle Stream

Down Stream

Support

OTA market

OTA market Regional wholesale market for farm produce, marine product and flower. It is almost the largest in Japan in terms of facility scale and handling volume.





Up Stream

Middle Stream

Down Stream

Support

OTA market

What did we learn?

- Auction between buyer and middleman
 - Purchasing fruit, vegetable and flower with a lower price from the middleman
 - The middleman sell their products to highest bidder.
- The management of goods in the market area after purchasing

Up Stream

Middle Stream

Down Stream

Support



- Kokubu Group Corp. is wholesaling business, import/export business, food manufacturing business, real estate business.
- The company aims to promote the enhancement of logistics capabilities throughout the country and overseas

Up Stream

Middle Stream

Down Stream

Support



What did we learn?

- Material handling
 - Good area arrangement
 - Provide several temperature level to store different kind of foods and beverages
- Good transportation management
 - Provide food and beverages for the same customer in the same place



Up Stream

Middle Stream

Down Stream

Support



P A S O N A

PASONA GROUP
GLOBAL SOLUTION SERVICES

World-class talent leads to worldwide success.

Trust PASONA to build your company's human resource,
organization, and operation foundations on a global scale.



Up Stream

Middle Stream

Down Stream

Support



P A S O N A

What did we learn?

- Designing workplace in creative ways: Green environment for employees
- Good example of CSR
 - Grow plants indoor in effective ways
 - Support farmers by growing their plants.





How would benefit to your home country?

- Thailand lack of linkage between research and development knowledge with the private food company. (source: Ministry of science and technology Thailand, 2011)
- TAKII company have the online system to use for all department of the company if we could implement this idea to our research and development system that will be more efficiency for Thai food industry.



How would benefit to your home country?

- Ajinomoto create customer experience management (CEM) that make customer impress about the products and brand loyalty. We should apply this kind of marketing strategy in Thailand.
- Aeon using digital marketing via application in smartphone that will make loyalty customer and if we use this method we can gain more sale.
- Thailand has many kind of market like Ota market thus we can use logistic management to adapted in.





Japanese Culture

- Ways to introduced traditional products to be known worldwide





Japanese Culture

- Adapting food product with the traditional one and creating unique characteristic that attract consumers





Japanese Culture

- Provide experience that impress customers to encourage consumer to buy that product





Japanese Culture

- Working manner
- Service mind
- Ethics
- Considerate





3rd
ICoA
International Conference on Agro-Industry

The 3rd International Conference on Agro-Industry

**Competitive & Sustainable Agro-Industry :
Value Creation in Agribusiness**

November 9th-11th, 2016, Bangkok, Thailand



More information: <https://icoa2016.com/pages/index.php>

Thank you for your attention

ขอบคุณค่ะ
(Khob-khun-kha)

