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Convenience Summit Asia

28 February-2 March 2023
Bangkok, Thailand

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- 2** Bangkok Overview
- 6** 7-Eleven Thailand
- 8** Big C
- 10** OR/Café Amazon
- 12** Central/Eathai
- 14** Lotus's

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Bangkok Overview

Lying 40 km (25 mi) above the mouth of the Chao Phraya River, Bangkok is the capital city of Thailand. It is the country's major port and its cultural, financial and educational center. Bangkok was established as the capital of Siam (Thailand) in 1782 by King Rama I. Seized by Japan in World War II, the city subsequently suffered heavy Allied bombing. During 1971-72, Bangkok incorporated several outlying districts to form a single province-level metropolis and has since experienced phenomenal growth.





Growth

Modern Bangkok's growth has been directed by the authorities as a series of "master plans" since the 1960s. The city center, formerly enclosed by a wall, has long since been densely developed. Later expansion has sprawled outward well beyond the administrative boundaries into the surrounding agricultural areas. Some districts have evolved into functional units as the inner city has become more institutional and commercial and the outer city more residential and industrial. Throughout the city, walled Buddhist temples and monasteries called wats, often impressively ornate, serve as focal points for religious, cultural and even commercial life.

Population

While most of Bangkok's 12,679,614 residents are of Thai ethnicity, Bangkok is a truly cosmopolitan city and home to many people from around the world. The last census conducted by the Thai government in 2010 found the following populations:

- African: 3,000
- American: 24,000
- Australian: 5,300
- Burmese: 303,000
- Cambodian: 64,000
- Chinese: 56,000
- European: 48,000
- Japanese: 82,000
- Lao: 18,000
- Other Asian countries: 117,000



Economy:

Bangkok is the economic center of Thailand and the heart of the country's investment and development. Pre-pandemic estimates indicate the city had an economic output of 3.142 trillion baht (US\$98.34 billion), contributing 29.1% of the GDP. This equals a per capita GDP value of 456,911 baht (US\$14,301), almost three times the national average of 160,556 baht (US\$5,025). The Bangkok Metropolitan Region had a combined output of 4.773 trillion baht (US\$149.39 billion), or 44.2% of GDP. Bangkok's pre-pandemic economy ranked as the sixth among Asian cities in terms of per capita GDP, after Singapore, Hong Kong, Tokyo, Osaka-Kobe and Seoul.

Wholesale and retail trade is the largest sector of the city's economy, contributing 24% to Bangkok's gross provincial product. It is followed by manufacturing (14.3%); real estate, renting and business activities (12.4%); transport and communications (11.6%); and financial intermediation (11.1%). Bangkok alone accounts for 48.4% of Thailand's service sector, which in turn constitutes 49% of the GDP. When the Bangkok Metropolitan Region is considered, manufacturing is the most significant contributor at 28.2% of the gross regional product, reflecting the density of industry in Bangkok's neighboring provinces. The automotive industry based around greater Bangkok is the largest production hub in Southeast Asia. Tourism is also a significant contributor to Bangkok's economy, generating over 500 billion baht (\$15.22 billion) in revenue (pre-pandemic.)



Fast Facts:

- Although you know this incredible city by the name Bangkok, its actual name is: Krungthepmahanakhon Amonrattanakosin Mahinthara Yuthaya Mahadilok Phop Noppharat Ratchathani Burirom Udom Ratchaniwet Mahasathan Amonphiman Awatansathit Sakkathattiya Witsanukamprasit. Yes, that's the complete Thai name of Bangkok and has been listed as the longest name for a place in Guinness World Records.
- One out of every 10 Thai citizen lives in Bangkok.
- While Thai is the official language, English is a common second language. Many Thai people study English in school or independently, and this is most apparent in Bangkok as well as other major tourist hotspots.
- Bangkok is also the hottest city in the world. While summer temperatures are not extreme, Bangkok is the world's hottest city because of average high temperatures year-round, with the average temperature of 88 degrees Fahrenheit throughout the year.
- Bangkok is built over a dozen canals, and its buildings stood on stilts just like Venice. Although most canals have now been filled and paved, Bangkok is still popular with tourists as the Venice of the East.
- The world-famous energy drink Red Bull was created in Bangkok by Chaleo Yoovidhya in 1976.

Sources: ©2023 Encyclopedia Britannica Inc., www.wikipedia.org, www.bangkok.com, www.babble.com, Anwesa Mitra

7-Eleven

CP ALL Public Company Limited was established in 1988 by the Charoen Pokphand Group to operate convenience retail store businesses in Thailand under the 7-Eleven trademark. The company was granted license to use the trademark from 7-Eleven Inc., USA.

Today, CP ALL operates over 13,000 7-Eleven locations in Thailand with nearly half of them in and around Bangkok. 7-Eleven is a one-stop convenience store that offers a wide variety of fresh products, ready-to-eat meals and beverages. 7-Eleven stores account for approximately 70% of the convenience retail store market in Thailand. About 60% of CP ALL's revenue comes from its 7-Eleven business.

The typical 7-Eleven Thailand store averages 1,000 customers with sales of just over US\$2,300 per day. Almost 75% of sales come from foodservices, for example, ready-to-eat meals, packaged foods and beverages. Many Thai customers shop at a 7-Eleven two to three times per day. Besides providing a host of products and services along with a great shopping experience, tourists from around the world on social media refer to 7-Eleven Thailand as “the best convenience store in the world” and “think pharmacy meets grocery store meets liquor store with a unique array of products you cannot find anywhere else.” In the business community, 7-Eleven Thailand and its parent company CP ALL are among the most awarded and highly respected retail organizations in the world.

Panyapiwat College of Technology and Panyapiwat Institute of Management

For over 15 years, CP ALL has operated two social education institutions, Panyapiwat College of Technology (PAT), which produces vocational personnel at the vocational level and high vocational level, and Panyapiwat Institute of Management (PIM), which provides opportunities for young people to further their education at the bachelor's, master's and doctorate levels, as well as more than 20 Panyapiwat learning centers nationwide.



Big C

Big C is a retail hypermarket coupled with a shopping mall area. With its omnichannel store network nationwide, Big C is able to deliver an exceptional shopping experience to customers. Big C stores offer a complete selection of everyday products at low prices with outstanding services, along with a fun shopping experience to all consumer segments while meeting all of their shopping needs. Big C's dual-retail property model helps provide a one-stop shopping destination.

Currently, Big C is operated and managed under Berli Jucker Public Company Limited, also known as the BJC Group. BJC Group is owned by TCC Group, led by billionaire Charoen Sirivadhanabhakdi, owner of Thai Beverage, Thailand's largest brewer and maker of Chang beer. Interestingly enough, Big C was founded by rival retailer Central Retail Group and through a series of transactions over the past decades is part of BJC Group.

Big C is part of BJC Group's "Modern Retail Supply Chain" operating throughout Thailand. It is a fully-integrated omnichannel network of multiple physical and online store formats also providing rental spaces to make the stores a one-stop shopping destination.

Big C operates over 150 hypermarkets, 60+ Big C markets and 1,300+ Mini Big C stores with 1,000,000 square meters of leasable area for additional retail including KFC and Major Cineplex, Thailand's biggest cinema operator. Big C's sales total an estimated US\$6 billion.

At the time of this writing, Big C Supercenter reportedly has picked Bank of America and UBS to support a Bangkok initial public offering (IPO) of approximately US\$1 billion. Big C has also chosen four Thai banks for the potential first-time share sale, reports indicate. The IPO could happen as soon as this year.



OR/Café Amazon

In 2018, to enhance OR's potential and flexibility, PTT restructured its organization and transferred all businesses under its oil business unit, including related company shares, to PTT Oil and Retail Business Public Company Limited (OR). As a PTT Group flagship company, OR pursues new business opportunities, conducts research and improves products and services to deliver an impressive customer experience. OR works to invigorate small- to medium-sized businesses (SMEs), creating shared values for all stakeholders in a balanced and sustainable manner. OR is a pioneer for bringing various retail businesses into PTT Stations. Catering to the diverse needs of today, each PTT Station is more than just a "service station." It serves to completely fulfill customers' needs and deliver an impressive customer experience. At PTT Stations, you will find convenience stores, retail outlets, assorted brands of food and drinks, car care service and bank branches, in addition to other services. Today, OR's retail business has grown with outlets both in and outside PTT Stations. Some overseas branches also have been launched.

Café Amazon

Founded by OR more than 18 years ago, Café Amazon has turned into a brand of choice for many coffee lovers. Currently, OR boasts over 3,000 locations in Thailand and another 1,500 abroad, including locations in Cambodia, Vietnam, Laos, Singapore, Malaysia, China and as far away as Oman and Saudi Arabia. Today Café Amazon sells approximately 400 million cups of coffee per year. For the 10th consecutive year, Café Amazon has been named winner of the "Most Popular Coffee Brand" of Thailand from a survey across the country, and for the fifth consecutive year, named 2021-2022 Brand of the Year by World Branding Forum.

Other Brands

OR also operates convenience retail businesses under the Jiffy brand and the Pearly Tea drink offer. OR is the sole distributor and a master franchisee of many food and drink brands, including Texas Chicken and Hua Seng Hong Dim Sum. In addition, allies of food and drink businesses under Thai and international brands have chosen PTT Stations to launch their outlets.

Currently, there are over 2,400 PTT stations in Thailand, Philippines, Laos and Cambodia, as well as 2,000+ Jiffy | 7-Eleven combination units in Thailand. OR maintains a 44% market share on the forecourt side, and the Lifestyle (shop) portion of the business does nearly US\$1 billion annually.



Central/Eathai

Central Food Retail Company Limited (CFR) is the largest supermarket chain in Thailand. Operating since 1996, it is one of the business units under Central Group. CFR operates 205 supermarkets in four different formats: Tops, Tops Food Hall, Tops Fine Food and Tops CLUB. Besides the four supermarket formats, the company also operates Tops Wine Cellar.

Central Food Hall offers the most exclusive selections of products from around the world. It has been distinguished with numerous retail awards over the years. Central Food Hall offers an abundance of premium food products including fresh meats, seafood, cheeses, fruits and vegetables and ready-to-eat foods, as well as other products from local and international producers. Customers can also enjoy services such as expert chef advice, cooking services and personal shoppers.

Tops daily has all the conveniences Thai consumers love. Locations are stocked with a wide array of snacks, beverages, health and beauty products and various grocery items. Bill payment service also is available, accepting both cash and credit.

Tops market is a new style of supermarket designed to cater to all consumers' needs. Every location has a large range of international and local products, bakery, meat, seafood and wine as well as service beyond compare that includes English interpretation on site. Whether it's carry-out service, home delivery or just a desire for excellence, Tops market offers the very best in convenience.

FamilyMart provides convenience in the form of unique products and services that stand out from the competition. There are over 1,000 FamilyMart stores across Thailand. During the coronavirus pandemic, CFR and FamilyMart created the FamilyMart Corner—the first type in the nation—to provide increased convenience to consumers on the go.

Eathai, a single-store location under CFG, is located at the Central Embassy Mall. It is a food market that offers Thai regional dishes such as Northern-style sausages, beef green curry and somtam (Northeastern style papaya salad). Boasting a premium selection of Thai street stalls, regional delicacies and rare seasonal produce, Eathai offers an exclusive Thai taste experience. There's also a seafood market and the Issaya Cooking Studio, run by the renowned local chef from the Issaya Siamese Club. There, you can learn to make Thai classics from nam jim (dipping sauces) to pastes, curries and innovative desserts. Eathai is a surprisingly affordable shop that also is a great place to pick up souvenirs and gifts.



Lotus's

Lotus's (formerly known as Lotus Supercenter, Tesco Lotus Supercenter and Tesco Lotus) is a retail chain in Thailand founded and operated by Charoen Pokphand (CP) Group. The CP Group also has operations in Malaysia following the acquisition of Tesco Malaysia in 2020. CP Group is the parent company of CP ALL Public Company Limited. Lotus's falls under the C.P Retail Development Company Limited business unit.

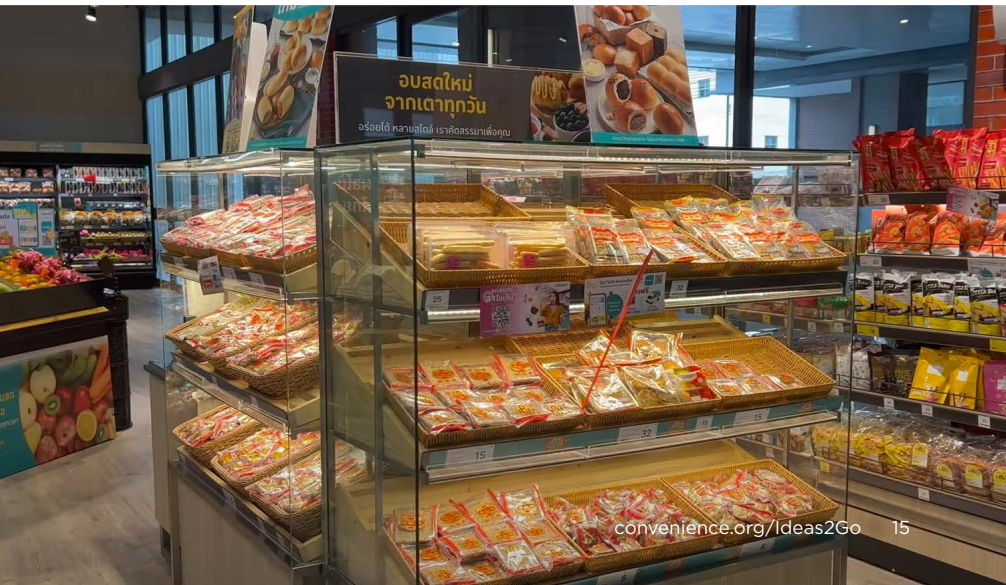
The CP Group founded the original Lotus Supercenter chain in 1994. In 1998, British supermarket chain Tesco acquired a stake of the Lotus Supercenter chain to form Tesco Lotus. CP Group sold most of its remaining shares of Tesco Lotus in 2003, only to reacquire the chain in 2020.

Lotus's Thailand operates convenience retail businesses with a commitment to sell high-quality products at accessible prices, coupled with offering support and services to customers, friends, employees and the community. Lotus's currently serves more than 10.8 million customers per week through both its 2,800+ brick and mortar branches under the Lotus's, Lotus Supercenter Hypermarket and Mini Supermarket formats and online sales.

Lotus's has contributed to promoting Thailand's economic growth over the past two decades. By supporting Thai farmers through the Direct Sourcing project, Lotus's buys agricultural products direct from farmers across the country without the added cost of using intermediaries, creating a stable and sustainable income for farmers in all regions of Thailand.

Lotus's also has many projects to support small- and medium-sized businesses (SME) and top product manufacturers. In addition to providing effective product distribution channels to Thai entre-preneurs, Lotus's also provides operational knowledge, raising product standards by encouraging entrepreneurial farmers to grow sustainably. In addition, Lotus's provides distribution services at no additional charge, helping SME entrepreneurs expand their customer base and reach customers nationwide.

Lotus's implemented other social projects through the Lotus Foundation, which began in 1973. The foundation has donated more than US\$2 million to various charities and programs and has provided scholarships to over 50,000 disadvantaged students.



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