



# Food, Beverage, Nutrition & Consumer Goods Export Sales

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# ASM Management

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## Message from our Managing Director

From our humble beginnings in 2017, we have steadily grown our products and services, warehouses, logistic fleets, partners and customer base.

Today we have moved from Nakorn Phanom to our office in Bangkok, with modern warehouses and logistics, while maintaining our previous office as our Northeastern Hub. We are also looking to expand to North and Southern Thailand as we grow our business for both consumer goods as well as industrial and medical products.

We believe our success has come through our hard working staffs, excellent products and services from our partners, but above all, the trust and opportunities brought to us from our customer base both local and globally.

Samphan Khiaokaeo  
Managing Director  
A.S. Marketing (2017) Co., Ltd.

# ASM Management (Continued)

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Tossanut (Hong Li) Jaroensilp  
Chief Marketing Officer (CMO)



Thanyapath (Mook) Chieocharnsart  
Logistics & Supply Chain Director

# Background

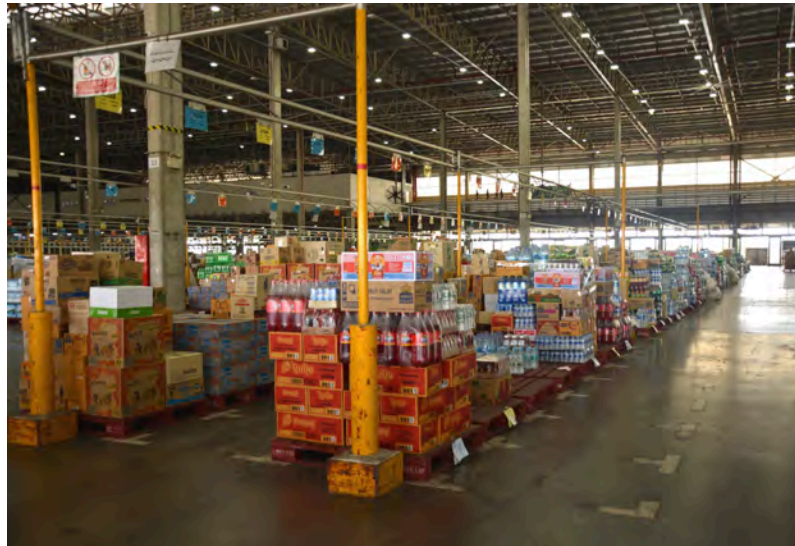
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**Our executive-level experience is an asset to emerging, middle- market, and multi-national food & beverage companies:**

- Started the company in 2017 in Nakhon Phanom Province of Thailand – We have seen rapid growth, and are well-capitalized
- Expatriate manager for 15+ years in four countries
- Managing large food and beverage businesses in multiple countries & sales channels
- Negotiating with international retailers, chain accounts, importers and distributors globally
- Identifying & assessing Co-packers, warehouses & Joint Ventures in multiple global markets
- Developing new products & foreign language packaging
- Providing extensive retail, food service & industrial sales and marketing background



# ASM Head Office and Warehouses



# ASM Warehouse and Logistics

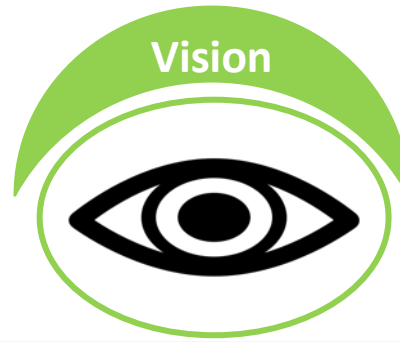




## Mission

At ASM we build **profitable, market sustainable** food, beverage, nutrition and consumer brands worldwide.

We achieve that by expanding our clients' **international sales & distribution** and increasing their global brand exposure.



## Vision

To be the leading **export marketing, business development and consulting** firm for Thai food, beverage, nutrition and consumer products manufacturers.

We will achieve this by delivering **higher value and better results** than our clients expect.



## Values

- ✓ Attempt to **exceed** our client's and other stakeholder's **expectations** at all times.
- ✓ Treat all ASM stakeholders in an **ethical, professional, and respectful** manner and act with the utmost integrity in all stakeholder interactions.
- ✓ Provide value to our clients by respecting their resources, confidentiality, trust and information and strive to deliver the **highest possible return on investment**.
- ✓ **Support our employees** by including the impact on them in our decision process whenever possible and encourage their input and ideas.
- ✓ Represent Asian and international food and beverage industry with **the highest of standards** when working overseas.
- ✓ Be well **respected amongst our competitors and business leaders**, and be viewed as a recognized international business leader in the Seattle market.

# Services

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ASM is a highly specialized **marketing, business development, & consulting firm** serving the **global food, beverage, nutrition & consumer products industry**.

We work closely with CEOs, business owners, and senior executives of our client companies to expand their businesses, reduce expenses, increase profits and develop a long-term sustainable global business platform.





# Wide Sales Channel Experience

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**Retail Consumer  
Packaged Goods**



Traditional Grocery  
Mass  
Specialty  
Drug  
Discount Retailers

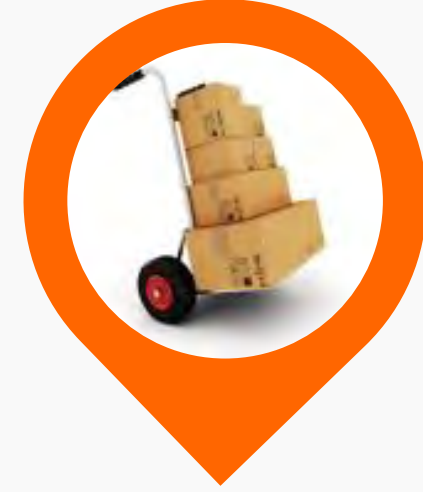
**Foodservice Products**



**Commercial End-users**

eCommerce  
Health Care  
Business & Industry  
Education

**Industrial & Bulk  
Ingredients**



**Manufacturers**

# Deep Product Category Experience

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- **Chocolate & Confectionery**
- **Snack Foods**
- **Frozen Foods**
- **Fruits & Vegetables**
  - All formats including powder, pastes and extracts
- **Beverages**
  - All Forms, including Liquid Ready- To-drink And Powder
- **Nutrition**
  - Health & Energy Products
- **Dietary Supplements**
  - Including Nutraceuticals
- **Baked Goods**
- **Cleaning Products**
- **Personal Care**
- **Specialty**
  - Gift And Novelty

# Our Specialty Practices

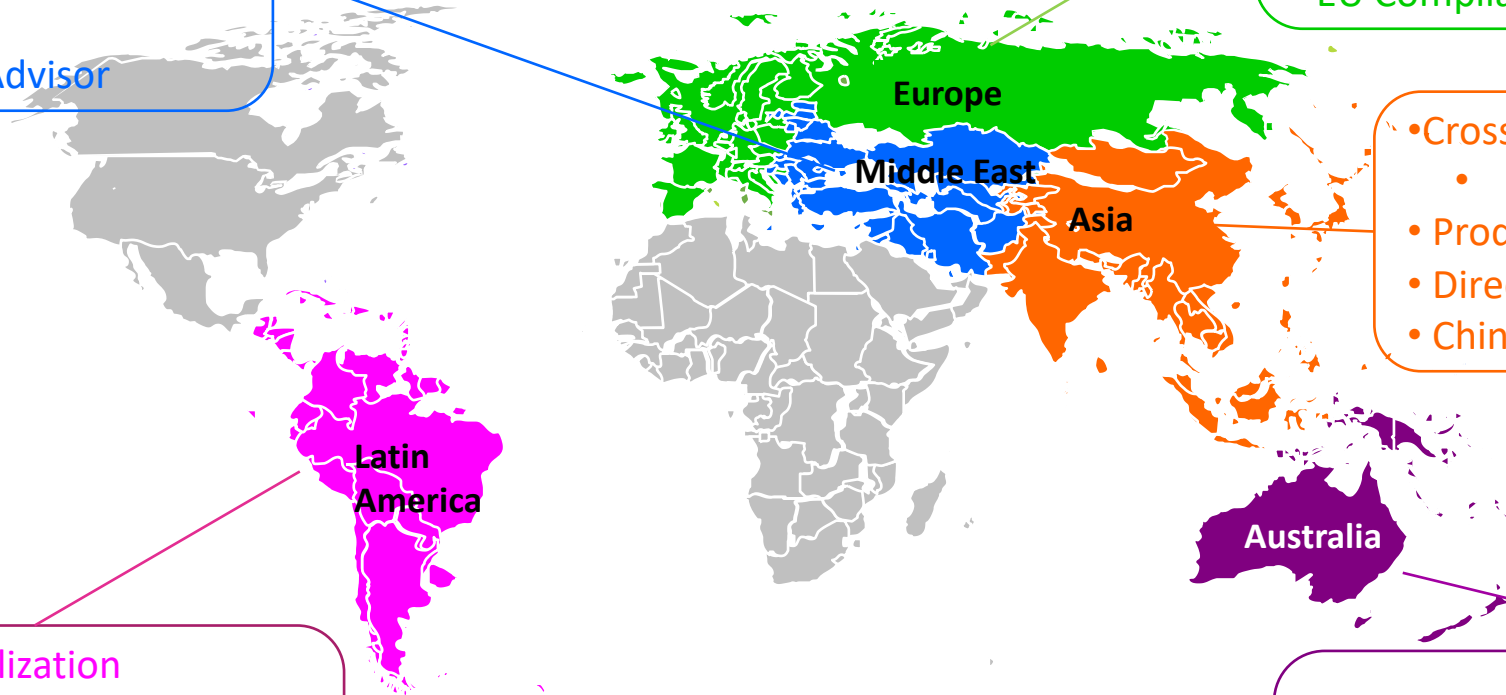
- Arabic Labelling
- Halal Compliance Consultation
- Foodservice & Retail Channel Expertise
- GCC Regulatory Advisor

- Natural Products Category Expertise
- EU & Swiss Organic Compliance
- 3PL Bonded Warehouse Distribution Rollout
- EU Compliant Labelling

- Cross Border E-Commerce
  - China: Alibaba, T-mall, JD.com
- Product Localization
- Direct to Retail Relationships
- Chinese Speaking Employees

- Product Localization
- Mass Market Channel
- Mercosur Regulatory Advisors
- Brazil Ministry of Health Approval

- US-Australia Free Trade Agreement Consulting
- Foodservice, Retail & Ingredient Channel Sales
- Phytosanitary Advisors
- Dairy & Other Import Compliance



# Why ASM?

<b>Hiring Internal Employees</b> \$\$\$\$	<b>Outsourcing International Sales</b> \$ + 🎓 = A.S.M.
High fixed salaries	Variable sales commission
Fixed costs (health insurance, 401K)	No fixed costs (health insurance, 401K)
Recruiting time & expenses	No recruiting time & expenses
Limited global network	Strong established worldwide network of buyers/databases
Limited international knowledge	Diverse international expertise and foreign language ability
Deep category knowledge in the U.S.	Deep category knowledge in global export markets



# Proven Effectiveness

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## **Foodservice products company**

*Opened European and African continents within first 6 months*

## **Re-structured major int'l food conglomerate**

*Re-organized into fewer business units; sales and profitability increased as well as customer satisfaction*

## **Confectionery manufacturer**

*Developed new distribution in 6 countries within 9 months*



## **Beverage marketer**

*100% international sales growth in Year 1; Quadrupled export business in 4 years*

## **Snack food company**

*Successfully opened U.K. market. Helped win trademark infringement case*



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