



IRICH

A large, 3D red arrow with a white outline, pointing upwards and to the right, positioned below the word "IRICH". The arrow has a jagged, lightning-bolt-like tail.

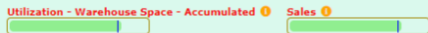
A digital globe with a network overlay. The globe is rendered in a glowing blue color, with a grid of lines and dots representing a network or data structure. The background is a dark blue space with stars and a bright blue light source on the left.

**WORLD OF
TECHNOLOGY**



monsoonSIM

Why is MonsoonSIM ?



[Latest News] USD/THB 10.37 ↓ B2B Demand(Unit): Apple Juice(63,000), Orange Juice(104,000), Melon Juice(153,000)

Finance

Sales (THB)	153,640,067
Trading Profit (THB)	64,111,843
Operating Expense (THB)	30,763,724
Net Profit (THB)	33,348,119
Cash On Hand (THB)	23,002,892
Overdraft (THB)	0
Bank Facility (THB)	1,000,000
#Delinquent Payout (Occurance)	0
COGS - Apple Juice (THB)	16.45
COGS - Orange Juice (THB)	18.37
COGS - Melon Juice (THB)	14.14

Procurement

PO - Approved	8
PO - Delivered	91

Production

Machine1 Capacity	15,555
Machine2 Capacity	14,640

Maintenance

Machine1 OEE	99%
- Availability	
- Performance	
- Quality	
Machine2 OEE	93%
- Availability	
- Performance	
- Quality	

Warehouse/Logistic

Shipment in Progress	0
Shipment Completed	5
Manila - Inventory - Apple Juice (unit)	13,700
Manila - Inventory - Orange Juice (unit)	16,000
Manila - Inventory - Melon Juice (unit)	30,195
Manila - Raw Material - Box (piece)	279,150
Manila - Raw Material - Straw (piece)	556,300
Manila - Raw Material - Apple (piece)	0
Manila - Raw Material - Orange (piece)	0
Manila - Raw Material - Melon (piece)	278,150
Manila - Area Consumed (m2)	1,577
Manila - Area Rented (m2)	1,500

B2B

SO Outstanding	5
SO Delivered	73

HR

Headcount Idx - Overall (%)	86
Competency Idx - Overall (%)	86
Staff Idx - Overall (%)	74
Employee Turnover Ratio (%)	69
Staff Idx - Finance (%)	100
Staff Idx - Procurement (%)	100
Staff Idx - Retail-Jakar (%)	100
Staff Idx - Retail-Kuala (%)	100
Staff Idx - Retail-Bangk (%)	100
Staff Idx - Marketing (%)	100
Staff Idx - Forecasting & Planning (%)	100
Staff Idx - Warehouse & Logistics (%)	45
Staff Idx - B2B (%)	100
Staff Idx - Production (%)	100
Staff Idx - MRP (%)	0
Staff Idx - Maintenance (%)	100
Staff Idx - Human Resource (%)	100
Staff Idx - Marketing Support (%)	100
Staff Idx - Franchise Support (%)	100
Staff Idx - Technical Support (%)	0

Retail

Jakar - Price - Apple Juice (THB)	27
Jakar - Price - Orange Juice (THB)	32
Jakar - Price - Melon Juice (THB)	34
Jakar - Inventory - Apple Juice (unit)	0
Jakar - Inventory - Orange Juice (unit)	6,754
Jakar - Inventory - Melon Juice (unit)	5,412
Jakar - Area Consumed (m2)	40
Jakar - Area Rented (m2)	100
Kuala - Price - Apple Juice (THB)	27
Kuala - Price - Orange Juice (THB)	32
Kuala - Price - Melon Juice (THB)	34
Kuala - Inventory - Apple Juice (unit)	3,437
Kuala - Inventory - Orange Juice (unit)	5,027
Kuala - Inventory - Melon Juice (unit)	707
Kuala - Area Consumed (m2)	30
Kuala - Area Rented (m2)	100
Bangk - Price - Apple Juice (THB)	27
Bangk - Price - Orange Juice (THB)	33
Bangk - Price - Melon Juice (THB)	35
Bangk - Inventory - Apple Juice (unit)	6,558
Bangk - Inventory - Orange Juice (unit)	7,798
Bangk - Inventory - Melon Juice (unit)	7,634
Bangk - Area Consumed (m2)	73
Bangk - Area Rented (m2)	100

Marketing

Marketing Investment	5400
Market Share - unit sold - retail (%)	42.40
Market Share - sales - retail (%)	43.90

Service

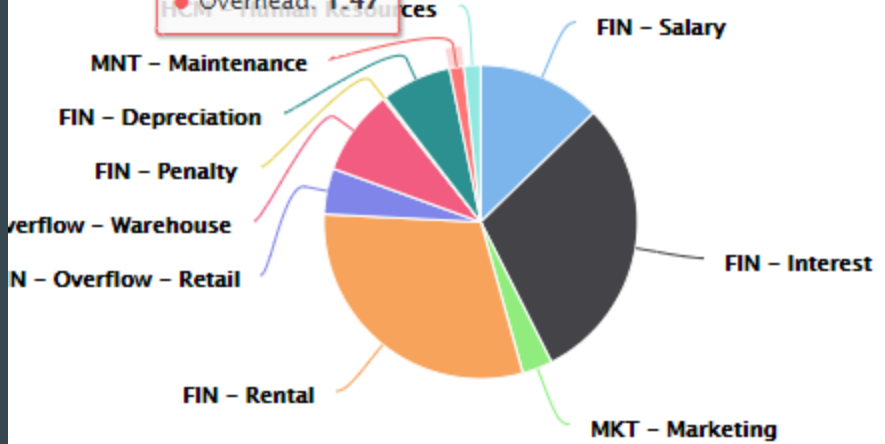
Service Bid missed	684
Service Bid in-progress	1
Service Bid completed	22
Complaint received	0
Complaint handled	0

il space 🏠 Stock remaining warehouse i

Latest Overhead Breakdown (%)

MonsoonSIM Session - C-Class 22.4.2018 MFU TNI

MNT - Maintenance
● Overhead: 1.47



Quantitative

Finance ^ i

For VFG3

Sales (SGD)	18 THB
Trading Profit (SGD)	22 THB
Operating Profit (SGD)	3 THB
Net Profit (SGD)	for >= 20000
Cash On Hand (SGD)	for >= 30000
Overdraft (SGD)	
Bank Facility (SGD)	
#Delinquent Payout (Occurance)	
COGS - Apple Juice (SGD)	149,330,885
COGS - Orange Juice (SGD)	61,141,329
COGS - Melon Juice (SGD)	29,838,268
	31,303,061
	18,880,721
	0
	0
	0
	15.09
	19.34
	22.44

Melon Juice

Discount 10% for >= 20000
 20% for >= 30000
 25% for >= 40000

Leadtime 1Day

Buy From Media B Media A

1100 + - 1100 + - 1100 + -

Qualitative

need



want

Buyer

Seller



Retail customer

Owner

VS

Competitors

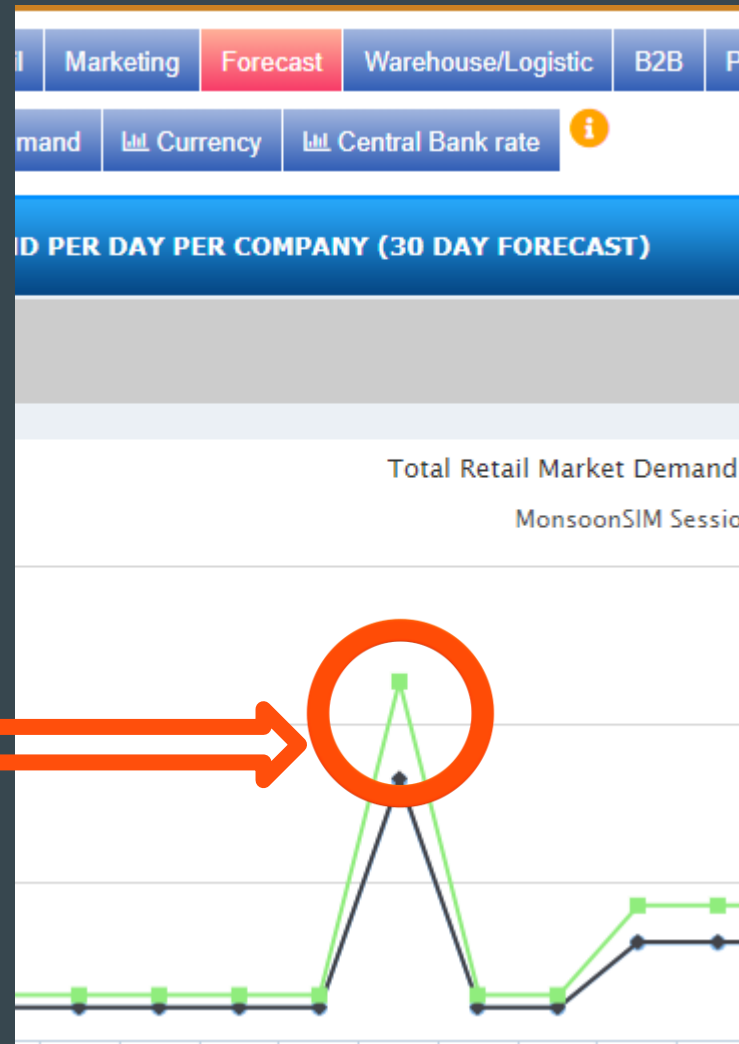
Customer's Maximum Willingness to Pay:
bids: 75,000 THB
bids: 82,614 THB
bids: 119,900 THB

Winner: Irich 🏆

Customer's Maximum Willingness to Pay:
bids: 33,000 THB
bids: 36,000 THB

Not a winning bid. Sorry

Forecasting
Predict
Demand of
Product





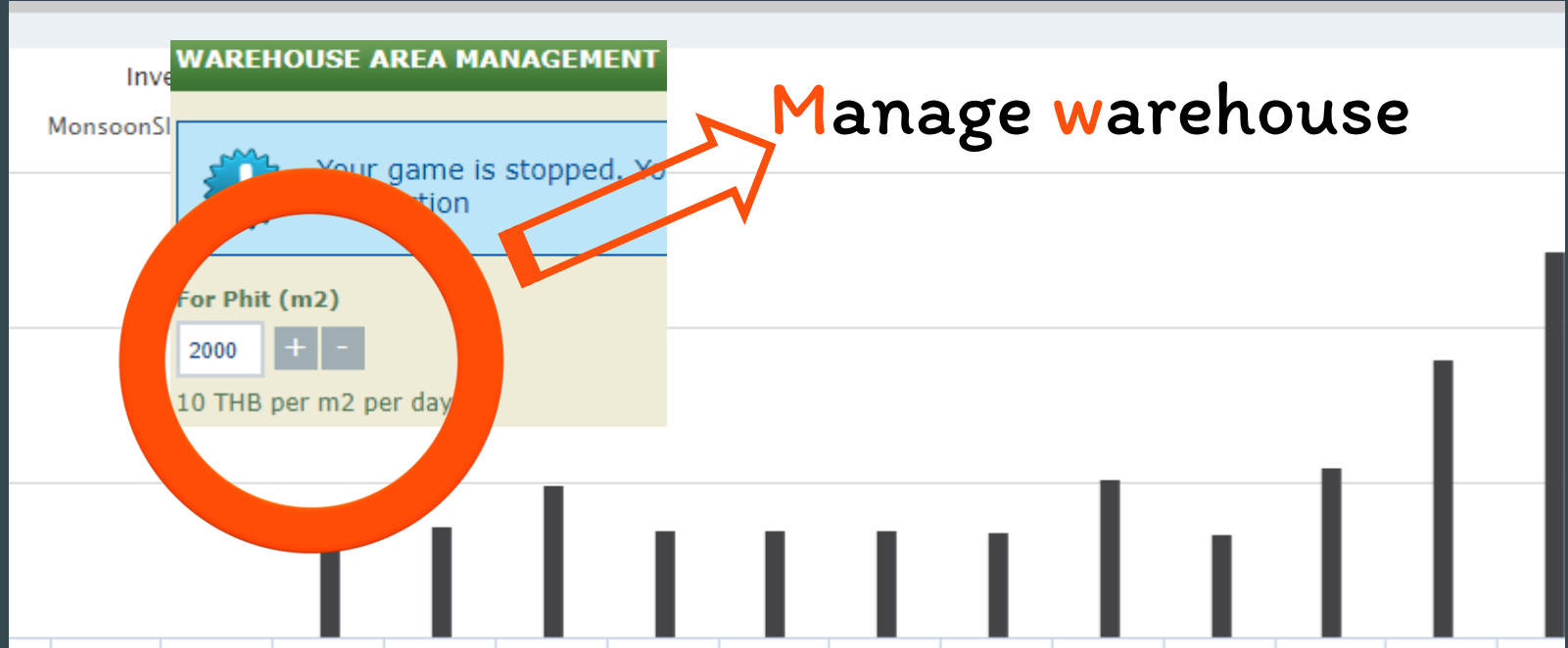
Marketing

Target Customer



From: retail customer.
Regarding: Yong S Rui [Dept: Retail-Bangkok]

Human Resource and After Sale Service



Manage warehouse

Warehouse

Mac



Ability



Planing



Managing



How to adapt to **future** ?

- ❖ Set the goals
- ❖ Planning
- ❖ Solve the problem
- ❖ Work as team (family)



❖ SET THE GOALS



Short Term



Long Term



Short Term

- . Keep quality
- . Finding new strategy



Long Term

Sustainable



❖ Planning





❖ SOLVE THE **PROBLEM**



1. Money
2. Expensive cost
3. Economic crisis
4. Disaster

I'M AFRAID I'VE GOT SOME
BAD
NEWS

Maintenance



❖ Work as team



Increase Competency Rate



Special THANK YOU



ดร.วิมลลา พ่องแพ้ว

อดีตผู้ดูแลเบื้องหลังวงการการตลาด
ของบริษัท IT ชำนาญในประเทศไทย
ปัจจุบัน เป็นอาจารย์สอนด้าน
Business Information System



ดร.ธนาชาดย์ กุทธิมารุ่ง

ผู้เชี่ยวชาญทางด้าน Data Analytics
และ Data Scientist บริษัทชั้นนำของไทย
และอาจารย์พิเศษหลายสถาบัน



คุณเนตทุรัตน์ ชาฤกษ์โชค

ผู้มีประสบการณ์ด้าน IT Enterprise
ทั้งด้านซอฟต์แวร์และฮาร์ดแวร์ในชั้นนำของโลก
ปัจจุบันทำงานด้านสื่อดิจิทัล
ในบริษัทยักษ์ใหญ่ของโลก

