

Business Strategy for IR

By

Pitak Ratchakitprakarn



What is Strategy



09:41:51

SONIC
Hi-Fi KARAOKE
www.sonic-sounds.com

Sonic SuperNATURAL SOUND MODULE INTEGRA-7

← USB MEMORY VOLUME PART VIEW ← PART →

MIN MAX PRE VIEW (PHONE)

INPUT PHONES

MIDI *
USB *
PEAK *

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16

TONES FINGER SuperNATURAL PCM

MIXED/AL BACKGROUND EFFECTS

ระบบเสียงมีดีคาราโอเกะ
ที่มีความเหมือนคนจริง

▶ || ■ ◀ ▶▶

Progress bar



High Trust = High Speed + Low Cost

ศรัทธาสูง = ความเร็วสูง + ต้นทุนต่ำ

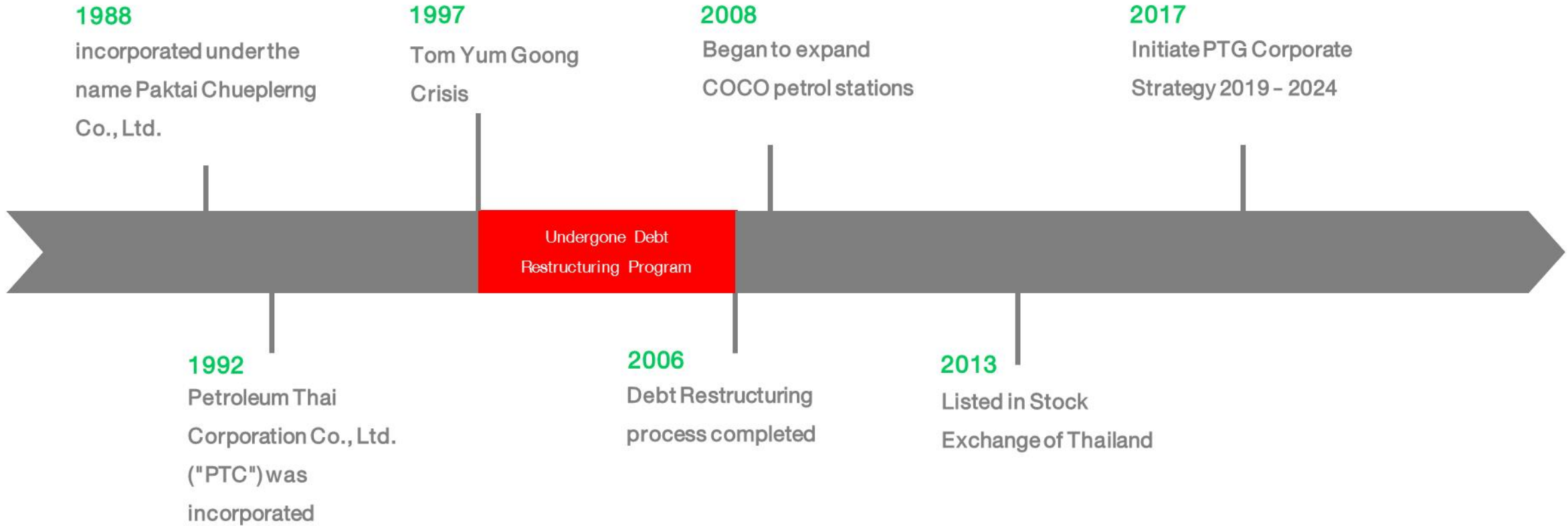


Low Trust = Low Speed + High Cost

ศรัทธาต่ำ = ความเร็วต่ำ + ต้นทุนสูง



Company Development



Why PTG Failed




J

E

N

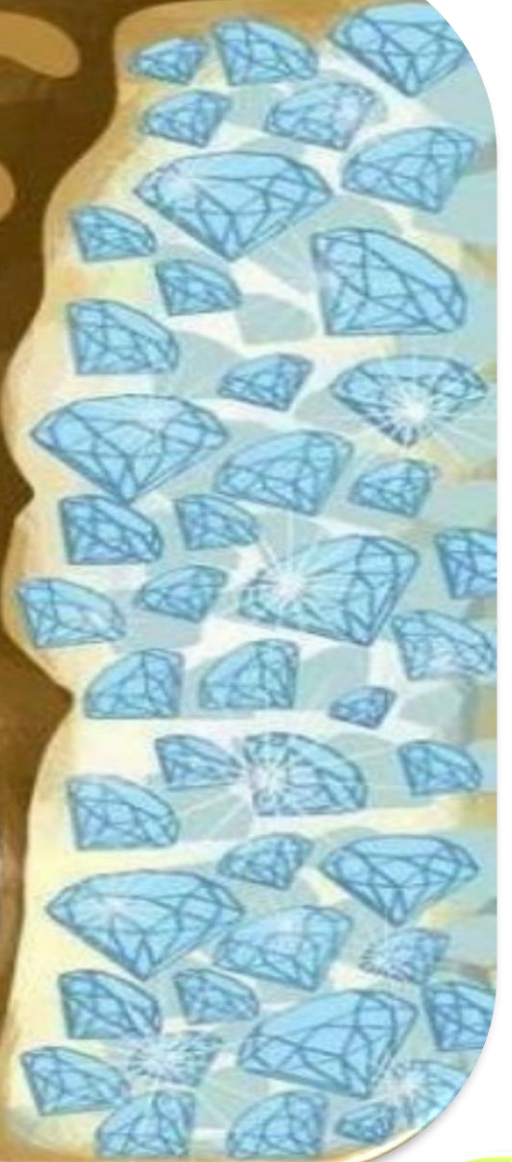
G



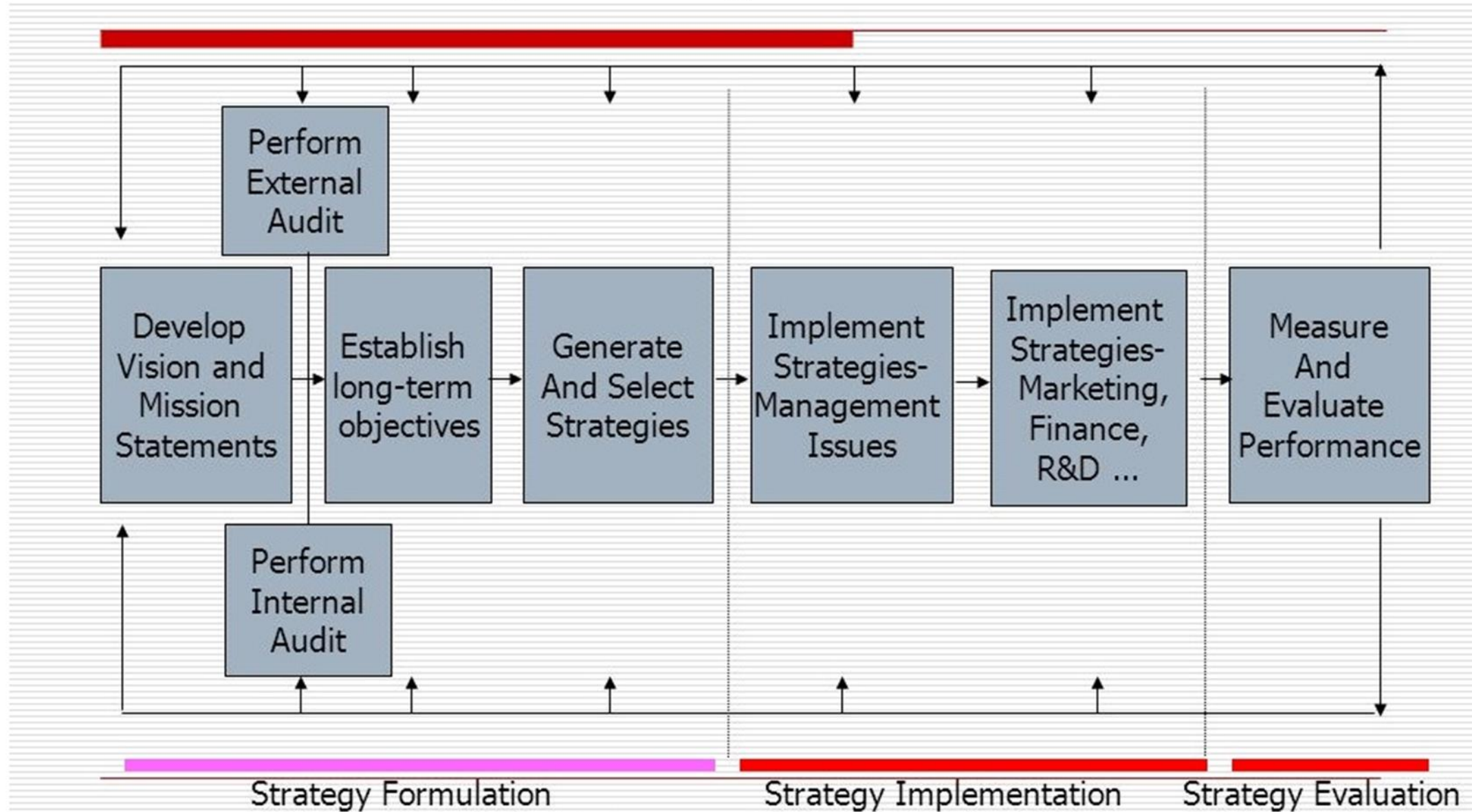
A photograph of Jack Ma, the founder of Alibaba, speaking at a conference. He is wearing a dark blue traditional Chinese jacket and has a serious expression. He is surrounded by other people, some of whom are also looking towards the camera. The background is a plain, light-colored wall.

I had a lot of failures.

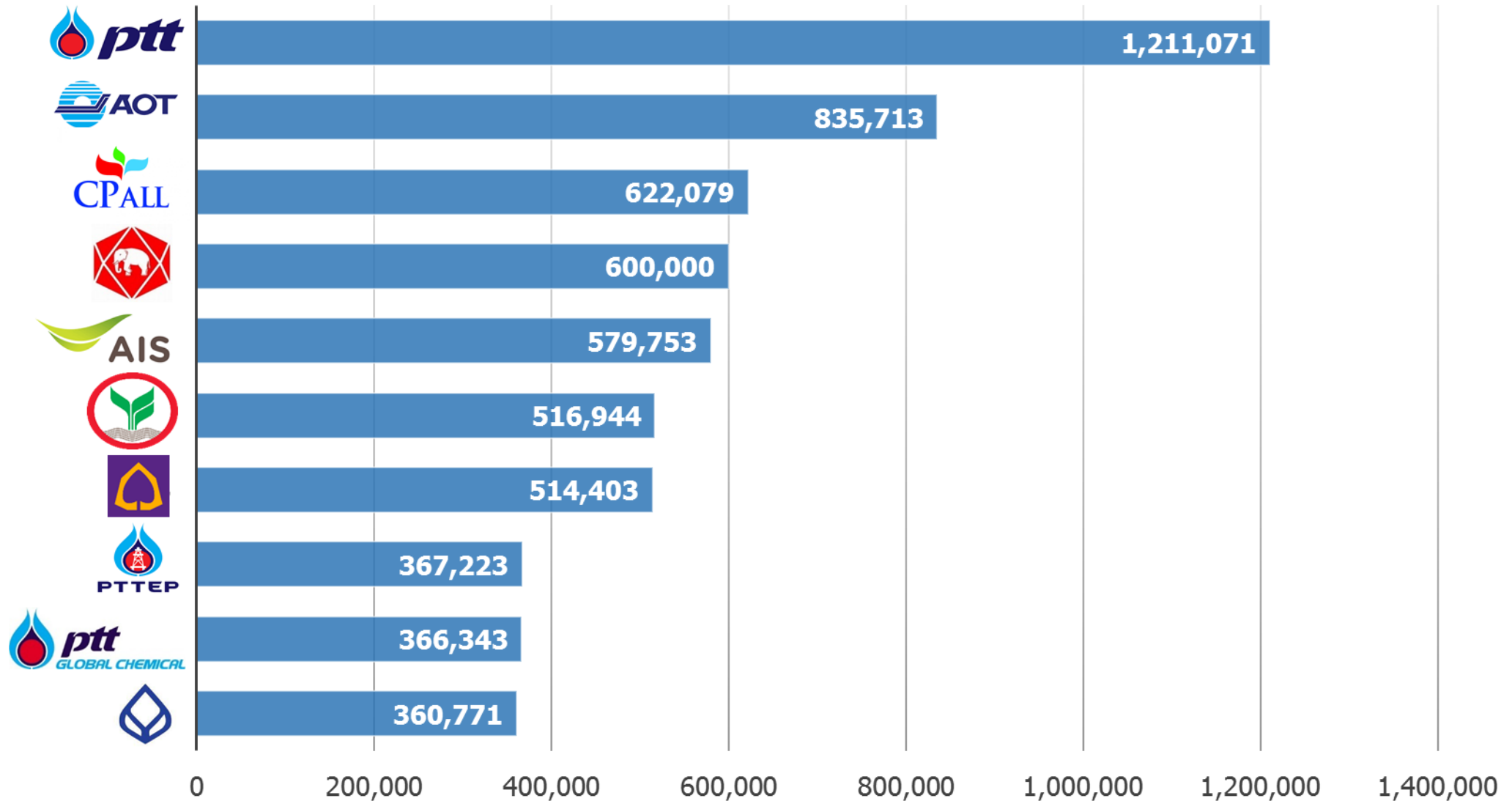
**NEVER
STOP
TRYING**



Strategic Management's Process



Market Capitalization (Million Baht)



Data as of 14/10/2017

"PT, the nation's leading full-service energy company"

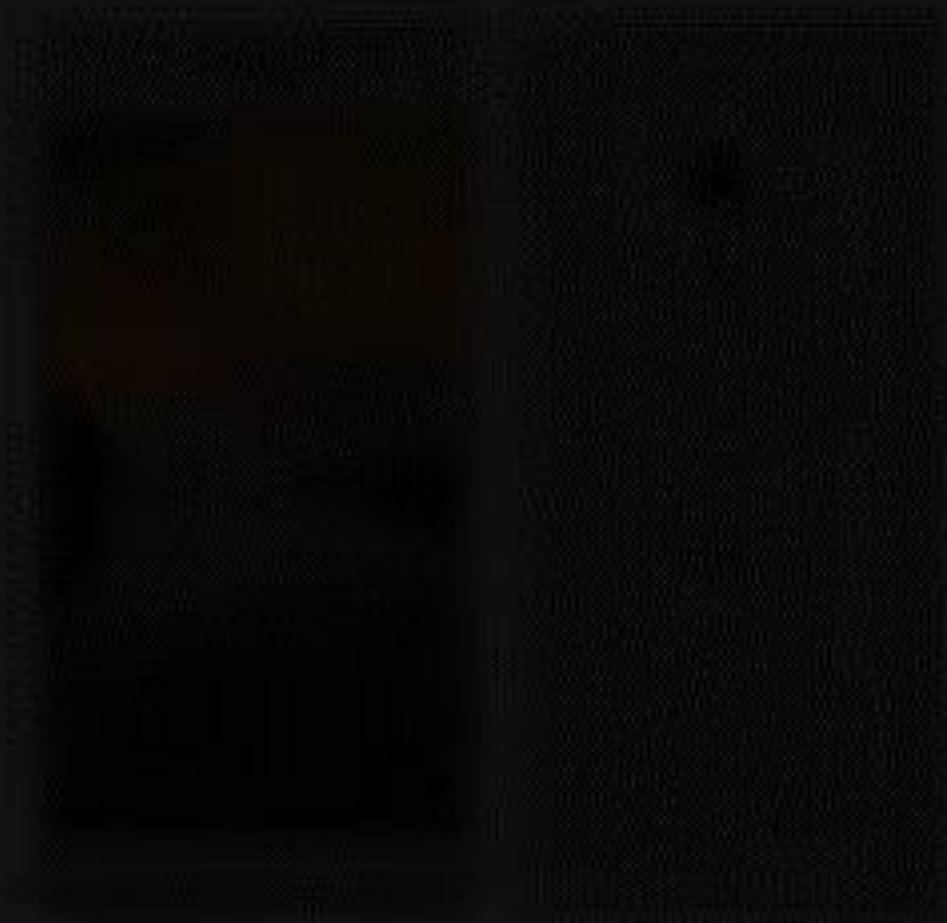


VIA 9GAG.COM



Nokia CEO Cries During his last Speech

**Nokia CEO Ended His Speech
Saying This
‘We Didn’t Do Anything Wrong
But Somehow, We Lost’**

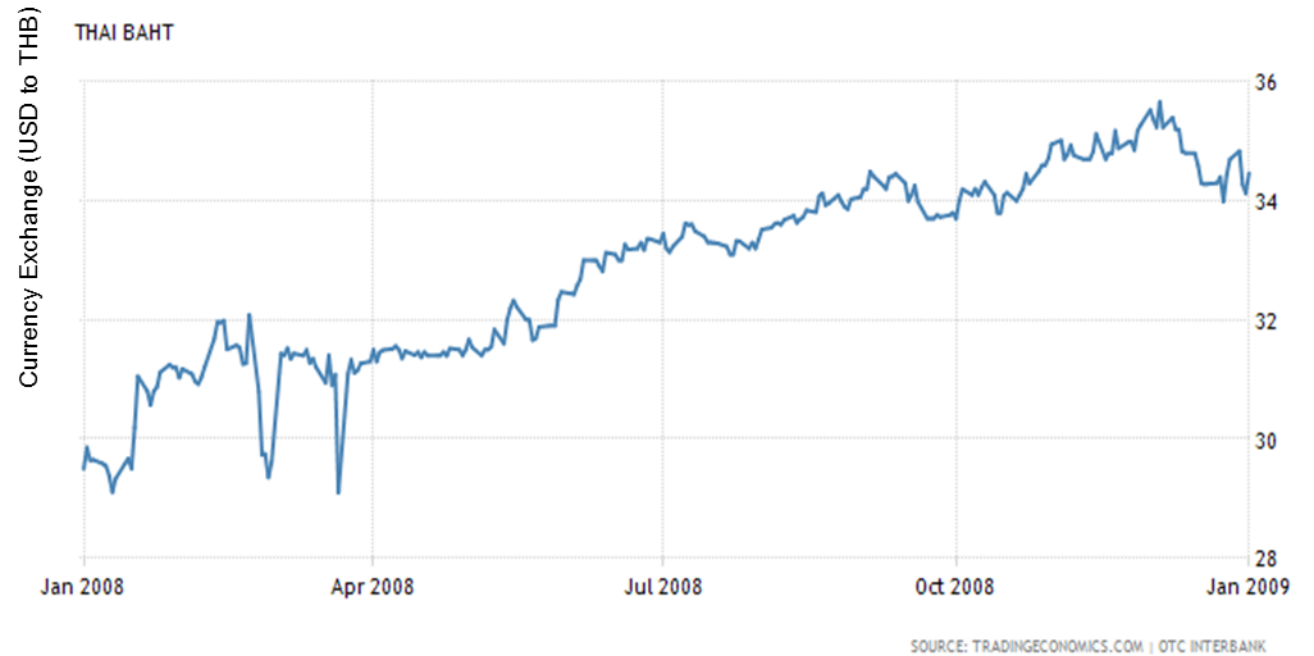


©fb/iivideos

WORLD ECONOMIC CONDITION IN 2008



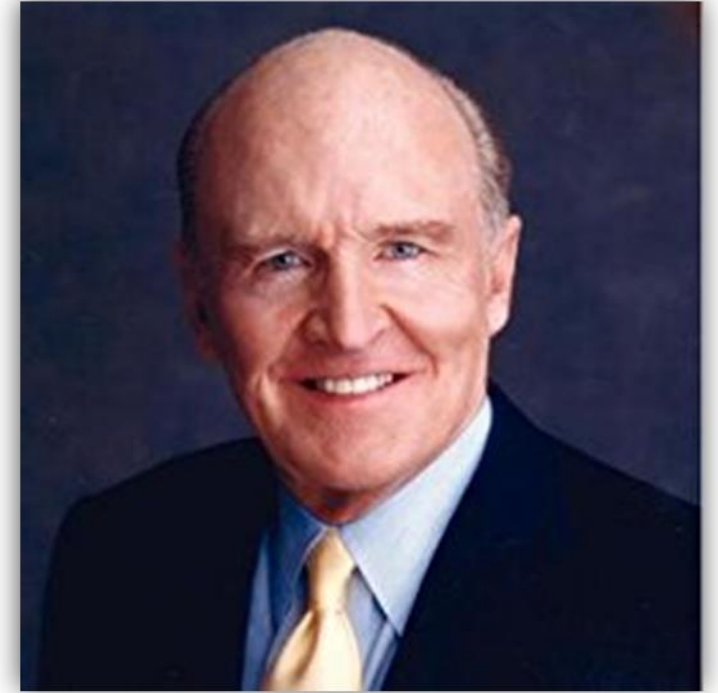
Crude Oil Price Jan – Dec 2008



THB/USD Jan – Dec 2008

Be Number 1 or Number 2

- "When you're number four or five in a market, when number one sneezes, you get pneumonia.
- When you're number one, you control your destiny.
- The number fours keep merging; they have difficult times. That's not the same if you're number four, and that's your only businesses.
- Then you have to find strategic ways to get stronger."



JACK WELCH

แบบแผนกลยุทธ์



VISION

is seeing



















what others

don't

see

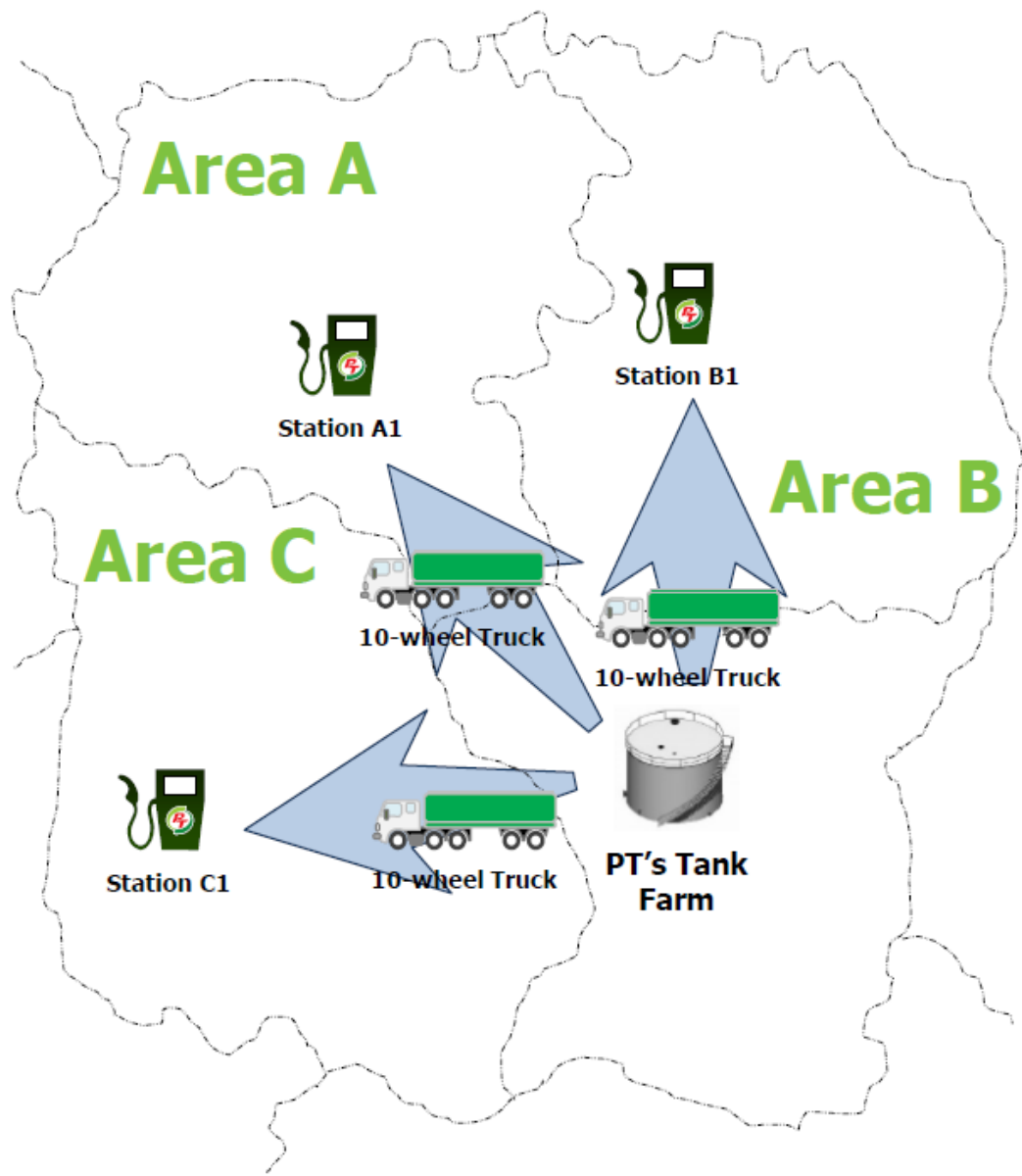


Market Positioning

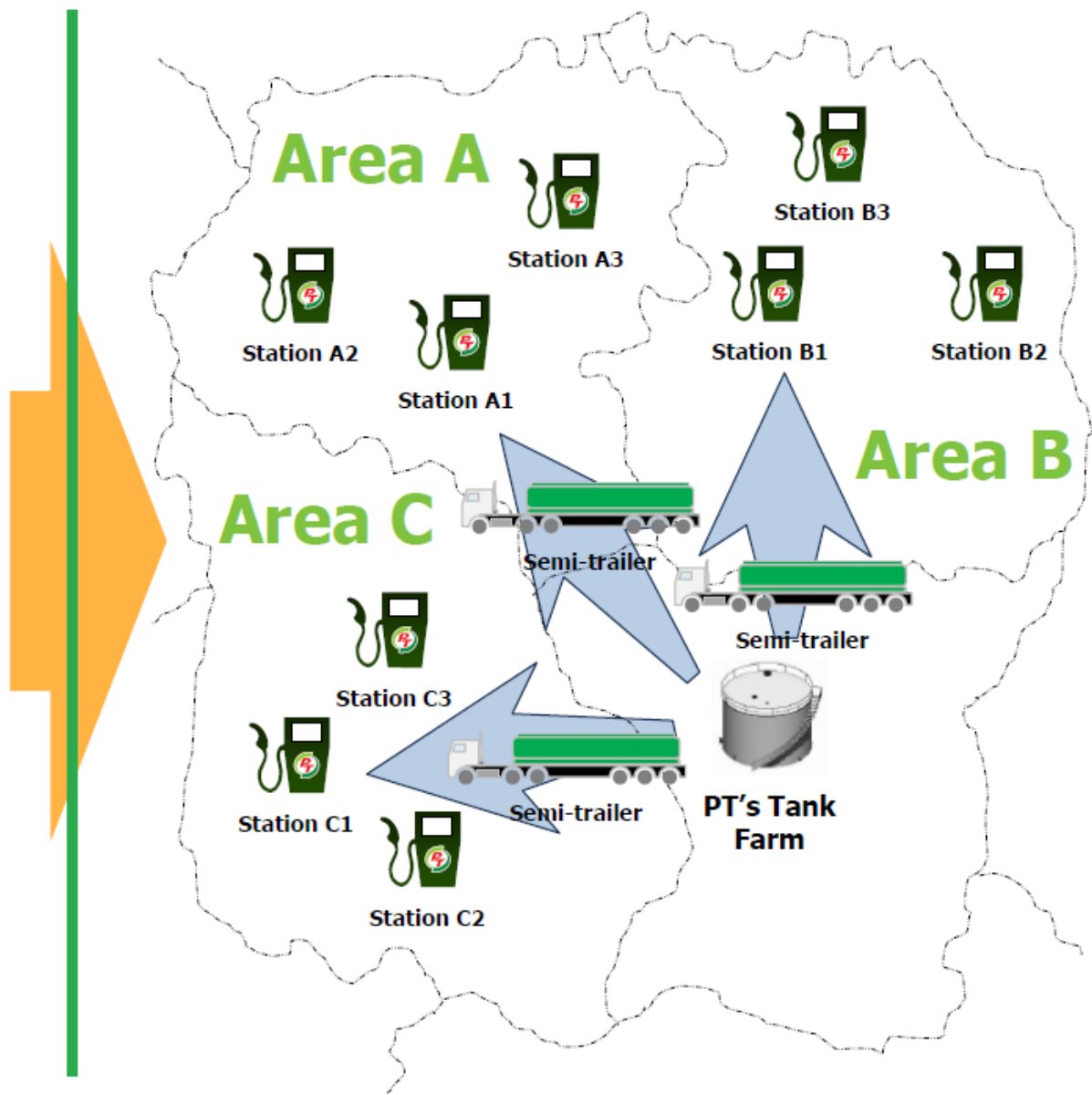
Ranging	2552	2555	2561
1			
2			
3			
4			
5			
6			

Traditional business model	VS.	“PTG Group” business model
Passenger cars	Customer targets	Commercial cars, trucks, and others
Main roads	Locations	Local roads
Subcontract	Logistics	Ownership
DODO	Station type (Highly proportion)	COCO
Increasing & maintaining DODO	Station networking	<ul style="list-style-type: none"> • Extremely Increasing COCO • Filtering to accept DODO as highly qualified





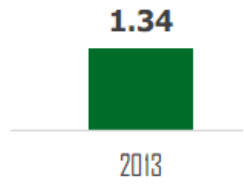
Kemery at Sriracha



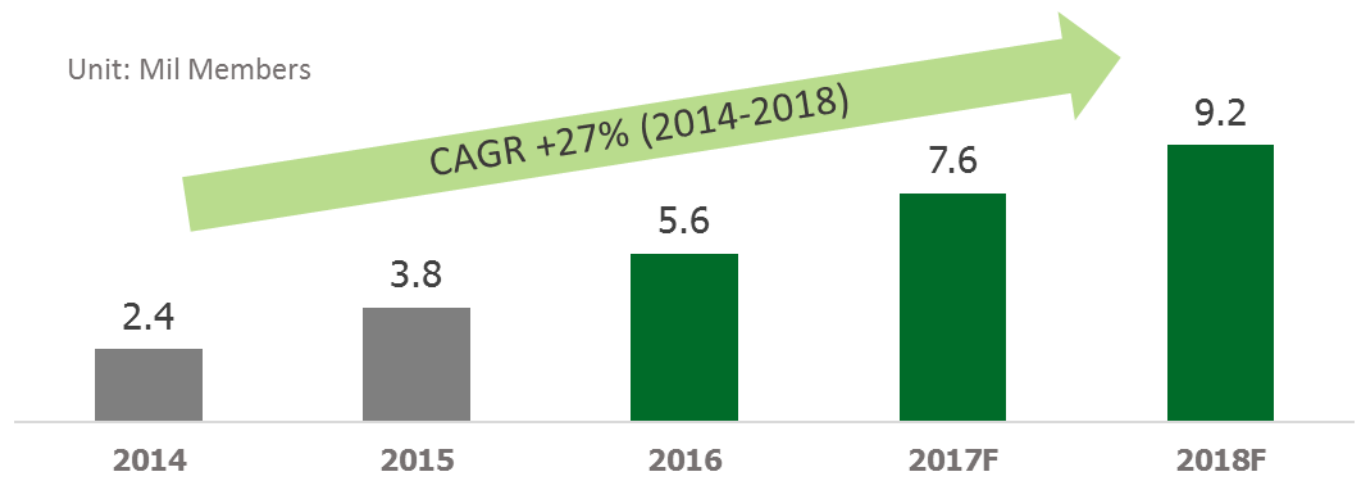
Kemery at Sriracha

Increasing

Unit: Million Meml



Unit: Mil Members



เกิดเดือนนี้...ลดทันที 60%

บริการสมาชิก

- Inre
- Max

Gasohol CARD

Diesel CARD

max CARD

Blue CARD

2 1 3



ลดทันที 60%

Say to you.



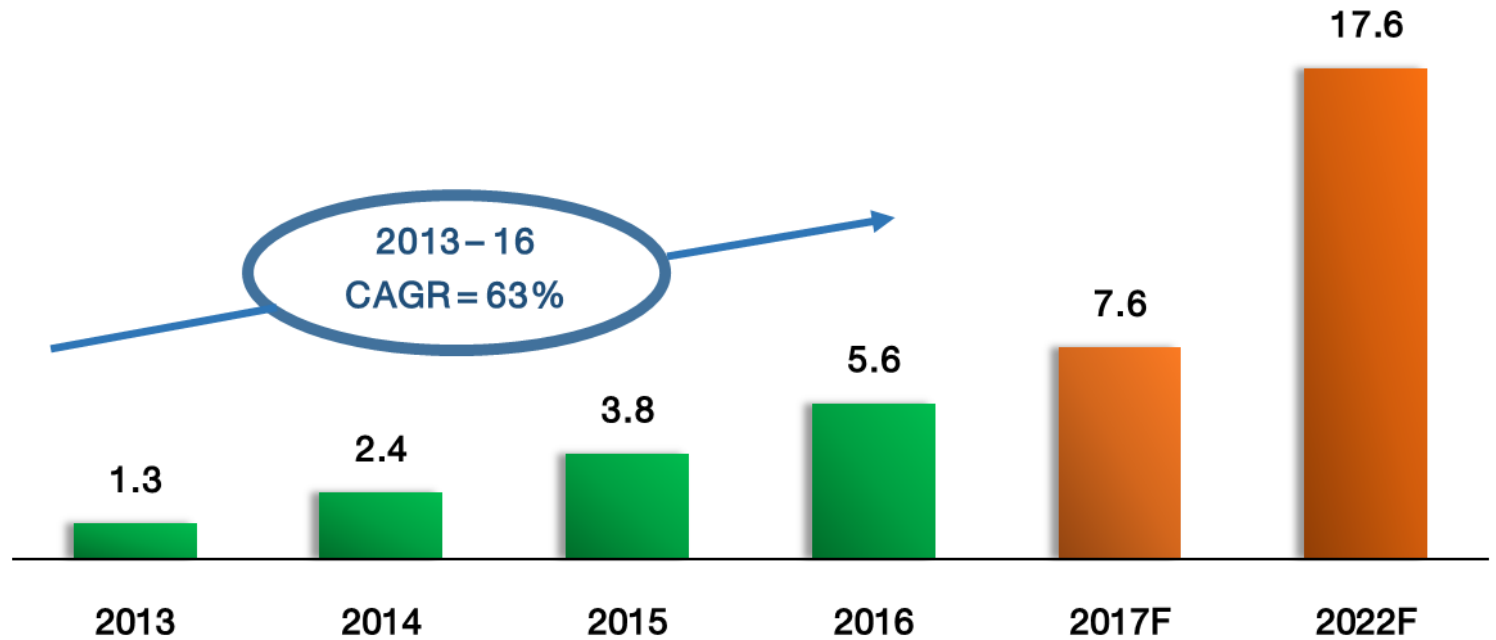


Increase Number of Royalty Customers

PT Max Card



Unit: Million Members



ขยายการลงทุน

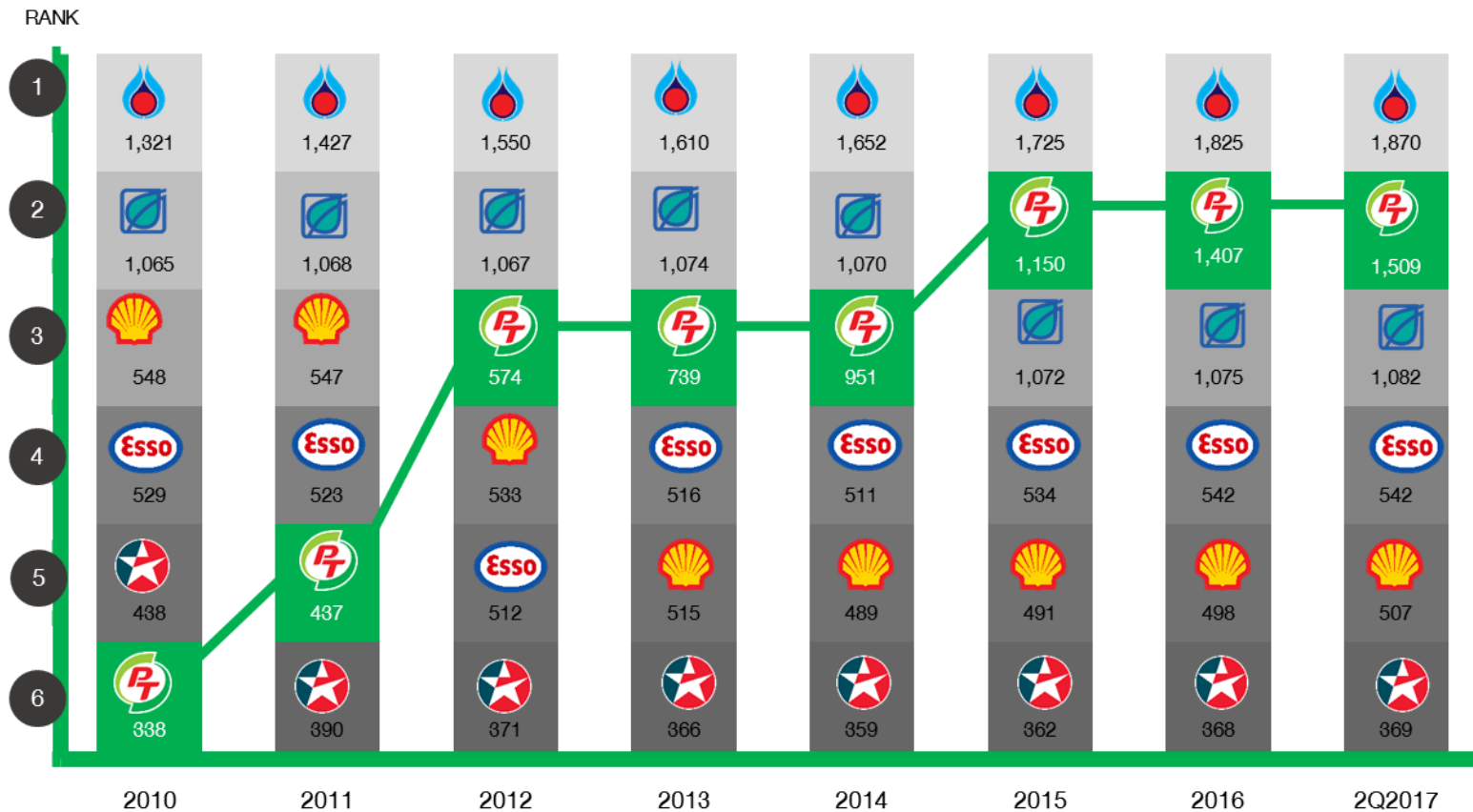
55-57



ตลาดหลักทรัพย์แห่งประเทศไทย
The Stock Exchange of Thailand.



Gas Stations Growth



* 2016 total stations in Thailand was 26,226, include NGV and LPG stations

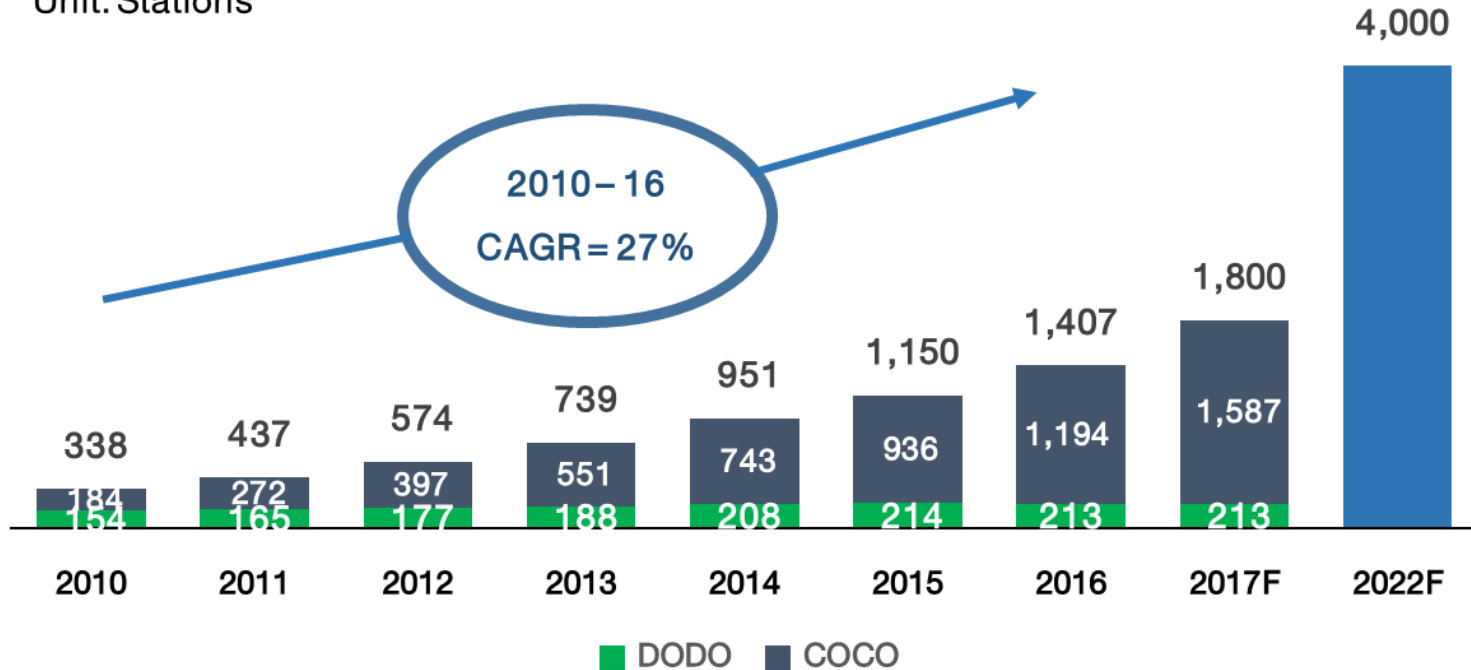
Source: Department of Energy Business





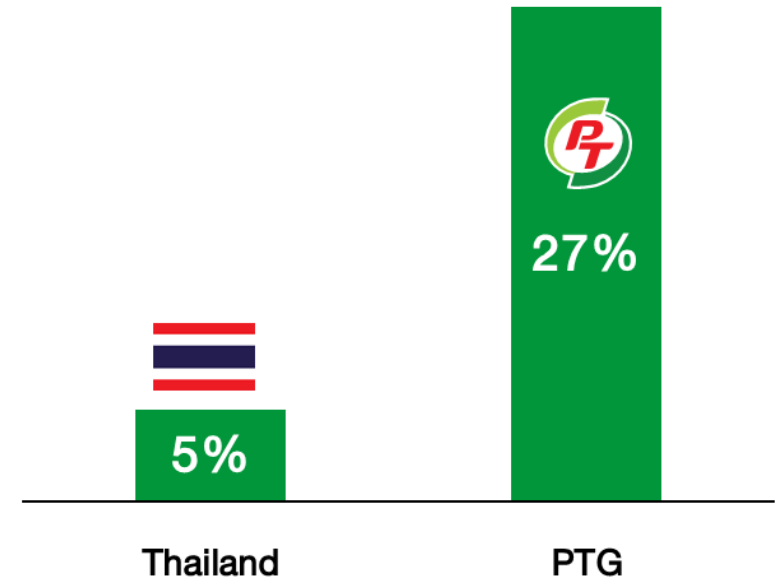
Continuously Expand Service Stations

Unit: Stations



Thailand Station Growth

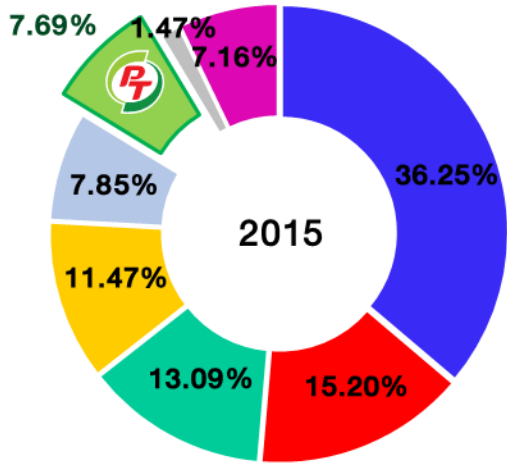
6 years (2010-16)



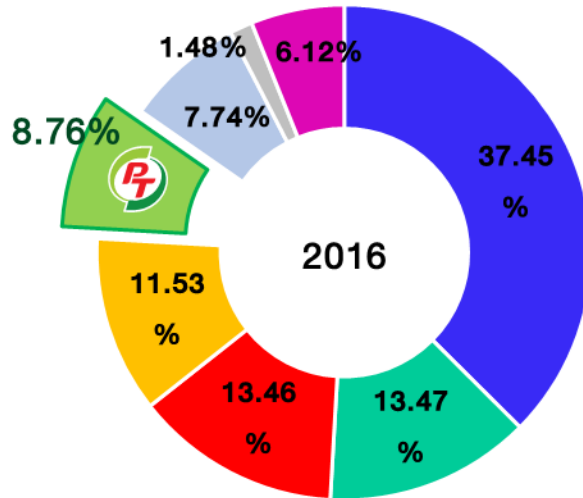


Market share

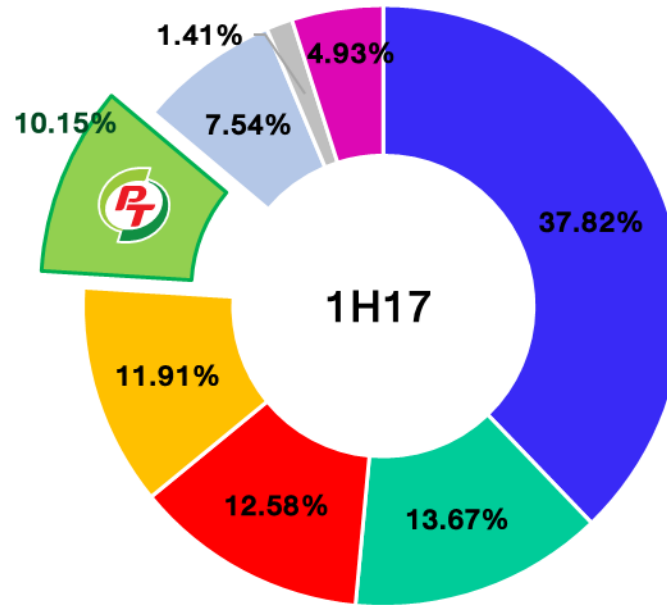
Sales volume of fuels* through all channels (both retail and wholesale)



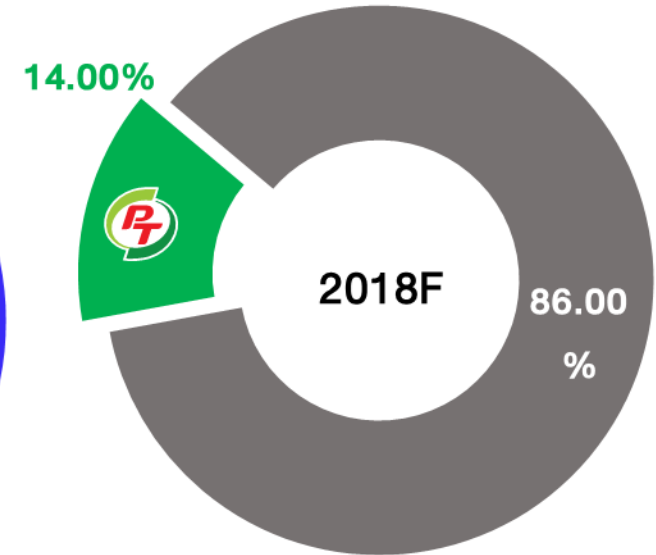
Total consumption
30,607 ML



Total consumption
32,362 ML



Total consumption
16,722 ML



Forecasted total consumption
34,000 ML

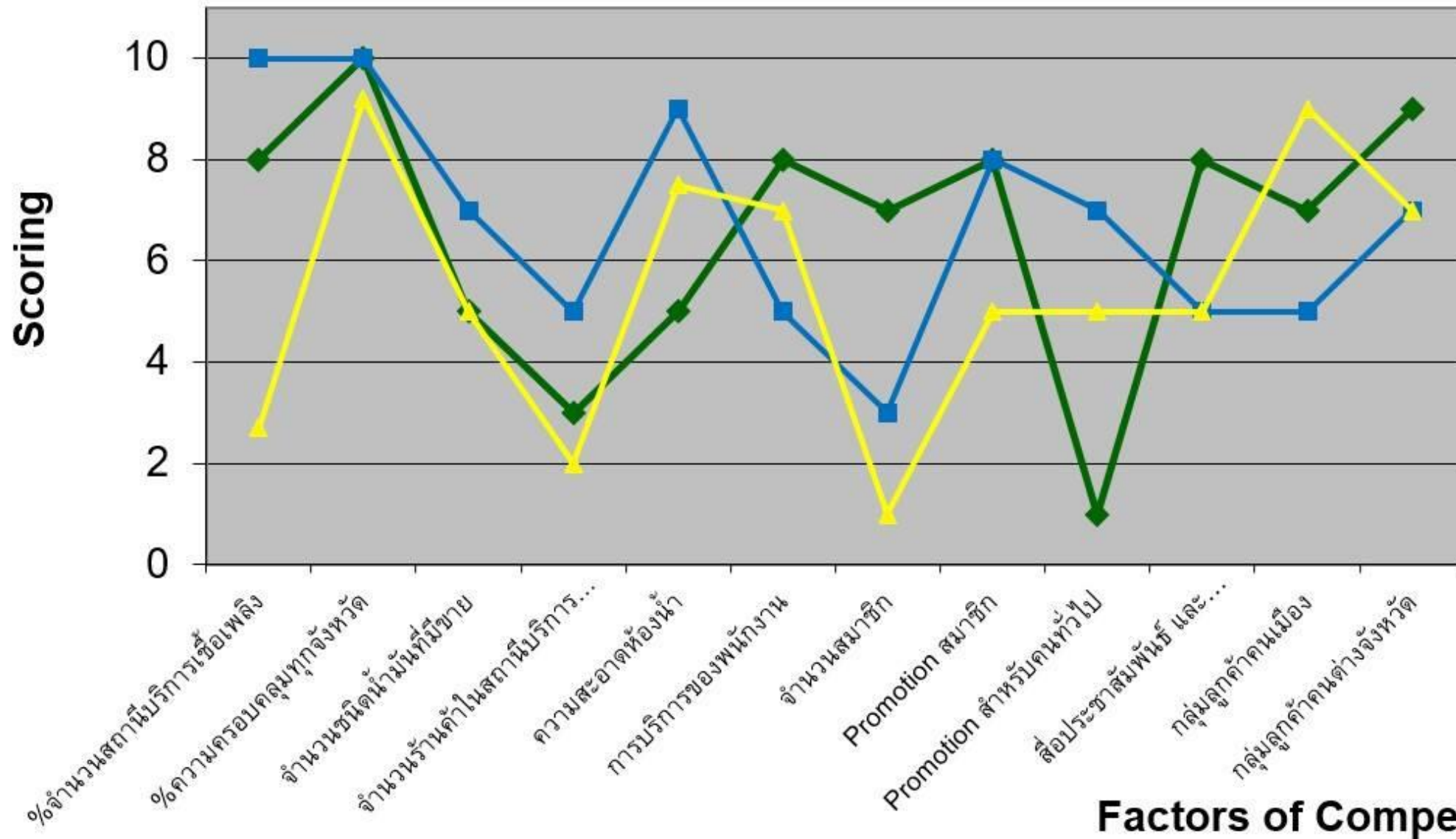
* Including Benzene 91-95, Gasohol 91, Gasohol 95, Gasohol E20, and Diesel

Source: Department of Energy Business and Company Data



Oil Service station - Strategy Canvas

PTG PTT Shell



Factors of Competition



ถ่ายทอดเป้าหมายจาก CEO ถึงพนักงาน





"PT, the nation's leading full-service energy company"





PTG Corporate Strategy Outlook 2562-2567 »

วันจันทร์ที่ 11 กันยายน 2560

ณ ห้อง Auditorium @ C-asean (ชั้น 10 อาคาร CW Tower)

เวลา 08.00 - 17.30 น. จำนวน 2 รอบ

» รอบเช้า : เวลา 08.00 - 12.00 (ลงทะเบียน 06.30 - 07.30 น.)

» รอบบ่าย : เวลา 13.30 - 17.30 (ลงทะเบียน 12.00 - 13.00 น.)

*** รับจำนวนจำกัดเพียง 282 ท่าน / รอบ ***

สอบถามข้อมูลเพิ่มเติม

ฝ่ายนโยบายและกลยุทธ์องค์กร
โทร. 02 168 3377 #128 <K.IG> / #151 <K.IWOS>

ส่วนพนักงานสัมพันธ์และสื่อสารภายใน
โทร. 02 168 3377 #705 <K.IG> / #732 <K.IG> /
738 <K.IG>, K.IG> / K.IG, K.IG> #732 หรือ โทร. 098-253-6178

ส่วนพนักงานสัมพันธ์และสื่อสารภายใน

คุณพิทักษ์ รัชกิจประการ
President and Chief Executive Officer





Only the paranoid survive.

Andy Grove



A tall, vertical price sign for PT gas station. It features the PT logo at the top and a digital display showing fuel prices for various grades. The sign is green and white.

Fuel Grade	Price
PT 90	38.15
PT 95	38.84
PT 98	39.09
PT 98.5	39.46
PT 99	39.74