




Ajinomoto Frozen Food (Thailand) Co.,Ltd.

Chulalongkorn University

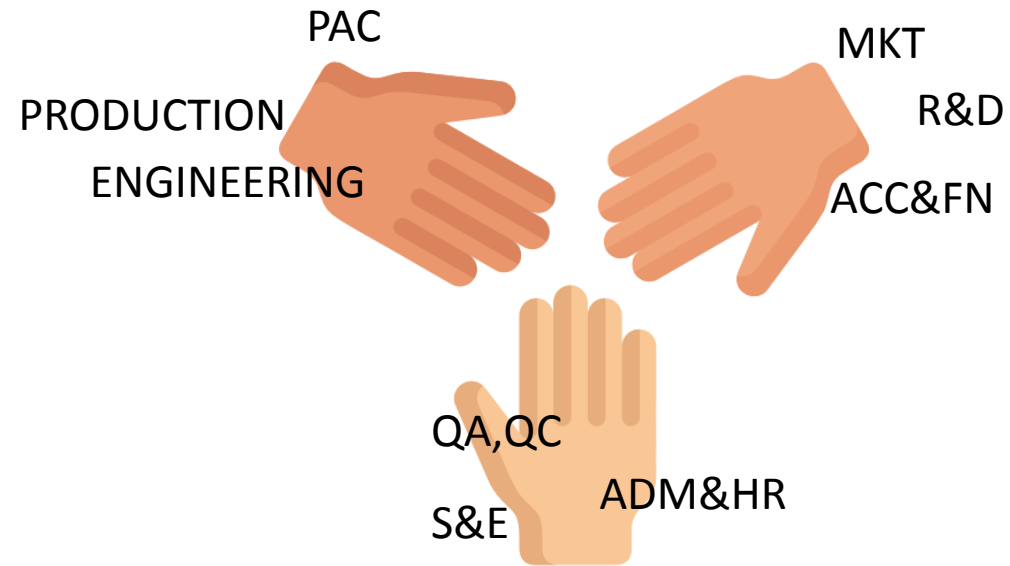
Pachara Pomsak
Sattawat Hatan

Tokyo University of Marine Science and Technology
Fumina Ichikawa
Shiori Watanabe

Three overlapping circles in shades of blue, arranged horizontally. The circles overlap in the center, creating a darker blue area. A light gray horizontal band passes through the middle of the circles.

Why AFT's product is supported by
many people

Why AFT's product is supported by many people



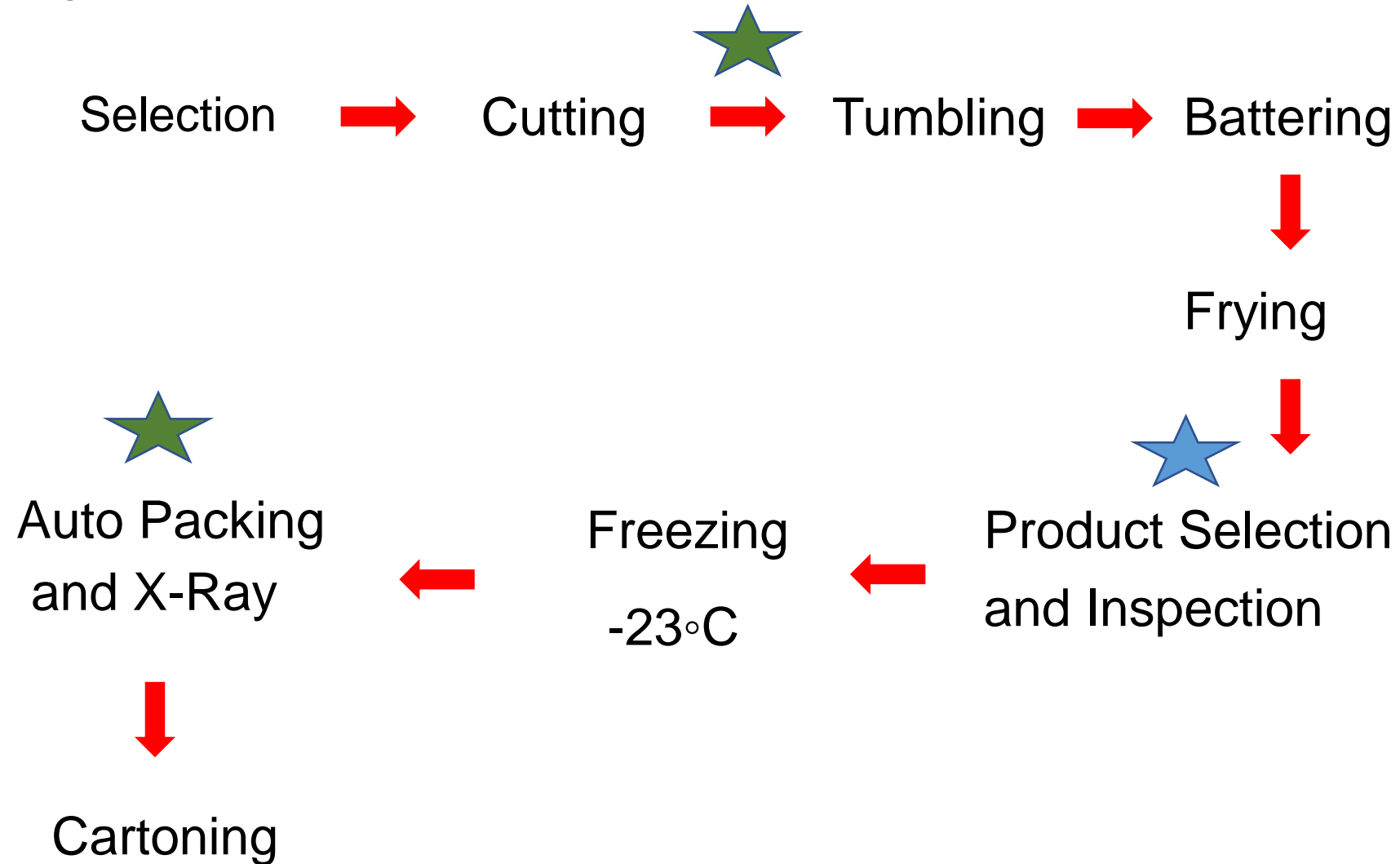
Why AFT's product is supported by many people

TRUST IN FOOD PRODUCT & SAFETY

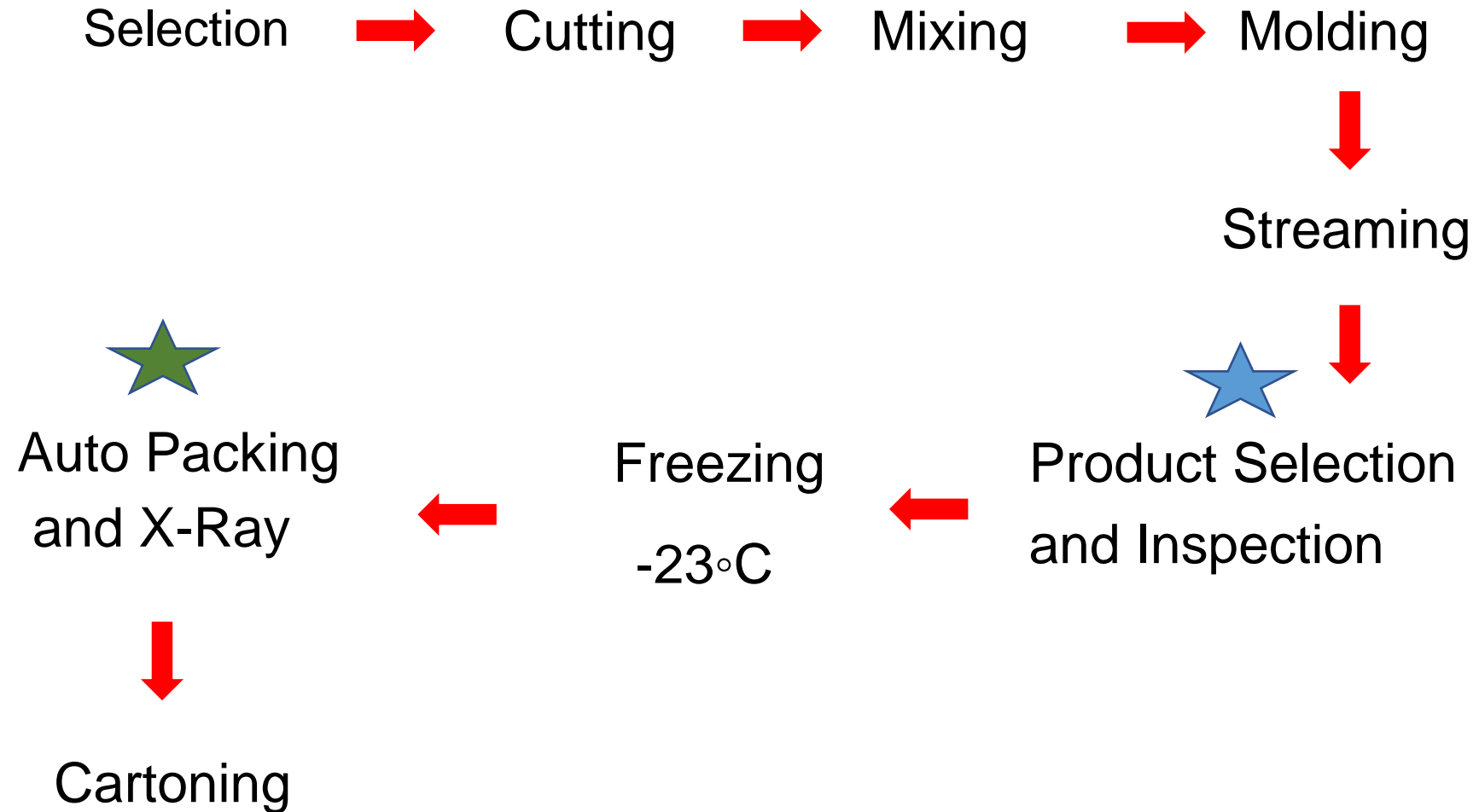
- Factory's hygiene system
- Certified Production
- Separated uncooked and cooked zone
- Detect the contaminated material twice
- Packaging
- Quality checking everyday



Chicken product

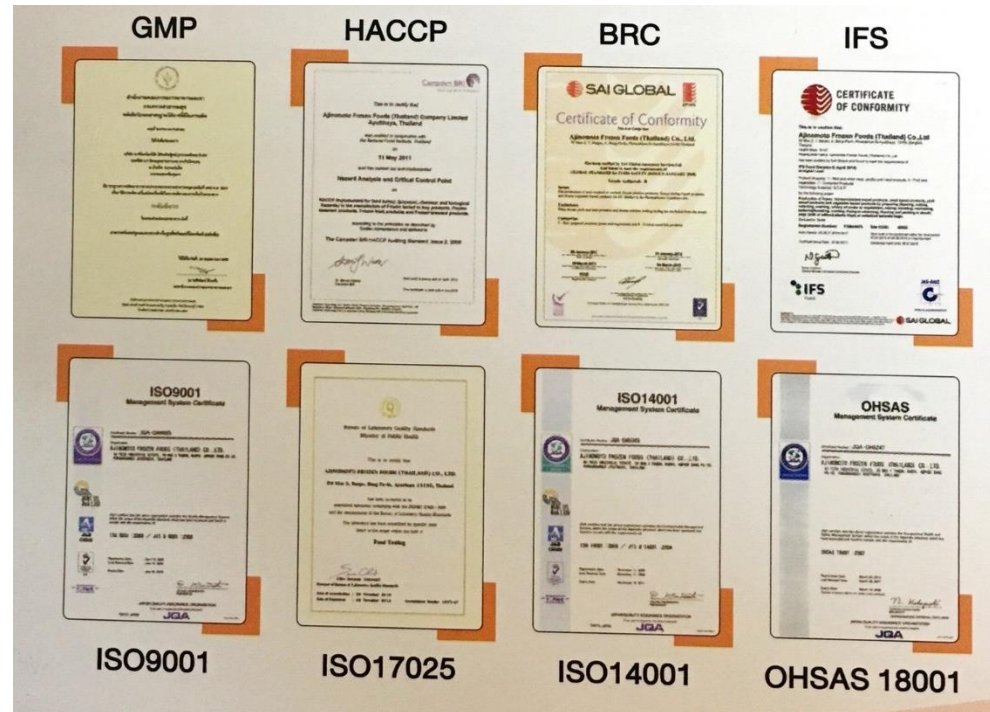


Gyoza



Why AFT's product is supported by many people

TRUST IN FOOD PRODUCT & SAFETY



Why AFT's product is supported by many people

RESPOND CUSTOMER NEEDS / COMPLAINTS



CUSTOMER



MKT R&D



TARGETS

Why AFT's product
is supported by
many people

RESPOND

CUSTOMER NEEDS /COMPLAINTS

Gyoza It, Tokyo, Minato, The Hexagon 1F



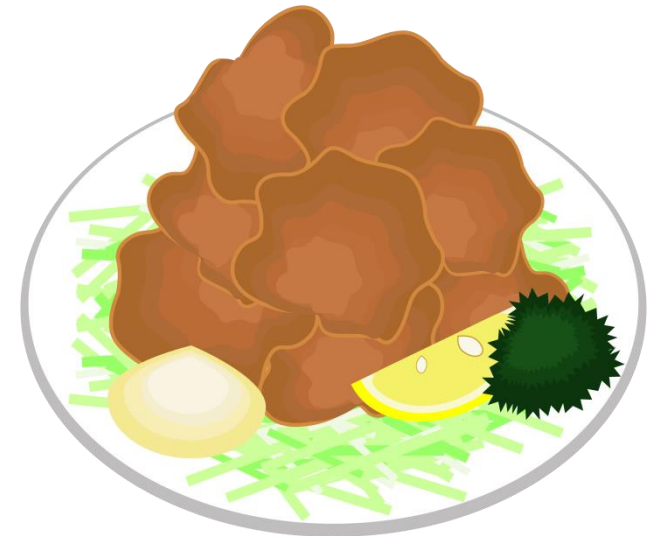
Why AFT's product is supported by many people

CONTRIBUTE TO SOCIETY&ENVIRONMENT



Smile Earth activity

How to spread AFT's GYOZA & KARAAAGE more ?



Sales area

UK
26%

Japan
65%

Singapore
2%

Thailand
5%

Hongkong
2%

Korea
New market

Why low in Thailand?

- Easy to get fresh food
- Many stand



Frozen foods are not popular



Thai people

Many people know “AJINOMOTO”



But, don't know making “GYOZA” and “KARAAGE”



In Thailand

Main costumer ... food service(ex. FUJI restaurant)



Super market

UFM FUJI, Isetan, Top market Place, Central Foods Hall,
Emporium Supermarket, Paragon Supermarket

→ sell more many supermarket

Problem

Expensive

AJINOMOTO GYOZA

12piece 85B

→about 7 B/1piece

Ex)Other company GYOZA

5piece 32B

→about 6 B/1piece



Why expensive?



safety



Good quality

We consider...

Advertisement

Advertisement

Emphasize **safety** and **good quality**

CM

SNS

PRODUCT PLACEMENT



Advertisement

- CM
- SNS
- Product Placement

Popularity

Eat

Understand
the **high**
quality taste



CM

Trend in Thailand

Image of foreign country
Longer than Japanese CM
Have story
Humor easy to understand

Suggest (CM)

Anime illustration & Story CM

Reason

- Japanese anime
 - Popular in Thailand
- GYOZA and KARAAGE
 - Japanese image



Suggest (SNS)

Campaign using Instagram

ex) Take picture

GYOZA with alcoholic drink

KARAAGE with kids

Reason

- Spread many people especially young person
- Easy to become topic



Suggest (Product Placement)

Product Placement in movie

Reason

- Both young and old can see
- All over the world



Advertisement

- HP

Information
disclosure

Show
safety

Customer
confidence

Establishment

▼ Philosophy

▼ Certification

▶ Location

Certification & Qualification


We pay full attention to customer requests, and pro-actively provide relevant information to foster greater trust; we make no compromises with regard to safety; we conduct research as thoroughly as possible, and comply with all applicable laws and regulations; we deliver products and services of uniformly high quality, guaranteeing this with the Ajinomoto System of Quality Assurance (ASQUA), which is based on international ISO standards. And our management's task is to ensure that each company employee makes every effort to give their best at all stages from research, development and manufacture, to distribution, sales, and after services.

Suggest(HP)


Look easy design HP

Now→

letter only



GMP is a system for ensuring that products are consistently produced and controlled according to quality standards. It is designed to minimize the risks involved in any production that cannot be eliminated through testing the final product. GMP covers all aspects of production from the starting materials, premises and equipment to the training and personal hygiene of staff. Detailed, written procedures are essential for each process that could affect the quality of the finished product. There must be systems to provide documented proof that correct procedures are consistently followed at each step in the manufacturing process.



HACCP is an international principle defining the requirements for effective control of food safety. HACCP compliance / HACCP certification helps organisations focus on the hazards that affect food safety and hygiene and systematically identifies them by setting up control limits at critical points during the food production process.

安心・安全への取り組み

弊社は、異物混入防止対策として以下の様な取り組みを行っております。

での衛生面の取り組み

フォームを着用します

Our idea

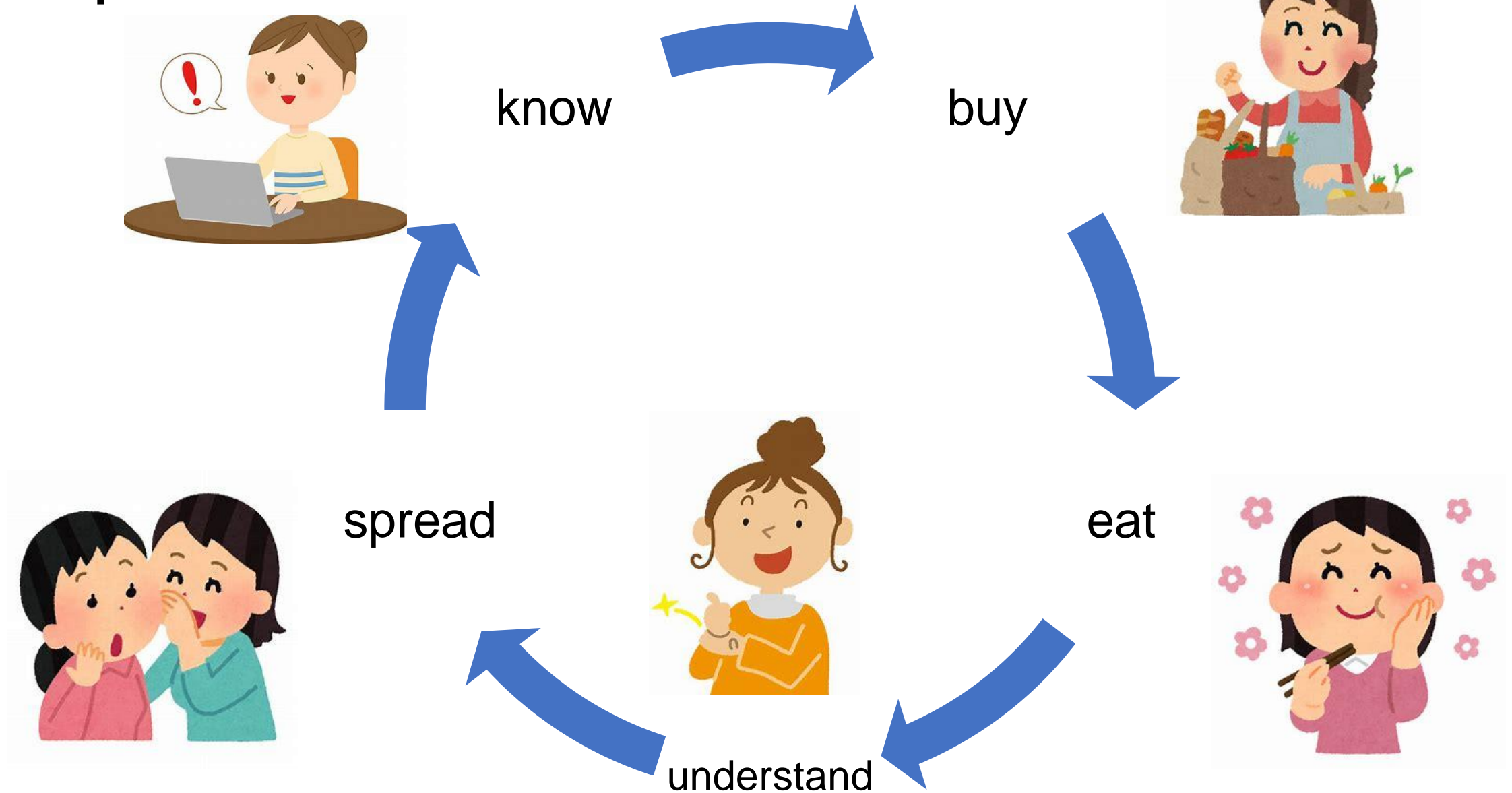
Use picture

→ Everyone
easy to understand



ム+マスクを着用します、ヘアキャップの上に帽子を被っています。

Expected effect





New product

Shrimp & WAKAME GYOZA

Why “Shrimp” & “WAKAME” ?

- WAKAME
 - Popular in Thailand
 - Many nutrition
 - Texture
- Shrimp
 - Replacement meat
 - Match WAKAME



Thank You!

GYOZA!