

People can enjoy “happiness” with our  
cakes at any time at any place.

We will offer happy time with our cakes to Thai people.



O T A G A I

OTAGAI Forum Association

Company name : GOYO foods Industry Co., Ltd.

Samurai Name: Shinya Fujinaga

23 Sep. 2015

# 1. Contribution to Thailand

**Our company specialized in manufacturing cakes, which are expected to bring happy time to everybody.**

We shall be able to enhance the level of sweet industry in Thailand and wish to transfer our know-how to our local partner and aim at expanding the business in surrounding regions with our Thai partner. That will surely contribute to Thai society, economy and industry.

How to contribute Thai society, economy and industry?

- We do our utmost effort to establish the market with our Thai partner through various trials.
- We are always on the same boat with our Thai partner. Our company and our Thai partner are engaged in sweet business to make people happy and try our best to offer such happiness through our cakes
- We always put our priority to customers. In order to offer our cakes to Thai customers, we need our reliable local partner. We aim at sharing the win-win-win situation among Thai customers, our Thai partner and our company.



## 2. Selling point

### (Our product & know-how)

Our company has been specialized in producing cakes for long time and have accumulated know-how, which is our skillful patissiers with large volume of recipes. We sell our cakes in frozen form. When defreezed, water and oil separate in case of normal cake and the cake becomes watery. We can offer our cake fresh due to our special recipe even after defreezed.



### Our Recipe is Only One in the world.

We are planning & development oriented manufacture with value added.

- Our competence is “our staffs and accumulated know-how and large volume of recipes
- We are group of staffs with “Samurai sprits” and always make challenge to make “impossible” “POSSIBLE”.
- Thai market is our first foothold for our overseas business expansion thanks to our Thai partner, Srifabakery.



OTAGAI



### 3. Spirit of OTAGAI

Challenge the Innovation.

We would like to have our production base in Thailand to expand our business in the ASEAN region.

- We are now trying to establish our market together with our Srifabakery, our Thai partner. The important task for us is to confirm the marketability of our cakes.
- We expect some support from government (such as subsidy or so) to promote the partnership between Thai company and Japanese companies like us.
- We do need local partner, as we have no knowledge on local market. In this regard, we highly appreciate the support and cooperation by Srifabakery. We wish to open one flagship shop/café in Bangkok area.
- Win-win relationship with Srifabakery with same spirit.





## 4. Summirize

1. We will surely contribute to establish the frozen sweets market in Thailand to provide “happiness” to Thai people and expand further from Thailand as hub base together with Srifabakery, our Thai partner.
2. Our combination with Srifabakry is the only one and only this team with mutual trust shall be able to challenge this project and make it happen.
3. At least, we are taking action and continue our action for future. The important thing is not that we met Srifabery, but that we are sharing time together to look at the same direction.



## 5. Company Information



Company Name : Goyo foods Industry Co., Ltd.  
 CEO: Keisuke Masuda  
 Head Office : 819-2 Taku, Itoshima City,  
 Fukuoka Prefecture 819-1134, Japan  
 Business : Manufacturing frozen cakes  
 # of Employees : 48 (+55 part-timers)  
 URL: <http://www.goyofoods.co.jp>



Our Thai partner : Srifabakery  
 CEO: Vichien Jentrakulroj  
 URL: <http://www.srifabakery.co.th>



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