

The only one “Supply Chain by Design” Company

For Supply Chain Innovation in Thailand



O T A G A I

OTAGAI Forum Association

Hosted by: WAKU Consulting  
Directed by: Mitsuo Matsubayashi

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# To what extent we can contribute to Thailand

## What we can

- Supply Chain reform across the breadth of Thailand and Southeast Asia
- Human Resource development for Thai people

## As a result

- SCM Innovation in Thailand; 10% cutting (**200 billion baht**) of as-is logistics cost (2.14 trillion baht)
- Abatement of CO2 emission
- BCP against disasters

## Why we can

- Ready to provide **world's No1 “Supply Chain by Design” solutions**
  - ◆ Of top 25 SCM implementation companies Garner nominated, 19 has adopted ours
  - ◆ **Customer list includes Ford, Toyota, P&G, Coca Cola, Nike, and Walmart**
- **80 SCM specialists who has more than 30 years of operational experience**
- **Japan's No.1 and the only one Supply Chain Management training company**

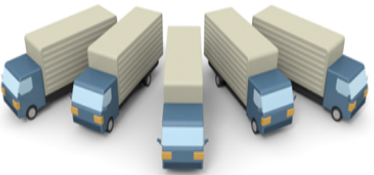


OTAGAI

# Spirit of OTAGAI (we are in the same boat)

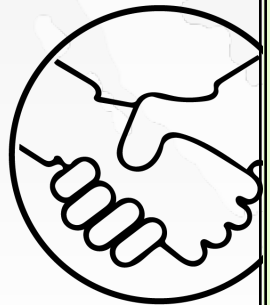
## How to materialize and steps

- Establish JV with a company who is interested in our solutions
  - ◆ Waku to provide people, know-how and expertise, training, Sales support, and consulting services
  - ◆ Partner to provide **fund (60 million baht)** and management resources and run the Company
- Execute **SCM innovation at the Partner company first and yield results; “Use What We Sell”**
- Sell solutions outside; **“Sell What We Use”**



# Summary

1. **Contribute to Supply Chain innovation in Thailand and Southeast Asia**  
**Cultivate Human Resources specialized in Supply Chain theory and practical knowledge**
2. **The above two brings about oceans of profits to Thailand and her companies**
3. **Want to establish Joint Venture for further development of this strategy and look for an allied company**
4. **Hope Thailand Government can take on two roles:**
  - ◆ **Recommendation of a JV candidate**
  - ◆ **Evaluation of possible use of our solution in Dawei Project**
5. **Together create a blue-chip company in 5 years time with Sales of 500 million baht and net profit of 100 million baht and go public in 2020**



# Introduction to Waku Consulting

■ **Philosophy: “Under the banner of altruism, work with excitement , and make a social contribution”**

■ **Business portfolio:**

- ◆ Business Process Reengineering and IT Consulting
- ◆ Cultivation of human resources

■ **Head office: Fujisawa-shi, Kanagawa, Japan**

■ **Capital fund: JPY 2.1 million**

■ **President and CEO: Mitsuo Matsubayashi**

■ **Number of payrolls: 14**

■ **Number of partner consultants: 170 (All professional consultants )**

■ **Strategy: 1) No1&Only1 in this field, 2)Direct Sales , and 3) Valued added based pricing**

■ **Part of Customers’ List**

- ◆ Manufacturers and distributors: Yazaki , LIXIL, Omron, KOMATSU, Mitsubishi Electric, DuPont , Sumitomo Electric , PENTEL, TOK, Nikon, TOWA, and Mitsubishi Corporation
- ◆ IT companies : IBM, HP, SAP, ORACLE, Microsoft Japan, and Cisco Systems  
NTT-DATA, Hitachi Systems, Fujitsu, NEC , and NSSOL
- ◆ Consulting firms: IBCS (IBM), ABEAM, NRI, and Bearing Point (PwC)

■ **Contact information: [info@waku-con.com](mailto:info@waku-con.com) Tel: +81-466-45-7451**

