

WHO/WHY WE ARE ?

KPTT Investment Inc. was established since 2016 under the joint-investment by local partners aiming to ;

1. Own-brand
2. Promote local products with reliability
3. Provide job opportunity
4. Participate in social economic growth (GDP)
5. Proud to be ...

Your Name

Market Summary

- **Market** (Review changes in market share, leadership, players, market shifts, costs, pricing, and competition):
 - Past,
 - present, and
 - future

Product Info.

□ Describe the products line;

□ Limestone powder (CaCo_3);

- Calcium carbonate
- Skim coat
- CaCo_3 /Magnesium (for animal feed)
- Paint/color
- Wool board
- Tile
- Pipe
- Plastic parts,..etc.

Product Info.

- The variety of products lined;
 - Limestone powder is used for;

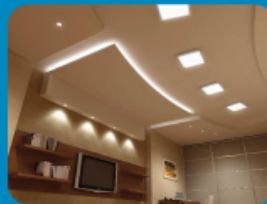
មេរ្យកាល់ស្យូមកាបូណាត CALCIUM CARBONATE



ថ្នាំលាប (PAINT)



កាប៉ូ (FLOOR)



ពិដាន (WOOL BOARD)



ទូរោ (PIPE)



ស្រោបខ្សែភ្លើង (WIRE)



សំបកកង់ (TYRE)



គ្រឿងសំអាង (COSMETICS)



គ្រឿងផ្លាស្ទិក (PLASTIC PARTS)

Product Info.

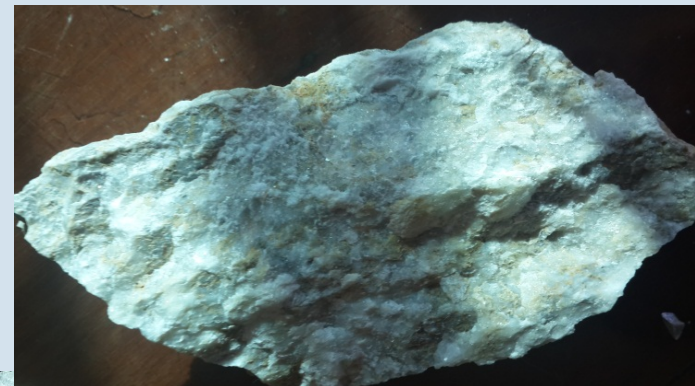
- Knowing the product-source/origin;

▣ **CaCo₃** (Calcium carbonate)

Fine white CaCo₃



white gray CaCo₃



Product Info.

- Describe the products being marketed;
 - ▣ **CaCo₃** (Calcium carbonate)



Product Info.

- The products name;
 - Skimcoat (brand: ASIANAGA)



គុណភាព ប្រសិទ្ធភាព ទំនុកចិត្ត

មេរៀន
ស្មោះ ត្បាញនាគ

RELIABILITY
IS OUR #1 PRIORITY!

ASIANAGA
SKIM COAT

POLYMER POWDER MODIFIED PLASTER
FOR EXTERIOR AND INTERIOR
SURFACES (SMOOTH FINISH FOR PAINTING)

WHITE
25KG

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A promotional image for Asianaga Skim Coat. It features a construction worker in a yellow hard hat and safety vest giving a thumbs up. Next to him is a large bag of Asianaga Skim Coat plaster. The background shows a city skyline with cranes. The image is framed with a red border containing text in Khmer and English, including contact information and a slogan.

Product Info.

- **Why our products ads;**
 - Skimcoat (brand: ASIANAGA)
 - Quality
 - Efficiency/Effectiveness
 - Reliability/Trust
 - **Reliability is our priority!**

Product Info.

□ Why our product suit for ?

□ Skimcoat (brand: ASIANAGA)

■ Quality

- Formula from Singapore
- Well-ingredient tested (test report)
- High grade CaCO₃/Chemical substance
- Satisfied by users/buyers

■ Efficiency/Effectiveness

- Smoothness/clean
- Brightness & softness
- Quality are under well-controlled
- Our price are basic/whole-sales/profit to buyers
- Our stock are reliable/available in short order

■ Reliability/Trust

- Net weight 25Kg
- Lifetime above 8months
- Well-Bonding for Exterior & Interior
- Company base in town/real address
- Sales product & reputation-based BUT NOT...

□ Reliability is our priority!

Our current customer

(1).SKIM COAT

- Projects: Condominium , Residents, Building/fat , Resident-L ,Shi Yi Construction Co. Ltd., Tae Seng Hong Group. etc...

(2).Calcium Carbonate (CaCo₃)

- Clients: Cam Paint, Green Painting Company, Cam Color (Orchid brand), Botica Cambodia, Carpoly Paint, Gold Star ,Mosquito Coils Manufacturing...etc.

www.kptt-investment.com

Resident-L (Olympic Condominium)



Resident-L (XO Condominium)



Competition

- ❑ **The competitive landscape(product competitors);**
 - ❑ **Our competitors,**
 - **Skim Coat**: CamStars, Campaints, SL,..
 - **CaCo2**: Imported (**#1**: Vietnam, **#2**: Thailand)
 - ❑ **Their strengths**
 - **Skim Coat**: **They started first of us**: CamStars, Campaints,..etc.
 - **CaCo2**: Imported (**#1**: Vietnam, **#2**: Thailand are **whiter**)
 - ❑ **Their weaknesses;**
 - Imported (**#1**: Vietnam, **#2**: Thailand are **higher price than us**)
 - Imported (**#1**: Vietnam, **#2**: Thailand are **higher out of stock**)
 - Imported (**#1**: Vietnam, **#2**: Thailand are **price inflation**)
 - Imported (**#1**: Vietnam, **#2**: Thailand are **weaknese to protect waterproof**)
 - ...
- ❑ **Position each competitor's product against the our new product ?**

Positioning

□ **Positioning of product & service:** Distinctly defines the product in its market and against its competition:

- **Market against its competition:** at our own resources and under-controlled manufacturing locally, there must be better gap-benefits and a higher choice to wholesale and cheaper price/sale to end-users ...
- **Consumer promise:** the benefit of the product to the consumer;
 - Able to use both Interior & Exterior
 - Save cost and well-bond at high grade by additive agents
- **Consumer promise:** the benefit of the service to the consumer;
 - Reliable to order and available in stock
 - Smooth and fine clear to all kind of building/constructions

Communication Strategies

□ **Messaging by audience;**

- Sales/marketing team
- Freeland
- Project scheme...

□ **Target consumer demographics;**

□ #1: **Phnom Penh and surround areas**

1. Construction projects
2. Condominiums
3. Building
4. Depots
5. Retails

□ #2: **Provincial areas**

1. Dealers
2. Wholesales...

□ #3: **End-user (?)**

Packaging and Fulfillment

- Product packaging
 - ▣ Discuss form factor, pricing, look, and strategy
 - ▣ Discuss fulfillment issues for items not shipped directly with the product
- COGs: Summarize cost of goods and high-level bill of materials
 - Under calculation
 - Being re-defined

Launch Strategies

- Launch plan
 - If product is being announced
- Promotion budget
- Supply backup material with detailed budget information for review

Public Relations

- Strategy and execution
 - ▣ PR strategies
 - ▣ PR plan highlights
 - ▣ Have backup PR plan including editorial calendars, speaking engagements, conference schedules, etc.

Advertising

- Strategy and execution
 - Overview of strategy
 - Overview of media and timing
 - Overview of ad spending

Other Promotion

- Direct marketing
 - Overview of strategy, vehicles, and timing
 - Overview of response targets, goals, and budget
- Third-party marketing
 - Co-marketing arrangements with other companies
- Marketing programs
 - Other promotional programs

Pricing

- Pricing
 - ▣ Summarize specific pricing or pricing strategies
 - ▣ Compare to similar products
- Policies
 - ▣ Summarize policy relevant to understanding key pricing issues

Distribution

- Distribution strategy
- Channels of distribution
 - ▣ Summarize channels of distribution
- Distribution by channel
- Show plan of what percent share of distribution will be contributed by each channel – a pie chart might be helpful

Vertical Markets/Segments

- Vertical market opportunities
 - ▣ Discuss specific market segment opportunities
 - ▣ Address distribution strategies for those markets or segments
 - ▣ Address use of third-party partner role in distribution to vertical markets

International

- International distribution
 - ▣ Address distribution strategies
 - ▣ Discuss issues specific to international distribution
- International pricing strategy
- Localization issues
 - ▣ Highlight requirements for local product variations

Success Metrics

- First year goals
- Additional year goals
- Measures of success/failure
- Requirements for success

Schedule

- 18-month schedule highlights
- Timing
 - ▣ Isolate timing dependencies critical to success