

# COMPANY PROFILE

## BACKGROUND

Kasem Sawasdi Metal Co., Ltd. was established in 1992 with a registered capital of 10 million Baht. Originally our head office was located on Rama 3 road in Bangkok. The company trades in the sale and distribution of deformed bar, round bar, wire rod, billet, structural steel, steel pipe, steel plate, concrete, wire, nails, and so on. Because of the growth of our customer base in both the private sector and government sector, we increased our capital at intervals in order to administrate our sales performance in accordance with the swelling real estate industry in Thailand. Afterwards, in 2005, we decided to move our head office from Rama 3 road to Amphoe Phrasamut Chedi in Samutprakarn province. Our new location has a huge warehouses with a harbor on an 8 acre site. To increase the potential of our delivery and warehouse management, we installed a truck scale and a GPS Tracking System. This makes our shipping and service much more efficient. Additionally, during the oil crisis it has reduced our shipping costs and greatly improved shipping time.

Due to the significant increase in the number of new customers nationwide in 2008, our sales volume grew rapidly as well as our marketing strategy focusing on business expansion in domestic and overseas. Consequently, our capital was registered at 275 million baht in 2011.

In 2011, we have been established FREE ZONE under the name, K.S.M. Group Free Zone. All of the advantages a Free Zone Scheme can offer manufacturers and processors located in Thailand are numerous. Furthermore, we are the importer of billet and wire rod from high quality manufacturers in Europe. Through a combination of our 20 year expertise in business, astute management, high product quality and reliable performance of our products and service, plus a reputation for strong customer relations, we have enjoyed a high degree of customer satisfaction. Over this period

the company grew steadily and expanded to meet the increasing demands of the swelling real estate industry.

## **VISION STATEMENT**

We realize that because of superb performance, strong skills and working experience together with excellent organizational development we can maintain a leadership position in the distribution of concrete steel bar and other construction material products to our domestic and overseas customers.

## **MISSION STATEMENT**

To achieve our vision statement, we have the following mission:

1. Explain clearly to each department what their responsibilities are
2. Develop human resource management to enhance working skills
3. To retain leadership in competitive markets through customer satisfaction
4. To reduce risk and minimize error in operations on the strength of IT technology and network
5. Follow and track domestic and overseas market steel pricing