

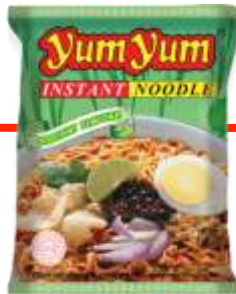


YATHAR CHO INDUSTRY LTD.

Yum Yum
INSTANT NOODLE

Wai Phyo







History of Yathar Cho Industry Ltd.



To be an internationally competitive company in the instant food industry



- Everything we produce must be hygienic, nutritious and healthy
- Everything we produce must be of high and consistent quality
- Everything we produce must have a distinct and unique taste
- Everything we do must contribute towards the benefit of our customers and consumers
- Everything we do must benefit the nation and the people

motto
Words to live by

True Taste ... Yum Yum



History of Yathar Cho Industry Ltd.



- Started in 1997 by U Win Thein
- At that time, there were 3 main brands in Myanmar – Yum Yum, Mama and Wai Wai. Each controlled rough one third of the market.
- Realized that the products came through the border, were not fresh and was very expensive.
- Wanted to provide fresh, quality products at reasonable prices for the Myanmar consumer.
- Started with 1 production line, 1 delivery truck, 1 flavour and 70 employees. We now have 3 production lines, 25 delivery trucks, 6 product categories, 11 flavours and 840 employees
- We started with 33% market share and now were control over 60% and are the market leader in the instant noodle category





History of Yathar Cho Industry Ltd.



- Beginning of operations – imports > 70% of unit cost
- Investment to localize production. Currently direct imports < 5% of unit cost
- ISO 9001:2004, HACCP, GMP Certified in 2004. Original intent was to improve our management and operations to provide consumers with better products.
- Invested in Husk fired boiler to reduce our carbon footprint
- Invested in a microbiological laboratory to ensure higher levels of food safety
- Was the first instant noodle brand from Myanmar to export





Father's Training



- Started work in 1997 right after college
- Had to start as a supervisor and rotate to every department to learn about the business
- Promoted to DY Manager (Sales & Marketing) after 3 months
- Spent everyday in the market and developed the brand and the business
- Specialized in Sales, Marketing and Finance
- Promoted to Manager in 1998.
- Promoted to Director in 1999 August
- Father passed away 1999 October
- Became Managing Director 1999 November
- Main objective was to gain the trust of the partners, the employees and the customers

Key Lesson – Inheritance is not a right, It is a privilege



Post Father's Period



- 1999-2001 was a very difficult time
- I have been very fortunate to have good partners
- Expanded aggressively, Experimented boldly and Failed many times
- Added many flavours, expanded into many businesses
- Had 12 companies in 2007. Most were not performing well
- Consolidated the business and divested all non performing assets
- Currently have 4 companies and they are performing much better than the 12

Key Lesson – Focus is necessary for growth



My Vision and Journey



- The Vision of the company has remained the same since the beginning.

CORPORATE CULTURE

- Family
- Quality
- Performance
- Innovation

- Can be Done
- Love Innovation
- Go Deep
- Live with Discipline
- No Quality Compromise
- Make Our Own Way
- Learning is Important





My Future Plan



- To have a large regional foot print and have a strong export market
- Continue to delight the consumer
- Continue to introduce new flavours and products
- Diversify into new business fields
- Contribute towards the development of the country and the people



CSR and Social Impact



Environmental Responsibility



Employee Care





CSR and Social Impact



Traditional to Modern Business



Area	Traditional	Modern
Firm Structure	Informal (Licence based)	Formal (Company / Corporation)
Management	Founder / Family	Professional
Governance	Family Based	Rules Based
Primary Driver	Founder	Management
Founder Focus	Operational	Strategic
Decision Making	Experience Based	Scientific Based
Decision Power	Concentrated	Distributed
Decision Style	Authoritative	Collaborative

The Main Difference is Mindset, Not Capability



Increasing Your Competitiveness



- Know Business Basics
- Use Facts, Not Guesses
- Be Innovative
- Ensure Product Market Fit by Knowing Your Customer (KYC)
- Invest in Knowledge, People, Networks (KPN)
- Think Strategically Not Operationally

Thank You