

SKGF TRADING (2002) Co.Ltd.

Company profile

SKGF is a company importing and distributing mass consumer products. SKGF is not a simple importer, but by distributing products in the Thai market is adding value to the simple trading business. We have our offices in Phuket and Bangkok. We correspond with our supplier in Thai, English, French, Spanish, Portuguese, Italian. We have deep marketing knowledge, having our two founding partner worked for multinational companies before starting SKGF.

Staff

Administration 2 staff
Sales support office 2 staff
Marketing 2 staff
Saleman Traditional Trade 4 staff
Saleman Hotel and Hospitality 1 staff
Saleman Modern trade 2 staff
Supervisor modern trade 3 staff
Saleman Dentist Channell 1 staff
Delivery, warehouse 4 staff

Our strength

1. Traditional trade: A portfolio of 600 retailers supplied directly by us, plus 30 wholesaler. Our products are present in more than 1000 stores throughout Thailand. Most of our customers are located in high volume tourist area, as Phuket, Pattaya, Huahin, Koh Samui and adjacent islands , Koh Chang.
2. Modern Trade: Villa Market, Tesco Lotus, Family Mart, 7-eleven, Big C, Supercheap. (Total about 2000 stores)
3. Capacity of developing different marketing strategies taylored for different products.
4. Very few represented companies , we can pour all our effort on our very limited
5. We demand and offer exclusivity: we never represent more than one supplier in a given product segment.

Brand imported and distributed on Exclusive base

Zig Zag Cigarette Papers (France) since 2002
OCB Cigarette Papers (France) since since 2002

Barbasol Shaving Cream (USA) since 2005)
Australian Gold Sun Lotion (USA) (since 2015)
Casablanca fragrance (Indonesia) (since 2015)
Formula Oral Care (Indonesia) (since 2015)
BOH Tea (Malaysia) (since 2007)

Other Ventures

SKGF has recently started importing and distributing NUVOLA, from Italy , a system of braces to correct teeth misalignment , manufactured by GEO Ortodonzia SRI of Rome.

For this new product we have a dedicated sale man who is visiting dentist offices and Hospital nationwide in Thailand

Main people in the company

Giovanni Frova, Italian, 52 years old
Has worked for Benetton Clothing company at the beginning of his career for 5 years, being an area manager for Asia and South America. Later he joined Philip Morris Italy and then went on in the tobacco business with another Italian company. Since 2002 works full time in SKGF.

Suwanna Koolpinij, Thai, 40 years old
Has worked in trading company in the garment business for about 5 years before starting SKGF, She has experience in customer relationship and import export issues (Customs and banks).

Total Sales 2019 214,000,000 baht (approx 6,000,000 USD)

30-7-2021

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