

Stakeholder Engagement



Stakeholder	Communication method and ways	Expectation	Response to expectation	Operation indicators
Consumer	<ul style="list-style-type: none"> ○ Market survey with customers and other exhibition. ○ Feedback channel suggestion via website. ○ Information via social media. ○ Questionnaire 	<ul style="list-style-type: none"> • Quality, safe products and get result as same as label's explanation. • Completed, correct information about products and do not exaggerate. • Response with effective 	<ol style="list-style-type: none"> 1. Media design and develop information channel to consumer. 2. Completed, correct, easy understanding as law of labeling. 3. Complaint system receiving 	<ol style="list-style-type: none"> 1. Customer satisfaction from reaction when received complaint > 85% Result: 100%
Customer	<ul style="list-style-type: none"> ○ Meeting ○ Marketing survey ○ Customer Visit ○ Satisfaction survey 	<ul style="list-style-type: none"> • Products and services with new innovation • Access to needs of prospective customers • Delivery products to meet the need of customer completely and accurately. 	<ol style="list-style-type: none"> 1. Invent and develop working process in order to having new innovation in organization Study and seek marketing information with related customer's group and competitor for responsible planning to customer completely. 2. Adjust system and working process smoothly for responding to need of customer which changes rapidly. 	<ol style="list-style-type: none"> 1. % OTIF > 95% (Correctly delivery and on time) 2. Customer satisfaction > 85% Result: Domestic customer 89% International customer 80%
Supplier/ Vendor	<ul style="list-style-type: none"> ○ Meeting with supplier ○ Annual evaluation ○ Visiting 	<ul style="list-style-type: none"> • Ethics in business • Transparency in procurement • Development of exchange of experience and technology 	<ol style="list-style-type: none"> 1. Follow the code of conduct 2. Development and exchange experience with supplier 	<ol style="list-style-type: none"> 1. The number of supplier who sign up to be anti-corruption business supplier and work ethics 2. The number of supplier who got development 3 suppliers per year Result: 4 suppliers per year

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Employee	<ul style="list-style-type: none"> ○ Organization engagement survey ○ Feedback box ○ Channel for complaint 	<ul style="list-style-type: none"> • Stability and progress in the job. Treated equally and fairly. • Good life and happy working. 	<ol style="list-style-type: none"> 1. Development planning for human resources both hard side and soft side. 2. Compliance with human rights principles in business. 3. Happy workplace workshop 	<ol style="list-style-type: none"> 1. Average training hours are 18 hours per day per year. 2. Employee engagement > 85% Result:77%
Shareholder	<ul style="list-style-type: none"> ○ Annual General Meeting of shareholders ○ Analyst Investor meets Sahaphat group ○ Company website 	<ul style="list-style-type: none"> • Be aware business direction • Good turnover and stable growth 	<ol style="list-style-type: none"> 1. Strategy planning for business 2. Expansion for sustainable business growth 3. Analysis and business risk management 	<ol style="list-style-type: none"> 1. Reasonable turnover ratio
Community	<ul style="list-style-type: none"> ○ Meeting/Seminar ○ Communication and public relations 	<ul style="list-style-type: none"> • Participate with community activities and are held by government department • Participate with develop community 	<ol style="list-style-type: none"> 1. Support activities in community and support to encourage community to take self in long term 2. Community troubleshooter 	<ol style="list-style-type: none"> 1. Satisfaction point from do activities with community Result : 90% 2. Complaint is 0 Result : 0