

New chat

Explain the supply chain that Carabao operates in when it comes to energy drinks products domestically and clarify where Carabao sits within it. I want the output to be a map from upstream inputs all the way to the end customer with all stakeholders accounted for. Make sure to capture the names of all the companies interacting with Carabao.

Based on my research, I'll create a comprehensive supply chain map for Carabao's energy drink operations in Thailand:

CARABAO ENERGY DRINK SUPPLY CHAIN MAP - THAILAND

UPSTREAM INPUTS (Raw Materials & Suppliers)

Ingredients Suppliers:

- Sugar suppliers - Thai sugar manufacturers
- Caffeine suppliers - International chemical suppliers
- Taurine suppliers - Chemical/pharmaceutical suppliers
- Vitamin suppliers (B6, B12, Niacin, D-Panthenol) - Pharmaceutical companies
- Citric acid suppliers - Chemical manufacturers
- Inositol suppliers - Pharmaceutical suppliers
- Sodium benzoate & potassium sorbate - Preservative suppliers
- Artificial flavors and colors - Food chemical companies
- Water - Local water treatment facilities

Packaging Material Suppliers:

- Glass bottles → Asia Pacific Glass Co., Ltd. (APG) - Carabao's subsidiary producing amber glass bottles with capacity of 640 tons of molten glass per day or 1.3 billion bottles per annum Carabaogroup
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- Aluminum cans → Asia Can Manufacturing Co., Ltd. (ACM) - Joint venture with Showa Aluminium Can (Showa Denko Group) producing approximately 1,000 million cans per year Carabaogroup
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- Secondary packaging → Asia Packaging Manufacturing Co., Ltd. (APM) - Carabao subsidiary producing carton boxes, OPP labels, and shrink film Carabaogroup
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CARABAO GROUP STRUCTURE (Manufacturing & Operations)

Core Manufacturing:

- Carabao Tawandang Co., Ltd. - Main production and marketing entity at Bangpakong, Chachoengsao Province facility with capacity of 2,500 million cans and 2,400 million bottles per year Carabaogroup
- Wikipedia
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- Carabao Group Public Co., Ltd. - Listed parent company (SET: CBG)

Other Subsidiaries:

- Carabao Marketing Group Co., Ltd. - Online applications and information systems
- A Woody Drink Co., Ltd. - Functional drinks under Woody C+ brand
- Asia Carabao Venture Co., Ltd. - Holding company

DISTRIBUTION & LOGISTICS

Primary Distribution:

- Tawandang DCM Co., Ltd. - Manages all distribution channels in Thailand, operates 31 distribution centers and 330 cash vans reaching approximately 180,000 retailers nationwide Carabaogroup +2
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Distribution Channels:

1. Traditional Trade:
 - Multi-tiered agent system
 - Direct distribution centers
 - Cash vans fleet (330 vehicles)
 - District-level distributors
2. Modern Trade:
 - Direct supply to major retailers
 - Central warehouse distribution

Logistics Partners (Potential):

- DHL Express Thailand
- Kerry Logistics/Kerry Express (now KLN)
- Berli Jucker Logistics
- Local transportation companies

RETAIL PARTNERS

Convenience Stores:

- 7-Eleven (CP ALL) - 15,430 stores nationwide operated by CP All Public Company Limited Wikipedia
- Cmall
-
- Family Mart (Central Group)
- CJ Express (500+ stores)
- Lotus Express (formerly Tesco Express) - 1,600+ stores

Hypermarkets & Supermarkets:

- Lotus's (formerly Tesco Lotus, CP Group) - 2,000+ stores

- Big C (TCC Group/BJC) - 153 hypermarkets + Mini Big C stores
- Makro (CP Group) - 134 wholesale stores
- Tops (Central Group) - Multiple locations
- Villa Market - Premium supermarket chain

Traditional Retail:

- Approximately 180,000 traditional retailers nationwide served through DCM's distribution network Carabaogroup
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- Mom-and-pop stores
- Street vendors
- Gas stations
- Small grocery stores

E-commerce:

- Online marketplaces
- Direct-to-consumer platforms
- Food delivery apps

END CUSTOMERS

Consumer Demographics:

- More than 8 million Thai consumers of energy drinks
- 19% live in Bangkok
- 32% in other urban areas
- 49% in rural provinces Wikipedia
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Customer Segments:

- Blue-collar workers
- Drivers (taxi, truck, delivery)
- Students
- Night shift workers
- Athletes and fitness enthusiasts
- General consumers seeking energy boost

EXPORT OPERATIONS

- International Markets: Europe, United States, China, India, Australia (since 2018) Wikipedia
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- UK Operations: Intercarabao Limited handles UK distribution
- Export Partners: Various international distributors in 30+ countries

KEY RELATIONSHIPS & MARKET POSITION

- Carabao holds approximately 21% market share in Thailand (2014), making it the second most popular energy drink after Krating Daeng (Red Bull) Wikipedia
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- Vertical integration strategy with ownership of packaging suppliers
- Strong distribution network with both traditional and modern trade channels
- Sponsorship deals including Chelsea F.C. and the Carabao Cup (EFL Cup)

This comprehensive supply chain demonstrates Carabao's highly integrated business model, controlling everything from packaging production through to distribution, while maintaining relationships with major retail chains and thousands of traditional retailers across Thailand.

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