

5 태국

5-1 소매 시장에 유입되는 해외 투자

■ 주요내용

- Big C Supercenter Plc Berli Jucker Plc (BJC) 100
 , 2017 213 54
 Big C
- BJC Oliver
 Gottschall 가 Big C
 80
 9 Big C , 4 Big C Market 200 Mini Big C 54
 , 20 BJC
- Big C 2017 Big C BJC , BJC
 MM Mega Market Big C
- Nong Khai Sa Kaeo 2 MM Mega Market
 Big C ,
 BJC Big C 700
 100
- BJC Aswin Techajareonvikul 가
 Big C 3 227 20% , 14.6% 가 15 3,000
- Big C 926 52 7000 9
 7.3% 가 . Gottschall “3/4 가
 Big C ” , “



*출처: <http://www.bangkokpost.com/business/news/1147777/big-c-plans-b10bn-retail-expansion?refer=http%3A%2F%2Fm.facebook.com%2F>

🗣 시사점

- Big C

5-2 태국대표 음료회사 ThaiBev의 아세안내 사업확대 계획

■ 주요내용

- ThaiBev 54
Suntory, Asahi Group, Kirin Holding, Yili Group
China Mengnui Dairy 218
166, 140, 97 78
- Thai Beverage Plc
Vision 2020
40 (1,324)
Vision 2020 12~16% 가
14.8% 가 1,390, 14.3% 가 190



- ThaiBev Prapakon Thongtheppairot ThaiBev Rock Mountain Singha
150 30%
95% 5% ThaiBev Chang 가
- ThaiBev, 39% 2020 46%
1,800 20
- Singha Leo 53%, ThaiBev Chang 38%, Singha
5~6%, Heineken 4~5%
- ThaiBev 3 17 ThaiBev
Vivek Chhabra 가 가

*출처: <http://www.bangkokpost.com/business/news/1142021/thaibev-keeps-b4bn-annual-investment>

📌 시사점

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