



Kong Nuon Group Co.,Ltd «KNG»

Yanmar Businesses

Machinery Department

Company profile of KNG



“Established : 1991

“Founder: Mr Kong Nuon

“Number of Employees : 170 pax

“Industry : Tyres, lubricant, agriculture machinery, construction machinery and leasing

“Head Office: No 22, Street 182, Sangkat Phsa Depo 1, Khan Tuol Kok, Phnom Penh, Cambodia.



- 1979 Started the business
- 1991 Established Kong Nuon Import& Export Co., Ltd
- 1993 Shareholder of **Toyota** (Cambodia) Co., Ltd
- 1996 Distributor of **Bridgestone & Firestone**
- 2005 Second branch Opened in Phnom Penh
- 2006 Shareholder of **Yamaha** Motor (Cambodia) Co., Ltd
- 2008 Bridgestone Tire Truck Center was introduced
- 2009 Third branch Opened in Sihanoukville
- 2010 Appointed distributor of **Agip** lubricant
- 2010 Appointed distributor of **Yanmar** products
- 2010 Become **Bridgestone Bandaq** franchisee
- 2013 Change our company name from **KNIE** to **KNG**
- **2013** **Appointed Distributor of HITACHI Product**
- 2014 Shareholder of TOYOTA TSUSHO Finance (CAMBODIA) PLC\
- 2014 Appointed Distributor of TADANO Crane Products.

Major Business

Import & distribution of tires, retread factory, lubricant, **agriculture machinery**, construction machinery and leasing.

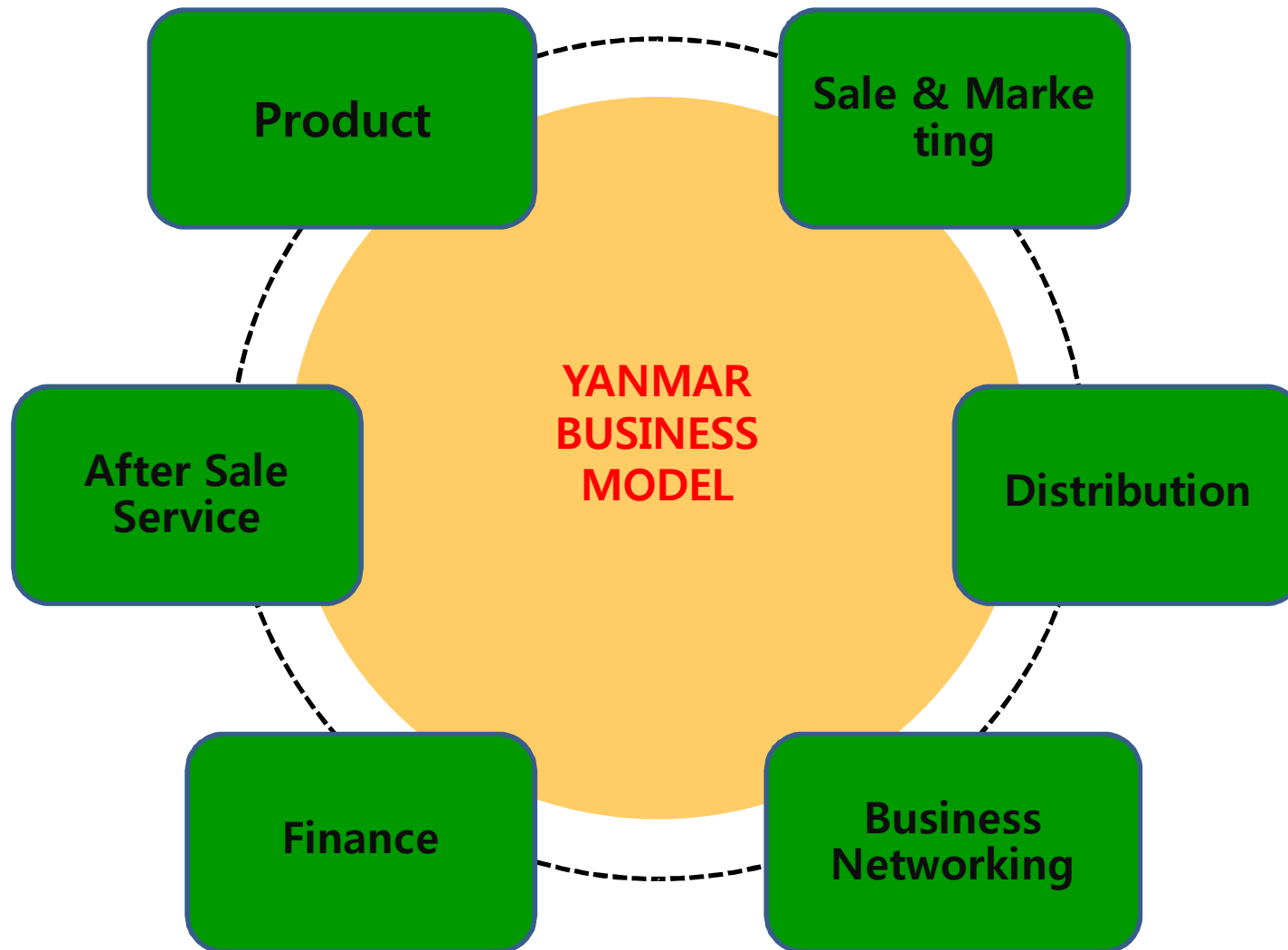
” **Mission**

Our mission is to promote the development of National Agricultural Productivity through the distribution of Yanmar machine to end user by business partner in the country wide.

” **Vision**

Agriculture development is effectively promoted and facilitated Yanmar machine through business partnerships (dealer) as to contribute to improvement in the productivity of agricultural and to the quality of output , thereby enhancing economic and social well being of communities and the integrity of the environment.

Yanmar Business Model



Sale & Service Strategy

With 4S



1./ Sale:

Portfolio range of Yanmar brand offering the specific durable agricultural machine launched into market in term of leasing, purchase & sale to benefit end user last longer.

2./ Service:

Provide the service maintenance to both dealer and end user along with warranty on quality by qualified service team to be verbal repair, and the solution practices.

4./ Spare parts:

Parts is already stocked of complete range and 100 items to support certain product line supplied and service provide. And it available in each Yanmar business partner.

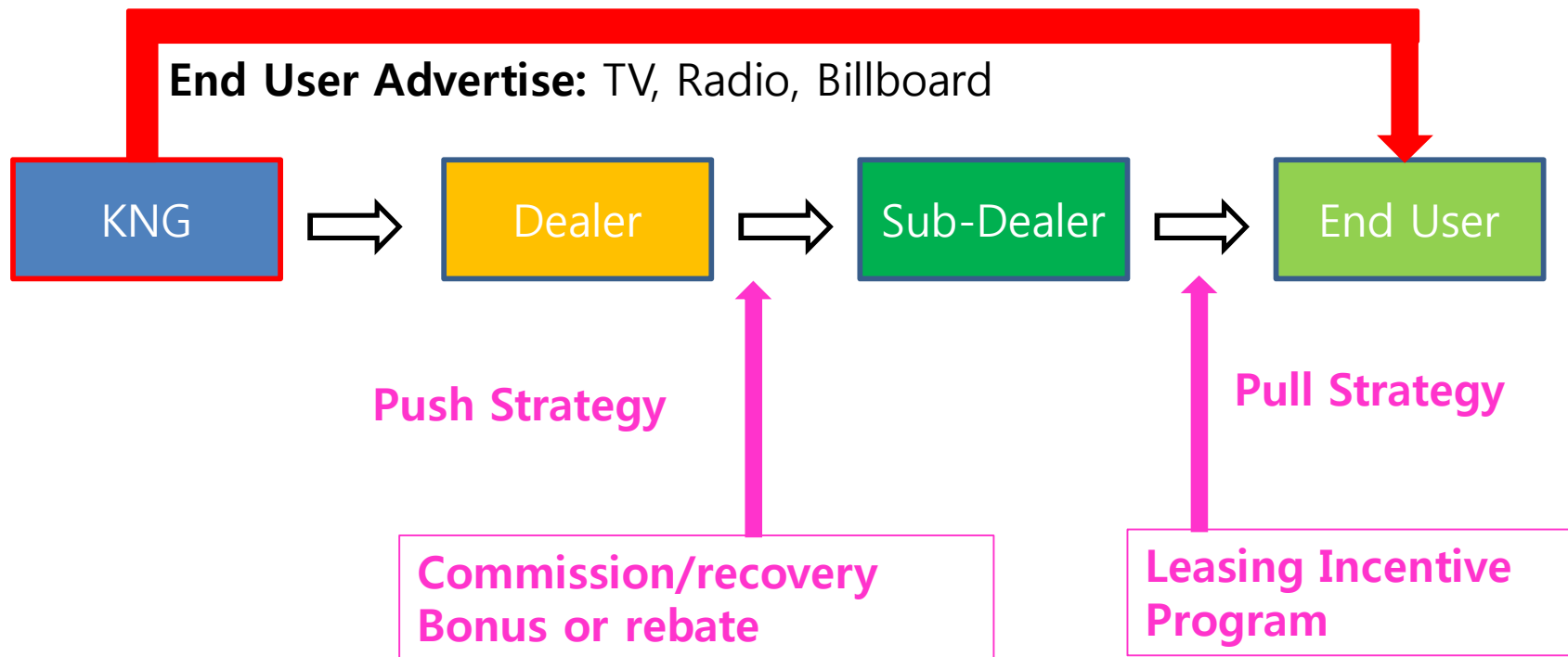
5./ Support:

IT system for integrate information is supporting to the process of product sold, distributed, warrantied, maintenance, R&D and finance.

Sale & Service Strategy By Marketing and Benefit



End User Field Activities: Field Service, Product demonstration



KNG: Increase competitive & Push Strategy

Sale & Service Strategy Practices and Implement



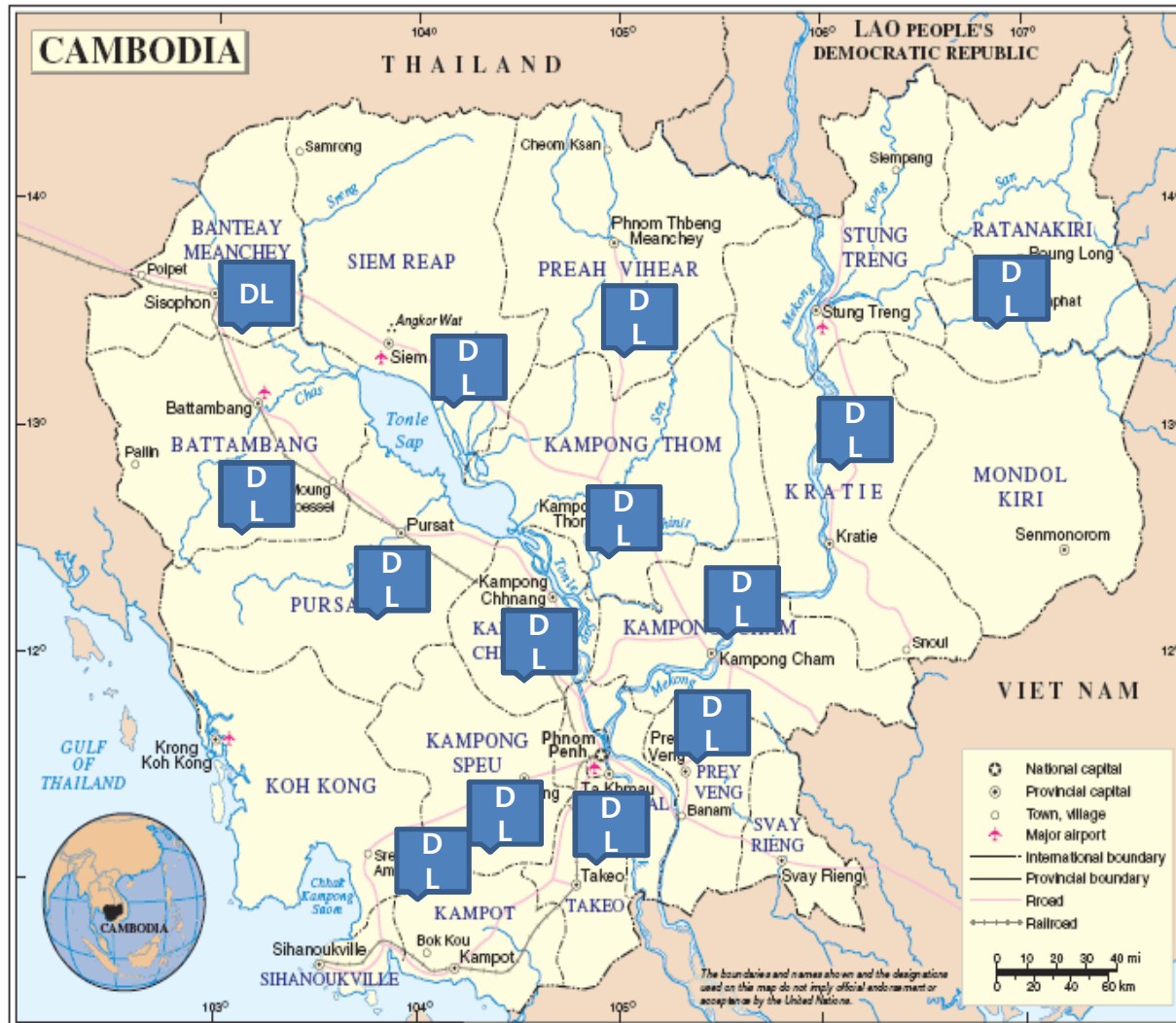
DEMONSTRATION & CONTRIBUTED

- ☑ Technical Training Provide to communities
- ☑ Demo event at the field of end user
- ☑ Customer and operator training
- ☑ Contribute plowing support to communities



Sale & Service Strategy

Road Map



KNG-Yanmar Network

1. Strong distributor and connection through certain provinces
2. 14 Appointed potential dealer to deal with Yanmar product range

Sale & Service Strategy

Product Portfolio



Collect money
& Switch to



1st stage

Modern method
Using : **Yanmar Power Tiller**

Result

- High efficiency
- High productivity
- Fuel /time Saving
- High income

8-15 hp

2nd stage

Modern method
Using : **Yanmar Tractor**

Result

- High efficiency
- High productivity
- Fuel /time Saving
- High income

35 – 80 hp

3rd stage

Modern method
Using : **Yanmar Combine Harvester**

Result

- High efficiency
- High productivity
- Fuel /time Saving
- High income

70 - 90 hp

Sale & Service Strategy

Yanmar- Dealer Area Holding



1. Dealer (distributor) qualified & Cooperative

- Development sale network.
- Sale showroom close to end user.
- Financial support to end user.
- Spare Part sale investment.
- Service provider investment.
- Commitment : Sale target, sale activities, and future investment
- Cooperation : Follow main company's policy and joining any activities or company goal.

2. How is Yanmar appointed business partner

- Existing customer of our product or competitor.
- Travel trip to check or survey.
- Dealer agreement or probation contract.

- **Yanmar business is focus on brand image, business image and long term goal benefit stakeholder**
- **launched the certain model of durable farm machine to fulfill new and replace existing demand**
- **lead market and win user through quality and aftersales service**
- **Provide basic operator training how to use and manage the machine**
- **Provide after sale service solution both verbal and teach people to maintenance or fix at the site**
- **Contribute to communities by supported DAGM to provide technical training in the country**

Thanks very much!

