



Where Manufacturers
Become **Market Leaders.**

Your end-to-end business growth partner.

Thailand Food Manufactures are
World-class in Production.

Bluroca makes sure **the world knows it.**

Vision

Transform Thailand's
manufacturing strength into
scalable market growth.

Mission

Connect strategy, sales,
marketing, logistics, and trade
into one system.

Goal

Use real data and experience
to build measurable strategies
tailored to each client.

Operational depth. Analytical discipline.



LOGISTICS & SUPPLY CHAIN EXECUTION

Paniti Nimitpanya

Film

- M.Sc in Global Supply Chain, Purdue USA
- M.Sc in Finance, Chulalongkorn TH
- B.Eng. Industrial Engineering, Chulalongkorn TH
- 12+ years of experience in Logistics Certified Customs Broker



TRADE ECONOMICS & DATA SCIENCE

Pattawee Puangchit, Ph.D.

Bob

- B.Sc., M.Sc., and Ph.D. in Agricultural Economics, specializing in international trade
- Anandamahidol Foundation Scholarship recipient
- 8+ years of experience in data science and quantitative analysis
- Lead economist on World Bank and UN projects
- Economic Consultant, Asian Development Bank (ADB)

Full-Stack **Services.**

Entry

Market diagnosis and launch roadmap.

Growth

Market expansion, sales activation and operating coordination.

Scale

Integrated market, logistics, and international trade.



Tailored solutions for your business



Brand Development

- OEM-to-Brand Transition Roadmap
- Brand Positioning and Strategy
- Competitive Differentiation
- Data-driven Analysis



Market Expansion

- Distribution Channel Design
- Regional Rollout Planning
- Sales Strategy
- Performance Tracking



Logistics

- End-to-end cold chain solution
- Warehouse & Cold Storage
- Transport & Distribution
- Freight forwarding
- Value-added services

Plan-Optimize-Scale

One Platform

- Secure login,
- Customized dashboards,
- Quantitative models,
- Data visualization,
- Actionable business insights.



Competitor Analysis

Pricing, positioning, and market share benchmarks.



Consumer Insights

Buyer behaviour, purchase triggers, and sentiment.



Channel Analytics

Distribution performance and trade activation ROI.



Sales Performance

Pipeline analytics and territory dashboards.



Web Catalog

Digital product catalog with real-time inventory sync.



Market Insights

Trend reports, demand forecasting, and opportunity maps.



Import & Export Insight

Cross-border trade data, tariffs, and compliance tracking.



Storage & Distribution

Warehouse utilization, shipment tracking, and delivery KPIs.

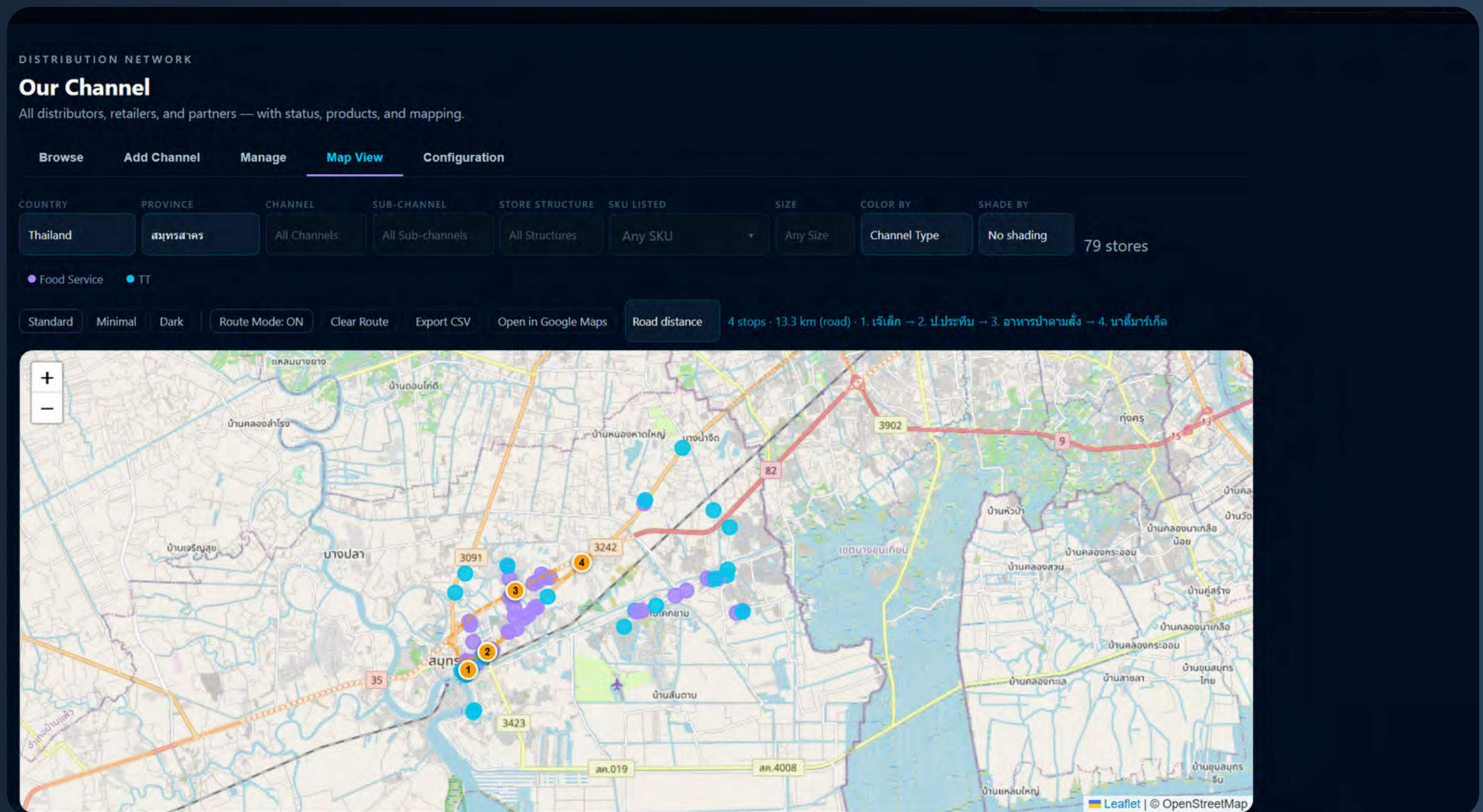
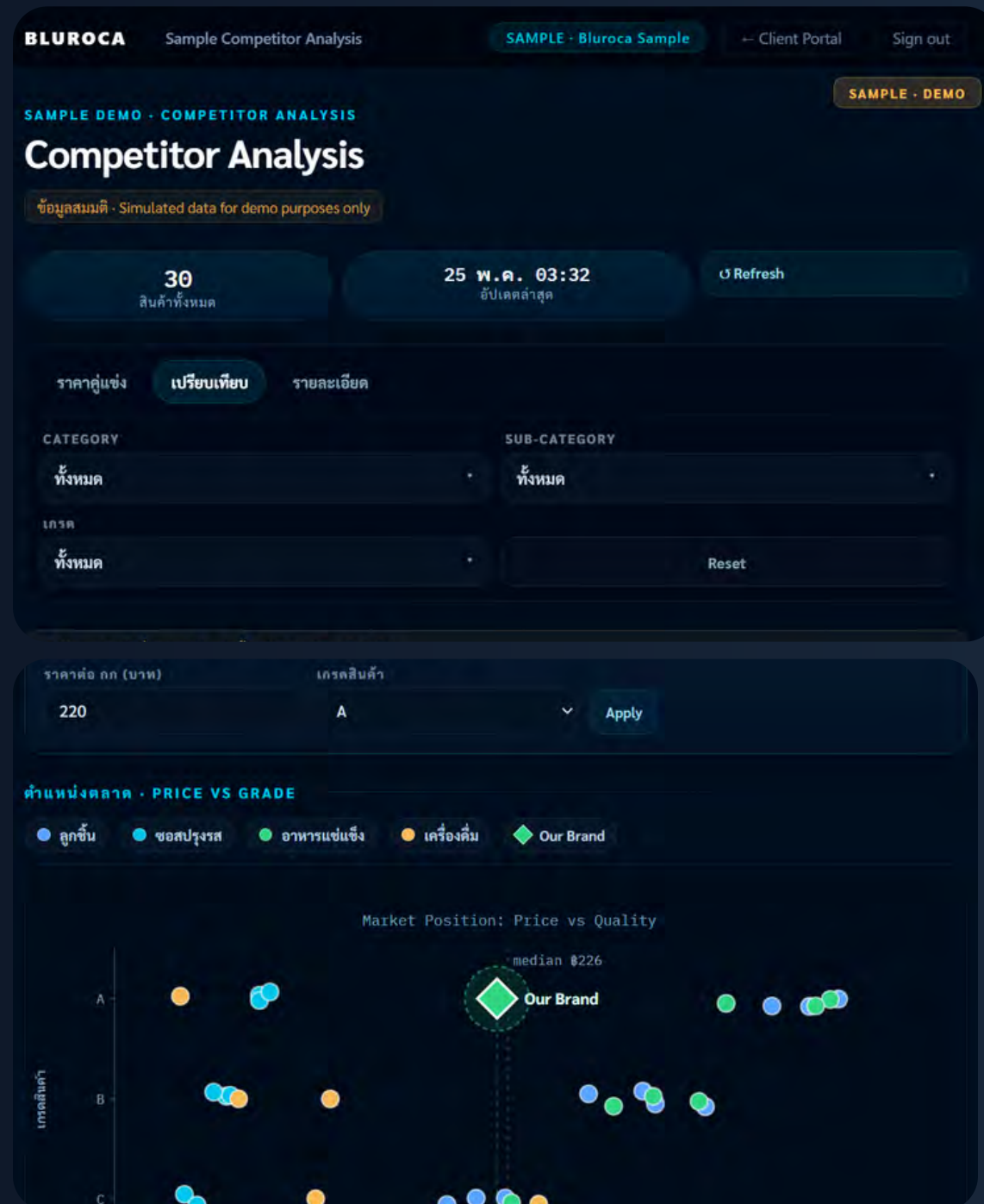


KPI Achievement

Milestone tracking, target vs. actual, and ROI reporting.

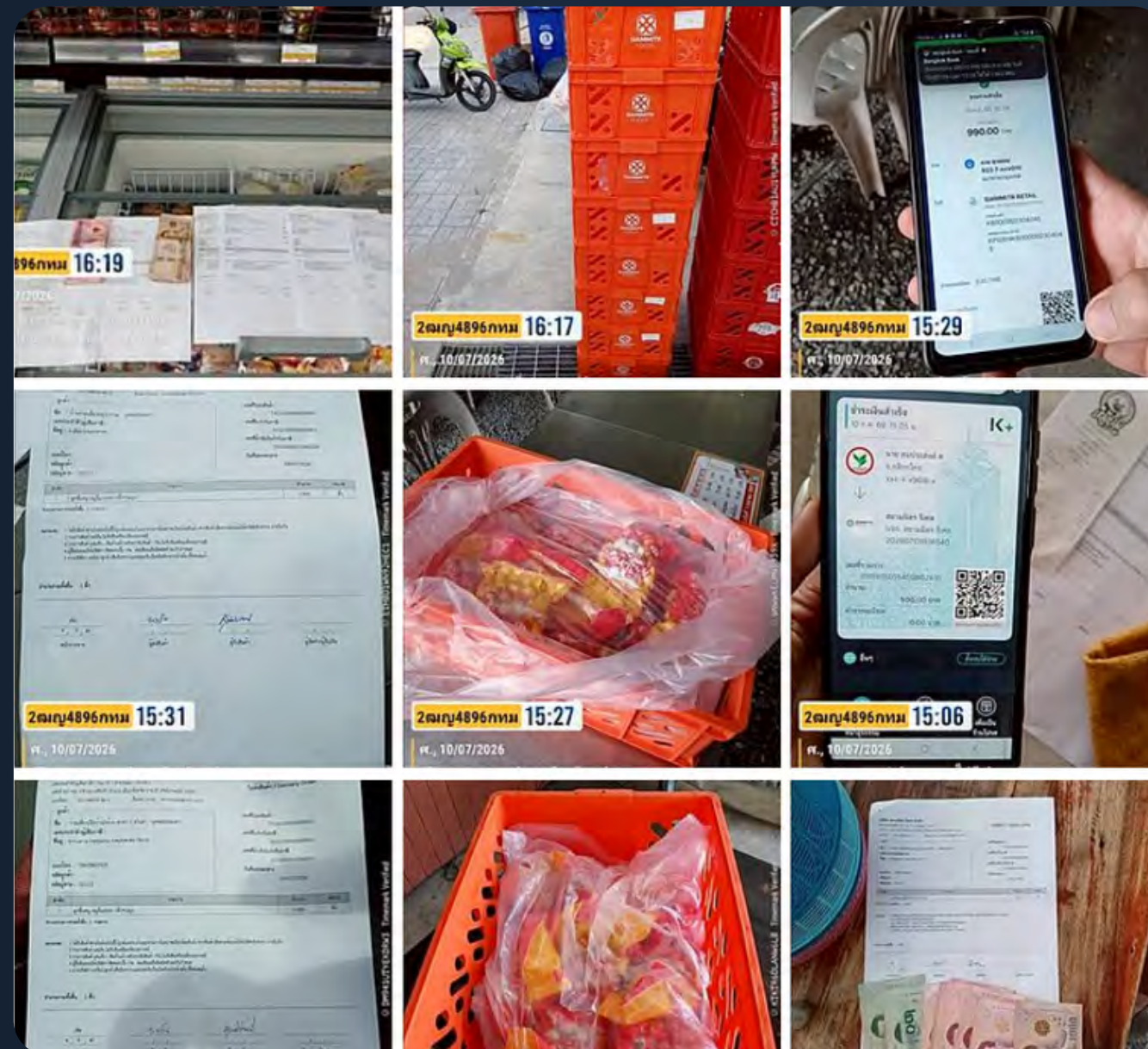
We do not just read data — we analyze it.

Turning **data** into **insight**, and insight into **action**

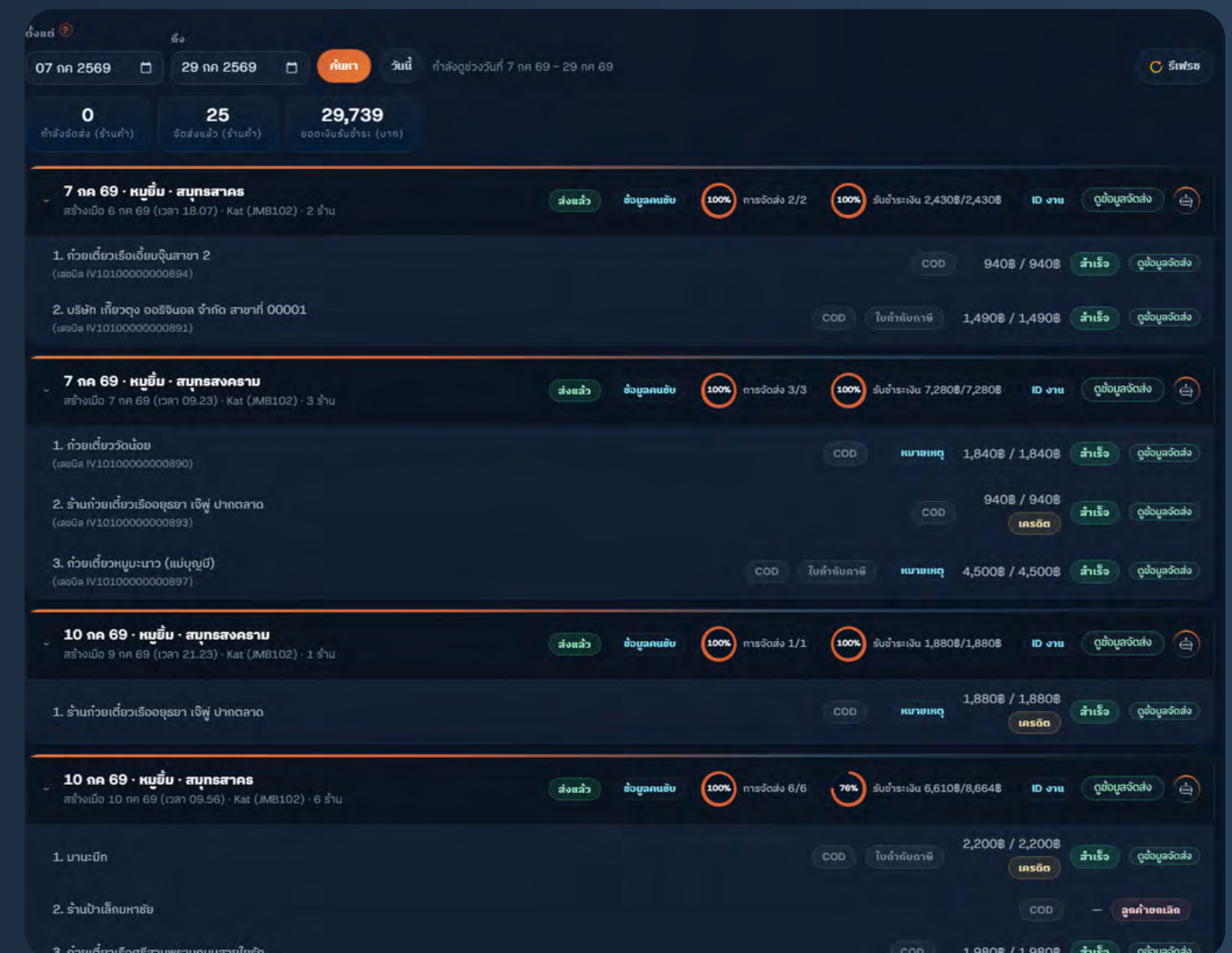
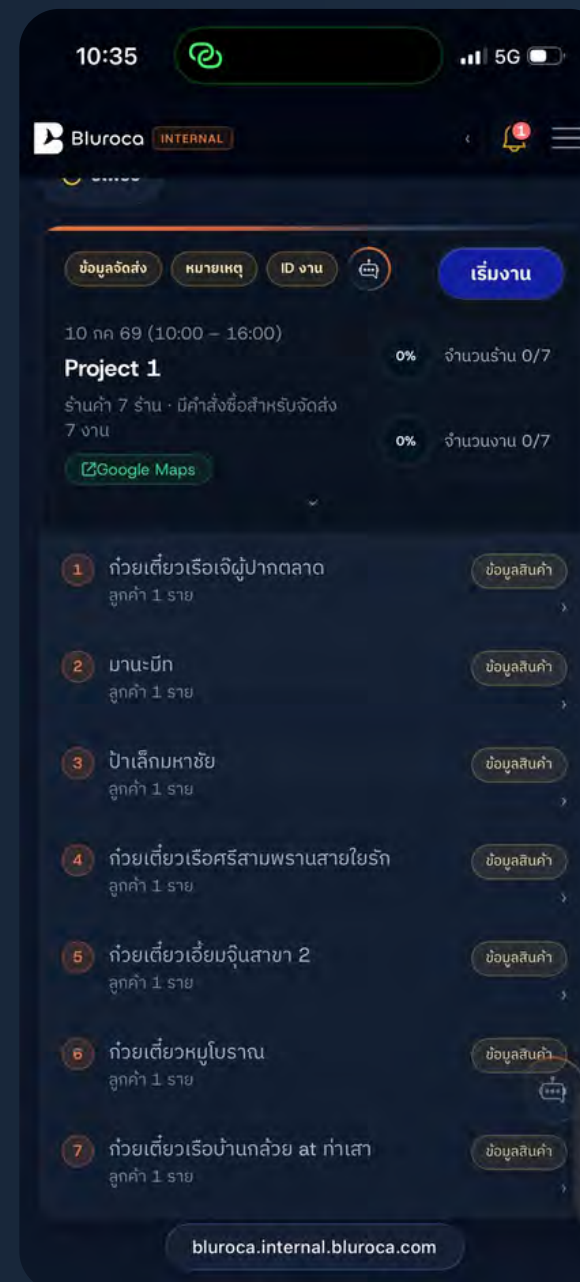


Plan for execution

Not just presentation.

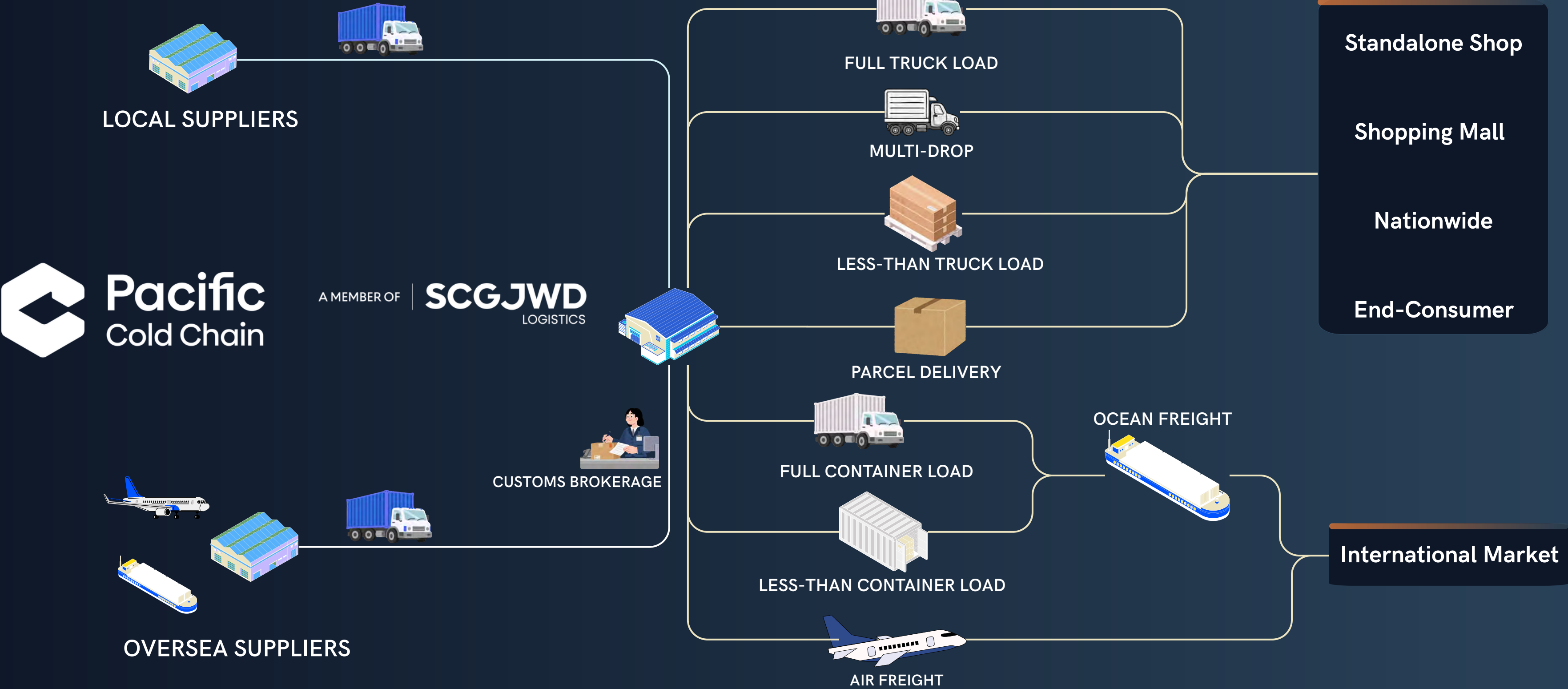


Real-Time Data · Smarter Decisions · Greater Success

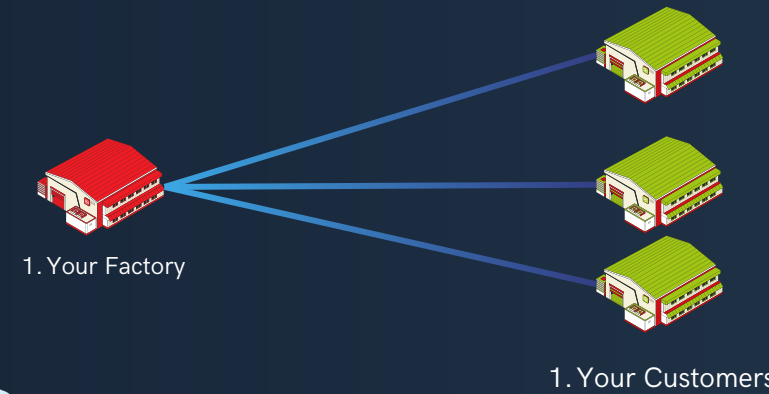


Inbound Logistics

Outbound Logistics

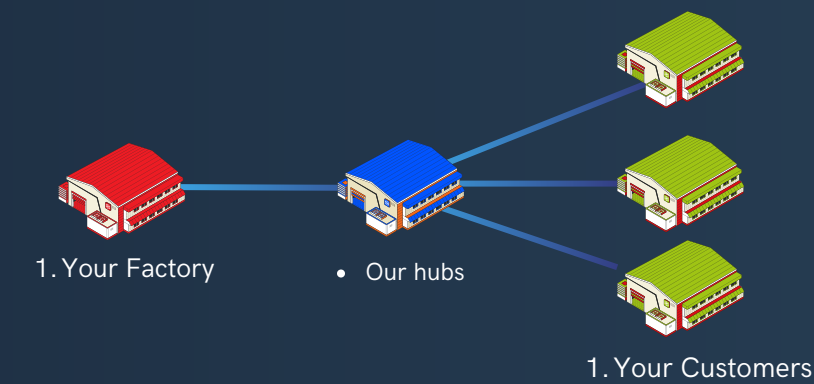


DIRECT-TO-STORE



VS

HUB-AND-SPOKE

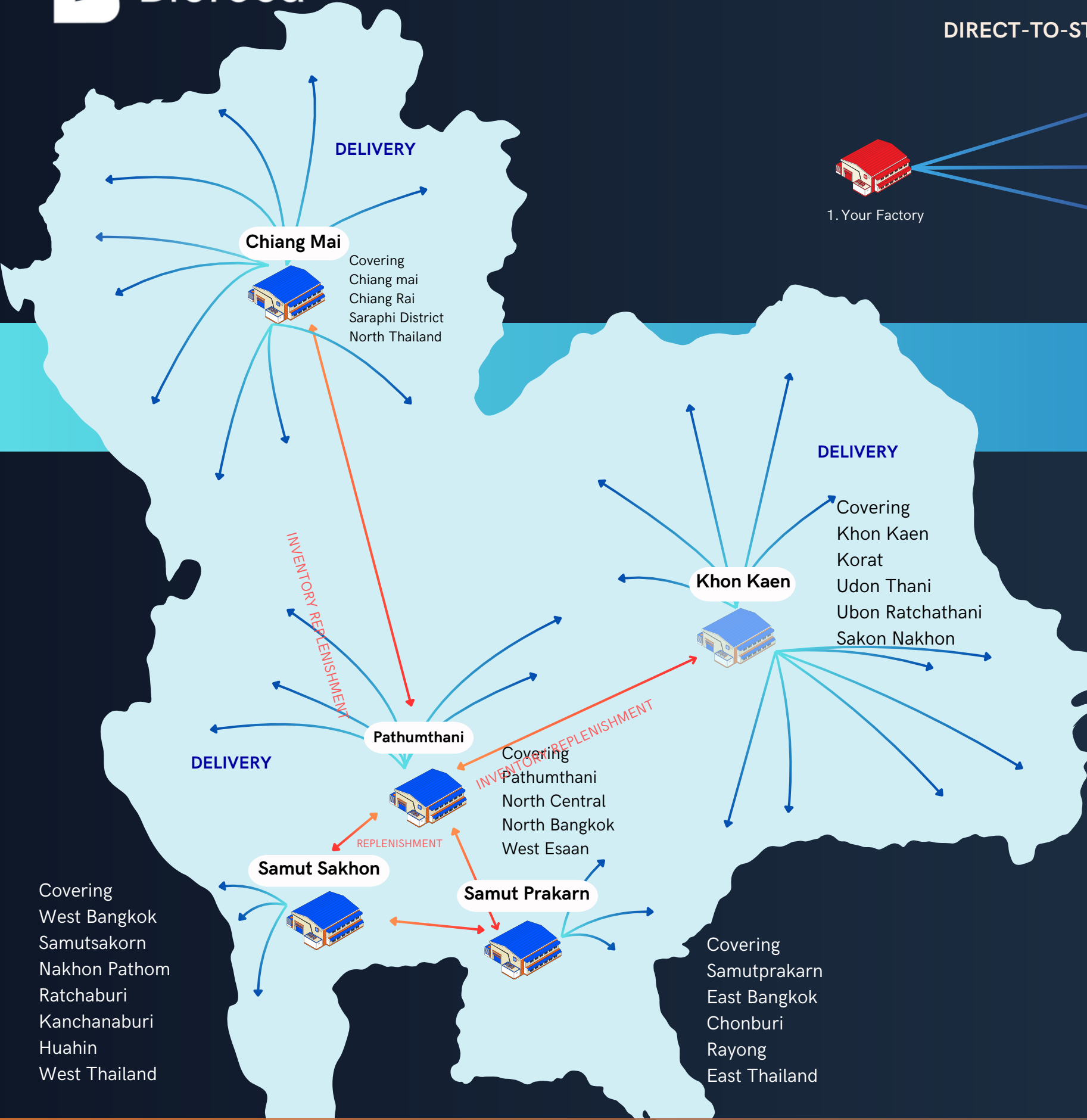


- Unlock your scalability
- Optimize logistics cost
- Minimize Time-to-Market (TTM)



A MEMBER OF

SCGJWD
LOGISTICS



REGIONAL DISTRIBUTION HUBS

- Store products transferred from the central DC
- Support cross-docking operations
- Locate inventory closer to end customers
- Deliver products to designated locations
- Value-added services
- On-Site quality control

INFORMATION SYSTEM

- Cold chain management system
- Online temperature tracking
- Online inventory report
- Transportation management system with GPS tracking
- Driver safety program

Supply Chain
Management



Cold storage, Transportation, Freight forwarding, Customs brokerage, Value-added services

Brand Activation
Support



Marketing materials, printed assets, uniforms, graphic design, and media production

Digital Transformation



HOBBIT
TECHNOLOGY

Custom web and mobile applications, AI-powered solutions, and ERP systems



Ready to Grow **Your Market?**



info@bluroca.com



www.bluroca.com



082-821-4766



Turn **consumer insights** into market advantage



Consumer Field Surveys & Product Tasting

150+ channel data points per region to power sales growth

Optimized channel selection based on product fit and logistics efficiency

DISTRIBUTION NETWORK

Our Channel

All distributors, retailers, and partners — with status, products, and mapping.

Browse

Add Channel

Manage

Map View

Configuration

Channel Type

Sub-channel

Store Type

Province

More

CHANNELS

STORE ID	STORE NAME	CHANNEL TYPE	SUB-CHANNEL	PROVINCE
KU Beef	Food Service	หมูกระทะ	สมุทรสาคร	Active
PFP	TT	ค้าปลีก	สมุทรสาคร	Active
ซูเปอร์หมู	TT	ร้านหมูสด	สมุทรสาคร	Active
เจ็ดชัย	TT	ค้าปลีก	สมุทรสาคร	Active
ชาบูอุ๊ดเป็นต่อ	Food Service	ชาบู	สมุทรสาคร	Active
Shabugo	Food Service	ชาบู	สมุทรสาคร	Active
นายอู๋	TT	ร้านหมูสด	สมุทรสาคร	Active
สมพรเฟรชฟาร์ม	TT	ร้านหมูสด	สมุทรสาคร	Active
จิว เชียง เกอ	Food Service	ชาบู	สมุทรสาคร	Active

DISTRIBUTION NETWORK

Our Channel

All distributors, retailers, and partners — with status, products, and mapping.

Browse **Add Channel** **Manage** **Map View** **Configuration**

COUNTRY Thailand **PROVINCE** สมุทรสาคร **CHANNEL** All Channels **SUB-CHANNEL** All Sub-channels **STORE STRUCTURE** All Structures **SKU LISTED** Any SKU **SIZE** Any Size **COLOR BY** Channel Type **SHADE BY** No shading **79 stores**

● Food Service ● TT

Standard Minimal Dark **Route Mode: ON** Clear Route Export CSV Open in Google Maps **Road distance** 4 stops · 13.3 km (road) · 1. เจ้เล็ก → 2. ปะเพรหัน → 3. อาหารป่าตามสั่ง → 4. นาดินรำเกิด

Right channels. Lower shipping costs. Higher margins.

Even a catalog is a source of business data

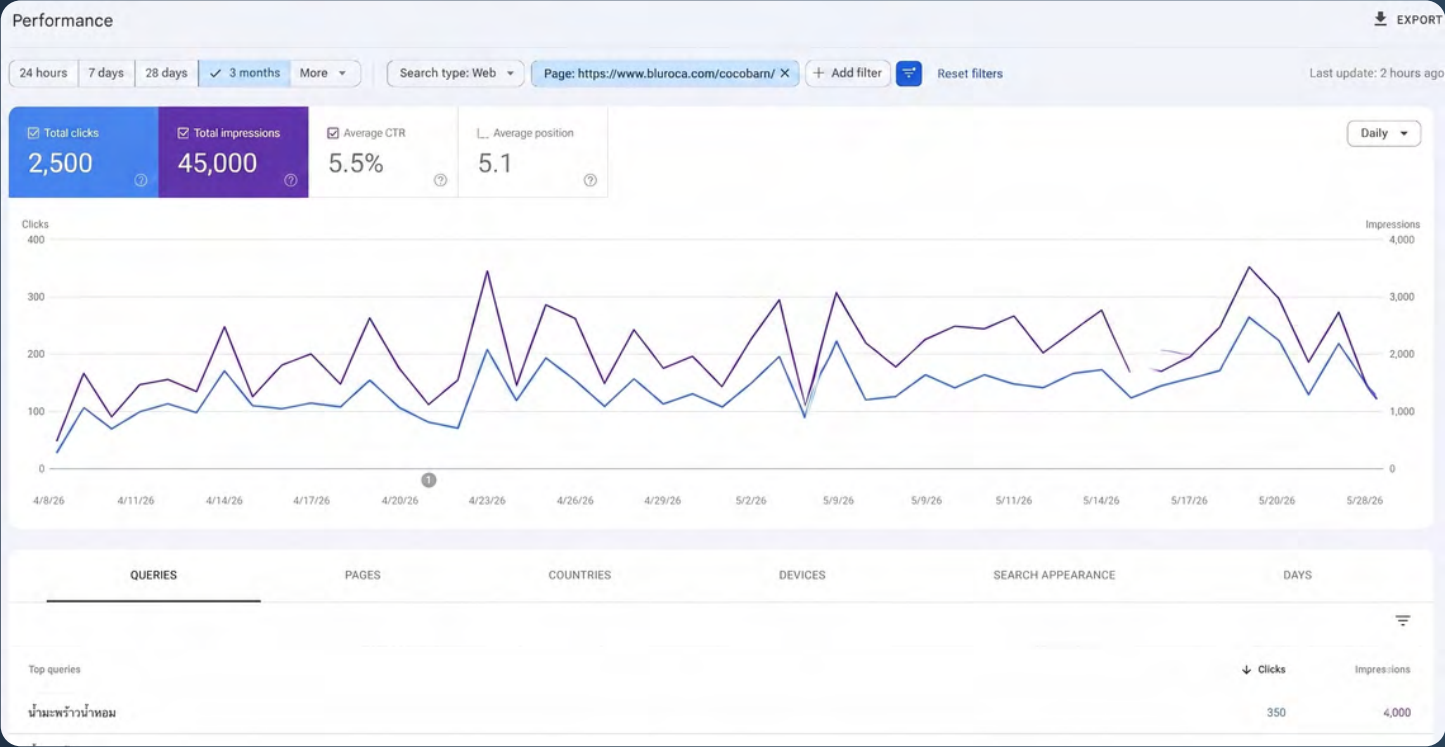


Your Concept



Our Development

Web design, domain registration, and data collection systems

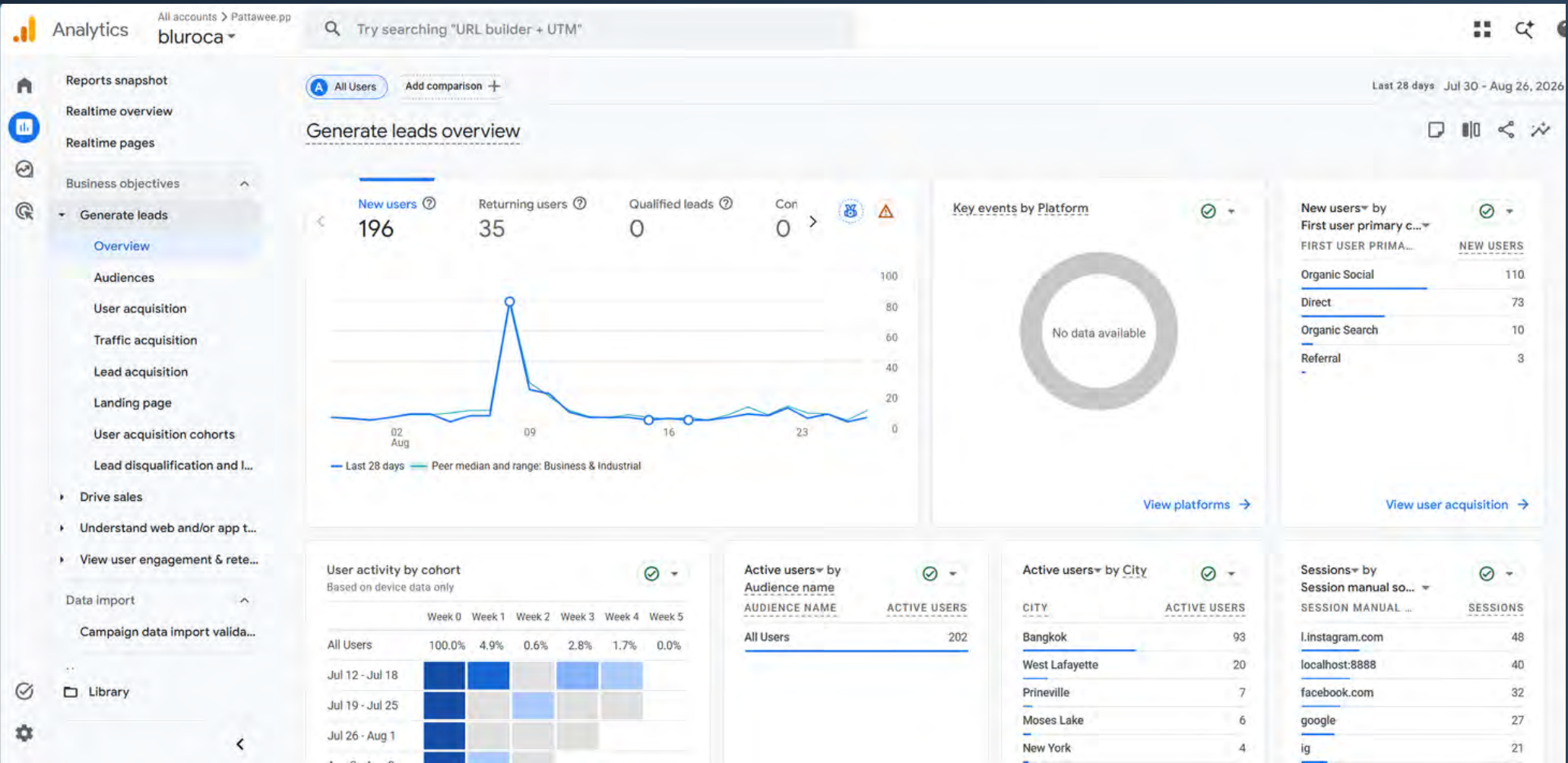
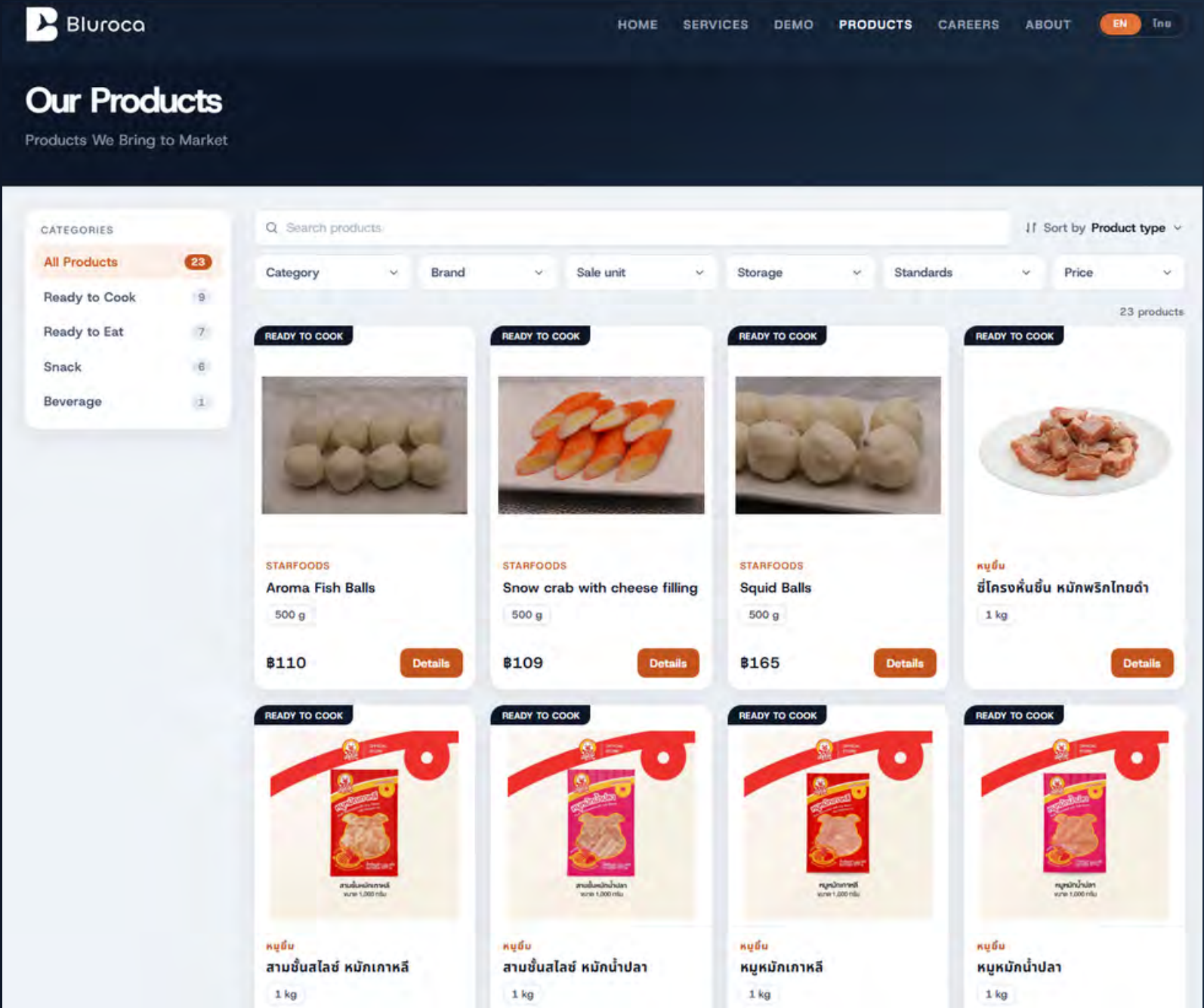


Web Catalog Optimization

SEO data collection and performance tracking to identify your product strengths in consumer perception



Turning a Website into a Full Data Engine



Interactive Website + Internal Dashboard

Full website service with your own domain and integrated data intelligence. Track real user behavior to strengthen sales and marketing execution — down to every click.



LOCAL

Temperature-controlled truck

Non-temperature-controlled truck

4W, 6W, 10W, 22W

Full-Truck Load

Multidrop delivery

Less-than-Truck Load

Cold Chain Parcel

INTERNATIONAL

Import and Export Consultation Service

Customs Brokerage Service

Freight forwarding

Drayage transportation