

# Barter Mag

Connecting business,  
connecting people...

- Bartercard Mobile App

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- 6 Ways to Grow Your Brand with Bartercard

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- Bartercard Entrepreneurs Interview 5 Top Traders

Launching Products with  
**Bartercard**



## Message from the MD

Dear valued members,

2018 quickly turned into a fast and dynamic year for Bartercard that put members first in many ways. Following a series of successful partnerships, we can now proudly announce that Bartercard Thailand has contributed over 920 million baht in extra business for our members, while welcoming over 550 new businesses on board.

We are always excited to showcase members who reach their business and lifestyle goals through innovative trading. As such, this issue contains the latest tips, insights and expertise, showing how Bartercard can maximise market reach, sales and cash flow for everyone from start-ups to established brands.

Whatever your industry, one thing is clear: business and technology are constantly changing and we all have to keep up. Bartercard uses technology to create a global business network that supports and connects members so they can always stay ahead. Whether you're new to Bartercard or a longstanding member, I'm sure you'll find something interesting in this issue – and it might even spark your next big business idea.

Happy trading.

Sincerely,

Raevadee Wattanak  
Managing Director  
Bartercard (Thailand) Ltd.



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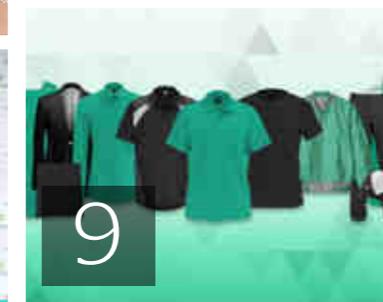
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# Bartercard Mobile app

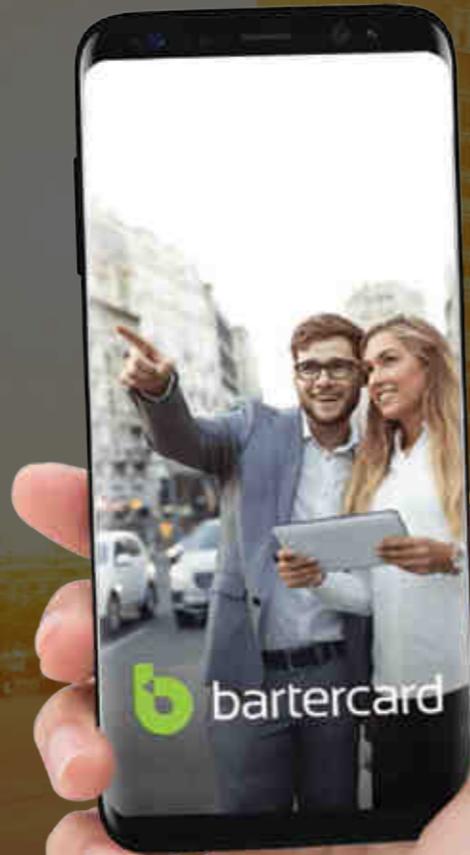
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## The 63<sup>rd</sup> Bartercard Trade Show



Held quarterly, Bartercard Trade Shows create opportunities for entrepreneurs to increase sales and tighten business relationships. With over 250 businesses exhibiting and 1,000-plus members shopping, the event is responsible for the exchange of over 25 million Trade Baht. The Bartercard Trade Show is an exciting venue for members to introduce their products and services directly to customers. It's also a great opportunity for members to get to know each other and identify new business partnership opportunities.

To learn more about the next trade show, visit  
[www.bartercard.co.th](http://www.bartercard.co.th) or call 0 2049 3111.

## "Coins on Silom" Fundraising Event

A gold sponsor of the annual "Coins on Silom" fundraising event, Bartercard (Thailand) Ltd. helped raise over 230,000 baht in street donations from the general public and 1.23 million baht total for the underprivileged in Thailand.



## Shield for Upsale Seminar



Bartercard and Settaluck Group hosted a free "Shield for Upsale" seminar for members and other business leaders. In addition to showing entrepreneurs new ways to increase sales and profits while reducing cost, the seminar aimed to provide knowledge on other aspects of business development. Held at the W District Mall on 21 November 2018, the seminar covered a variety of useful topics: credit analysis to increase sales, bad debt prevention, strategies to boost the loyalty and effectiveness of sales teams with advanced HRL (Human Resource Leadership), and techniques to increase sales and profit with Bartercard. Member feedback on the seminar was strong. Be first to know about future seminars by following us on **Facebook: Bartercard Thailand**.

# 6 WAYS TO GROW YOUR BRAND

DOES YOUR BRAND LACK DIRECTION OR NEED A FRESH START?

## 1. CHECK THE CONCEPT

Start with or revisit your business concept, because this underpins the success of your brand. When it comes to thinking up a killer business idea, many people will tell you to 'do what you love' or 'follow your passion'. These are definitely formulas for success, but in reality a business involves so much more - from strategy, finance, research, sourcing, paying your suppliers, ticking off mundane tasks like paying bills down to sheer stamina. So don't just consider what you love doing, but also your personality type, how you work, what skills and abilities you already have, whether you buckle under pressure, what makes you tick and whether you can handle the many hurdles and setbacks just part of business. It's equally critical to consider whether your business idea is marketable and will convert to sales - which all makes up your brand.

## 2. STICK TO YOUR CORE VALUES AND BELIEFS

Running a business and spinning a profit is a challenge at any given moment - it's certainly not glitz and glamour which most startups will tell you! So to stay sustainable, you have to be authentic and true to your core values. Consistency and congruence across every aspect of your business is critical, not only because it makes sense to your customers and translates into your brand, but because if your values and business aren't aligned then the stress, pressure and work will outpace you.

## 3. RESEARCH THE MARKET

Research is critical to check the feasibility of your business idea and see where similar concepts thrived or fell over. Standing out takes a point of difference, so thoroughly research your competitors to see where you stand apart.

## 4. THEN, DO THINGS DIFFERENTLY

Part of getting seen is doing things that stand out from the throngs. What pain points are you tackling, in what creative way and what led you to launch? Brands like Dollar Shave Club mail out competitively-priced grooming supplies straight to customers while Coca-Cola and Commonwealth Bank appeal through clever, emotive story telling. Others like Doughnut Time just know how to do their specialty and market it well. Think what you can do differently to impact the market - like Uber delivering ice cream - #ubericecream.



INSIDE THIS ARTICLE ARE THE BUSINESS TIPS AND STAPLES FOR BUILDING A STRONG BRAND TO STAY A HEAD OF THE CURVE. WHETHER YOU'RE A START-UP OR ESTABLISHED BUSINESS THAT NEEDS TO HIT RESET, THIS INSIGHT CAN PACK MORE PUNCH INTO ONE OF YOUR MOST VALUABLE ASSETS.

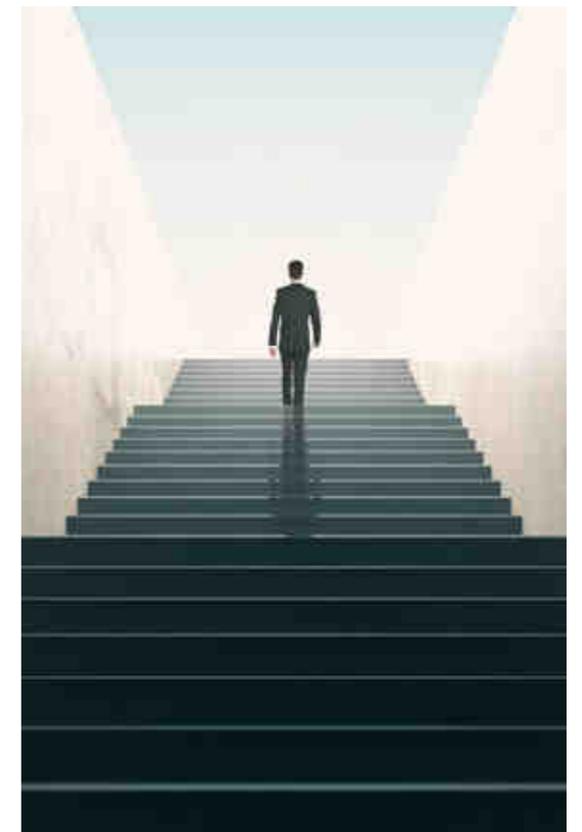


## 5. BUILD IT

There's over one billion websites world-wide and this number is growing daily. So how can you set yourself apart from a sea of competitors? The key is making your brand speak loud and clear. Branding not only comes down to your logo, design, fonts and colours but your businesses' personality, the way you communicate, the approach you take and the way you are seen and perceived in the marketplace. It's a lot to take into consideration but it all shapes the direction of your business. Whatever industry you are in, building a solid and unique identity is vital to standing out and getting seen.

## 6. NAIL ALL BRANCH TOUCH POINTS: WEBSITE, SOCIAL MEDIA, BLOG, SHOPFRONT (OR E-COMMERCE STORE) AND ADVERTISING

Ensure your information and branding is consistent across the board - so that if a customer, influencer or journalist does check you out further, you've done everything you can to shape and leverage the message. If you work in a service-based industry like accounting or law, see what current issues you can lend your expertise to through blogs and case studies. On top of a quality website, other essential customer touch points and channels to align include social media, e-newsletters, e-commerce and a physical store. Bartercard has branding experts and designers to really help you polish your brand. Just ask your Business Development Manager.





**Pimauma Jakrajutatip**  
JKN Group

**Member For:** 19 years

**Q: Please tell us about JKN Group**

**A:** JKN Group offers a complete television advertising package including script writing, storyboarding, and production of content that airs on JKN and our affiliates, including our digital TV channels.

**JKN has been a Bartercard member for over 19 years.** Because we believe that Bartercard members offer quality products and services, but are lacking a platform to promote, at JKN we offer multiple media channels.

Our services for Bartercard members include advertising spots and advertising time on JKN Channel, a free channel or digital TV channels.

**Q: How are your Bartercard offerings changing?**

**A:** We are adding more advertising spots for Bartercard customers due to demand. Also, we will offer media consulting for new businesses. We'll help them learn about TV advertising so they know how and when to present their products to most effectively reach their target consumers.

**Q: How has Bartercard helped expand your business?**

**A:** Bartercard introduces us to customers who wish to promote their products, either on an ongoing basis or only during promotional periods. Bartercard also shows us new products and educates us on them so we can understand what is on offer.

## Launching Products with Bartercard

As busy entrepreneurs we do not have much spare time, and Bartercard is an important and efficient way to find products and services that can help us grow.

**Q: How have you used Bartercard to reduce cash expenses?**

**A:** Our BDM is a good adviser. When we are in need for a particular product or service, our BDM is there to find a way we can use Trade Baht. For example, using Bartercard trade, we distributed souvenir scarfs to foreign actors at the book launch event. The recipients were very impressed with the Thai design and quality of the scarfs. We also traded for billboard ads which promotes our business very effectively.

**Q: What message would you like to give the Bartercard community and Thai SMEs?**

**A:** I want everyone to open up their hearts to talk to other Bartercard members more. Within our membership, we have an incredible variety of quality products that could answer your business needs. If you have a business with great products but lack marketing channels to broaden awareness, we offer a variety of options that can promote products and services. The more you open up, the more business opportunities you will encounter. Bartercard can help you add value and find business partners for support.

**“ Bartercard has variety of quality products that could answer your business needs ”**



## Create Brand Awareness with Bartercard

**Pongpun Khunthiangtham**  
12Tees by TeeMeNow Co., Ltd.

**Member For:** 1 year 3 months

**Q: Please tell us about 12Tees by TeeMeNow Co., Ltd.**

**A:** 12Tees designs and manufactures T-shirts, polos, work shirts, jackets and uniforms. Operating for over six years, 12Tees makes it easy for customers to express their brand and boost their identity visually through customised clothing. I believe that having proper attire helps customers remember a business, communicates a corporate image, and increases work efficiency in staff.

**Q: How important is Bartercard for your business?**

**A:** Bartercard is a big help to my business. I trade for video production, product photography, and advertising media so that we're always ready to promote our products and services. With marketing content available, we can publish it to social media or other online channels to boost sales and expand our customer base. Good marketing increases business opportunities, so I pay extra attention to this area. By creating marketing content with Bartercard members on a monthly basis, we generate brand credibility for our customers and boost sales.

**Q: How do you save cash with Bartercard?**

**A:** Bartercard offers many opportunities to reduce my business spending. For production, I trade for packaging customised with our logo. Not only does it reduce cash expenses, but it also creates brand awareness. I have also traded for security CCTV for the office. For hotels, I have traded for company trips or hotel dining, which helps save quite a lot of cash.

**Q: How does Bartercard increase business opportunities?**

**A:** *Bartercard has opened up another market for us that we never knew existed.* With the trade we receive, we have backup credit to spend instead of cash.

**Q: How does Bartercard help with business liquidity?**

**A:** *Using Trade Baht instead of cash helps us market our company continuously and without affecting the company cash flow.* This helps the flow of our liquidity.

**Q: What are Bartercard's lifestyle benefits?**

**A:** When I have time, I use Trade Baht during my travels in Krabi or Chiang Mai, or shop at open house events for luxury watches. I have also traded for my home repairs. It's very good value for trade spending.

**Q: What impresses you most about Bartercard?**

**A:** I'm impressed with the process of trading instead of using cash, which makes closing the deals easy. Once we receive a certain amount of trades, we can use the trade to benefit the company with the cost of our own products. This helps reduce expenses and helps with our liquidity. I am also impressed with the products and services offered on Bartercard.

**Q: What's your advice for getting the most out of Bartercard?**

**A:** Search for products and services that best suit your business.

**“ Bartercard offers many opportunities to reduce my business spending ”**



## THANAKRIT KITIRACHPOL

Cipher Co., Ltd

Member For: 5 years 8 months

### Q: Please tell us about Cipher

**A:** Founded five years ago, the company offers two main services: IT solutions and digital marketing. Our IT solutions include programming and developing websites, software, e-commerce and mobile applications. Digital marketing focuses on social media account management, online advertising, electronic direct mail, SMS marketing, search engine optimisation and marketing (SEO and SEM), and Google ads to increase online visibility. We also offer an online media marketing tool for inbound marketing, which is new and still not widely used in Thailand at the moment. It helps us see the customer journey and learn behaviours when users visit the website. This helps us create personalised marketing that's more efficient and can target users, increasing the return on investment.

### Q: How does Bartercard benefit your business?

**A:** I used Bartercard for offline marketing. For example, we can target new customers with print media in magazines especially for business owners, or by exhibiting in booths to attract cash-paying customers. We also save cash by using Trade Baht to purchase the media.



### Q: How does Bartercard contribute to the company's revenue?

**A:** Bartercard has a BDM who promotes our products and services effectively, and we have quite a lot of Bartercard customers.

**Bartercard is also a promotional channel for new services that we offer. This gives us the opportunity to create portfolios that we can present to other customers, including our cash customers, to help close deals.** We also have the chance to help promote Bartercard businesses that lack online marketing, which is essential today.

Without Bartercard clients, our portfolio wouldn't be as robust and it could be harder to close new deals. Bartercard directly helps create sales and increase business opportunities.

### Q: How does Bartercard help bridge the gap between busy periods?

**A:** As a service provider, I can utilise my time and staff capabilities more efficiently thanks to Bartercard. At times, a department might be waiting on feedback or information from a client. We can fill this gap with Bartercard clients and receive Trade Baht that helps reduce our cash expenditures.

### Q: How does Bartercard help save cash?

**A:** I use Bartercard for my company's annual trip, which strengthens relationships within the organisation. I also trade for office printers, corporate gifts, rewards for participating in social media activities, or gifts such as speakers for customers during the New Year. Bartercard is also great for personal use, such as spa treatments or resorts. All of this helps us save a considerable amount of cash.

### Q: What impresses you most about Bartercard?

**A:** Bartercard is a great marketing tool.



## PRAWIT SUCHARITVANITCHWONGSE

P.S.V. Chemical Co., Ltd.

Member For: 11 years

### Q: Please tell us about P.S.V. Chemical

**A:** P.S.V. Chemical is a chemical products manufacturer, importer and distributor. We focus on industrial chemical products, and have had our own factory for over 30 years. After joining Bartercard, we are increasingly seeing opportunities in new markets.

### Q: How has Bartercard helped grow your business?

**A:** Bartercard has widened our business vision. Learning about the various products and services Bartercard members offer, we find opportunities to develop new products to suit new customers

Previously we only focused on the industrial business market, which isn't concerned with the odour, flavour or appearance of the products. Just getting a quality, effective formula was the top priority. To bring dishwashing soap and various cleaning detergents to the consumer market, we adapted or created all-new products.

**We can now count hotels and restaurants among our customers thanks to Bartercard's effectiveness as a sales channel.**

### Q: What have you learned about business with Bartercard?

**A:** In addition to Bartercard expanding our customer base, Bartercard also helps build our brand. **As we started reaching both B2C (business-to-consumer) and B2B (business-to-business) customers via Bartercard, we quickly realised that marketing and brand building are essential.** That was a turning point; we never did any marketing or branding before. Now we still focus on quality, but we also pay attention to our brand image. Bartercard plays an essential role in building our brand and making sure our packaging proudly presents our products to the market.

### Q: How can Bartercard increase market share?

**A:** Bartercard plays an important role in increasing sales and targeting a variety of segments. Instead of me hiring salespersons,

Bartercard helps penetrate new markets in hotels, restaurants and retail by constantly promoting our products.

### Q: How does Bartercard reduce cash expenses?

**A:** I use Trade Baht for employee benefits such as coffee at the office, annual trips, health checkup packages, or even staff uniforms. For taking care of customers, I have used to trade for New Year's gifts. Bartercard has been incredibly beneficial to our organisation because it has such a variety of products.

### Q: Does Bartercard encourage new business relationships?

**A:** Bartercard members who have become my customers have also counted me as a customer. And it works the other way around as well, with me able to offer my products to members whose services I use. It really is "bartering" where there's an exchange of products and services.

### Q: What impresses you most about Bartercard?

**A:** Bartercard offers a wide range of quality products and services, with our own personal helper (BDM) who takes care of us. And Bartercard has helped us grow. Where once I offered a limited range of products, now I have a greater variety thanks to Bartercard opening up new markets and expanding my customer base. **When I have to make a purchasing decision, it's much easier when we don't have to use cash.**

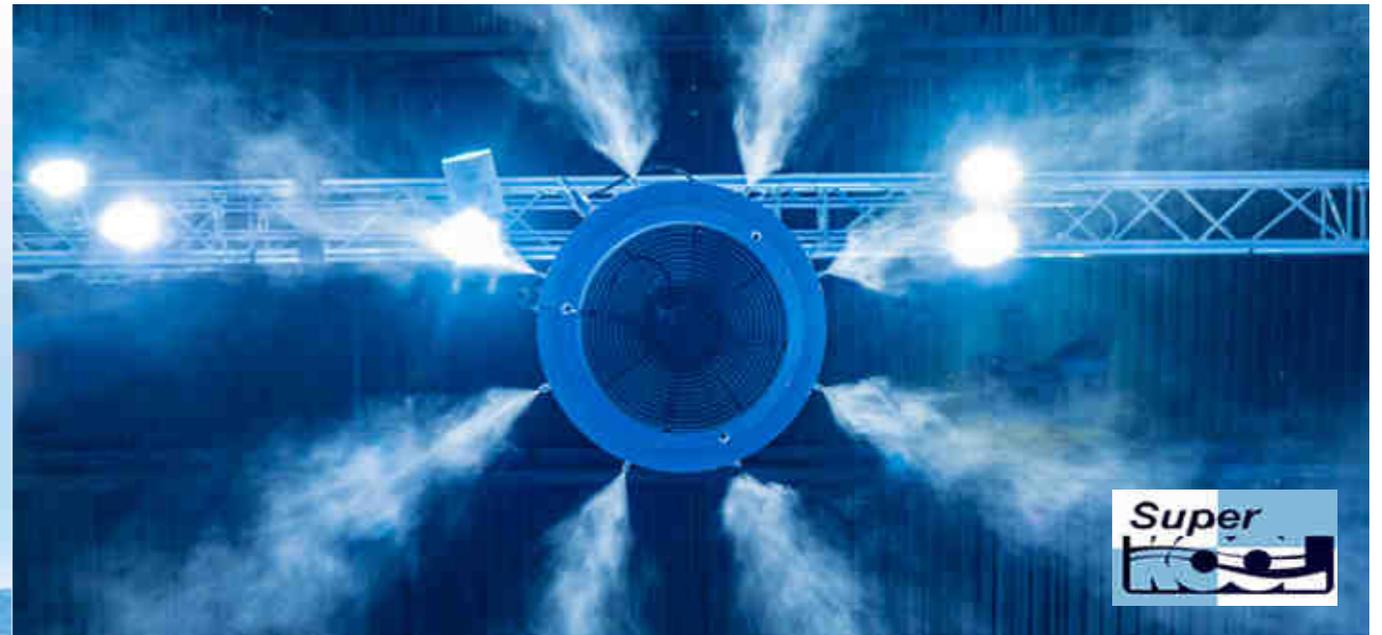
### Q: How does Bartercard improve your lifestyle?

**A:** I have happily used trades in my travels around Thailand and abroad. This includes personal shopping. At the beginning I was not sure what to buy on Bartercard, but now when I need something, I always start my search on Bartercard.





## Boost Sales with Bartercard



**SATI AMORN RATNUKUL**  
Superkool International Co., Ltd.

Member For: 9 years 8 months

**Q: Please tell us about Superkool International Co., Ltd.**

**A:** Superkool international Co., Ltd specialises in cooling systems. We manufacture and distribute misting fans (humidifiers), evaporative coolers, air cooling machines, fog machines and various cooling equipment. We also design and build renewable energy such as Solar Cell, Smart Farm - Super Greenhouse Technology for environmental control of farms and greenhouses for companies and consumers. We have been operating for over 12 years under the Superkool brand.

**Q: How does Bartercard benefit your business?**

**A:** I would like to separate into two areas. As a marketing channel, Bartercard plays a role in our new product launches. Once the products hit the market, word of mouth is generated. We also showcase our products at Bartercard Trade Show to reach more customers. This is another way to promote our products, as launching with traditional advertising would normally cost a lot of money. Bartercard is a great way to increase market share and distribute new models to the market.

**Bartercard creates opportunities by increasing our ability to reach entrepreneurs. Bartercard members are business owners who have high purchasing power and are 50% more likely to become repeat buyers.** Speaking directly to the owners makes it easier to close deals, as we don't have to go through the purchasing department. It's also an easier decision to make when they don't have to use cash.

As a distribution channel, Bartercard members are in a variety of industries and in every region of the country. Our target is nearly everyone, including industrial, restaurant, factory, hotel or end users. When we want to launch new products, Bartercard always helps with marketing.

**Q: How do you increase sales with Bartercard?**

**A:** Bartercard gives us another distribution channel. When our products are distributed, we increase the chance of customers seeing our products. The more people see our products, the more chance that sales follow.

Because humidifiers, evaporative coolers or solar energy are considered in the luxury goods category, we need to constantly promote our products. And Bartercard helps with that.

**Q: How does Bartercard reduce costs?**

**A: I trade for tools necessary for my factory like drills, polishing machines, belt sanders, air compressors, dynamo electric generators, and uninterruptible power supplies – things we would usually need to use cash to buy. It's a huge saving and very beneficial to the factory.**

For the office, I normally trade for stuff to increase staff morale, such as staff trips upcountry, taking them out to restaurants, or gift vouchers for dining or travel. This is using Bartercard for employee welfare and also saving cash. We also trade for accounting services, as well as New Year's gift baskets for customers.

**Q: How do you use Bartercard in your personal life?**

**A:** Some products we wouldn't normally spend money on, but when we can use Bartercard our purchasing decision is easier. So we get to try a wide variety of new products that increase our quality of life.

**Q: What trades are the biggest benefit for your business?**

**A:** Trading with companies who import machines and tools. As we are a factory and can't be absolute in our

**“ When we want to launch new products, Bartercard always helps with marketing. ”**

technologies, it's essential that we constantly update. When there's a new technology on the market, we always trade for it and continue to develop and improve our factories.

**Q: How do you generate cash from Bartercard?**

**A:** Apart from the cooling machine and renewable energy business, I am building a resort in Chiang Mai, and Bartercard is playing a huge role. Whether it's mattresses, curtains or power generators, my trades for the new resort will end up generating cash for me.

**Q: How does Bartercard increase your products' value?**

**A:** I have traded for printing machines for product labels, which adds brand value and brand recognition.

**Q: What tips do you have for using Bartercard?**

**A:** It's important to constantly search for products and services that are beneficial and increase your products' value.

**Q: What is the social side of Bartercard like?**

**A:** Bartercard organises events for members to meet each other. This gives us the opportunity to exchange business ideas. Bartercard members have far-reaching vision and are usually involved in more than one business, so that helps broaden our perspectives.

**Q: What impresses you most about Bartercard?**

**A:** I'm impressed with my BDM, who is like a supportive buddy and helps our business. Whenever I need something for the factory, my BDM always finds it for me.

# PHUKET



## MANGOSTEEN AYURVEDA & WELLNESS RESORT

Located in Rawai on a private hillside in the south of Phuket, Mangosteen Ayurveda & Wellness Resort offers spectacular ocean views over four bays and the surrounding islands. A unique boutique resort designed especially for adult guests, it caters to those who desire personalised service and relaxation away from the crowds. The amazing tropical gardens, beautifully appointed luxury villas, and professional wellness treatments make it the perfect romantic escape.

[www.mangosteen-phuket.com](http://www.mangosteen-phuket.com)



## SECRET CLIFF RESORT & RESTAURANT

Set in a rainforest above the Andaman Sea coast, Secret Cliff Resort & Restaurant is the perfect setting for a quiet, peaceful holiday. An inviting swimming pool provides the focal point for those wanting a day lazing around in the sunshine, whilst the more intrepid will follow the pathway down the slope to the small private cliff to swim or snorkel amongst the rocks. Just five minutes from lively Patong Beach and the fabulous white sands of Karon, it's truly a secret you'll want to share with friends.

[www.phuketsecretcliff.com](http://www.phuketsecretcliff.com)



## AQUAMARINE RESORT & VILLA

Experience the heavenly pleasures of authentic Thai hospitality high above Kamala Beach with a magnificent vista of the emerald Andaman Sea on the west coast of Phuket. Romance is always in the air at this ancient Ayudhya-themed sea-view retreat with three exotic swimming pools, a spa and private villas nestled among the ancient trees and beautiful ponds of an unspoiled hillside jungle. Aquamarine Resort & Villa has all the ingredients for a most memorable tropical getaway.

[www.aquamarineresort.com](http://www.aquamarineresort.com)



## DIAMOND COTTAGE RESORT & SPA

Located perfectly between Karon and Kata beaches, Diamond Cottage Resort & Spa is nestled on the hillside just a short walk from both. Thai-style architecture creates a comfortable yet exotic feeling throughout the resort. The welcoming guestrooms and villas are complemented by a full range of facilities including two outdoor swimming pools and a children's pool, restaurant and bars, meeting facilities, a rejuvenating spa, sauna, fitness room, and more.

[www.diamondcottage.com](http://www.diamondcottage.com)

## NAINA RESORT & SPA

At Naina Resort & Spa, everything symbolises rest and relaxation in an ambiance of luxury and quiet refinement. The hotel is ideal for both business and leisure travellers with easy access to the major shopping arcades and entertainment centres. Spacious and well-appointed guestrooms are exquisitely designed to provide exceptional comfort, with dedicated work areas and fully stocked tea and coffee making facilities just some of the features that enhance the pleasure of your stay.

[www.nainaresortandspa.com](http://www.nainaresortandspa.com)

