

Family firm on a mission to go global



SMM president Yongyout Posirisuk says the company is in the process of assembling a team of international partners as part of its mission to be a global brand.

Sammitr Motors Manufacturing seeks household-name status beyond Thai borders.

As it turns 49 this year, Sammitr Motors Manufacturing (SMM) is set on a new mission: to become a global brand.

It believes the move is especially timely with the world's changing business landscape and the dawn of regional economic integration.

"Now the group is mature enough to fly higher," says Yongyout Posirisuk, 50, the oldest son of Chao Posirisuk and SMM's president. "Becoming a global brand is the first priority for me and my children as the third generation to take the helm of SMM."

The company was founded in 1967 by Mr Yongyout's father with registered capital of 3 million baht as a maker of car and truck bodies and parts. SMM is now the flagship of Sammitr Motors Group, contributing up to 80% of revenue.

SMM's big customers in Thailand, where it has 11 factories, include Toyota and Isuzu. Its two China plants supply parts mainly for Volkswagen.

Other companies under the group are Sammitr Autopart Co, led by Mr Yongyout's sister Maneerat Posirisuk, and Sammitr Green Power Co, led by his brother Surayut Posirisuk.

SMM has continually upgraded its personnel, production technology and research and development (R&D) to provide the best service to customers.

Specifically, the Sammitr brand established itself as a household name in dump trucks, trailers, semi-trailers, specially designed trucks, steel canopies and accessories for pickup trucks. Shafts, hydraulic cylinders and other mechanical components are produced in-house for SMM's dump trucks, trailers and semi-trailers, as well as for other manufacturers.

"In my opinion, while automakers are looking to beefing up their exports, Thai-owned automotive companies in general should not be complacent to serve only manufacturers in this country," Mr Yongyout says "That is why becoming a global brand is Sammitr's next mission."

To meet the goal, plans are afoot to assemble a team of international partners to make Thai-made products more acceptable to foreign markets.

SMM has collaborated with the country's leading R&D units such as the National Metal and Materials Technology Center and the Thailand Institute of Scientific and Technological Research.

The company has also forged a partnership with AutoCRC -- an Australian research group that focuses chiefly on the automotive industry -- to develop lightweight, durable and fuel-saving steel canopies for pickups. The Thai-made TL1 steel canopy for the Toyota Revo was introduced last August and has been shipped to Australia.

SMM is the first and only Thai car maker to collaborate with AutoCRC, enjoying strong support from the Australian government. Such collaborations will further enhance SMM's R&D capabilities in terms of logistics, high-quality materials and human resource management.

"SMM has focused on adding value to existing products through continuous R&D for 40 years," Mr Yongyout says. "One of SMM's strategies is to become a leading brand in the global automotive industry by the year 2020 through constant product and technology development.

"We aim to expand our truck and trailer business into the AEC market and have recently explored investment opportunities in Indonesia. In terms of pickup conversion and accessories, we are focusing on product development to meet automotive standards for global market penetration."

Mr Yongyout said overseas sales should contribute 30% of SSM's revenue by 2020 against 10% now. SMM targets its revenue to surge by 16% to 5 billion baht this year. Its revenue fell 15% last year to 4.3 billion baht.

