# DTC Enterprise Group introduces business matching for logistics

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• A new joint venture – TORAMOVE – has been set up by 3 parties
• TORAMOVE will keep DTC Enterprise Group to be leader in transportation technology provider in Thailand
DTC Enterprise Group, a Thailand's leading provider of GPS & IoT solutions for automobile, has penetrated to business matching between the transportation companies and the companies needs transporter to release the pain points of them with an aim of creating profit to truck owners and reducing cost to the companies needs transporter as well as enhancing the efficiency of fuel consumption.
According to Mr. Thotspol Kunapermsiri, DTC Enterprise Chief Executive Officer, the new joint venture, TORAMOVE Company Limited, had a registered capital of five million baht, 59% of which held by the group while the rest jointly owned by two Japanese partners – Yazaki Energy Systems Company Limited and TraBox Corporation Company Limited.
"In fact, the business matching like ours is not new in Thailand. Many transportation companies have been trying to do and nowadays they exist, but the service has not been popular because of the unsatisfied service for the clients. So that the reason why we have joined with the two Japanese giants in this business. We will able to transfer good service with good market reputation from Japan to Thailand and TraBox's platform is well accepted in Japan. I'm confident that our service will be also well accepted by the Thai market," said Mr. Thotspol
He said DTC Enterprise Group had been interested in the business matching for some time because the group had been involved with the transport companies and the one-way transportation was the unwanted situation of the transport companies because of unnecessary high operation cost and the new service would help the group to integrate full service package to the customers.
Mr. Thotspol said the business matching service for the transporters had been known in Thailand for a long time, but the service had not been accepted by the market as the service standard of providers was not consistent. So, he has believed the TraBox service will be well accepted by the market, especially in the Japanese companies in Thailand as they have known TraBox in Japan for a long time. TraBox service in Thailand will start within October.


"Our selling point is TraBox brand loyalty in Japan and we will launch the same service as in Japan in Thailand to the Japanese companies in Thailand as well as the companies which are our business partners. Off course, we will look for new customers when our service is recognized," said Mr. Thotspol.
He said TraBox's strength was fare practice to all parties, including good service with affordable member fee of 1,000 baht and monthly service charge 1,000 baht. However, during the introduction period, TORAMOVE will waive the service charge for three months and the company has set member target of 3,000 members in the first year from the Japanese firms in Thailand and business partners of DTC Enterprise Group, and it will expand customer base to new area with the member target of 13,000 members within two years.
Meanwhile, Mr. Ko Yazaki, President Representative Director of Yazaki Energy Systems Corporation added that the company had been interested in entering Thailand for some time because Thailand had high potential to develop and now logistics business in Thailand was growing. At the same time,

Yazaki, actually, has been a good partner of DTC Enterprise Group, which has no conflict of interest in logistics business, for many years encouraging Yazaki decides to join with its Thai partner.
“In fact, a Japanese company starts doing business in Thailand is not difficult because we have a lot of Japanese companies in Thailand which they prefer to use service from Japanese society. But the most difficulty in doing business in Thailand for Japanese companies is finding a good local partner who has no conflict of interest for the service. However, we have found DTC Enterprise Group as our local partner and we are very confident that the Thai-Japanese joint venture will be growing in the long run,” said Mr. Yazaki.
Mr. Taiichiro Yoshioka, Trabox President, added that the company had long-term vision to expand business to other countries in the globe, not only Thailand. But Thailand will be business model for TraBox and it has high possibility that TORAMOVE may be its subsidiary to handle AEC market soon because DTC Enterprise Group has very good relationship with many companies in this region.
“We are looking at moving out from Japan is a big jump of us to other countries in the world, so the cooperation with Thai partner will be a chance for us to study this business model for jumping to other countries. And it has high possibility for the joint venture to do overseas business under TORAMOVE,” said Mr. Yoshioka.