

Asian Poultry

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Wuxi Poultry chases the market



Boonchal Kositikhun



Triumph Engineering growing strong

Heung Il Farm expands its layer flock



Man Jin-Kyu

Komarla boosts yield with Vencobb 400



P.S. Nandakumar



TEC provided its first turnkey service in plant design, construction and machinery supply to Bangkok Ranch Plc, Thailand's largest duck feedmill. Then, it expanded its services to other animal feed companies. "Our business has expanded by word of mouth," Mr Boonchai said.

Besides machinery for animal feed production, TEC also supplies spare parts to the industry.

Its unit Triumph Special Tools & Steel Ltd. (TSL) was established in 1989 to manufacture ring dies for the animal feed industry after Mr Boonchai saw room for supplying locally-made ring dies to serve the growing demand of tapioca pellets, which stood at eight million tonnes a year at that time.

Apart from ring dies, TSL produces roller shells and other parts for the industry. The company had an initial registered capital of THB 25 million (USD 615,958), which was mostly funded by the Kositkhun family. The company also took bank loans worth THB 65 million (USD 1.6 million) to fund its investment in setting up a spare parts manufacturing plant.

TSL manufactures dies with an outer diameter of up to 1,200 mm, and with pelleting hole diameter as small as 1.2 mm. Its annual production of pelleting ring dies stood around 800 - 1,000 units in the beginning stage and has surged to more than 3,000 a year currently.

The company later expanded to produce roller shells, serving machines in the industry, with an initial production of around 5,000 units a year. Its production outputs are currently around 10,000 - 12,000 units a year.

TEC has set up a facility in southwestern province of Ratchaburi about 20 years ago for the machinery and parts manufacturing operations of the company and its unit.

Crossing borders

With success in the domestic market, from supplying products to a small group of customers initially and then to a larger number of animal feed producers, TEC developed the confidence to offer its products and services to other



TEC facility in Ratchaburi province.

countries.

The company started shipping its dies and spare parts to Malaysia 10 years ago, to replace Malaysia's spare parts import from western countries. Now, the company's exports to Malaysia include rollers, animal feed machinery and turnkey services.

"We benefit from the geographical proximity to Malaysia, where customers can receive just-in-time product supply and services," Mr Boonchai said.

TEC's exports to Malaysia have jumped to around USD 3 million per year, from about USD 1 million a year at the start.

Apart from Malaysia, TEC plans to enter a growth-potential market in Vietnam. It will also expand its market coverage to Bangladesh, India and Pakistan in the near future.

"We will initially provide dies to our new customers overseas, and then expand the market further from there," said Mr Boonchai.

The company has also shipped a few products to Indonesia, Japan and the U.S. Export revenues contribute to about 50% of its total turnover, with the balance from domestic sales.

"Our business has skyrocketed at least 15 times from around THB 300 million (USD 7.39 million) a decade ago, thanks to our attractive prices, product quality and professional engineering teams," said Mr Boonchai.

The strength of TEC is extensive experience in the animal feed machinery and equipment and the company's capability to provide products and services for the entire feed production line.

"Our product price, which is cheaper than those of western countries, is another advantage. And we have better quality products, when compared with those in a similar price range," Mr Boonchai said.

The company also guarantees 24-hours customer service in neighbouring countries.

Through nearly 20 years of expertise, TEC has developed technology on animal feed machinery and equipment to suit the needs of customers. The group had also applied quality systems in their production process. TEC received the ISO 9001 certification in 2001, while TSL obtained the same in 1999. ■



Thailand's Triumph Engineering Co has turned itself from a supplier of sugar mill machinery to Thailand's largest manufacturer of animal feed machinery and equipment. SUPUNNABUL SUWANNAKIJ finds out factors behind its success.

Triumph Engineering growing strong at home and overseas

After working at a machinery importing company for 20 years, Triumph Engineering Co (TEC) Founder and President Boonchai Kositkhun saw a business opportunity in machinery manufacturing, due to the country's heavy reliance on machinery imports. Mr Boonchai together with his British partner then established TEC in 1981 to assemble machinery for the sugar mill industry.

Unfortunately, business was not as smooth and successful as expected in the beginning, leading to operating losses and the withdrawal of its British partner.

This major setback however, didn't force Mr Boonchai to give up. He continued to head the company, and diversified the business to animal feed machinery, after a Thai tapioca pellet producer awarded a contract to TEC to manufacture 10 sets of tapioca pelleting machine.

"This was our first work outside the scope of the sugar mill industry and our first step into the pelleting area," Mr Boonchai said.

From assembling pelleting machines, TEC later expanded to manufacturing grinding machines, intake and material handling machines and mixers. It also provides turn-key services to customers, covering plant design to machinery supply.



Boonchai Kositkhun, TEC Founder and President.