

Rattikorn Prichavongwaikul

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BACKGROUND

Born in a Chinese merchant family in Dec 1980, I was encouraged to work since grade 6. Family determination for oversea-studying greatly shaped my personal character today. Straight after my graduation, I joined family business since 2002. My family-own business has existed for more than 30 years in Entertainment Business. However, with revolution in technology has caused Entertainment Business dramatic changes. Physical CDs gradually diminish from the market.

WORK EXPERIENCE

Managing Directors

April 2008 – Present

ONPA Co.,Ltd. : *Moving forward to new industry from based of Entertainment business*

- Working closely with owners to set up new business projects in several industries.
- Strategic planning for real estate company in Bangsaen District, Chonburi province.
- Managing company printing factory in Bangbo district to meet with requirements from customers.

Founder

October 2012 – Present

Hippo Shopping Co.,Ltd : *E-Commerce website B2C*

Eastern Trade Commercial Co.,Ltd. : *Import/Export Company*

- Set up an Online Business and setting company direction and strategic planning from beginning.
- Manage with suppliers or wholesalers about deal terms and production selection.
- Contact with programmers to develop website according to requirements.
- Set up call center service to facilitate customers.

Operation Manager

April 2002 – October 2012

GMS Outlet Co.,Ltd : *Retail Outlets*

TT Shop Management Co.,Ltd. (TSUTAYA) : *Retail Outlets*

- Manage operations for over 150 retail outlets with responsibility of more than 500 employees.
- Coordinate strategic planning for the opening of new outlets and in-store technology improvements.
- Plan and organize in-store promotion, advertising in various media and other marketing efforts.
- Conduct bi-weekly meetings with Branch Managers to solve problems and carry out strategic planning.
- Approve expenditures and budgeting, negotiate with wholesale buyers and manage inventory.

Acquisition Consultant

April 2002 – October 2012

Right Beyond Co.,Ltd : Home Entertainment

- Attend international film fairs to negotiate terms for distributing movie in the Thai market.
- Promote and sell Thai movies abroad, manage financial dealings and arrange logistics with buyers.

EDUCATION

M.B.A., Entrepreneurship

May 2006 – May 2007

Babson College, No.1 in Entrepreneurship, USA.

B.B.A., International Business Management

May 1998 – March 2002

Chulalongkorn University, Bangkok, Thailand.

COURSE / PROGRAM PARTICIPATE

Young Executive Program (YEP) , Siam Commercial Bank, October 2015.	2015
<ul style="list-style-type: none">• Responsible for call center for “Another Breath” CSR project for Children Hospital.	
Leadership Management International (LMI) , February 2013	2013
<ul style="list-style-type: none">• Learn new methods for more efficiency, effectiveness and increase productivity.	
Intelligent Entrepreneur Program (IEP) , Siam Commercial Bank, September 2012.	2012
<ul style="list-style-type: none">• Create a network SME group for seminar events sharing knowledge and experience.	
Franchise B2B Thailand, Department of Business Development (DBD) , April 2011.	2011
<ul style="list-style-type: none">• Company participated in Thailand Franchise Roadshow 2011 in Yangon.	
Real Estate Chulalongkorn University (RECU) , Chulalongkorn University, October 2010.	2010
<ul style="list-style-type: none">• Work with group leaders to arrange gathering activities.	
CPN Retailing Programs , Central Pattana, October 2008.	2008
<ul style="list-style-type: none">• Work as Group Representative for CPN Retailing Program Associations.	
KSME CARE , Kasikorn Bank, March 2008.	2008
<ul style="list-style-type: none">• One of 11 Board of Directors of KSME CARE Network #4 that represents 300 SME companies.	
SMART Program , Department of Export (DEP), April 2006.	2006
<ul style="list-style-type: none">• Company participated in Thailand Roadshow 2006 in South African.	

SKILL

Personality : Fast Learner, adaptive, positive attitude, able to work well under pressure

Language Skills : *English* : Good command of spoken and written English.

Chinese : Fair command of spoken Chinese.