

顧客管理のための新しいルール作り

実習生: タナソン マニーラット

実習先: SP Intermach Co., Ltd.

Client Name	(A) Money	(B) Machine	(C) Key Account	Final Category	Action Plan / Pitch
CASTEM (Thailand)	RICH (High Rev)	OLD (2006-08)	YES (9+ Units)	1. Strategic Priority	"Major opportunity. They have 9+ units, all ~18 years old. Financials show a recent slight loss despite high revenue. Strategy: Pitch 'Profit Recovery'. Explain that replacing 19-year-old hydraulics with new electrics will cut energy costs by 60%, immediately fixing their operational loss."
PROSPIRA (Bridgestone)	RICH (Global Brand)	OLD (2004)	YES (Global Brand)	1. Strategic Priority	"Critical Risk. They are a Global Giant (Bridgestone) but rely on a single 21-year-old machine. Strategy: Pitch 'Risk Management'. If this unit dies, their supply chain stops. They must upgrade to a modern unit for safety."
HAMAKA (Thailand)	RICH (Turnaround)	OLD (CN Series)	NO (1 Unit)	2. Growth Opportunity	"Perfect timing. After years of zero growth, they just hit 11M profit in 2568. They finally have cash. Strategy: Their 'CN' machine is ancient. Pitch a replacement NOW before they spend that new profit on something else."
I.M.E. (Thailand)	RICH (1B Rev)	MODERN (2024)	YES (High Rev)	3. Relationship Maintenance	"They just bought a machine. Strategy: DO NOT SELL. Visit purely for 'Omotenashi'. Check if operators need training. Build trust now so they buy from us again in 2026."
Arrow Mfg.	POOR (Loss)	MIXED (2000/2019)	YES (5 Units)	4. Service Preservation	"Financials show heavy losses since 2020. Strategy: Do not sell new machines. Offer a 'Life Extension' parts package for their 3 old units (Year 2000) to help them survive and pay off debt."



実習の目的

データで判断する：勘（かん）に頼らない

スタッフを助ける：限られた人数で頑張る

日本の考え方を使う：もったいない・おもてなし



実習先の紹介



会社名: SP Intermach Co., Ltd.

仕事: プラスチックを作る機械の販売 (Selling plastic machines)

ブランド:

Haitian (中国): 安くて人気 (Cheap & Popular)

Niigata (日本): 高性能 (High Performance)



背景と課題



問題 (Problem):

お客さんが増えた (More customers)

スタッフが足りない (Not enough staff)

困ったこと:

誰が一番大事かわからない (Didn't know who is important)

全員に同じ時間を使っていた (Wasted time)



プロジェクトの詳細と解決策

解決策 (Solution): 日本の考え方 × データ

- 三現主義: 現場の事実を見る (See the real facts)
- もったいない: 古い機械を直す (Fix old machines)
- おもてなし: 先回りする (Think ahead)



実行結果と成果



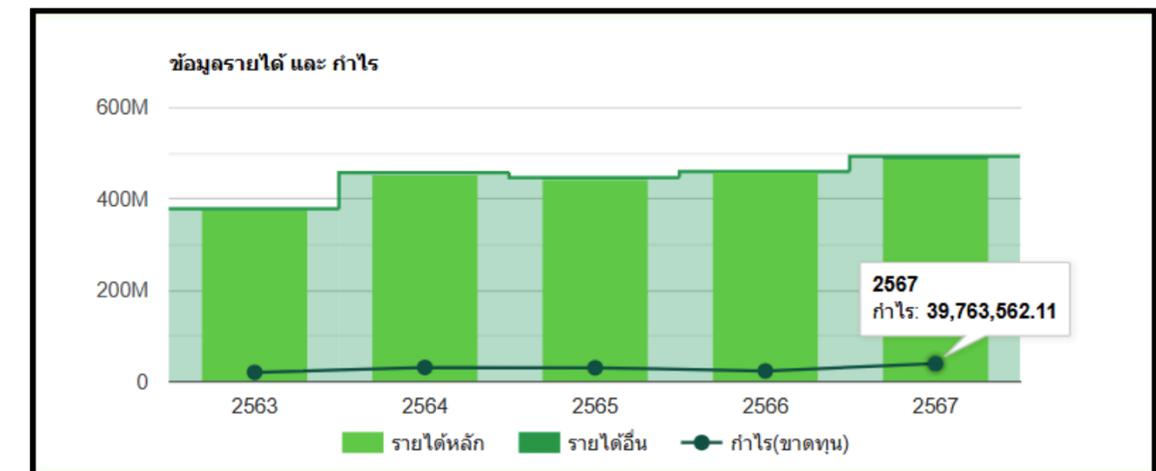
解決策：日本の考え方 × データ

三現主義: 現場の事実を見る

もったいない: 古い機械を直す

おもてなし: 先回りする

LIST OF NIIGATA INJECTION MOLDING MACHINE IN THAILAND														
No	รุ่น	Code	Customer	Present Address / Street/Sub-district / District	Province/City	Postal Code	Tel	Fax	M/C Status	Date of purchase	Model	Inj. U	Serial	IFG date
			TBC	Can't confirm M/C status										UPDATED DATE : 2025/12/19
			NEW	The blue character is the machine was added or update information										
				Now have no this M/C										
4	Toshiba	0011700	Arrow Manufacturing	41.46 Moo5 T.Phalitum A.Nongkae	SARABURI	18140	03-671-8187-8	03-671-8189	Running	Jul, 2019	CNS100		#10044K	4-2019
5	Toshiba	0011700	Arrow Manufacturing	41.46 Moo5 T.Phalitum A.Nongkae	SARABURI	18140	03-671-8187-8	03-671-8189	Running	Jul, 2019	CNS100		#10043K	4-2019
6	Toshiba	0011700	Arrow Manufacturing	41.46 Moo5 T.Phalitum A.Nongkae	SARABURI	18140	03-671-8187-8	03-671-8189	Running	Jul, 2019	MD100S3		#10313D	6-2000
7	Toshiba	0011700	Arrow Manufacturing	41.46 Moo5 T.Phalitum A.Nongkae	SARABURI	18140	03-671-8187-8	03-671-8189	Running	Jul, 2019	MD100S3		#10305D	5-2000
8	Toshiba	0011700	Arrow Manufacturing	41.46 Moo5 T.Phalitum A.Nongkae	SARABURI	18140	03-671-8187-8	03-671-8189	Running	Jul, 2019	MD100S3		#10303D	5-2000
9	SPI	1109911	PROSPIRA (THAILAND) CO., LTD. (Bridge	88/8 MU2, SAI 13 RD, T.Makhamkhu, A. Nihompatana,	RAYONG	21180	03-889-3588-9	03-889-3596	Running		MD350S4	i22	#46033D	2004-12
12	SPI	7450711	Castem(Thailand) Co., Ltd.	968 Moo 5, Soi Soonthornwasu,Pheakasa Road., Tambol Pheakasamai, Ampur Muang	SAMUTPRAKARN	10280	02-324-3027	02-324-3030	Running		MD50XB		#85996D	9-2008
11	SPI	7450711	Castem(Thailand) Co., Ltd.	968 Moo 5, Soi Soonthornwasu,Pheakasa Road., Tambol Pheakasamai, Ampur Muang	SAMUTPRAKARN	10280	02-324-3027	02-324-3030	Running		MD50XB		#85997D	9-2008
13	SPI	7450711	Castem(Thailand) Co., Ltd.	968 Moo 5, Soi Soonthornwasu,Pheakasa Road., Tambol Pheakasamai, Ampur Muang	SAMUTPRAKARN	10280	02-324-3027	02-324-3030	Running		MD50XB		#85990D	8-2008
14	SPI	7450711	Castem(Thailand) Co., Ltd.	968 Moo 5, Soi Soonthornwasu,Pheakasa Road., Tambol Pheakasamai, Ampur Muang	SAMUTPRAKARN	10280	02-324-3027	02-324-3030	Running		MD50XB		#85819D	10-2006
15	SPI	7450711	Castem(Thailand) Co., Ltd.	968 Moo 5, Soi Soonthornwasu,Pheakasa Road., Tambol Pheakasamai, Ampur Muang	SAMUTPRAKARN	10280	02-324-3027	02-324-3030	Running		MD50XB		#85818D	10-2006
16	SPI	7450711	Castem(Thailand) Co., Ltd.	968 Moo 5, Soi Soonthornwasu,Pheakasa Road., Tambol Pheakasamai, Ampur Muang	SAMUTPRAKARN	10280	02-324-3027	02-324-3030	Running		MD50S4 LP		#85680D	5-2006
17	SPI	7450711	Castem(Thailand) Co., Ltd.	968 Moo 5, Soi Soonthornwasu,Pheakasa Road., Tambol Pheakasamai, Ampur Muang	SAMUTPRAKARN	10280	02-324-3027	02-324-3030	Running		MD50S4 LP		#85652D	5-2006
18	SPI	7450711	Castem(Thailand) Co., Ltd.	968 Moo 5, Soi Soonthornwasu,Pheakasa Road., Tambol Pheakasamai, Ampur Muang	SAMUTPRAKARN	10280	02-324-3027	02-324-3030	Running		CN50A3		#81462C	
19	SPI	7450711	Castem(Thailand) Co., Ltd.	968 Moo 5, Soi Soonthornwasu,Pheakasa Road., Tambol Pheakasamai, Ampur Muang	SAMUTPRAKARN	10280	02-324-3027	02-324-3030	Running		CN50A3		#81459C	



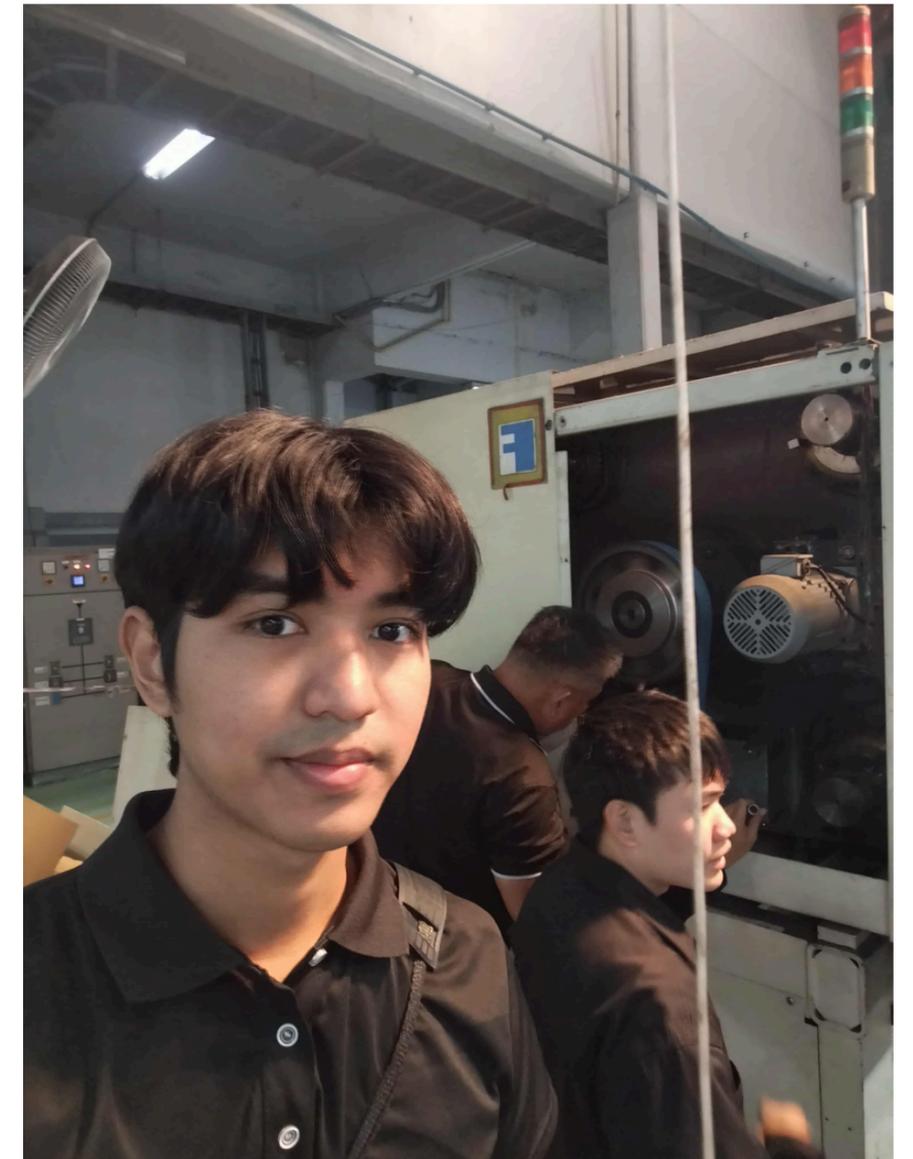
データ分析によるリソースの最適化

データ分析 (27社):

1. 優先ターゲット (Priority): 40%
2. 修理・もったいない (Repair): 15%
3. リスク監視 (Monitor): 11%

成功例 (Case Study): Arrow社: お金がない →
「修理」を提案 → 受注!

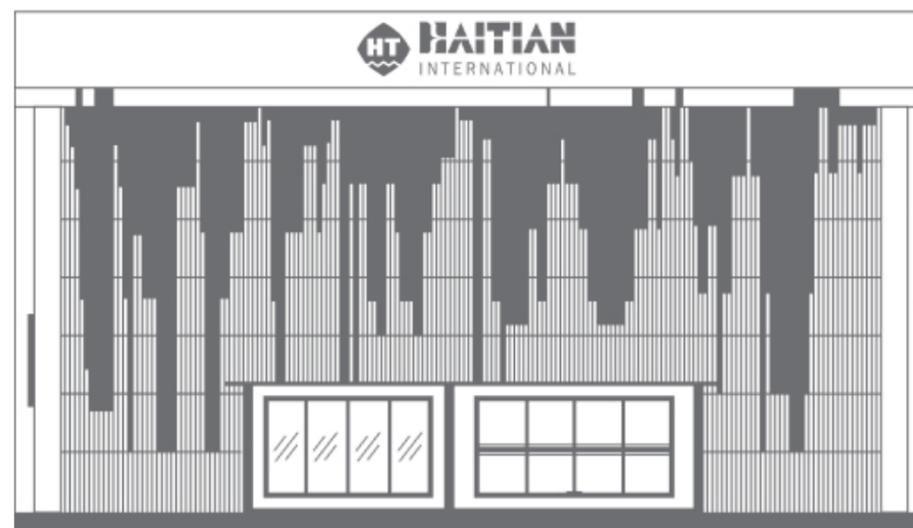
結論 (Conclusion): 誰に時間を使うべきか、
データで分かるようになった。



実習の感想とまとめ



- 通訳以外の仕事にも挑戦できて、自信になった。
- データを使って戦略を考えるのが面白かった。
- 自分が作ったマニュアルが人の役に立って嬉しかった。





ご清聴ありがとうございました。
質問があればどうぞ。

