

Innovation

The importance of innovation and technology

Digital technology and the internet have played a huge role in our daily lives and helping businesses grow exponentially, which subsequently creates a competitive advantage. The Company sees that developing innovative technologies can help meet customer needs, create a positive purchasing experience for products and services, while improving the efficiency of internal processes. In addition, changing people's behavior during the disruption era and the COVID-19 pandemic is another challenge for the Company's business operations. The Company must adapt to keep pace with the situation and propel the business forward. The Company is dedicated to developing innovations and cutting-edge technology, such as marketing in the omnichannel platforms and online shopping application services, to be able to reach customers quickly and provide complete convenience, as well as building confidence among shareholders and create appeal for investors and business partners.

The Company is committed to operating the business under the concept of "Customer Centric", which is the driving force for the development of modern technological innovation. It aims to create good experiences for all customers and users, and create engagement between customers and the Company. Thus, adjusting the marketing strategy to form an omnichannel or E-Commerce platform, as well as focusing on customer relationships are the main approaches to the innovation. To develop new innovations, the Company aims to become number 1 retailer in Thailand, operating under the omnichannel platform technology model. Moreover, the Company aims to promote Innovation within the organization at both the internal work processes level and the cooperative level so that the organization can be able to disseminate innovations that benefit society and the environment. All stakeholders are informed both directly and indirectly through various media channels in order to bring about change for the better and leading to a sustainable organization.

The Company's operation in technology and innovation development is led by "Central Tech", a subsidiary of the Company, who is responsible for initiating various technology innovation projects by adhering to an innovative process that takes into account users, customers and business partners. It has the following framework:

