

Mission

CA International Information Co., Ltd. was established in 1995 to provide and support accurate, the most up-to-date, intensive and strategic information to the business and public sectors in the age of information in Thailand and ASEAN countries.

We are a professional group who specializes in a broad range of research and information service as applied to desk research, in-depth interview, customer survey, market analysis, industrial analysis, financial analysis and strategic information searching.

A company at its best, CA International Information Co., Ltd. sought to provide analytical and intelligent research services to each project. Attention to details and looking at problems from fresh new angles are the traits that we proudly employ and maintain.

We are frank in our approach and straight-forward in our dealings. Our services will be limited to what we do best as we take pride in the quality of our works as much as it being useful for our clients.

Research

Our research focuses in economics & policy research, market research, industrial research as well as customer survey research. We provide four main goals of research to our client:

- Research to find the easiest path of business
- Research after business start up
- Research when competition is intense
- Research in a growing or mature market

For our quality research which is customized for particular subject, our study procedure is identified as follows:

- Defining the problems & objective of the study
- Setting up the research design & approach
- Conducting a study & survey
- Conclusion and analysis of the study
- Organizing strategic management report and research results

Feasibility Study & Project Investment Consulting Service

This service provides consultation to corporation on market entry and market expansion strategies. From fundamental assistance at the earliest stage of investors entry into Thailand to more advanced levels of market penetration, we have direct international and domestic experience to strengthen market objectives.

Investment Consulting Service coverage:

- Pre start-up market information for decision making
- Strategic consulting based on our creative research
- Project investment feasibility's study
- Project evaluation study
- A practical partner for business project development
- Coordinator for project investment in Thailand
- Introducing key business contacts and assisting with follow-up support

International Trading and Investment Database Service

International Trading Database Service includes the imports regulation, customs tariff, trading limitations and measures, trade barrier as well as database of exporters/importers in the targeted export markets for exporter's business.

Investment Database Service covers:

- Thailand and targeted countries' investment policies
- Investment infrastructure
- Population and labor
- Economic foundation of each key industry
- Analysis of investment potential in targeted location

The service will be in the form of data report and database/databank, which can be updated by users, and can be accessed via both Intranet and Internet.

Economics & Policy Research

CA International Information provides innovative economics and policy research for Thai government agencies, NGO and foreign agencies in the following areas:

- Trade Promotion & Development
- Investment Promotion & Development
- Regional Economic Development
- Private Sector Development
- SMEs Development
- Industrial, Science and Technology Development
- Program Evaluation
- Etc.

Our major client list for economics and policy research is as followings:

- Department of Export Promotion
- Department of Industrial Promotion
- Department of Business Economics
- Department of Internal Trade
- The Federation of Thai Industries
- NECTEC
- Thailand Textile Institute
- Jetro
- Metal Mining Agency of Japan
- American Embassy
- Kansai Research Institute
- Etc.

Market and Industrial Research

The scope of market and industrial research consists of the following key aspects:

- Demand and Supply
- Market size and Market share
- Distribution channels analysis
- Competition analysis
- Consumer attitude and behavior analysis
- SWOT Analysis

CA International Information focuses and provides study on industrial research by mean of:

- Collecting relevant information for the study both from the government and private sources.
- Conducting market study and survey from the industry's, market's, and the consumer's perspective
- Data interpretation and analysis to pin-point the outcome of the study to meet with each project's objectives and goals.
- Providing strategic management report and business proposal.

Market and Industrial research areas coverage:

- Household Electronic & Electrical Appliance
- Electronic Devices & Components
- Machinery Equipment
- Automobile & Accessories
- Raw Materials & Packaging
- Construction & Household Products
- Consumption Goods
- Agricultural Products
- Food Products
- Entertainment
- Services Business

Real Estate Market Research

CA International Information provides real estate market study in conjunction with our affiliated company “Composition A”, an Architectural Consultant. Our real estate market research focuses in the following aspects:

- Concept testing for new land development project. Any new develop concept is worth exploring backing the idea and the concept with relevant information by testing and verifying the factors determine successful development.
- Marketing feasibility study
Exploring the market viability of a project by focusing on the following aspects:

- Situation Analysis

Putting things in perspective by assessing the investment situation against the industry’s

- Site and Location Analysis

Assessing and analyzing the true potentials of the land of its particular site from the economic and marketing perspective. Evaluating what, in relation to its surrounding, will be the factors that promote or hinder the economic values of such property.

- Supply and Demand Assessments

Determining the existence of the current state of the demand and supply of the target market in the form of consumer behavior and satisfaction survey.

- Competitor Analysis

An extremely crucial study in under taking a development project where one’s competitors stand is an absolute essential, in order to compete well in the market.

- Project Financial Feasibility Study

Assessing the feasibility of project development from a financial perspective:

- Cost Estimation
 - Sales and Revenue Projection
 - Cash Flow Analysis
 - Fund Management
 - Project Financial Report for Loan Application

Information Technology (IT) Market Research

As Information Technology becomes a more important aspect of the country, knowledge of this emerging marketplace has great strategic import

CA International Information specialize in Information Technology market research which cover the studies on market as follows:

- Computer and peripheral
- Telecommunication Equipment
- Telecommunication Service
- Software & Networking
- Online Information Service
- Office Automation
- Etc.

To figure out of the strategic information for each market, the study will focus on:

- Market Size & Market Share
- IT Market demand and supply
- IT vendors profile and performance analysis
- IT consumer behavior analysis
- IT market success factors analysis
- IT product's target group analysis for marketing and sales planning.

Market & Investment Research in ASEAN Countries

ASEAN especially Indo-China Countries e.g. Vietnam, Myanmar, Lao PDR, Cambodia and South-China are considered to be Emerging markets and new arena for trading and investment. To enter into these markets, essential information on trading and investment on particular country is among the most important to be searched and analyzed.

As CA International Information Co., Ltd. specializes in these markets, we provide the best strategic information and guide line for investors for decision making.

Our research and investment consulting service in ASEAN & Indo-China markets cover:

- The study on trading situations and potential trend.
- The study on market status and investment status.
- Competitiveness on trading and investment analysis.
- Market entry and investment strategies study.
- Analysis on feasibility of business operation and investment.
- The study on joint-venture and potential business partner for investment.
- Database of business sectors in targeted countries.