Thai Scent Co., Ltd. has established to take advantage of the holistic health-care trend that has been growing steadily in global markets. The essential oils industry in Thailand has done its part to present itself to the global market. The market share of Thai essential oils in the EU market is worth ฿873,542,501; while in Asian market it is worth five times more, that is ฿4,502,324,310, and is still growing around 25% annually\(^1\). The proliferation in local resort and spa also drives the demand for essential oils.

Thai Scent Co, Ltd. aims to enter such a profitable business, with the objective to leverage the Thai herbal image and cultivated community accountability through total responsibility management. By emphasizing on the company’s core competencies, the management and marketing to bring the resonance outcome of product value offered to customers and price value return to community.

The company provides a higher quality 100% Natural Essential oils with the unique scents from Thai herbs, especially those that cannot be found anywhere else except in Thailand, for example the herb Plai. Together with the innovative technology of patent oil extract machine which can preserve even more herbal qualification of oil extract, that has been certify by researcher of Pharmacy Faculty, Chiang Mai University, could bring the differentiate product to the consumer market.

Not focusing on being a manufacturer, Thai Scent Co, Ltd. will introduce “Arom-D” essential oils to the market. The target groups are the consumers interested in essential oils such as tourists, foreigners living in Thailand and local consumers who are aware about the global trends related to health.

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\(^1\) Thai Customs, www.customs.go.th (Dec. 1, 2002)
The company is offering superior essential oils in gelatin capsule for one-time usage in various Thai style packaging. Distributing through Thai Scent’s aroma shops by starting in Chiang Mai and expanding to other tourist destination i.e., Phuket and Bangkok. Thai Scent Co, Ltd. also plans to diversify to offer several types of essential oils from the abundance of herbs available only in Thailand.

Moreover, the company has applied social accountability in the business process while distributing the extract machine to the herb-cultivated communities, enhancing them to be small distillation unit. Together with the strong relationship with Chiang Mai University, especially the pharmacy faculty, which will benefited the company in the term of product quality, product and process research and development.

Beyond monetary profit, this project aims to implement the hardest but challenging task that is to strengthen local communities and building brand awareness of a quality product created in Thailand. At the present, Thai Scent Co, Ltd. urges the investors to join this profitable and responsible project in order to achieve a socioeconomic goal.

Thai Scent Co., Ltd. is seeking an investment of ฿6,360,600 up front from investors. Thai Scent proposes that the investors would receive 30% equity in the company with the payback period of 14 months, and IRR at 28%. ROI is expected to be 42%, while ROE is to be 33% in the second. NPV is 628,442 Baht.