



การยางแห่งประเทศไทย
Rubber Authority of Thailand

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CORPORATE PLAN

Rubber Authority of Thailand 2017-2021

Corporate Strategy Division

VISION



RAOT is a leading global organization
In the management of the entire
system of rubber




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CORE VALUES OF RAOT

Core Values

Action



Responsibility
towards oneself,
organization, and society

- 1. Consciousness and moral responsibility
- 2. Seek and disseminate knowledge
- 3. Good governance



Advance to Excellence
in Business

- 1. Excel in business
- 2. Think systemically, invent, and create innovation
- 3. Good governance



Ownership

- 1. Unite as one
- 2. Devote oneself to the organization as if it is our own
- 3. Attachment and commitment to the organization

Trust

- 1. Trustworthy –instill confidence amongst stakeholders



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MISSION

Manage the organization in an efficient manner, reduce cost, increase income and add value, adhere to a good corporate governance, correspond to the changing environment, and fulfill the needs of all stakeholders in the entire system.



For Farmers increase the level of income and quality of life of rubber farmers

For Farmer Institutes strengthen and reinforce the institute of rubber farmers

For Rubber Entrepreneurs promote fair trade and increase the level of competitiveness for rubber entrepreneurs



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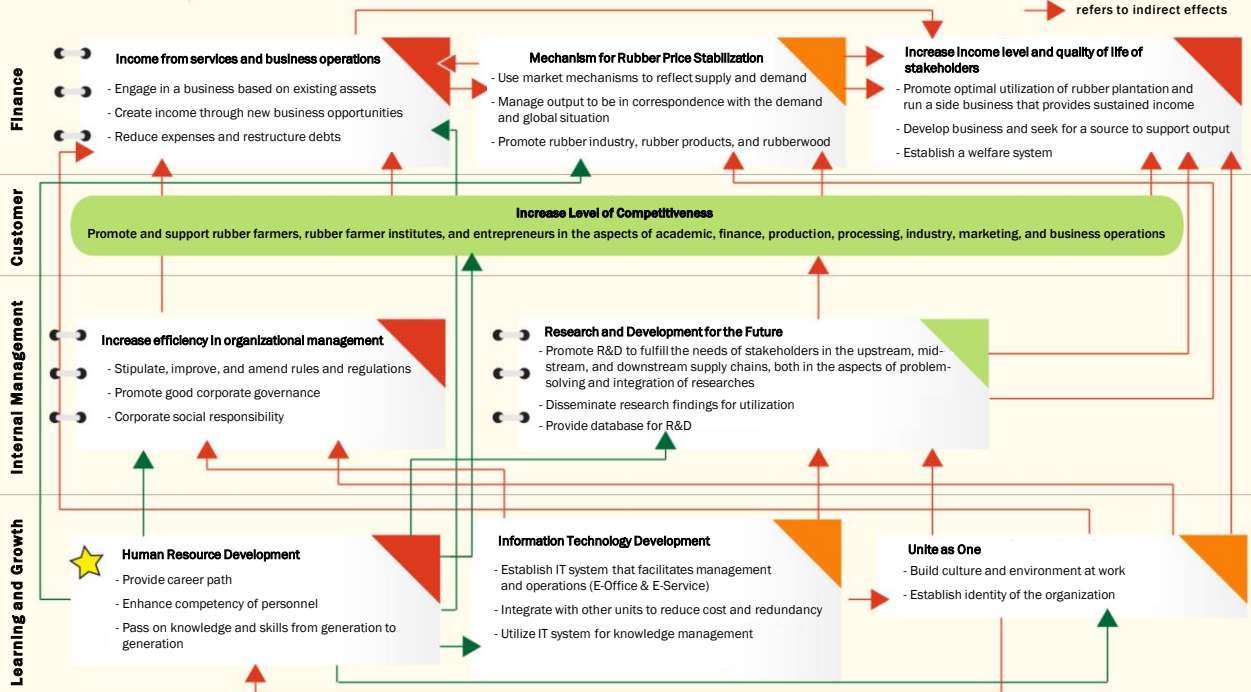
For the Country promote and support the country to becoming the hub of manufacturing and innovating industrial rubber products that are environmentally friendly, while establish a mechanism for stabilizing the price of rubber



RAOT is a leading global organization in the management of the entire system of rubber

Strategy Map of the Rubber Authority of Thailand

Remark:
 refers to direct effects
 refers to indirect effects

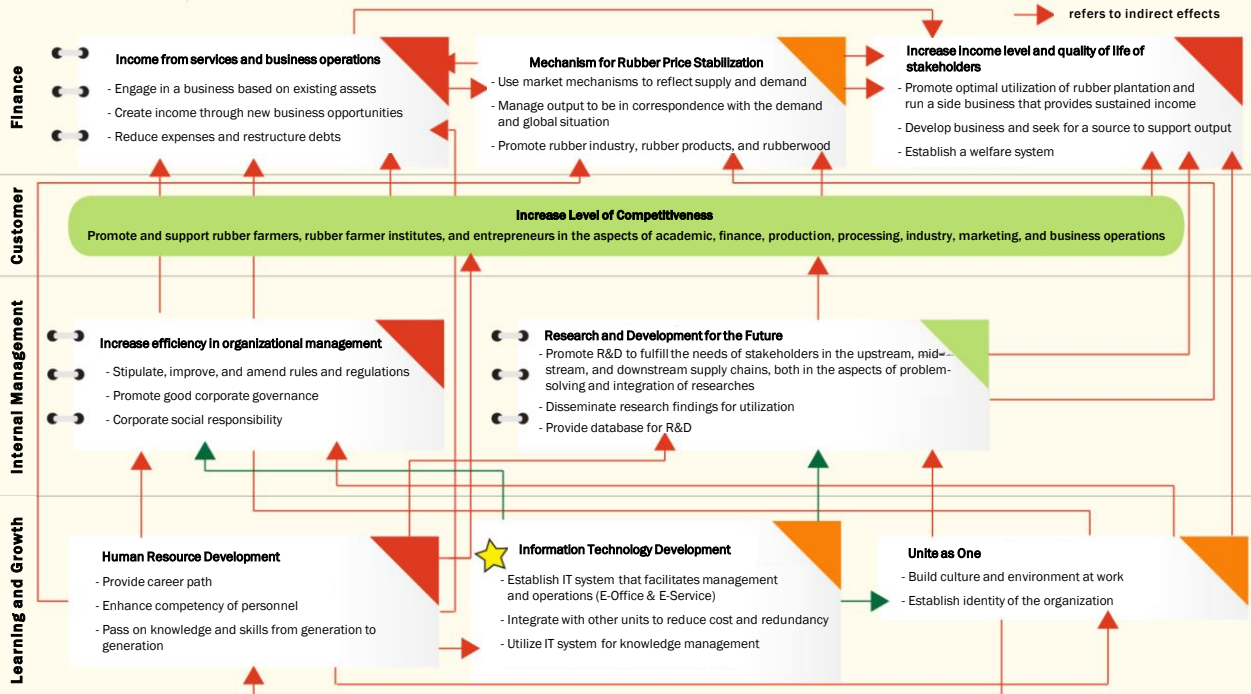




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Strategy Map of the Rubber Authority of Thailand

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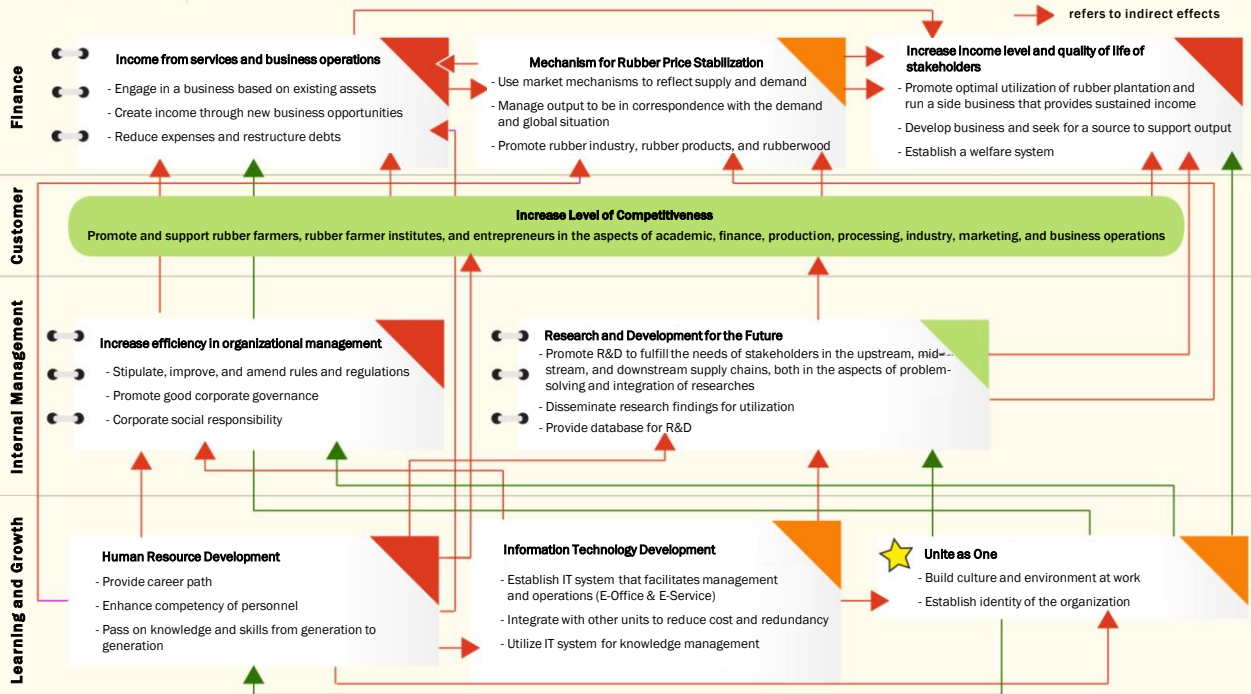




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STRATEGY



Strategy 1 Create income through services and business operations

- Tactic 1 Engage in a business based on existing assets
- Tactic 2 Create income from new business opportunities
- Tactic 3 Reduce expenses and restructure debts



Strategy 2 Develop rubber throughout the entire supply chain and value chain

- Tactic 1 Create mechanism to stabilize the price of rubber
- Tactic 2 Establish a solid foundation to increase the level of competitiveness
- Tactic 3 Increase the level of income and quality of life of all stakeholders



Strategy 3 Research and development for the future

- Tactic 1 Promote and develop researches
- Tactic 2 Disseminate research findings
- Tactic 3 Provide database for research and development



Strategy 4 Unite the organization into one to advance towards excellence

- Tactic 1 Develop human resource
- Tactic 2 Develop information technology system
- Tactic 3 Increase efficiency in the organizational management
- Tactic 4 Unite as one