



wanawat
group

COMPANY *PROFILE*

January 2025



fb.me/WanawatGroup



[Wanawat Group](#)



www.WANAWAT.co.th

HISTORY & BACKGROUND



Wanawat Group was founded in Songkhla Province in the South of Thailand by Khun Peera and Khun Tuenjit Traivanathum. Later, it was incorporated by Khun Suppawat and Khun Sukanya Traivanathum in 1990.

Wanawat Group began its business by trading industrial hardware, steel and metal, agricultural and fishery tools, and products.

Due to the boom in the real estate sector, Wanawat Group expanded its product assortment to distribute construction materials and building products, not only in Songkhla Province but also in neighboring provinces.

Over 30 years, Wanawat Group has established itself as one of the biggest distributors of building materials in the Southern Region of Thailand while continuing to expand its business units.

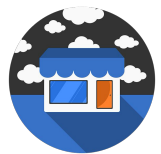
COMPANY OVERVIEW



550+
members



120+
fleets



200+
store partners

Wanawat Group operates across five business units:

- Commerce
- Concrete & Products
- Logistics
- Construction & Service
- Ventures

The Group's core business unit, Commerce, focuses on distributing building materials, industrial products, hardware, power tools, agricultural and plumbing equipment, paints and construction chemicals, steel, welding supplies, ceramics and sanitary wares, bathroom products, furniture, and home decoration items.

Today, Wanawat Group employs over 550 team members, operates more than 120 vehicles, and collaborates with over 200 store partners across Southern Thailand.

VISION & MISSION

Vision

**To search for opportunities everywhere
and create sustainable growth for our
stakeholders.**

Mission

**To become a national company with
professional management while
recognizing the local needs.**



Wanawat Group believes in fostering an **inclusive culture** where ideas and contributions can come from anyone, anywhere.

WANAWAT WAYS (วิถีวนวัฒน์) is the guiding philosophy shared across the organization.



OUR BUSINESS



FOOD VILLA AT HATYAI VILLAGE
VENTURES BUSINESS UNIT

COMMERCE BUSINESS



The Commerce Business Unit accounts for more than 80% of the Group's total revenue, offering approximately 100,000 SKUs across a wide range of products. Additionally, Wanawat Group provides rental, repair, and installation services to ensure the best customer experience.

Wanawat Group is an authorized dealer for leading brands such as **SCG, Kobelco Welding, VIVA Board, TOA, Jotun, Nippon Paint, Beger, Longwell, DC Dong Cheng, Duragres, EVE Lighting, TOSHIBA Lighting, Pumpkin, WAVE, DOS, Hafele, Cotto, American Standard, Winner Furniture, La-Z-Boy**, and many more—totaling over 2,000 brands.

wanawat
group

Companies

- Wanawat Hardware Co., Ltd.
- Songkhla Wanawat Co., Ltd.
- Wattana Home Center Co., Ltd.
- Peerawat Trading Co., Ltd.
- W Global Intertrade Co., Ltd.

DISTRIBUTION CHANNEL



wanawat
group

To respond to market demand, Wanawat Group offers various distribution channels to maximize its customer base, including:

- Retail (B2C)
- Wholesale (B2B2C)
- Project (B2B)
- Factory/Offshore - Oil & Gas (B2B)
- Government (B2G)
- Online (B2C)

Currently, Wanawat Group operates five retail locations under the **WeHome Builder** and **WeHome Hardware** brands, with plans for further expansion in the near future.

The company also has over 200 partnered stores under the **Wanawat Star Family** program, located across Southern Thailand. Wanawat Group offers competitively priced products and supports its partners through various loyalty programs.

Our Brands:



BRAND PARTNERS

Reference Vendors



PRODUCT GROUPS



Smart Cement

Building Material:
Cement , Concrete, Roof, etc.



Steel & Welding

Round Steel Bar, Structure Steel,
Stainless Steel, Welding rod ,etc.



World Paint

Paint ,Coating ,Chemical , etc.



Miscellaneous

IT Products ,Stationary , etc.



Hardware

Nuts, Bolts, Washers, Chains,
Ropes, Sling Cables , etc.



Power tools & Electrical

Power tools, Hand tools,
Safety, Electrical Wire & Cable,
etc.



Ceramic Center

Bathroom Solution, Surface
Solution, Kitchen Solution, etc.



Furniture & Decor

Table, chair, sofa, bed,
living space decoration,
etc.

CONCRETE & PRODUCTS



wanawat
group

The Concrete & Products Business Unit operates ready-mixed concrete plants under the **CPAC** brand in Sa Dao and Singhanakorn districts of Songkhla Province.

Additionally, it manufactures and produces concrete finished products, such as fences, pillars, and drainage pipes.

Plans are in place to expand production capabilities in order to meet the growing demand for high-quality, competitively priced concrete products under the **P-CONCRETE** brand

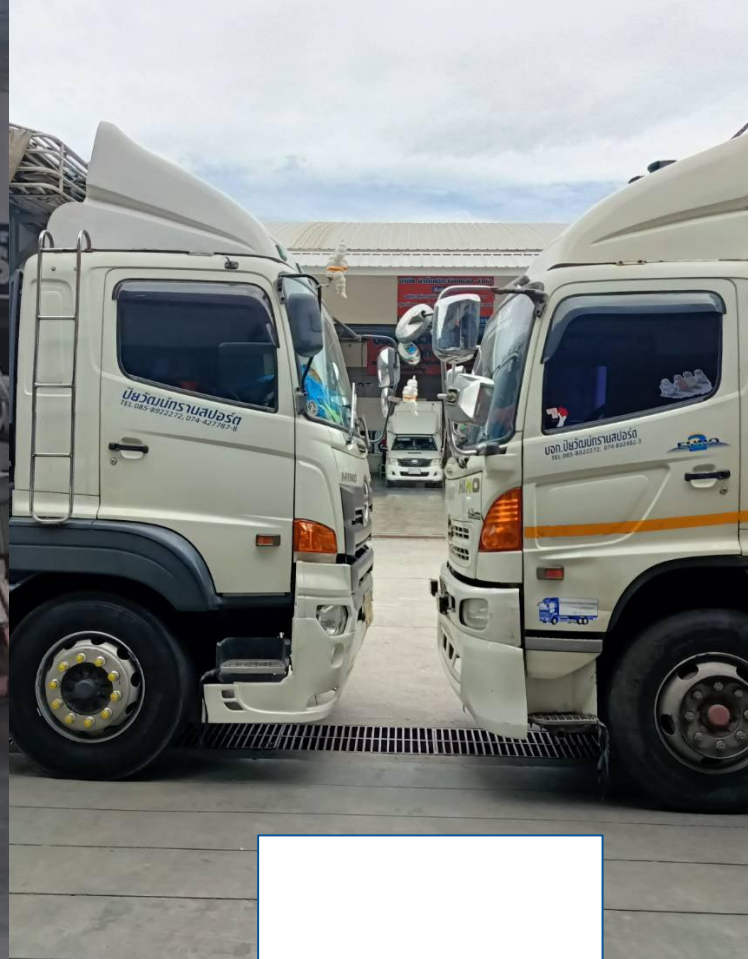
Companies

- Peerawat Concrete Co., Ltd.
- Peerawat Concrete Sadao Co., Ltd.

Our Brands:



LOGISTICS BUSINESS



wanawat
group

The Logistics Business Unit was established in 1997 to support the internal supply chain operations of Wanawat Group. Subsequently, **PIYAWAT TRANSPORT (PWT)** was founded to serve both Wanawat Group and external customers. PWT's main operation involves freight delivery by land from Bangkok to Surat Thani and Songkhla provinces.

PWT operates more than 50 vehicles, comprising both in-house and outsourced fleets. It maintains a daily freight schedule from the central region to the southern provinces.

Company

- Piawat Transport Co., Ltd.

Our Brand:



CONSTRUCTION & SERVICE



wanawat
group

Company

- We Construction and
Engineering Co., Ltd.

Our Brand:



The Construction & Service Business Unit began operations with the incorporation of Wattana Quality House in 2019, which was later rebranded as **WE CONSTRUCTION AND ENGINEERING (WECONS)**.

WECONS is a construction company specializing in industrial buildings and renovations. With a team of experienced engineers, WECONS has built a strong reputation for delivering high-quality buildings at competitive prices.

WECONS offers a range of services, including design, renovation, repair, and installation.

The vision for WECONS is to become a household name in structural construction, delivering solutions that perfectly align with customers' needs.

VENTURE & INVESTMENT



wanawat
group

The Ventures Business Unit serves as the investment arm of Wanawat Group. In addition to managing its own operations, it actively seeks new investment opportunities across various industries.

The philosophy guiding Wanawat Group's investment strategy is to diversify its business portfolio in order to mitigate risks and maximize profits.

Companies

- JV. Southern Property
- Southern Union Group Co., Ltd
- Seven Stars Concrete Co., Ltd.
- Okas D 4289 Co., Ltd.

COMPANY LEADERSHIP



HATYAI VILLAGE
VENTURES BUSINESS UNIT

MESSAGE FROM CHAIRMAN



*At Wanawat Group, we're more than just a corporation or a business – we're a family. We are the **Wanawat Family**.*

Suppawat Traivanathum
Chairman
Wanawat Group

Over the past 30 years, we've grown from a small team of 10 to a strong family of over 500 members. Our success is not the result of any one individual's efforts; it's the collective achievement of every member of our team.

*We firmly believe in **creating opportunities** for all, regardless of where they come from.*

At Wanawat Group, our goal is to build an organization based on the principles of good governance and a strong commitment to giving back to the communities we serve.

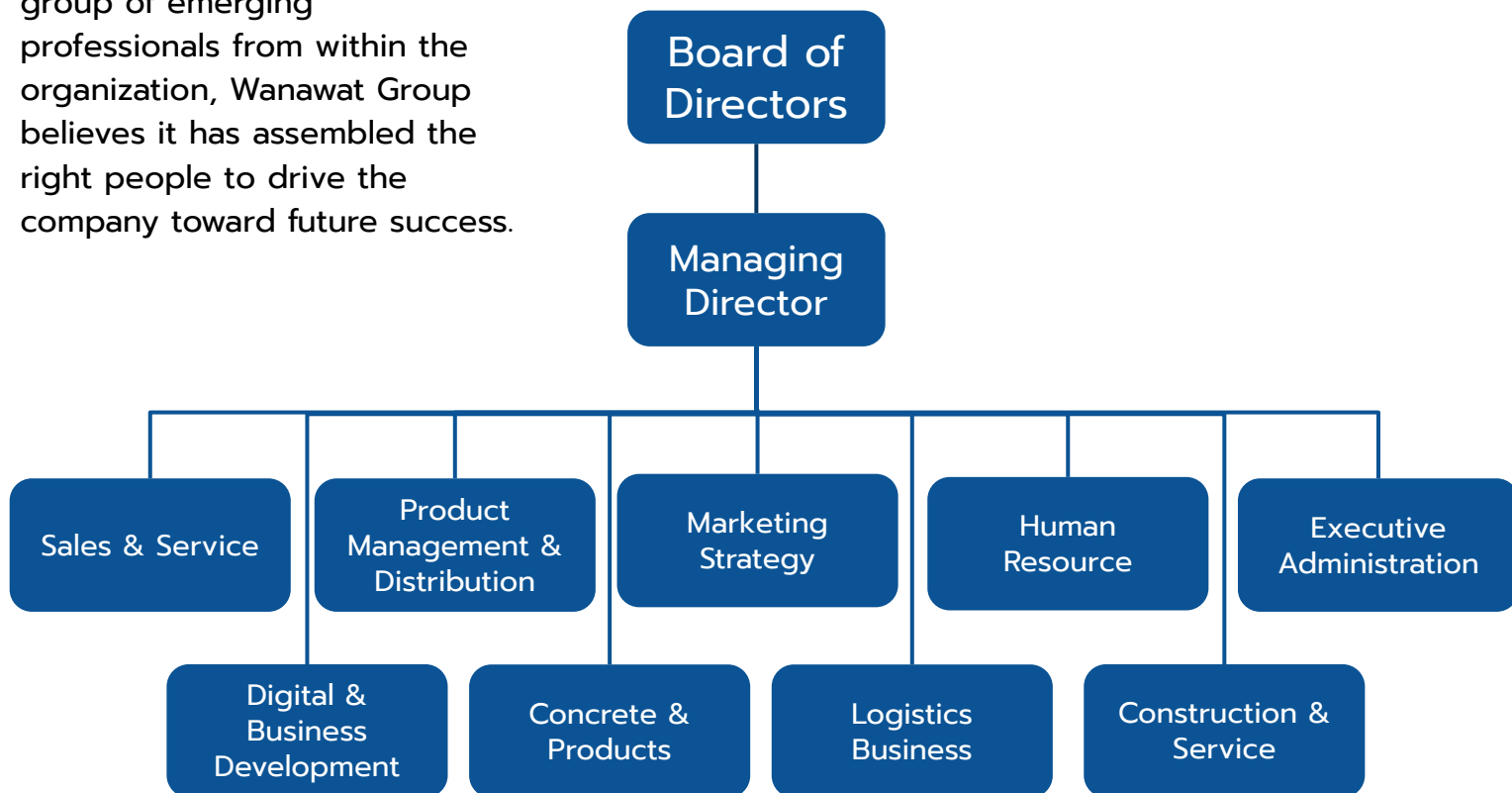
*We are dedicated to fostering **sustainable growth** for all our stakeholders – our team, our vendors, our partners, our customers, and the communities that support us.*

MANAGEMENT STRUCTURE



OUR MANAGEMENT TEAM

With an experienced senior management team and a strong group of emerging professionals from within the organization, Wanawat Group believes it has assembled the right people to drive the company toward future success.





SUCCESS & SUSTAINABILITY

AWARDS & ACHIEVEMENTS



Wanawat Group has received recognition from its vendors for outstanding sales achievements, including prestigious awards such as:

- **SCG** Top Rank Award
- **COTTO** Top Rank Award
- **Kobelco** Sales Achievement Award
- **Hafele** Top Marketing Excellence Award
- **TOA** Top Distributor Award
- **Yale** by Assa Abloy Top Dealer Award
- **Jotun** Top Distributor Award
- **CPAC** Franchise Award
- **Nippon Paint** Top Growth Award

...and many more.

Looking ahead, Wanawat Group remains committed to achieving its goals and strengthening its partnerships with vendors.



CSR & COMMUNITY SERVICE



Wanawat Group is committed to giving back to the communities that have supported its business across all sectors. The company feels a strong sense of responsibility toward the surrounding communities.

This belief is rooted in Wanawat Group's dedication to providing opportunities for a better life for all.





Creating Opportunities Everywhere

Wanawat Group

125/1 Moo 6, Lopburiramat Road, Nam Noi,
Hat Yai, Songkhla Province, Thailand

Tel: 074-338000