

INTERVIEW WITH CHAYAPATRA THONGCHAROEN
Managing Director, Potato Corner Thailand
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When I was in college, I went a lot to the Philippines to join debate tournaments and my friends recommended me to Potato Corner. And I saw that it's a huge potential especially here in Thailand where— like the food burger is in a way very mature but we're still lacking food that is still very accessible to the mass.

That's why I felt that the Potato Corner was the right brand to bring here. So that's when I decided along with my partner, (Peach) Pachara Chirathivat to apply for a franchise—for a master franchise license to bring Potato Corner here in Thailand.

I'm very honored to be a part of the Potato Corner family. I know that they have received many awards especially from Mr. Magsaysay, he has won a lot of stuffs, and he's my mentor anyway.

So I feel that with the right branding of Potato Corner and with the strong operations that Potato Corner has given me, in the near future we plan to expand to at least 20 stores by this year's end, and by 50 stores by next year's end.

So it's a very ambitious expansion plan we have here in Thailand and thanks to the good operations' support from the Potato Corner Philippines. I think we'll be able to achieve that very soon.

I'm very happy that we now have more business cooperations between the Philippines and Thailand; and maybe even ASEAN as a whole, as a region, we are one of the fastest growing in the world and it's great to know that there are less barriers and there are more opportunities and with the President's visit, I'm sure, there'll be a lot more business deals and cooperations that will happen in Thailand, that will be beneficial for both countries.

So my final words for that, I think a lot of local Filipino business have really high potential to go global because I visited Philippines a lot of time. I see a lot of very interesting brands and I think that with the right cooperation with other countries, Philippine brands can really go global. And I hope that you guys do and maybe have more brands in Thailand later in the future.

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