



WONDERSTAR CO., LTD



Wonderstar Products
“ *in us mothers trust* ”



www.wonderstarbaby.com

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INTRODUCTION

a. Company History:

Wonderstar was established in 2010 by a like-minded team that care about providing quality and well-designed baby products for families. Although comprised of a young team, Wonderstar believe in innovation, commitment and effective approach to business, and is already paving its way as one of the upcoming manufacturer, distributor and export of baby products in Thailand.

b. Our specialty:

Wonderstar is primarily a manufacturer of baby products, producing a wide range of products to cater to the needs and demands of our clients. In addition to products manufactured in house, which are designed by our creative team for wholesale and retail market, we also provide tailor-made manufacturing services to our clients on demand.

MISSION & VALUE

a. Vision statement: "TO BE A BRAND EVERY PARENT TRUST"

b. Mission statement:

"Producing the best quality products that are baby and parents friendly and help foster parent-baby bonding."

c. Values:

- **Accountability:** We hold ourselves accountable to our clients and our colleagues for the outcome. We keep our promises and ensure that we are accessible to our clients.
- **Transparency:** We believe in transparency and openness with our clients and colleagues, and welcome feedback from all concerns. We believe that transparency breeds trust.

- **Trust:** At Wonderstar we seek to build trust with our clients and foster a long-lasting relationship. We believe that this aim is not possible without trust. Trust is the foundation of a real teamwork.
- **Teamwork:** We understand that teamwork both internally within the organization as well as with our clients is the cornerstone to our success. We always act with integrity and with mutual respect for all.
- **Operational competitiveness:** We strive to be flexible, pro-active, innovative and effective in our operation. We constantly looking at ways of doing things better, faster, and stronger but without compromising our quality.

BUSINESS GOALS & OBJECTIVES

- a. Goal: To be placed as one of the most trusted baby products manufacturer in the ASEAN region.
- b. Objectives:
 - To provide our clients with innovative and quality products.
 - To be competitive within the market without compromising on quality.
- c. Business strategy: Wonderstar's business strategy is developed to meet the stated goal and objectives.
 - **Flexible business model that fits client's needs and demand:** Our business model is based on a flexible model, where we act both as manufacturer as well as wholesaler of the products. We will select the operating model based on our clients's interest and requirement.
 - **Up to date designs that meets market preference and trend:** At Wonderstar we placed high importance on the unique designs for our products. We ensure this by working with highly qualified product designers to developed designs that fits in with the latest market trends and preference.

- **Research and development to align ourselves with the latest technology.**

d. Quality policy & objectives: We pay special attention to safety and quality and we do our best to ensure that all the products meet the highest standard. All our products are ISO certified and utilize food grade approved materials according to European standard and CPSIA

BUSINESS, ADMINISTRATIVE & CONTACT INFORMATION

a. Business name: **Wonderstar Co.,Ltd.**

b. Business type: **Manufacturer/OEM/ODM/OBM**

c. Company registration number: **0105558024401**

d. Our Partners

Production Director - Mr. Pravit Phukchaiwanit: +66 86 8650413

Managing Director - Mr. Dave Singh: +66 86 3633504

R&D Director - Mr. Jeevan Sethichaiyen: +66 81 4049055

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OUR MANUFACTURING PLANT





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