

CHAPTER IV

INFORMATION OF SELECTED COMPANY

The following context starts with an overview of ABC Electronic Ltd.'s background. It then identifies an organisational structure of the company.

4.1 Background of ABC Electronic Ltd.

In 1965, a company was officially set up in Thailand as a branch office of **ABC Electronic (mother company)** in Sweden. Many other companies were founded later on. In 1996, **ABC Electronic Ltd.** became the common company for the activities in Thailand.

For decades now, ABC Electronic has played a key role in the development and expansion of telecommunication networks throughout Thailand. The company is especially proud of its achievements in:

- the development of the first long distance nationwide direct dialing system.
- the design, supply and installation of Thailand's first analog and first digital cellular mobile telephone network.
- the implementation of public switching mainly in the provincial areas.
- the installation of PBX system for transmission of data and voice throughout Thailand for the Ministry of Interior.
- an increasing share of the market for mobile telephones.

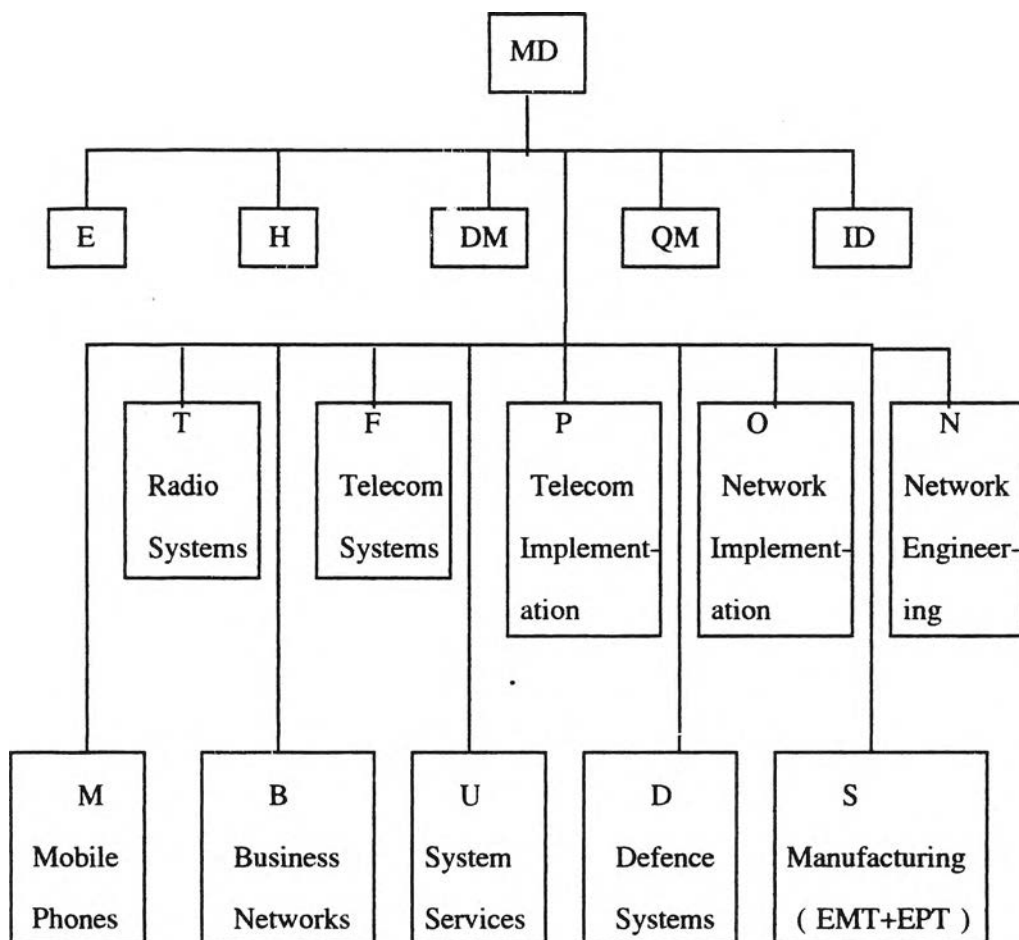
ABC Electronic is a leader in mobile telephones and digital PBX systems in Thailand. Its products are widely used and well known for their high quality standards.

With ABC Electronic's unmatched global resources, the company has the products, technical know-how and specialist personnel to serve any telecommunications need in Thailand.

4.2 Organisational structure

Figure 4.1 demonstrates an organisation chart of ABC Electronic Ltd..

Figure 4.1 Organisation chart



Note MD = President DM = Corporate Marketing E = Finance & Administration
 QM = Corporate Development H = Human Resource ID = Marketing
 Communication

1. **President** being responsible for all ABC Electronic Ltd.'s enterprises in Thailand and being one of the Board of Directors (which comprises 6 senior executives from Sweden).

2. **Finance and Administration Office (E) (79 persons)** led by a Vice President. Its areas of responsibility include:

- Financial data
- Accounting
- IT/IS system
- Office Administration

3. **Human Resource Office (H) (16 persons)** led by a Director. Its areas of responsibility include:

- Human resource development
- Human resource administration
- Security system in offices

4. **Corporate Marketing Office (DM) (8 persons)** led by a Senior Vice President. Its areas of responsibility include:

- To study a direction of the company
- To study marketing at macro level
- To contact with the customers which are senior executives

5. **Corporate Development Office (QM) (4 persons)** led by a Manager. Its areas of interest include:

- ISO 9000 quality system

- TQM activities
- Assistance to the President in some issues

6. Marketing Communication Office (IDC) (6 persons) led by a Manager. Its areas of interest include:

- Data communication within the company
- To contact with journalists
- Advertising

7. Radio Systems Division (T) (43 persons) led by a Vice President. It offers a wide range of mobile telephone systems such as AMPS 800, GSM and PCN. It supplies the complete infrastructure, exchanges and radio base stations on a turnkey basis.

Its principal activities involve:

- Marketing
- Project management and implementation
- Product support
- Radio base
- Support (secretary, quality)

8. Telecom Systems Division (F) (19 persons) led by a Vice President. Its main products include the domestic and international switching systems. Its areas of responsibility are:

- Pre-marketing
- Tendering

9. Telecom Implementation Division (P) (132 persons) lead by a Vice President. It is responsible for implementing the projects assigned by Division F. Its main activities include:

- Purchasing
- Logistics
- Installation and test
- Plant engineering
- Site preparation

10. Network Engineering Division (N) (27 persons) led by a Vice President. Its product range represents access and transport network. Its areas of responsibility include:

- Pre-marketing
- Tendering

11. Network Implementation Division (O) (256 persons) led by a Vice President. It is responsible for implementing the projects assigned from Division N. Its principal activities are:

- Purchasing and logistics
- Quantity survey
- Design and engineering
- Installation and test
- Project support
- Project management

12. Mobile Phones Division (M) (45 persons) led by a Vice President. It offers a wide range of mobile telephones such as NMT 900, GSM and PCN. Its main activities include:

- Marketing
- Operation
- Business development
- Product management
- Administration

13. Business Networks Division (B) (115 persons) led by a Vice President. It is responsible for office telephone systems such as PABX system, Business Phones, Data Network and so on. Its principal activities are:

- Marketing and sales
- Technical support (Services)
- Installation
- Administration

14. System Services Division (U) (25 persons) led by two Vice Presidents from Division P and T. Its principal activity is to provide pre-sales and after-sales services for the products offered by Division P and T. Its other activities include:

- Software maintenance
- Purchasing
- Hardware services
- Administration
- Training

15. **Defense Systems Division (D) (14 persons)** led by a Vice President. It offers defense and radio communications systems. Its main activities include:

- Marketing and sales
- Installation and test
- After sales technical services
- Purchasing
- Administration

16. **Manufacturing Division (S) (148 persons)** led by a Vice President. It is divided into three sections as follows:

16.1 **ABC Electronic Manufacturing Company (Thailand) Ltd. (EMT) (70 persons)**. It is responsible for manufacturing some equipment of the switching systems such as PCB, magazine, cabinet and so on. Its principal activities include:

- Purchasing
- Logistics
- Production
- Warehousing
- Administration
- Test and Repair

16.2 **ABC Electronic Thai Networks Products Co., Ltd. (EPT) (12 persons)**. It is responsible for marketing some connecting equipment such as distribution points, cross connecting cabinet and fusion splicer.

16.3 **Logistic Department (66 persons) (new released)**