

Case Study

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SCG's Business opportunities through Business Continuity Planning development



Bangkok, Thailand — If you've seen the movie Forrest Gump, you might remember the scene where Forrest and Lieutenant Dan caught boatful of prawns after a hurricane destroyed all the fishing boats in the area. That event became the cornerstone to their business success. Forrest's boat is a prime depiction of a sound Business Continuity Plan (BCP); it created more business opportunities when it mattered most.

This month, the iPrepare Business team had the chance to interview Mr. Kritpon Sudsawang, Business Continuity Manager at SCG Chemicals to shed some light on the notion of BCP being an investment tool.

"Having first-mover advantage is crucial in risk reduction"

After having secured a safe facility from previous BCP preparations, SCG were able to instantly relocate their employees to a mobile office with no disruption to their key activities. From the time saved, they also were able to divert sales to international customers, opening more doors for future business opportunities.

"A resilient value chain allows us to locate redundancy and reduce cost"

When determining the key risk indicators, SCG examines their entire value chain. This enables them to conduct Research and Development (R&D) for flood-proof products upstream, locate redundancy midstream, and cross-train with regional office downstream. It also triggers resilience-thinking to resonate with SCG's business philosophy.

"It starts with the people"

SCG shows strong emphasis on the importance of its people. Being ingrained in the company's core value, "Belief in the Value of the Individual" is applied throughout their business practices. As a result, the "Ready Together" orientation, flood prevention research initiatives, and care package for its employees, family, including pets, are one of many examples of SCG's dedication to excellence.

"We can provide customer confidence in our supply chain"

As a message to SMEs, Khun Kritpon left us with a note to reflect on whether we can keep our promises to our customers in providing confidence in delivering our products or services in a continued manner. If not, what can we do about it? It may very much affect how business is conducted in the future.

Company Background

Siam Cement Group

Founded by King Rama VI in 1913, SCG is a Thai conglomerate that activated their BCP during the 2011 Great Flood and was able to secure business contingency and beyond.

Interview conducted by Mr. Sissada Siripongsaroj, MBA intern at the iPrepare Business facility, ADPC Thailand