

## *Bt180m budget to promote NaRaYa bags*

THE NATION

Narai Intertrade, a producer and distributor of handmade quality fabric bags under the NaRaYa brand, has set aside an investment budget of Bt180 million for expanding in international and local markets, including in prime shopping centres.

Part of the budget, Bt80 million, is to boost productivity with a new factory by the end of the year to keep up with increasing demand. The remaining Bt100 million will be used to open eight new outlets, four in Thailand and four overseas.

The four local outlets are planned for Tokyu MBK, Paradise Park, Siam Discovery and King Power on Rongnam Road. One outlet will be opened in Hong Kong, and there will be distributors in Dubai, Slovakia and Indonesia.

NaRaYa bags are still in great demand thanks to the signature design, top-quality materials and affordable prices, company president Wasna Roongsaenthong Lathouras said.

She added that NaRaYa had implemented plans to increase business growth with advanced strategies, aiming to expand customer bases both locally and internationally. The brand will open

more outlets in shopping malls in prime locations, and even if another economic downturn affects purchasing power, NaRaYa's business should keep going strong, she said.

"We are continuing our strategy of launching outlets in prime shopping centres, with spacious, relaxing decors in attractive colours to draw the customers' attention. And, of course, we never neglect the quality and the variety of the products. We use materials of quality, durability and practicality, and the design is universally attractive. This is why our products have been well received both in local and in global markets." NaRaYa is promoting the brand through motorsports, sponsoring Meritus' Thai racer Pasin Lathouras to compete in the 2010 Formula BMW Pacific.

NaRaYa values its role as a socially responsible company. It supports small entrepreneurs and employs Thai staff for production. Its bags and accessories are products of artisans in rural Thailand, increasing incomes and economic stability for villagers, the company says. NaRaYa selects the material, handles the designs and trains villagers who wish to join the production team.

NaRaYa has employed 3,000 people in villages all over the country.