

Message from Managing Director

Earning in fiscal year 2010 ending December 31, 2010 is considered the company has developed into a better direction, which is grown up both of in terms of revenue and net profit. The total revenues was THB 311 millions, representing growth rate in the fiscal year up from 6 percent and net profit was THB 8.9 millions increasing from previous fiscal year 140 percent. Besides, closely cost control management made the net profit increased to double from last year. Although the business operating in the past year was not very difficult compared to the previous year, but there were still the risk factors from surrounding. The company must operate its business on the principle with careful, we believe that make the business has been growing steadily and continued sustainability. In order to be a quality organization to innovate the quality product along with paying attention to social and environment to maintain the benefit of overall stakeholders. In addition, the company adheres in management with the Good Corporate Governance and business ethics which these practices are clearly defined.

Overall steel situation in year 2010 comparing to the same period of last year, showed that production increased by 17.10 percent, domestic demand increased 44.33 percent due to demand of industries including total value and volume of exports increased at 21.52 percent and 16.10 percent, respectively. As a result of increasing of other semi-finished steel products at 203.32 percent, seamless steel pipes increased up 118.11 percent and cold-rolled stainless steel sheet also increased to 99.17 percent. In year 2011, steel industry is expected to grow continuously due to both the construction and manufacturing sectors expected to grow. Despite, a global economic outlook is subject to currency fluctuations. The construction sector still has new opportunities from private investment, especially investment in infrastructure in year 2010 which already bid and prepared construction projects. Therefore, the operation of the company must have the proper strategy for economy and closely monitor in order to amount of work and the performance of the company according to its goals.

Behind the success of the company is caused by the confidence and support well all along. I would like to express my sincere thanks to all parties concerned: shareholders, business partners, customers, financial institutions, mass media as well as public and private organizations including all executives and employees who put the highest effort in order to be leader in metal roof market and steel structure under the quality policy “delivery of quality products to our customers with continuous improvement and highest customer satisfaction”, in order to earns trusted from customers under the ROLLFORM brand.



Mr. Prasit Ounvorawong
Managing Director