

New Seamico affiliate looks to differentiate products

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Newly established Seamico Asset Management plans to use a new fund concept to attract investors and tap new customer groups in major provinces. Duangporn Termwattana, the company's chief executive, said its compliance and customer service systems were 80-90% complete and the company would officially launch next month.

The wholly owned subsidiary of Seamico Securities has used the "blue ocean" business strategy to differentiate itself from existing asset management firms, she said, referring to the best-selling book Blue Ocean Strategy.



Duangporn: "Blue ocean" strategy

"We have realised that we're a new player, but we believe there is still room in the market. We will work hard to craft fund products that are totally different from those of others," she said.

Each mutual fund will be customised to suit a different group of target investors. Seamico Asset Management will use techniques that are popular overseas to allow people to apply with its funds.

In the first year of operation, the company will try to establish its brand, the Money Pro, which includes three fund series: Freedom, Advance and Nova.

The Freedom series will be for customers who have no experience in mutual fund investing. The Advance series is for investors with some experience but are looking for higher returns at the same risk. The Nova series is designed for funds that will invest in non-traditional assets such as property funds and new asset classes.

Ms Duangporn said Seamico Asset Management would introduce about seven mutual funds comprising one long-term equity fund, two equity and balanced funds, three fixed-income funds and one fund investing in new asset classes.

Its first LTF is designed for employees and will invest in large-cap stocks. The fund will have a special feature that will manage its assets to stand above 80% of the fund's highest net asset values.

During the first stage, the company will not have foreign investment funds and provident funds.

"We have not set any target but we will try to boost our assets under management. If possible, we will try to break even in the first 12 to 18 months," Ms Duangporn said.

The CEO said the company would focus on developing two channels: online and traditional branches. It will also have a call center that customers can call to process, buy or sell mutual fund units.

"We will recruit independent selling agents to help us access new investor groups, especially those in the provinces," she said.

Ms Duangporn added that when the deposit insurance scheme takes effect, people would seek other investment means.