



Manob Song-Im

CEO & President

Dear Customers,

It gives me and my staff a great pleasure to introduce our company, Magellan Corporation Limited. The company was named after "Ferdinand Magellan" the Portuguese navigator and explorer who led the first circumnavigation of the globe in 1519. From Spain he sailed around South America, discovering the Strait of Magellan, and across the Pacific to the Philippines.

Our mission is to pursue the travel and tourism related activities which add more value for our customers, and meet their expectations. We shall strive to harmonize our own interests with those of our customers and society.

Magellan Corporation was incorporated on July 3, 1998 with a fully paid-up capital of Baht 6 million. The company was appointed as General Sales Agent for Asiana Airlines in Thailand on January 4, 1999. In July 1999, we formed a new joint-venture company, Sun Aviation Co., Ltd, to handle the general sales agency for South African Airways. Today, our customer list also includes Icelandair, Carnival Cruise Lines, and Australian Global Education & Training.

In September 1999, we have also established a sister company, BuyNow as a company that provides travel consulting services, outbound and inbound tours to both individual and corporate clients.

We are thankful for all the support from our valued customers whom we are committed to better serve with personal care and attention.

Yours sincerely,

Manob Song-Im
President

Our services

General Sales Agency and Representations

- We provide a turn key arrangement for Airlines' General Sales Agency including fully furnished office premises in a centrally located business district, facilities and office automation, and well qualified and experienced team of management and staff.
- We innovate and develop strategic marketing and sales promotion plans to position and expand the market share for our principal's products and services.
- We educate and provide logistic support for the travel trade to ensure good distribution of products and delivery of quality services to consumer.



- We handle PR, advertising and other special promotional campaigns, as well as administration, accounting, legal and taxation.
- We enhance Internet solutions for customer services, sales and online distribution.

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Marketing communications, destination & event management

- We define, with our customers, their goal and objectives. Then we innovate and develop the marketing communications strategy, and action plans. We navigate the action plans and to make it work in accordance with the strategy and drive the ultimate customers' goals.



- We provide inbound receptive services including meet and greet, accommodation, sightseeing, excursions and other land arrangement. We handle meeting, conference and incentive programs by providing innovative ideas, facilities, personnel and other logistic support to make successful events.