



FIG TREE
THAILAND

Strong roots. Sustainable growth.

COMPANY PROFILE · 2026

Your trusted partner for doing business in Thailand

Business structuring, regulatory coordination, financial management, and market entry support, delivered through practical local execution and senior-level advisory.



WHO WE ARE

Boutique business advisory for Thailand market entry

Fig Tree (Thailand) supports foreign investors, entrepreneurs and growing companies in establishing, operating and expanding their businesses in Thailand.

We combine business structuring, regulatory coordination, financial management and local market support to help clients make informed decisions and implement their plans effectively.

Our role extends beyond registration and compliance. We help clients understand the actual business model, select the right operating route, coordinate approvals and support execution as the business develops.

Founder-led • Practical • Confidential

WHO WE SUPPORT

Clients who need more than a company registration form

We work with businesses that need clarity on ownership, licensing, local partners, tax and compliance, and practical implementation before committing resources in Thailand.

- Foreign investors entering Thailand
- Overseas companies setting up local operations
- SMEs needing accounting, tax and payroll support
- Brands seeking distributors, partners or market insight
- Existing companies restructuring or expanding operations



Typical questions we help resolve:

Can we own this business? What licence is required?
Which route is realistic? Who should we talk to locally?

WHAT WE DO

Three connected pillars

Our services are structured around the full business lifecycle, from entry planning and setup to ongoing compliance and growth execution.

01

ESTABLISH

Business Foundation

Set the right structure, registration route, ownership model, licences and approvals.

02

MANAGE

Financial & Compliance

Maintain accurate accounts, payroll, tax filing, reporting and statutory compliance.

03

GROW

Market Entry & Growth

Validate the market, identify partners, coordinate meetings, and support commercial follow-up.

PILLAR 01 • ESTABLISH

Business Foundation

Start with the right structure before filing documents.

01 Company incorporation and statutory setup

DBD registration, VAT, Social Security, coordination of the registered address where required, and core corporate documentation.

02 Foreign ownership route review

Practical review of ownership restrictions, BOI, FBL or genuine Thai partnership options.

03 BOI / FBL / licensing coordination

Application preparation, supporting documents, officer correspondence and follow-up.

04 Corporate changes and initial readiness

Objectives, directors, shareholders, capital, trademark and regulatory preparation.

Core principle We do not start with paperwork. We start with the actual business activity.

PILLAR 02 • MANAGE

Financial Management & Compliance

Keep the business compliant, visible and decision-ready.

- Accounting and bookkeeping services tailored to transaction volume
- Monthly tax filing and annual statutory reporting
- Payroll, Social Security and year-end employee tax support
- Audit coordination and financial statement preparation
- Management reporting, cash-flow review and finance advisory
- Feasibility, pricing and project modelling when required

From compliance to insight

We help owners see the numbers clearly enough to manage cash, tax, pricing, and growth decisions.





PILLAR 03 · GROW

Market Entry & Growth Advisory

Move from market curiosity to practical commercial action.

01 Research & validation

Market size, consumer behaviour, competitor benchmarking, pricing and channels.

02 Partner identification

Distributors, buyers, suppliers, investors or local operating partners.

03 Business matching

Outreach, meeting coordination, briefing, follow-up and local communication.

04 Launch roadmap

Practical next steps based on sector, regulations, readiness and market feedback.

Quality of fit matters more than quantity of contacts

SELECTED EXPERIENCE

Track record across entry, compliance and execution

Representative experience areas, presented without disclosing client names or confidential details.

01 Market Entry & Establishment

Foreign ownership review, company setup planning, DBD coordination, VAT and initial compliance readiness.

02 Regulatory / Licensing / Compliance

BOI, FBL, trademark, TISI, Thai FDA, and other sector-specific regulatory coordination.

03 Market Research / Validation

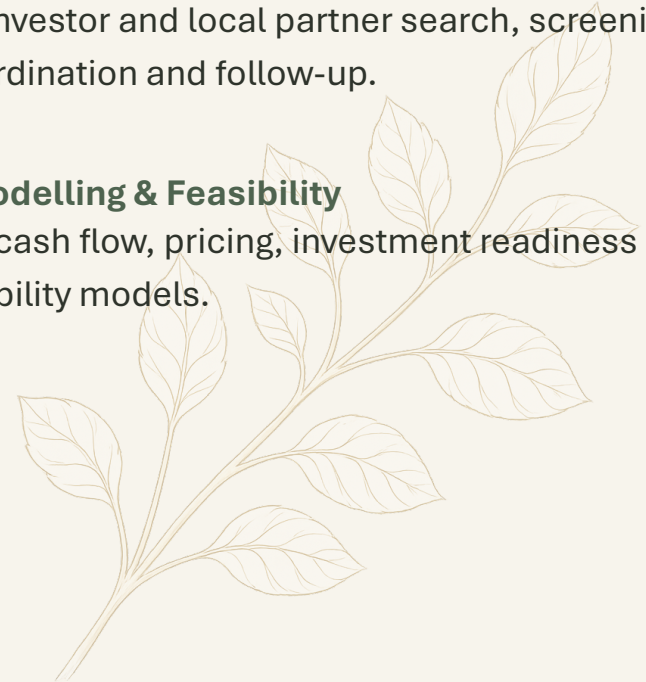
Product and industry reports, competitor scans, pricing, channels and customer landscape review.

04 Business Matching / Partner Identification

Distributor, investor and local partner search, screening, meeting coordination and follow-up.

05 Financial Modelling & Feasibility

Profitability, cash flow, pricing, investment readiness and project feasibility models.



HOW WE WORK

A practical path from uncertainty to execution

We start by understanding the client's actual business activity, then structure the right route before moving into filings, coordination and follow-up.



WHY FIG TREE

Senior advisory with local execution

Our value is not only knowing what needs to be filed. It is helping clients decide what should be done, why, in what order, and with what risk.

Founder-led senior advisory

Clients work directly with senior advisors, supported by experienced coordinators.

Integrated perspective

Commercial, financial, regulatory and operational issues considered together.

Practical local execution

Hands-on coordination with Thai processes, stakeholders and documentation.

Confidential and quality-focused

Selective approach to partner search, evidence handling and client communication.

One point of coordination

A single local partner across setup, compliance, market research and growth support.

LEADERSHIP & CORE TEAM

Founder-led delivery, specialist support

Fig Tree combines senior-level advisory with practical project coordination, accounting, compliance, and market-support resources according to each engagement scope.

Krittiya Krissadee

Founder & Principal Consultant

25+ years in finance, corporate management, compliance, and business advisory. Leads strategy, structuring, and senior-level coordination.

Bang Tran Lau

Multilingual Project Coordinator

10+ years in cross-border communication and business liaison. Supports cross-border communication in Mandarin, Cantonese, Vietnamese, Thai, and English.

Nutpicha Kantipongpipat

Senior Project & Research Coordinator

20+ years in executive support, project coordination, and research administration. Manages project execution, research, documentation, and follow-up.

Naruebeth Thaweesakprecha

Head of Accounting & Business Registration

12+ years in accounting, tax, financial reporting, company registration and business licensing.



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Ready to enter, operate or grow in Thailand?

Let Fig Tree help you review the right route before committing to a structure, licence, partner or operating plan.

Request a Consultation

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