



SEABERRY

Mongolian seabuckthorn to the international market



Subjects:

1. Introduction about Seaberry Farm Products LLC
2. Project Implementation, Export Strategy
3. Gateway to International market from Mongolia

Introduction about company, and project implementation

About Seaberry

The Company

Seaberry Farm Products LLC is a Mongolia-registered company headquartered in the capital city of Ulaanbaatar with affiliated offices in Singapore, Korea, and USA.

The Mission

The Company's mission is to develop and market seabuckthorn related products internationally under the brand name "**Seaberry**" and by doing so to create a profitable international business that will benefit Mongolia by generating taxable income and by providing employment opportunities and information transfer.

The Company is committed to fair trade, social responsibility and protection and preservation of the environment.

Company Operation

- Seabuckthorn Farm in Tuv Province
- Seabuckthorn raw material production, and export
- Organic Mongolia Grown Seabuckthorn formulated skincare products, health supplement, organic food manufacturing and distribution
- Skincare and Health Care Concept Store and Spa operation with aim to for franchise.

Export, distribution, and project implementation

A. Company branches and their roles

Mongolia – Seaberry Farm Products LLC

Headquarter

- Company headquarter, project strategy, finance planning,
- Innovation
- Seabuckthorn Farm, and raw material manufacturing

Singapore – Seaberry PTE LTD

Branch office

- Design concept
- Logistics

South Korea – Seaberry Korea LLC

Branch office

- End product manufacturing, warehouse
- Logistics

USA – Seaberry USA LLC

Branch Office

- Distribution
- Logistics

Product Development, and implementing strategy ; know-how, partnership

The “Seaberry” project started with market research and product development with International experts, and companies such as USA, France, Australia, and Korean.

- Skincare products
- Health supplements
- Anti-aging, lymphatic cleansing nanotechnology
- Hair products
- Health Tea and Power Food Menu



Distribution and Marketing Channels

Distribution channels

- Seaberry Concept Store and Spa (Brick and mortal)
- Department store, and malls
- E-commerce
- Duty free shops
- Home shopping channels

Marketing Channels

- International Beauty and Health Expo
- International Beauty and Health Conferences
- Seaberry Exclusive and Non Exclusive Distributors

Gateway to boost Mongolian Economy

Growing Organic Global Market, and Mongolian Agriculture Sector and it's demand for International Market.

According to a new market report published by [Transparency Market Research](#) titled "[Organic Personal Care Products Market for Skin Care, Hair Care, Oral Care and Cosmetics—Global Industry Analysis, Size, Share, Growth, Trends and Forecast, 2012-2018](#)," the global demand for organic personal care products was over \$7.6 billion in 2012 is expected to reach \$13.2 billion by 2018, growing at a CAGR of 9.6% from 2012 to 2018.

The global organic personal care products market witnessed steady growth in recent years due to increasing consumer concerns regarding personal health and hygiene. In addition, widening distribution channels and new product development are the other factors that contribute to the market growth.

Mongolia can offer rare and organic personal product to the emerging global trend.

Challenges

However, limited shelf life, raw material supply and a stringent regulatory scenario are expected to be key challenges to market growth.

Technology and health in our life

Technology is growing in every aspect of our life, and it is growing in our health sectors as well. Combining technology and organic health products together can bring impact to our health. Seaberry is licensed the nano technology called S-Gen machine created by English and Japanese researchers and combining together , we are treating our patients for skin care and health products.



Thank you