

## "DIA-FARM" Ltd.

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*Management:* V.M. Staroverov - Director,

Y.N. Kushniruk the technical director

A.A. Shapovalov - director on planning and commerce

*Employees:* constantly 25 peoples, involved 10 peoples

*Previous financing:* \$ 1300000 (authorized capital, extra means, refinancing of the own profit)

*Requested investment:* \$ 200000

*Use of the requested investment:* Capital investment, purchase of the equipment, development engineering documentation on organization of complex processing oils of the pumpkin`s corns, Greek of a nut, grape corns etc. intended for manufacture of the biologically active additives and substations. Development and organization of manufacture of granulated forms of vitamins for animal industries.

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### Company Description:

The enterprise was organized in 1991. During the development of the enterprise was created two commercial departments on wholesale trade: chemical reactivities and medicines. The own shopping center consisting of a drugstore and shop was constructed. The industrial and scientific departments was organized. In the strategic plans of the enterprise - expansion of industrial base for realization of private inventions.

### Field and Directions of Activity:

Manufacture of ion - pair reagents for HPLC. Manufacture of the biologically active additives (BAA) on the basis of vegetable oils and substation such as "Essentiale". Development of the normative-engineering specifications on BAA and polyvitamin preparations for animal industries.

### Products/Services/Technologies:

- Ion - pair reagents for HPLC.
- BAA - "Vitadioil", protected by a trade mark. The enterprise owns "know-how" of the technology of production of granulated forms of vitamins for animal industries, "know-how" of complex processing of oils of pumpkin`s corns, Greek of a nut, grape corns etc. On the basis of the given technology the release of 7 kinds of BAA and 2 substations is planned.

### Management Team:

The director - Staroverow Vladimir Mihailovitch - (63 % of the capital), doctor of chemical sciences. General, financial, organizational management, ideologist of the enterprise. Has organized commercial, industrial and scientific activity of the enterprise. Has wide experience in development, manufacture and sales of preparations of medical, chemical and laboratory purposes. Experience of work with the credits - since 1992.

The technical director - Kushniruk Yuri Nickolaevich - (37 % of the capital), diplomaed engineer. Computer technologies in activity of the enterprise. Analytical marketing, whole sales and retail sales of medicines.

The director on planning and commerce - Shapovalov Alexander Anatolyevich - doctor of economic sciences, diploma expert in the field of organization and planning, management and marketing. Wide experience of development of the business - plans, strategy of development of the enterprises, financial and economic-mathematical modeling.

### Markets/Competition:

The segment of the market on BAA, substations and vitamins is planned to organize in volume

till 60-90 million rubles. within three-four years. The selling of production on 80% is carried out under the arrangement with the distributors, which now deliver production in commercial departments of our enterprise. In addition to this there is an own wholesale and retail network. The selling of substations is carried out under the long-term contracts with the large enterprises making the ready medicinal forms.

**Achievements:**

During 1996-97 years was realized the project on creation of substation of pork insulin of high-quality. The premise was redeemed, the repair was carried out and the trade complex consisting of a drugstore and shop "Health and beauty of the people" was equipped. The ready form of a children's polyvitamin syrup was developed by the order of western company. Own manufacture BAA was organized on the basis of vegetable oils. The technology of water soluble granulate forms of grease soluble vitamins was developed.

**Outlook:** There are opportunities of manufacture of substation for a preparation such as "Essentiale" and the release of a series BAA - 7 names, and also granulated forms of vitamins for animal industries is planned.