

TAIGA-PRODUCT CJSC

Volume of investments required: **\$ 1 000 thousand**

Intended use of funds:

Fixed assets acquisition	10%
Products upgrade	10%
Marketing	80%

Company profile:

1. Date of establishment - January, 2000
2. Stage of development - Expansion.
3. Size and source of investment to date - \$ 200 th. - own funds.
4. Industry - Pharmacognosy, pharmaceutical manufacture.
5. Target market - Medicine, food products.
6. Sales in 2003 - \$ 405 th.
7. Description and value of assets - \$ 88 th. The company owns a building loaned on mortgage and located near a dead-end siding branching of the railway. It also owns transport and equipment.
8. Intellectual property rights - The company has a patent for the invention of the method of obtaining of cedar oil and cedar flour, that possess taste and smell of cedar nut. It also has a patent for the formula of grassy syrups and herbal teas. The patent holder is the chief manager.
9. Signs of the public recognition - Diplomas of the first and second degrees on the specialized exhibitions in Krasnoyarsk, Khabarovsk, St Petersburg and Moscow for originality and high quality of products; for development of new technologies.

Owners:

2 natural persons **80%, 20%**
Share of government property **0%**

Management and key personnel:

Alexsander E. Ponomarev - Chief Manager, 37, administrative experience - 14 years, two different sphere higher educations including International Institute of Management LINK. Excellent managerial abilities, analytical turn of mind, decency, creative thinking. Perfect regional economics knowledge.

Nataliya S. Yevkina - Head of Marketing Department, 24, higher education (marketing). Has an analytical turn of mind, communicative, creative person.

Galina M. Fedoseeva - Head of Research and Development Department, 58, Doctor of Science in medicine, professor, head of the Department of Pharmacognosy and Botany, Irkutsk State Medical University

Sergey V. Darienko - Head of Production Department, 46, administrating experience - 16 years, higher education. An experienced organizer, who knows how to manage work, communicative person, has an analytical turn of mind.

The staff participates regularly in various trainings and seminars.

Products characteristics:

The company's product range includes 30 brands including developed and commercialized author's ecological technology for production of the Baikal cedar nuts oil and The Golden Baikal complex of oils (cedar nuts oil - 50%, flaxseed oil - 45%, sea-buckthorn oil - 5%), collection of herbal teas from the wild taiga herbs (20 brands). Each herbal tea has the specific therapeutic application, due to components of herbs. The Baikal Healer series of berry syrups based on the infusion of taiga herbs of 8 brands is characterized by the uniqueness of compositions and the original technology of production, which makes it possible to preserve a maximum quantity of biologically active substances and vitamins.

Comparative analysis with existing alternatives:

characteristics	Taiga-	Evalar	Krasnogorskleksredstva
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	productyear market entrance- 2001	year of market entrance - 1991	
The syrups range	8	4	-
The herbal teas range	20	-	15
Syrups price(250 ml), \$	0,83	2,10	---
Herbal teas price (50g), \$	0,58	0,76-1,3	0,24-0,73
Usage of ecologically clean, wild taiga zone raw-materials from the lake Baikal coast	+	-	-

Manufactured from wild taiga plants the "Taiga-product" products are unique.

Markets/competition:

	Index number	Taiga- product	Evalar	Krasnogorskleksredstva
2004	Siberia and Far East Market size \$ 7,000 ths.			
	The company's market share, \$ ths./%	280 / 4%	245 / 3,5%	210 / 3%
2008	Russian Federation Market size \$ 26,000 ths.			
	The company's market share, \$ ths./%	2 600 / 10%	Hard to forecast	Hard to forecast

Taiga-product - is the only company in Siberia and in the Far East having its own facilities for harvesting and storage of wild herbs in the volumes exceeding the volumes required today 5 times, which will be used in case of expansion of production following receipt of investments.

The company deliveries products to 159 pharmaceutical companies across the Russian Federation.