

TAIGA-PRODUCT CLOSED JSC

Volume of investments required: \$ 1 000 thousand

Use of funds

R&D - 5%

Acquisition of fixed assets - 10%

Product upgrade - 10%

Marketing - 75%

Company profile

1. Date of establishment – January 2000.
2. Size and source of investment to date – \$ 200 000 equity funds.
3. Production – biologically active additives from the wild raw material of the lake Baikal region.
4. Target market – medicine, food products.
5. Sales 2004 – \$ 486 000.
6. Description and value of assets – \$ 88 000. – Factory and office building on the conditions of mortgage. A RR blind alley. Transport and equipment.
7. Goodwill and intellectual property rights – the company has a patent for the invention of the method of obtaining of cedar oil and cedar flour having the taste and the smell of cedar nut, and also for the formula of grassy syrups and herbal teas. The patent holder is the Chief Manager.
8. Signs of public recognition – the first and second degrees Diplomas on the specialized exhibitions in Krasnoyarsk, Khabarovsk, Saint Petersburg, and Moscow – for the originality and quality of production, the development of new technologies.

Owners

1st Individual	80%
2nd Individual	20%
Share of government property	0%

Products characteristics

The company's product range includes 33 brands. The company developed and mastered the author's ecologically clean technology for production cedar nuts oil "Baikal" and the complex of oils "The Golden Baikal" (cedar nuts oil – 50%, flaxseed oil – 45%, sea-buckthorn oil – 5%), collection of herbal teas from the wild taiga herbs (22 brands). Each herbal tea has the specific therapeutic direction, caused by the components of herbs. A series of berry syrups on the infusion of taiga herbs "Baikal Healer" of 9 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.

Markets & Competition

	Data	"Taiga-Product"	"Evalar"	"Krasnogorskleksredstva"
2004	Geographical Region – Siberia and Far East. Market size \$ 7 million			
	Company market share \$ ths / %	280 / 4%	245 / 3.5%	210 / 3%
2009	Geographical Region – Russian Federation. Market size \$ 26 million			
	Company market share \$ ths / %	2 600 / 10%	Cannot be forecasted	

"Taiga-Product" – is the only company in Siberia and in the Far East, that has its own base for the billets of the wild raw material in the volumes 5 times exceeding the required today, which will be used in case of expanding the enterprise for obtaining of investments.

Marketing & Sales

For obtaining investments the company will use the offensive strategy. The main aim is the achievement of new markets and the expansion of the existing ones. Information about the production will be extended through the radio, the

newspapers, the specialized periodicals, and also on medical exhibitions. The company deliveries it's products to 159 pharmaceutical companies on the whole territory of Russian Federation.

Prospects of development

Output of the company to the national market, achievement and retention of leading position on it.