



## Summary

1. **Volume of investments required – \$ 1 million.**
2. **Production** – muesli candy sticks with probiotics.
3. **Trade marks** – “Dia-Vesta”, acknowledgement of receipt from August 2007.

## Company profile

**Date of establishment** – February 1999. The first products were unique waffles “Na zdorovye” (For your health) with bifidus bacteria. The company was awarded the first gold medal of the Siberian Fair for these waffles. In 2002 manufacturing of vitaminized biscuits “Zhar-Ptica” (Fire-bird), “Sibirskoe” (Siberian), “Kolcovskoe” (Kolcovian) was started, and the medals of the Siberian Fair were awarded. In 2003 the production of 12 kinds of jams was started and the year later the company started manufacturing of waffles with prebiotics, probiotics and useful adjuncts. The company also produces oatmeal biscuits “Krepush” (Sturdy child) and fruit-and-berry jelly. This represents merits of qualified specialists and well-consolidated collective body.

**Signs of public recognition** – 5 gold medals of the Siberian Fair.

**Number of employees** – 70 persons

## Team

**Khomicheva Svetlana** – Director. Two higher education diplomas (one in chemistry and biology, the second in economy); 8 years of work experience in the company, good experience in organization of products manufacture.

**Aljabyeva Inga** – Deputy Director on Sales, 41 y.o. Higher education, 15 years of work experience.

**Abramova Natalya** – Chief Technologist, 48 y.o. 30 years of work experience in candy manufacture. During the last five years five new technologies have been mastered and embedded under her supervision.

## Products characteristics

**Current products:** dietary food stuffs for people who take care of their health and weight. Company products improve many functions of organism (digestion, metabolic processes, immune system) and prevents some diseases (dysbacteriosis, avitaminosis, caries, etc.)

- Waffles “Na zdorovye” (For your health) are made of fructose and contain bifido and lacto bacteria, natural vegetative components and complex of vitamins.
- Jams “Na zdorovye” (For your health) are made of fresh Siberian berries and dried fruits. Special manufacturing techniques allow keeping useful properties of berries as much as possible.
- Vitaminized biscuits “Zar-Ptica” (Fire-bird), “Sibirskoe” (Siberian), “Kolcovskoe” (Kolcovian) and “Krepush” (Sturdy child) are made of fructose and contain complex of vitamins, lecithin,  $\beta$ -carotene.

**Products under development:** muesli candy sticks (20 kinds). They contain high-grade cereals, probiotics (bifido and lacto bacteria), vegetative sources of microelements and complex of vitamins. The basic consumers of muesli candy sticks are children and those people who watch their health, as well as those who have infringements of a carbohydrate metabolism (diabetics). These products contain complex of vitamins and useful adjuncts. Muesli candy sticks are designed for people of mobile occupations as means of fast food. They can also be used as meals of students, pupils, etc.

The main analogue of the described muesli candy sticks is muesli bar “Fit”. Our production in comparison to the analogue has more useful properties at lower price.

**Advantages of designing products:**

1. More advantageous price of sales that is 35% lower.
  2. Inclusion of bifido and lacto bacteria and prebiotics, which effectively prevents the consumer from dysbacteriosis.
- Production is protected by the patent № 99102593/13, registration date is 10 December 1999.

## Current state

The technology of muesli candy sticks production is worked out, the certificate of conformity is received, and the equipment for release of laboratory parties is ready.

## Development strategy

### Use of funds

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|--|-----|
| 1. R&D (improving of technology of use of probiotics and prebiotics in medical and therapeutic products) | 6%  |
| 2. Acquisition of fixed assets   | 50% |
| 3. Marketing   | 4%  |
| 4. Acquisition of current assets   | 10% |
| 5. Reconstruction of lodgements  | 30% |

## Prospective outcome of investment

2-time increase in finance rotation of the company due to the manufacture of new products.

**Marketing & Markets**

Marketing network includes the trading networks (Giant, Holiday, Sibiriada, Pyaterochka, Kvartal, Avos'ka), the networks of drugstores, shops.

*Strategy of introduction of new products to the market is the following:*

1. We are going to use the existing network of selling that covers the entire Siberian Region and the Far East. We are also going to expand a network of selling to Kazakhstan.
2. We are going to sell new products at schools as means of centralized school diary in substitution of yeast rolls (510 thousands of US dollars per a year). We have already started meeting directors of schools and negotiating contracts on delivery of our production. We promote our products at educational institutions by means of posters and advertisements. We also sell them at kiosks and canteens.

**Interaction with investor**

Share of investor is 25%, payback period is 3 years.