



Pure New Zealand Maui Sheep Milk

Natalie Dang

The Background

Me:

GM –Shanghai Be-well Food group

CEO –super organic Dairy (NZ)

Director -- Maui Milk

GM--- Maui Milk (shanghai)

Experience: Branding

6 years for sheep milk

To be responsible for the OIO approval last year

The Group

professional

Industry

sheep milk

The first company to introduce the sheep milk brand to China

Market Position and Marketing

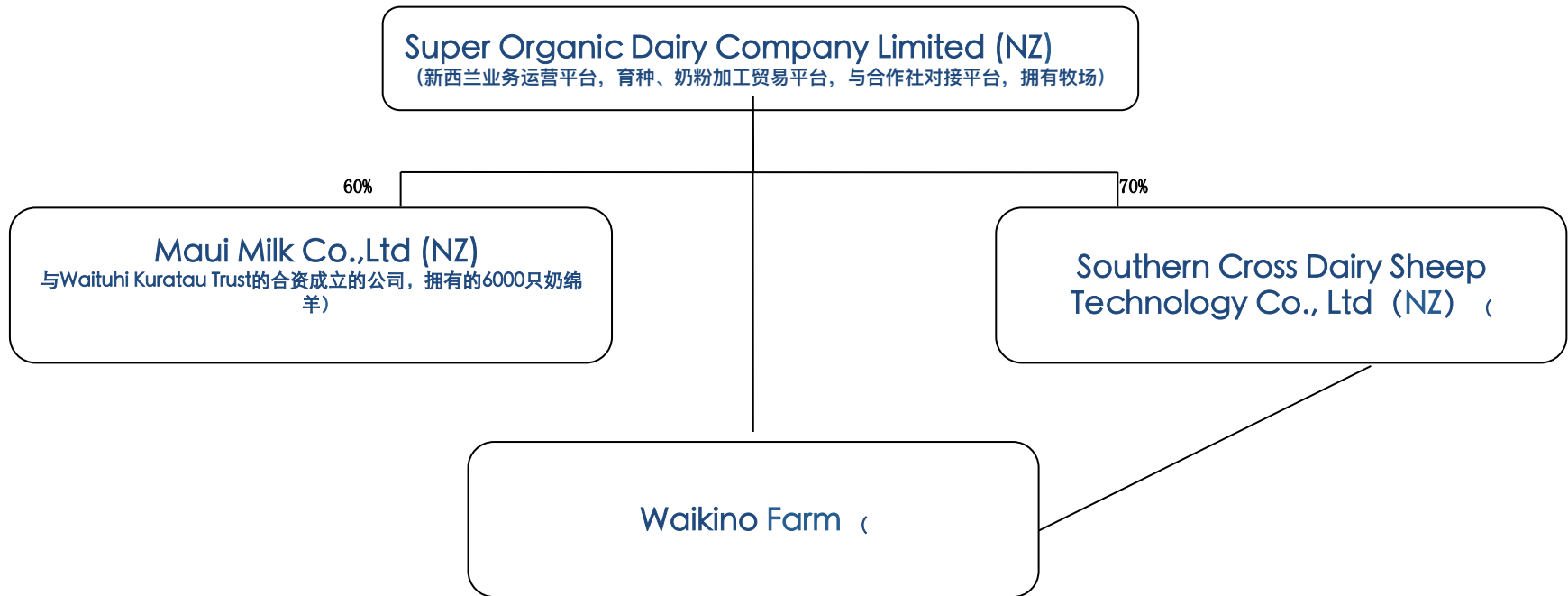
- 1. To research the customer
 - lower awareness
 - scarcity resources
- 2. good quality
 - hy is sheep milk
 - what is special
- 3. branding : Big investment and Innovative thinking

Genetic and Genetic technology

- The sheep milk industry is the high threshold business.
- 1.genetic pool
- 2. genetic technology : iterative development ;
- 3. embryos

The modernization of developing

- 1. the structure of company :



The modernization of developing

2. Breeding farm : demo for breeding;
genetic pool/
assurance program

3. Cooperation model and price and quality
control system :

artner and Team

eam: rich

management ;

- open mind marketing team;
- 2. NZ partner: Hunter Bill/ Andrew:
Bill/ A
- 3. More team members to join
ndrew

Good Future

onfident

heap

Win-win model will bring more benefit for both

C

onfident

for Maui s

heap