

PFT "Beejoy"

📍 Сельское хозяйство Tver, Tver Oblast, Russia

"Beekeeping, fruit & berry, medicinal gardening, nuts, ecotourism"

Последнее обновление: авг. 26, 2019



Общая информация о компании

Our company located in a beautiful place on 55 acres. We're planning an expansion of business in current spheres and also in directions:- Increase of apiary;- Cultivation of food and medicinal trees, a gathering of fruits, nuts etc;- All-season eco/agrotourism;- Cultivation of plants in winter. We want acquire and to use alternative energy sources in production. We are glad to hear all your offers and variants of our further cooperation!

Сведения о компании

Менеджмент

The head of PFT "Beejoy" Yaroslav Pinte has a higher profile education (agro/ecodirection), it graduated from high school with honors. He has studied at the postgraduate school and passed the candidate examinations (Ph.D.) General Manager (Zoya Katakova) has a higher education and she is a candidate of science (~Ph.D.).

Потребность клиента

1. Agriculture: food and medicinal directions. 2. Agro- and ecotourism direction.

Продукты/услуги

We receive the next products, now not in a very big sizes (non-industrial volumes):- From our apiary: honey, beeswax, propolis.- Russian tea (monastic tea).- Cultivation and gathering of food plants.

Целевой рынок

Now our company doesn't have big sizes (industrial volumes) of producing. Our retail and small wholesale buyers are buying ALL our products within the region. Therefore, we need to expand us because of the production deficit. Private consumers and small shops acquire honey and tea at retail or small wholesale; manufacturers of candles and bee stores are buying wax. Tver Pharmaceutical Factory is buying propolis.

Бизнес-модель

From our history: 08 Oct 2005 - Our founder based a private farming. From the the size of private backyards, which was producing goods on the rights of private farming, the company has grown and 9 Jun 2016 farm was formalized as a legal entity PFT "Beejoy" (rus. - "КФХ "Пчёлкина радость") The order of priority strategies: 1. Product development with the partial diversification 2. Market development

Клиенты

Currently our clients are retail customers, small wholesale shops. We appreciate the constancy, devotion to our products, the adequacy, civility, respect, and self-esteem in our customers. Our buyers are private entrepreneurs and just ordinary people hungry for high quality and natural foods. In process of production increase, we plan to expand the geography of the spread "from the scale of the region to the world scale".

Компания

Ссылка:

<http://selizharovo.flagma.ru/708071>

Дата создания: October 2005

сотрудника(ов): 3

Предприниматель

Yaroslav Pinte

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Обзор этапа

Стадия финансирования:

series_a

Привлеченный капитал:

руб557,000k

Запрашиваемый капитал:

руб12,000M

Доинвестиционная стоимость:

—

Прогнозные показатели: —

Чистый расход: —

Команда

Yaroslav Pinte Head

Стратегия продаж/маркетинга

1. We have our buyers, online shop (look at left), we are already on biggest online trade platforms. But we will do an expansion of the sales market because of the partial diversification: fairs, TV-programs, search of buyers and partners by internet, e.t.c.2. Detail information about good, extended warranties and full formalization of sale in accordance with the law.3. Polite and obligatory feedback with the consumers for the quality control.

Конкуренты

Production of beekeeping is largely confined to the amateur beekeeping. With the Russian tea is analogically. However there are small apiaries, but they do not experience a serious competition and requests of companies (stores) completely cover the volume of produced goods. Strong sides of the existing competitors are their diligence, the ability to minimize costs in the production, weak sides an inflexibility in market relations, bad advertising

Конкурентное преимущество

- Synergy of company sectors- Reducing of the prime cost and price of the product (using AES)- Additional advertising are tourists- Unknown recipes & innovations- We do not resell we create products and set the price- Large volume of production - employment of local residents (peasants, all are unemployed now) - advertising and assistance from state powerWe want multiprofile company - "In winter, do not spend that was earned in the summer"

PFT “Beejoy” Годовые показатели

	2018
Источник прибыли	3
Выручкаруб	620 000
Расходывруб	48 000
Прибыль (убыток)руб	572 000