



**BORNEO STINGLESS BEE SDN BHD**  
**(1204976-K)**

**BORNEO STINGLESS BEE**  
**PRODUCTS:**  
**GLOBAL MARKET**  
**PENETRATION**

**BY**  
**TAN CHUN CHUANG**

**ISBCW 2019 | 1<sup>ST</sup> AUGUST 2019**



# ABOUT US

**Borneo Stingless Bee Sdn Bhd** is based at Papar, Sabah. Presently, our company purchases raw honey from stingless bee farms in Sabah and Sarawak to be processed and sold to the local and international market under the brand name MADULUT.

With more than 15 years experience in bee farming, our company aims to be a major player in the supply of honey from stingless bee farms to the market.





# 4Ps MARKETING MIX

**PLACE**

**PRODUCT**

**PROMOTION**

**PRICE**

# PLACE



- Stingless bees has gained world attraction for its various benefits. **Meliponiculture** (i.e the cultivation of stingless bees on a commercial scale for honey production or pollination) is a major activity in countries such as Mexico, Costa Rica, Indonesia, Philippines etc. In Australia, stingless bees are used for crop pollination.

- Stingless bee honey is now the trend of health care product because of the benefit it brings to public.
- Nowadays, consumers have more bargaining power and are also equally concern about their health. China is one suitable market to promote stingless bee honey because of its vast population, availability of bargaining power and increase in demand. Presently, demands far exceeds supply in China.
- Consumption in China exceeds 300 000 tonnes per year, which is three times the volume of export.

# PRODUCT



- Extend your product by producing different variants, or repackage existing product.
- Offer something different to the market that makes your product unique.

- Legal, safety, and regulatory guidelines that must comply to existing regulations in targeted markets.
- Additional audits and product reviews to accommodate additional regulations and gather necessary documentation for products and processes.
- For example, the product label must clearly show the country of origin. This is a requirement for product labels in China.

# PROMOTION

Advertisement

Sales  
Promotion

Public Relation

Tourism



# AIRPORT ADVERTISING (KKIA)



# MAGAZINE



# SALES PROMOTION (EXHIBITIONS)



**Sarawak AgroFest 2018**





## China International Beekeepers Conference & International Apiculture Expo 2018





# PUBLIC RELATION

Tempatan

Kuala Lumpur, 23 Mar 2016 **BORNEO** 3

## Sasaran 1,000 keluarga dalam penternakan lebah kelulut

Borneo Stingless Bee Sdn Bhd akan bantu pengusaha dari segi teknologi, hasilkan madu berkualiti pasaran antarabangsa

BERNAMA

KUCHING: Borneo Stingless Bee (BSB) Sdn Bhd, sebuah syarikat swasta dalam negeri yang mahu lebah yang bekerjasama dengan kerajaan negeri Sarawak untuk memajukan penternakan lebah kelulut di Sarawak, akan membantu pengusaha dari segi teknologi, hasilkan madu berkualiti pasaran antarabangsa.



BERNAMA: Tan Chuan Ching (tengah) menyerahkan projek madu kepada Uggah semasa diumumkan pengesahan.

"Kami mahu mempromosikan lebah kelulut kepada masyarakat luar bandar sebagai sumber pendapatan tambahan. Kami mahu mempromosikan lebah kelulut kepada masyarakat luar bandar sebagai sumber pendapatan tambahan."

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"Ini boleh memberi pendapatan kepada mereka di mana jika sebuah keluarga boleh menghasilkan 50 kilogram madu sebulan, maka pendapatan mereka adalah RM4,000 sebulan."

BERNAMA

Malaysia di sini, sementara itu, Borneo Stingless Bee Sdn Bhd akan membantu pengusaha dari segi teknologi, hasilkan madu berkualiti pasaran antarabangsa.

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## Uggah galak penduduk luar bandar ceburi penternakan lebah kelulut

KUCHING: Tan Chuan Ching, Menteri Datuk Amar Douglas Uggah, menggalakan penduduk luar bandar negeri Sarawak berkecimpung dalam penternakan lebah kelulut.

"Penternakan lebah kelulut adalah sumber pendapatan tambahan yang boleh membantu meningkatkan pendapatan penduduk di luar bandar Sarawak sebagai sumber pendapatan tambahan."

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BERNAMA: Uggah (tengah) menyerahkan projek madu kepada Uggah semasa diumumkan pengesahan.

## 'State needs more anchor companies in agriculture'

By Matthew Umpang  
reporters@theborneopost.com

KUCHING: The state needs more anchor companies with experience to help in the export of agricultural products from the state and in developing the agricultural sector.

Speaking to reporters yesterday, Deputy Chief Minister Datuk Amar Douglas Uggah said the state was looking forward to implementing programmes with the anchor companies which will focus on involving and assisting the smallholders throughout the state.

He added that the anchor companies could also help smallholders in terms of marketing.

Meanwhile, Uggah named two anchor companies which were committed in helping develop stingless bee farming; namely Borneo Stingless Bee Sdn Bhd and Rimbunan Hijau Sdn Bhd.

"These two companies have the knowledge in stingless bee farming which they can share

## Farmers urged to venture into stingless bee farming

KUCHING: Farmers in Sarawak are recommended by the state government to venture into stingless bee farming and production.

Deputy Chief Minister Datuk Amar Douglas Uggah said if farmers were willing to venture into this industry, they would have a stable income compared to being involved in cash crops such as rubber and pepper whose prices are not always stable.

He said the state government was finding ways to develop stingless bee farming in the state, and to transform the agriculture sector through modernising and commercialising the industry along the whole supply and value chains.

"One of ways is to adopt new business models and application of the latest production technology and leveraging on ICT and digital technology."

Yesterday, the state government signed a memorandum of understanding (MoU) with Borneo Stingless Bee Sdn Bhd (BSB) to promote and enhance cooperation in the development of stingless bee industry in the state.

Specifically, the areas of cooperation include production of quality stingless bee honey, promotion and marketing of stingless bee honey, export market, and research and development in the stingless bee honey production.

"We also look to transfer and exchange knowledge and innovative technology on stingless bee along the supply chain and any other areas of cooperation to be arranged jointly by both parties from time-to-time," said Uggah.

The MoU was signed by state acting Director of Agriculture Alvin Chai who represented the state government and BSB director Tan Chuan Ching. Uggah was one of those who witnessed the signing ceremony.

Assistant Minister of Native Land Development Datuk Roland Sagah, permanent secretary to the Ministry of Modernisation of Agriculture, Native Land and Regional Development Datuk Ik Pahon Joyik and BSB director Tan Kai Yong were also present at the signing ceremony held at Wisma Bapa Malaysia.

BSB is actively guiding stingless bee farmers in Sarawak and Sabah to improve their honey production and quality by regularly holding workshops with them.

In 2017, BSB collected 13 tonnes of kelulut honey from Sarawak farmers.

HOME

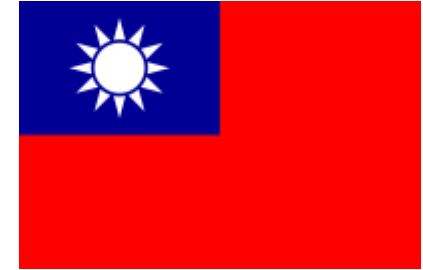
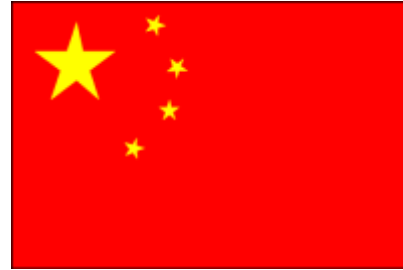


Chai (third left) and Tan (third right) exchange the documents after the signing ceremony. Uggah is at centre while from second left are Sagah, Ik Pahon and Kai Yong. — Photo by Mohd Rais Sanzi






# TOURISM





# PRICE



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- Price adjustment is the most widely used strategy in market.
  - Analysing competitors' price and set a reasonable target to help company build a sustainable competitive advantages.
  - Giving discount or lower the products' price will help to attract customer to purchase and hence increase the sales.



**THANK  
YOU**