

BORNEO STINGLESS BEE SDN BHD (1204976-K)

BORNEO STINGLESS BEE PRODUCTS: GLOBAL MARKET PENETRATION

BY TAN CHUN CHUANG



ABOUT US

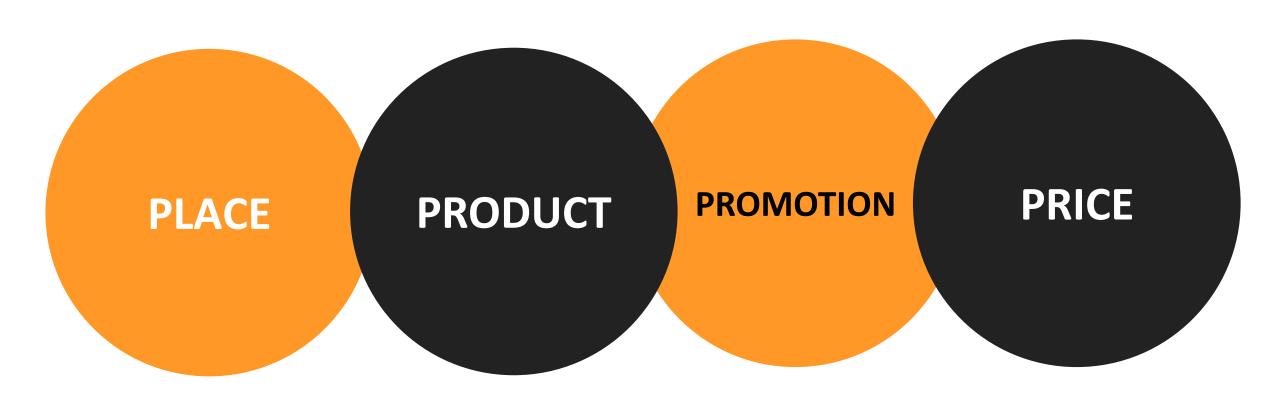
Borneo Stingless Bee Sdn Bhd is based at Papar, Sabah. Presently, our company purchases raw honey from stingless bee farms in Sabah and Sarawak to be processed and sold to the local and international market under the brand name MADULUT.

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



• 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

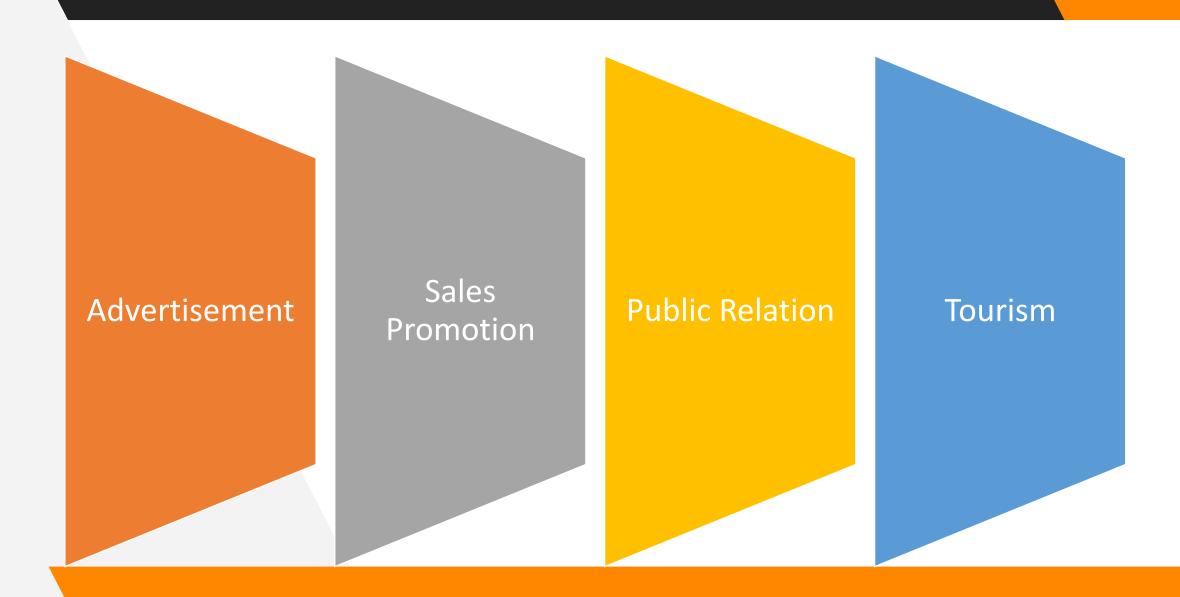


- Extend your product by producing different variants, or repackage existing product.
- Offer something different to the market that makes your product unique.

• 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



AIRPORT ADVERTISING (KKIA)







MAGAZINE



SALES PROMOTION (EXHIBITIONS)





Sarawak AgroFest 2018





China International Beekeepers Conference & International Apiculture Expo 2018





Sabah International Trade Show (SITS) 2019

PUBLIC RELATION

66 Ini boleh memberi pendapatan

adalah RM4,000 sebulan. 99

kepada mereka di mana jika sebuah

keluarga boleh menghasilkan 50 kilogram

madu sebulan, maka pendapatan mereka

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Sasaran 1,000 keluarga dalam penternakan lebah kelulut

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

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'State needs more anchor companies in agriculture'

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 farming which they can share to overseas market,

These two companies have the knowledge in stingless bee farming which they can share with us.

Batak Amar Douglas Liggah, Deputy Chief.

with us. Both companies, although having different focus areas, have the technology and had done their research in stingless bee farming." he added.

Seeking cooperation with anchor companies is just one of the ways that the state is taking in developing and modernising the state's agricultural sector.

Besides seeking help from anchor companies, the state government has also announced that it will take on other initiatives such as buying a plane that can help export the state's agriculture products and establishing a body for building and managing export the knowledge in stingless bee of Sarawak's agriculture products

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 atingless bee farming in the state. and to transform the agriculture sector through modernising and commercialising the industry along the whole supply and value

"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, andresearchanddevelopmentinthe 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 Chun Chuang. Uggah was one of those who witnessed the signing

HOME

Assistant Minister of Native Land Development Datuk Roland Sagah, permanent secretary to the Ministry of Modernisation of Agriculture, Native Land and Regional Development Datu 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



Chail (third felt) 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 Muhd Rais Sanusi

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SECURE. ASSESSMENT LESSENSE WATER CHEST OF STATE BARRIES AMERICA, GREETIN, RATIOSPHINESSES. **当果、在其实人物与心则为作下。可由由他直接共和引展**

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M. BETCHARRATERS

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NUMBER OF STREET

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出一里在市场价值。另一问题节

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PERSONAMIC, MERSONS

然似位, 安林市北部了市人

STATEMENT MEDICAL TO

60 大田田林、北京ヤ江田林田子

HERRISON APRIL

MIN. MORRE OWNERS.

"妈妈公司及哲学这领域。

22.20世纪念生积积解节度等方。

SHEWSHIELD.

MUNICIPAL STALL

"并成介的发现的方式上一就是可用的有身模式。但 经用数据的5.广告水井使用数均挂片复售物理之。 成称, 在今日集實行合作實化不及目示证。 就多的合作

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(本版水東22位後) 砂砂灯 | 村付出十位上市来面外投入。

用金額外収入

RAY, MANGRESTON STREET, STREET, ST. STAL RESERVED SERVED STATES OF STALL

●作技品(五一) 財政宣傳中遺跡以而於故。



●要罗州充管横首陈公司董罗用建治(宋八)与印式出与文品及集级建(主八) 在新香品量好在在提风机、上香地与花块在东部都在季智門的連絡社路(中)的充法 下推定合作表达者, 直旋为行民立总副兵长中多法, 行上署北京及政理部长事會等任 证例: 在我也要可以完全也在公司董事法不差,却在上述代文, 上事他与工场发展的 食み込みを甘かただ、

电影排列的图像型 "1大公司

强势机能积累发的对抗 S. 印刷印印牌共刊推示社会小 DIABONDE, WEIGH

然后,双下将被纵形产案的 RECENTARIO, A MUNICIPAL BENERAL THREE WINES.

医动物区域发展自然管理研究 人名雷斯克拉多比特别 原来社 张.人界公司的公司书书公司相關地.

(EMPRICION) OF HER PROPERTY. WITH

ME. PERFERENCE 西北西马来北部。 抗甘油水和甘一肉糖药。 NE RIMERRADE

MEMBERS SHREETS SPONSON **未上报公司公共规划转行划的** MENTS YOU SEEL SIN.

NAME DESCRIPTIONS · 报上, 包括取引用株式製料料 、定口安全等、原理、整理电子等 E. SERVICIONECTO DE DESCRESSION

◆漢罗州大型條列除公司董事院會往(包3)布砂安全提代集 长期發展(左))在影響长數的宗业發代化。主臺灣斯區媒 发展部部长集留同院通信控制 (中) 的复位下程安全作品型 2. 左起为砂石业则制筑七十多江、衍土葡萄皮商助建副长 拿似罗伦沙加。在民为婆罗州无管镇和地公司董事政务表

Promot Printer is the Printer of the Control of State of the State of the State of S

BURN CHRYGOR FAIL BERRESTE ANGERS ANGERS HARRY BARRES AND CHRY 置。全好品管官里里知道100名 记, 点管、影響試視、與影響致 **西京团、物格等企業力引起 上記工事以外党社会介化、会计 水里、工管自自有地区设工外格**

生产学的力能于多期的第三方。 我们 == 2 + 1 + 1 4 4 4

推进的, 小位义在2014年世



「母弟」を行用の様々の 在案的体。按据与计位和1000年 我与下巴罗伊拉拉小里罗拉

化整件规则上对法律证料是过来 UKB, TONERSO.

月間次量達50公隊

BRIGHT, EXTER 水场雷波雷斯的英语外以明。 25 RALDERWELSECHE **自1000年度開放外市地市時代**

ME. Z-TELVERY 5.方的特里。我以母5.方知今古 我想好, 祖公司与中国报告, 北极的企業力, 建聚规矩作成器

利性与检查的位置和边域程序。

经完全提代化、土著地与训练工限征宣系协作事理学信息。

砂放眼2030年

化光推 药起牙 土局侵拉势车 并代社及蜂 地局一肠有 及长右理原

华左合著符

据三 作从界

长一意发男

■须私人界参与注资

型,包括供应链及价值链。采用最新生产技术的

经济的发展、包括通过在农业领域的注资。

道格拉斯说、砂拉越需要私人界参与砂拉越

"农业领域烷该通过科技及商业化进行转

(古書22日訊)进一步推广銀峰 斯高业模式、并善用资讯通讯工艺及数码化料 养殖业,砂政府今日由农业局代表, 位 通格拉斯表示, 砂政府已在今年4月23日与北 与婆罗洲无螯蜂有限公司(Borneo 青金团签署合作意向书·而随著今日的签署。将 Stingless Bee Sdn Bhd) 签署合作意 有2回主要公司与砂政府共同能动物拉建的银蜂库

向书,并由劉首长拿督阿玛道格拉斯见 型型 他说、姿罗例无数蜂有限公司与常青集团专 且在不同的领域、农业局之后将会与2间公司商 道格拉斯在合作意向书等署仅式上表示。除 植。策划及推行假蜂养殖计划。以协助州内的小 拉越希望在2030年成为食品净出口州属。其中一 增努力就是通过写私人界的密则合作、将剧影拥 智养蜂业者、尤其是市场行情方面。

爾每个蜂箱月产半公斤蜜 有利技・管理やす・資本は及已行人国内外市場

道格拉斯表示,目前砂拉越约有200人参与很 蜂养殖・前毎公斤蜂蜜价格为80令吉・毎个蜂箱 每月产量的0.5公斤,可以让小园主在种植胡椒、 橡胶及油棕之外。带来解外的收入

道格拉斯也表示,常青集团拥有1万个蜂精。 每个月可生产2吨的蜂蜜。

无偿蜂有限公司董事陈俊壮夫 员。从2016年开始至现在。 砂有過200名弄焊业者。效限 未来再吸引1000户室底加入此 行业,以应付国际蜂蜜市场每 月50年的需求。

(古書22日讯)豪罗州

■传授莽蜂技术

体使社会具在砂政府与要 原洲无数有限公司签署合作款 尚书后。受访明表示,目前他 们有尚本地农夫收购蜂蜜。而 签署此合作意向书是图广该行 业发展。提高农民收入、每个 家庭有自己的银蜂养殖场-

他们将会传授技术和种植 活合在布・以生产高品质優勢 塞 - 网国际市场推销。

国训从古贵到美里·有

陳俊壯:目前逾200業者

道格拉斯在合作意向书签署仪式上表示,砂拉越希望在 2030年成为食品净出口州属。其中一项努力就是通过与私人界 的密切合作。特别是拥有科技、管理专才、资本以及已打入国内

外市场的公司 -

300至400个蜂箱。

他说,一个家庭如果每 何曼 民都曾和美里。" 月能生产50公斤银蜂素。根据 他们目前固定收购价格每公斤 80今吉。斯么就有4000令古故

主要销售市场是中国。香港和 3公斤服蜂蜜就能拿回或本。 韩国等、目前还在探讨运输等 方期阿歷

強服蜂成本较低、因为这里有 蜂箱可生产约十公斤蜂蛋。

约200名养特责者,其中最小 许多大自然和明美领包。提到 业者有10个蜂箱。大型业者有 银蜂养殖主要分布在诗桌。器 里街、丹镇玛尼、古香、斯里

拉蜜布

新班为

位: 泰罗洲尤些蜂

引1000人参与报转

長城 -

有限公司目标是其唯

關茶殖银蜂无管打理

陈传社科化 - 非被训练无 需太高成本。因为一个畸箱的 陈俊壮说。他们的阻翰密 160多今吉·亚若只要采集2至

一等唯能锋无雷打理。只 要吸引促蜂指来。得其就可采 "相比而马、在砂拉越背 集蜂窝一次 每次采集、一

然后产品的另一增加期目的, 26

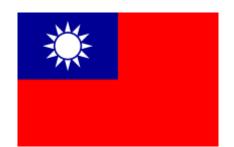
TOURISM













PRICE



- 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