

Black Pork Business



Why we chose Black Pork for Business? –

SELLING WHAT?

Pork is very popular in Viet Nam and Demand for clean, safe and high-quality pork has increased sharply

- Pork consumption in Vietnam is about 3.4 million tons/year, each person consumes 31.4kg of pork/year
- Market value of Vietnam's meat industry ~ 8.9. billion US dollars.
- The current pork market is mainly high-yielding, super-lean pig breeds using industrial bran provided by businesses and large-scale farms
- Consumer demand for food safety and high-quality pork is increasing.
- Pigs raised by traditional methods or using natural feed are being sought after by the market and consumers.
- Some corporations invest in developing a circle breeding model and receive great attention from consumers (eg Hoang Anh Gia Lai Corp with Banana pig).

CPL has any
advantage in
Black pork
business??

GNV with Income Generation project and IGGs and Coops – Supplying are ready existing but not yet completed

- Goodneighbors International (GNI) has been operating in Vietnam since 2005. Currently, GNI is supporting livelihood development for nearly 60 Livelihood groups (IGG) and cooperatives focusing on farming and animal husbandry.
- GNI currently has about 15 IGGs and 02 Coops, (which are raising pig) concentrated in Mai Chau and Tan Lac CDP (Hoa Binh province). With total are nearly 200 members. Their capacity can supply more than 3,000 pigs per year.
 - Pig breeds raised by IGGs and Coops quite diverse: High bird pigs (F3 – F4), indigenous pigs (black pigs, wild boars). Breeding methods are also very diverse including the use of industrial feed and self-mixed feed and surplus feed/agricultural by-products.
 - Black pigs are considered to have delicious quality and are preferred by consumers, but the meat quality is not uniform due to different breeds and breeding processes.
 - Muong Pa Black Pig Cooperative (Mai Chau, Hoa Binh) is a typical one in the development of the black pig value chain that has been certified with 3-star OCOP and VietGAHP certification. The cooperative has been invested in a complete slaughterhouse.
- ❖ However, value chains have not really developed due to many objective and subjective factors.

CPL has any advantage in Black pork business??








Market demand and potential for Black pork business

- There isn't any professional black pork business in the market
- CEO had one and half year experience in business on black pork in Ha Noi food shop (B2C) , we know and understand the what are customers think about the quality of black pork.
 - ✓ Good comments, good feedback..
 - ✓ Willing to pay higher price to buy black pork instead of buying white pork in the market
 - ✓ The group with numbers of loyalty individual customers.



The quality of black pork compared to other pork in the market is really different

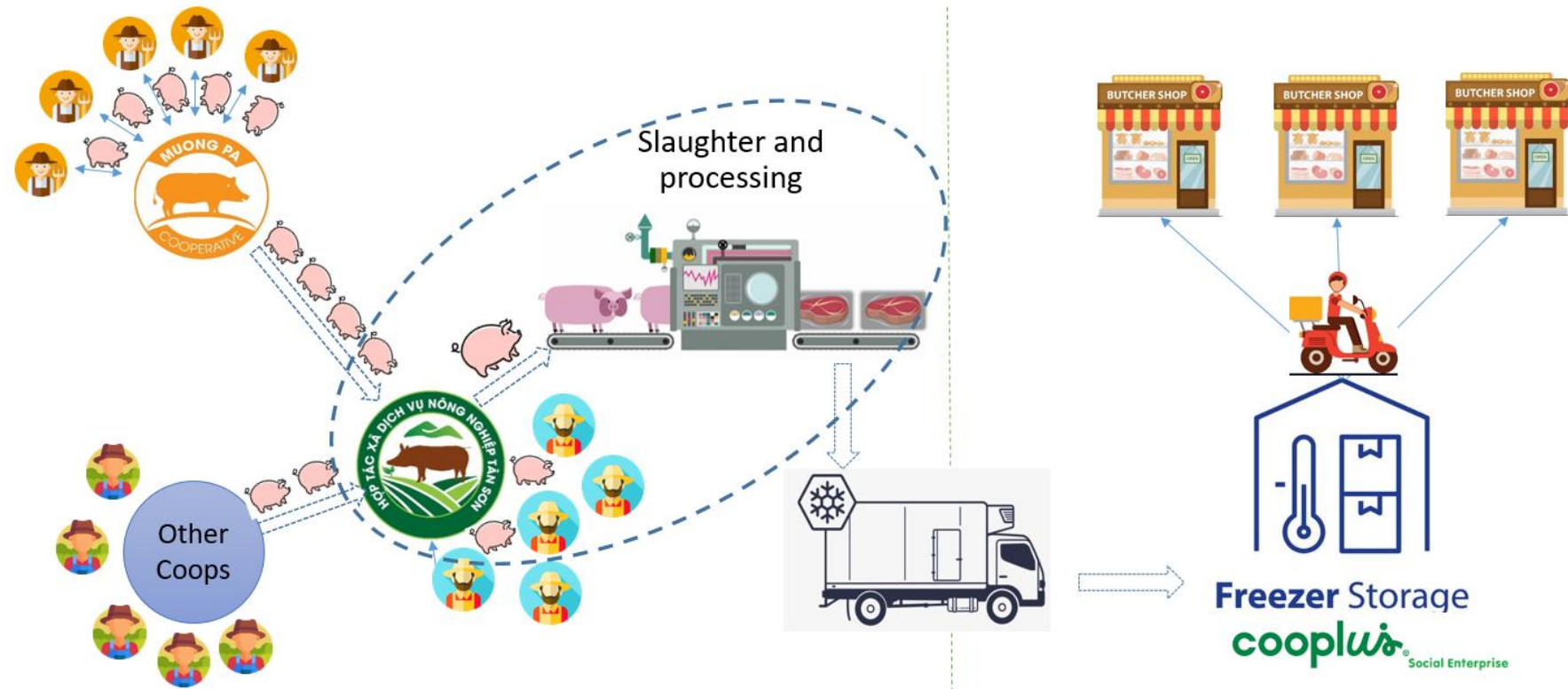
CPL has any advantage in Black pork business??

Items	Black pork	White pork
1.Genetic	- Native breed 	- High yielding 
2. Feed for breeding	- Natural ingredients with vegetable and Herb Plant  	- Industrial feed with “Salbutamol, Clenbuterol, Ractopamin” ingredient 
3. Time for breeding	7 months to get 70 – 80kg	4 months to get 100kg
4. Quality		

CPL has any
advantage in
Black pork
business??

Items	Black pork	White pork
Period for breeding	7 months	4 months
Weight of Pork	80kg	100kg
Estimated Buying price from cooperatives per 1kg	65.000 to 67.000 VND	55.000 VND
Estimated Selling price to B2B per 1kg	160.000 VND	90.000 VND
RRP per 1kg (Standard)	220.000 VND	130.000 VND

Organize value chain



Relationship Between Cooperatives And CPL

Cooperatives

- Breeding
- Butchery process



CooPlus

- Processing and packaging for commercialization



- Distribution B2B and B2C

We conduct market survey to identified potential market partner (B2B)

We can sell fresh meat



Organic food shop



Restaurant meat food

We can sell Frozen meat



Super market

Who are priorities customers???

Organic food shop (~300 shop): They sell only white pork (high quality) and willing to distribute black pork.



We can sell to individual customers directly

3. Market Analysis

Who are priorities customers???



Who are our competitors???



- We conduct market survey to identified competitors
 - ✓ Identified all of competitors products with Strength and Weakness analysis.

Do we really have a competitor??? On

- Quality
- Price
- Distribution channel

Competitive products - Excel (Product Activation Failed)

Detail price															
No	Type of meat	Đơn vị tính/Unit	Meat Master	G Kitchen	Mr.Pig	3F	Meat Deli	Vissan	CP	Bapi	Oc Que pork	Nguyen Khoi pork	Que Lam organic pork	Average price	Muong Pa (expected)
1	Xương Ống/leg born	kg	104,000	104,000	72,000	29,000					90,000	95,000	130,000	89,143	75,00
2	Sườn Non/rib	kg	288,000	273,333	200,000	162,000	289,900			250,000	245,000	325,000	250,000	253,693	230,00
3	Thịt Xay Sạch/Micned meat	kg	146,000	173,333	195,000	120,000	198,217	180,000		108,000	220,000	280,000	180,000	180,055	195,00
4	Thịt Thăn/Loin	kg	81,200	198,000	188,000	137,000	145,329			141,000	220,000	285,000	220,000	179,503	205,00
5	Vai giòn/Collar butt	kg	129,600		210,000	145,000	279,883				220,000	305,000	185,000	210,640	215,00
6	Móng giò/hock leg	kg	143,688		125,000	97,000				126,000	160,000	195,000	135,000	140,241	175,00
7	Chân giò/Leg ham trim	kg	183,000	161,000	190,000	145,000		155,000	144,000		265,000	285,000	160,000	187,556	210,00
8	Thịt Vai/Shoulder	kg	133,000	136,000	19,000	120,000		180,000	123,333	126,000	220,000	275,000	170,000	150,233	210,00
9	Thịt Ba Chỉ/Belly	kg	198,000	286,667	195,000	159,000	254,900	262,000	202,000	174,000	230,000	315,000	235,000	228,324	225,00

<p>Meat Master Operating since 2005, CJ Vina Agri's farm Belongs to CheilJedang Group of Korea, CJ Vina Agri Co., Ltd. was established in 1999 in Vietnam.</p>	<p>1. White pig with chemical feed but add some kind of vegetable to feed to improve quality in the last month of raising 2. Using: Cooling meet processing (slaughter) from Korea technical 3. Market: Mass market - Super market and butcher shop - Most located in Ho Chi Minh city --> Not our competitor</p>	
<p>G Kitchen Established in 2016, G is a clean processed pork food brand in the 3F Plus closed chain of Feddy food company under</p>	<p>1. White pig with chemical feed 2. Using: Cooling meet processing 3. Market: Mass market - Super market and butcher shop - Most located in Ho Chi Minh city --> Not our competitor</p>	

Yes We Have
BUT
OUR
PRODUCT
TOTAL
DIFFERENT



<https://lonocque.vn/>



<https://quelamorganic.com/san-pham/thit-heo-huu-co-que-lam/>



NGUYỄN KHÔI
THỊT LỢN TỰ NHIÊN

<https://nguyenkhoifarm.com/>

Oc Que Pork
*Ba Vi Clean Food Joint
Stock Company*

1. White pig with natural ingredients feed using worm, snail...Higher quality than other above.
2. Processing: Traditional method
3. Market: food shop - Unique market Ha Noi city mostly
4. Price: High price but not thing special on quality.

--> **Main Our competitor**

Que Lam Pork
Que Lam Cooperation

1. White pig with natural feed
2. Processing: Traditional method
3. Market: some food shop - in Ha Noi city
4. Price: High price but not thing special on quality.

--> **Main Our competitor**

Khoi Nguyen Pork
*Green Nguyen Khoi Joint
Stock Company*

1. White pig with natural feed - Natural farming
Higher quality
2. Processing: Traditional method
3. Market: food shop - Unique market Ha Noi city mostly
4. Price: High price

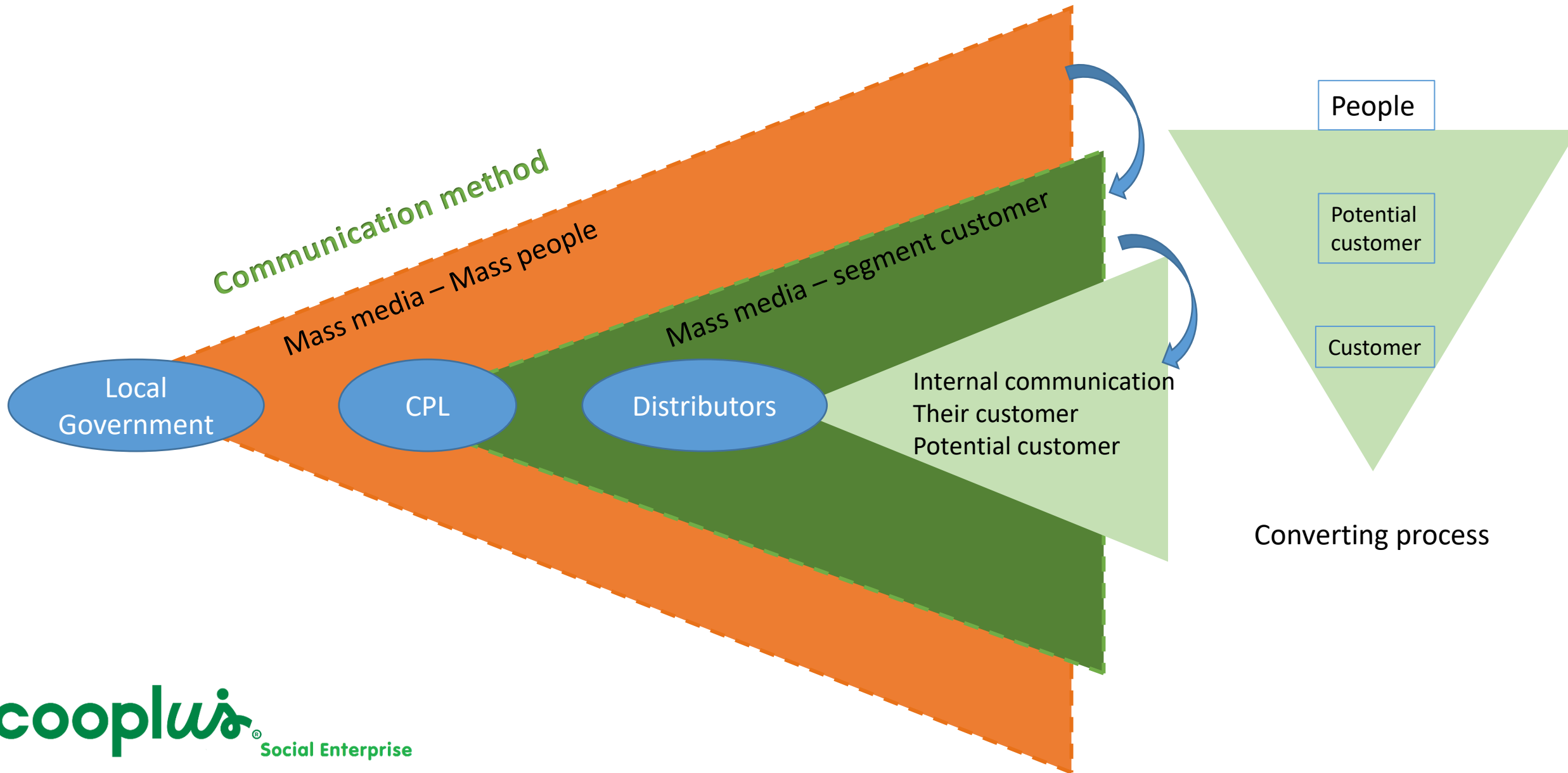
--> **Main Our competitor**

Why we choose B2B for business as priority at beginning stage (Organic food shop)

- ✓ Product are the same with feature: Base on quality
- ✓ Not yet have Black pork/They need new and suitable products to sell to maximize revenue
- ✓ They have **existing their customers.**



4. Marketing and Communication Plan



DEVELOP
COMMUNICATION
TOOL



LỢN ĐEN XỨ MƯỜNG



LỢN ĐEN XỨ MƯỜNG



cooplus[®] Social Enterprise

THÔNG TIN SẢN PHẨM
Lợn đen Xứ Mường là giống bản địa của Việt Nam, chất lượng thịt tự nhiên đã vô cùng thơm ngon. Kết hợp với phương thức chăn nuôi truyền thống là kiến, sử dụng thức ăn từ phân trộn các thành phần nguyên liệu tự nhiên (lúa, ngô, cám gạo, đậu tương, bột cá, giun quế) cùng thức ăn củ quả là lên men (sắn, ngô, khoai mì), lợn được nuôi tới tháng 7 tháng để tạo ra chất lượng thịt và thớ thịt an toàn, các sản phẩm thịt thơm, ngon, ít cholesterol.
Sản xuất bởi: Các HTX chăn nuôi lợn bản địa tỉnh Hòa Bình
Quản lý và sơ chế bởi: HTX Dịch vụ Nông nghiệp Tân Sơn, Tân Lạc, tỉnh Hòa Bình
Mã truy quét bar: Good Neighbors International, Liên minh HTX tỉnh Hòa Bình, Công ty TNHH CoopPlus
Phân phối bởi: Công ty TNHH CoopPlus
Địa chỉ: 47 Phố Điện, Xuân Phương, Nam Từ Liêm, Hà Nội
Hotline: 0986 889 467
Ngày sản xuất:
Hạn sử dụng: Trong 5 ngày với nhiệt độ từ 0 - 5°C
Trong 6 tháng với nhiệt độ -15°C

THỊT BA CHỈ
Cảm ơn quý khách đã tin dùng sản phẩm!
Với mỗi đơn hàng, quý khách đã giúp nâng cao thu nhập người chăn nuôi tỉnh Hòa Bình và góp phần bảo tồn nguồn gen bản địa của Việt Nam.
Liên minh Hợp tác xã Tỉnh Hòa Bình
Good Neighbors Vietnam

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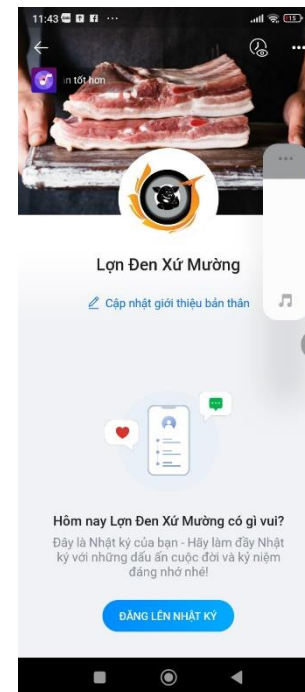
DEVELOP
COMMUNICATION
TOOL



Fanpage:Lợn Đen Xứ Mường



Website: <http://demo-cooplus.daihungthinmedia.com/>



Zalo:Lợn Đen Xứ Mường



Gmail:Lợn Đen Xứ Mường

DEVELOP STORY TELLING

PREMIUM MEAT

Indigenous genetic conservation

Respect local traditional culture




Fair and Equitable sharing of benefits

Social Enterprise



THỊT LỢN ĐEN MƯỜNG PA



-  Bảo tồn nguồn gen bản địa
-  Tôn trọng truyền thống địa phương
-  Chia sẻ lợi ích công bằng

SẢN XUẤT BỞI

HTX chăn nuôi lợn đen Mường Pa
xã Bao La, huyện Mai Châu, tỉnh Hòa Bình.
Dưới sự hỗ trợ kỹ thuật bởi GoodNeighbors Việt Nam.

cooplus
MEAT

Phân phối bởi
Công ty TNHH Cooplus (Cooplus Social Enterprise)

HOW TO DO MARKETING AND COMMUNICATION ACTIVITIES?

INTERNAL:

1. Develop marketing and communication tools/channel as: Fanpage/Zalo/Youtube/Webiste.
2. Using Online Advertise: Google, facebook, tiktok...
3. Using Offline Advertise: Leaflet, brochures, standee, Black pork distribution partner certificate.

PUBLISH CHANNEL:

1. Television show/film:
2. Central/Provincial newspaper:
3. Online magazine
4. Other: Advertise board on street/elevator...

FACE TO FACE:

1. Participate in Trade fair
2. Organize Promotion and Sampling week event at the Food shop of distributors.
3. Participate in Workshop/Conference on Agricultural products

5. Sale Plan

WHAT SHOULD WE
DO TO SELLING???



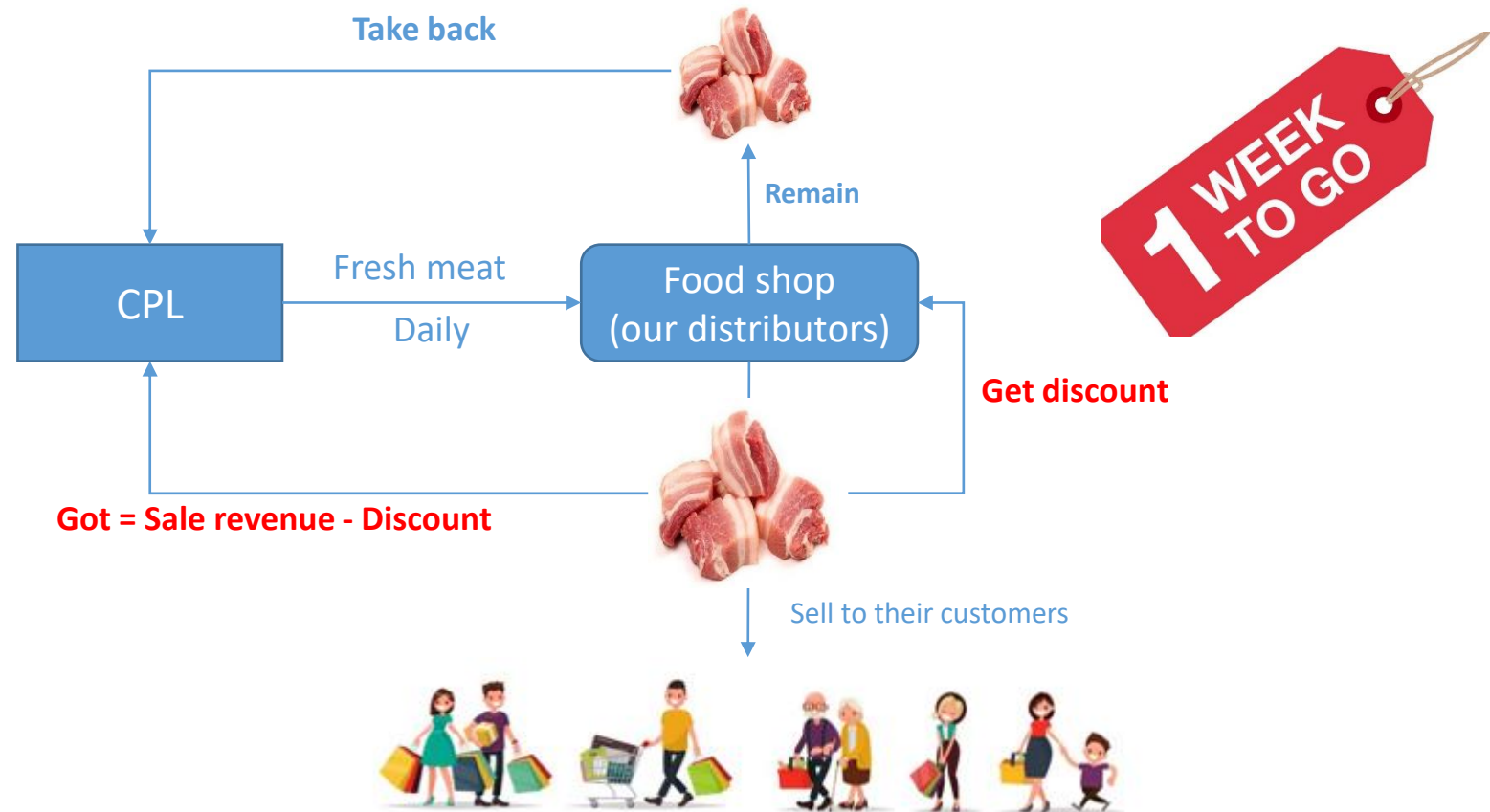
Organize Promotion
Event with our
distributors

✓ Sampling event (Customers experience the products)



Organize Promotion
Event with our
distributors

- ✓ Product consignment program – The most important that “How we put black pork on their store shelf”



6. Human resources and financial

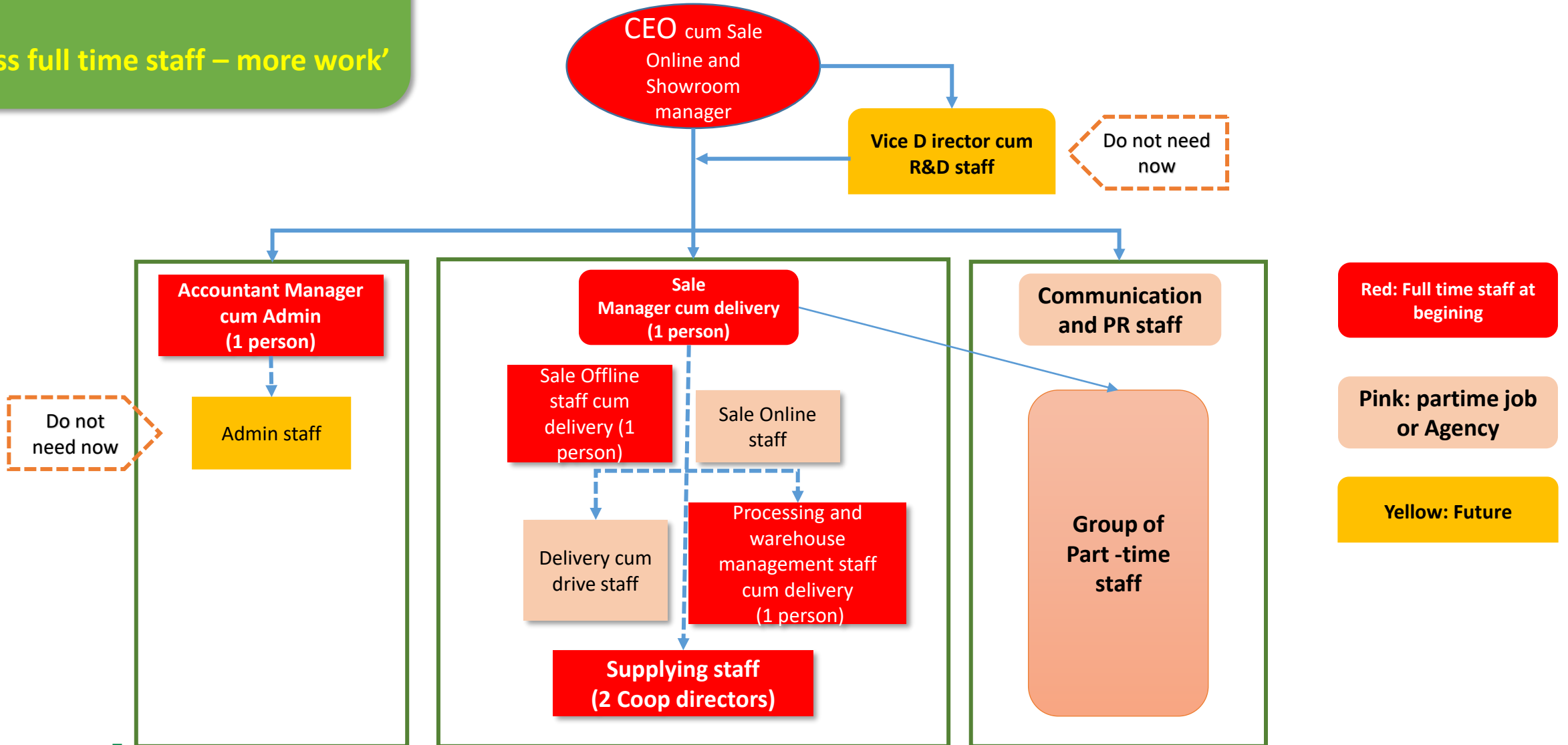
Build up the team
and capacity
building



Who are our
competitors???

Company structural

“Less full time staff – more work”



Red: Full time staff at beginning

Pink: partime job or Agency

Yellow: Future

THANK
YOU

