

COMPANY PROFILE

KIMCHI SAWI PAHIT VEGAN

cv natura food



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NATURA FOOD



CORPORATE PROFILE

CV Natura Food is a small culinary businesses that produce vegan food and beverages products. CV Natura Food currently operating in Makassar city. We try to promote vegan culinary products in Indonesia and our only products currently is the “Kimchi Sawi Pahit Vegan”. This product is the first vegan kimchi that used the chinese mustard greens or gai choy as the main ingredients instead of napa cabbage or radish.

VISION

“Becoming one of the vegan culinary businesses that urge the awareness to eat more plant based foods and beverages to Indonesian consumers”

MISSION

1. Provides more varieties of vegan foods and beverages in Indonesia.
2. Constantly spreading awareness of eating more plant based food for the benefits of all.
3. Always be resolute to the core values of the company.

OUR PRODUCT

Kimchi Sawi Pahit Vegan

Kimchi Sawi Pahit Vegan is a vegan kimchi that are made from chinese mustard green or gai choy. It's a nutrition densed food that are really good for general's health. And it's one of the best source of good probiotics.

A vegan kimchi has some advantage because they can reach more people because basically almost all people can consume vegan kimchi. Also the price is still more affordable compared to industrial imported kimchi that are quite expensive.

The price of The Kimchi Sawi Pahit Vegan is IDR 44.000



SWOT ANALYSIS

Strenght

With a lot of great health benefits this product contains, also it will attract more people especially the vegans or vegetarians and evens the regular meat eaters who want to try new things.

Weakness

Because this product is still new in Indonesia so it can be a weakness because the demand it's not there yet. Many people are usually eat the chinese mustard greens in the pickled form and not in the kimchi. So they can be quite skeptical about how it taste at first.

Opportunities

This product has opportunities because there's no other who sells the exact or similar products yet in Indonesia. So being "new" is also can be a good opportunity.

Threat

The threat is that of people don't want to try new kinds of kimchi because they're only used and being familiar with the popular napa cabbage and radish kimchi. And also others kimchi makers and sellers in Indonesia that are already quite known and popular. It's indeed the biggest competitors.



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THANK YOU