The approach of BOP Business in Myanmar
1. **Business purpose**

   Food supply required for ASEAN countries and Japanese markets

   * Build high-value added food supply chain based on Japan

   **Contributing to improving income of BOP layer**

   * Improve farmer productivity
   * Employment creation at processing plant
2. Business outline

* By supplying “high-quality and safe food” based on our know-how, we will increase the value of Myanmar and build distribution to both domestic and overseas markets.
3. Business preparation

* Survey of production area
  - Quality and amount of crops
  - Soil environment
  - Agricultural material

* Hearing from the authorities
  - Regulation of export, Food Hygiene, Environmental laws, etc.
  - Authorization
  - List up Business Partner
4. Business structure

Making high-quality food

* Cooperation with contract farmers
  • Provide technical guidance according to weather and soil conditions
  • Patrol regularly and Record cultivation
  • Provision of seeds and pesticides

* Construction of a frozen vegetable factory
  • Currently employ 300 employees
5. Task

* Shortage of production ability

Mechanization of farmers
- Financial support through microfinance
- Rental and leasing agricultural machinery
- Provide high quality compost

* Improve income of poor farmers by increasing production volume and improving quality.
6. Future development

Construction of a food supply chain through comprehensive support for poor farmers.