

Shwe Zee Kwat

Food Manufacturing & International Export Company Limited

A pro-poor inclusive business story based on quality local products and long-term community benefits

History and Background

- Found in 2019 as an food processing SME operating on innovative and inclusive business mindset.
- Objective: to implement a resilient inclusive business model in which benefits can trickle down to the lowest-earning farming communities in Myanmar.
- Number of current employees: 30



Product Development Model



- Locally sourced organic roselle (*Hibiscus sabdariffa*) bud and soybean from Danu ethnic communities.
- Value-added processing into:
 - **Roselle bud juice**
 - **Soybean drink powder**
- Nutritious, hygiene, accessible for domestic market and partnership with communities.

Revenue and Market Share

- Commercial revenue: around USD 1.9 million (FY 2021-2022)
- Market reach: Major urban centers such as Yangon, Mandalay, plus across 25 townships in Myanmar
- Selling price: USD 0.3 per roselle bud juice package; USD 0.4 per soybean powder package
- Target consumers: Population living under poverty line who otherwise would not have access to organic and nutritious drinks



Inclusive Business Approach



- Directly sourced locally produced products from farming communities
- Contract-farming and assistance of organic fertilizers and quality seedlings.
- Education on organic and good agricultural practices to the communities.
- Capacitating rural representatives (mostly young women) in business skills and entering profit-sharing partnership from local market distribution.

Hygienic Value-added Processing



Thank you for your time
and attention.

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