



CROSS REEF

Company Overview

ABOUT US

CROSS REEF is an organization that involves in Exporting the Agro related products worldwide. We have collaborated with the regional farmers and small-business owners to enhance the keep the products within budget along with the Quality required by the Clients. This type of Joint Venture will create more jobs in the local community and will increase the production of agricultural products.

PROBLEM

MONO FARMING

Due to the increase of mono farming in 21st Century, most of the countries' agricultural land lost its ability to supply the sufficient minerals to the crops.

HARMFUL GMO FERTILIZERS

Due to the lack of soil strength, all the farmers are being forced to use the GMO Fertilizers which are toxic to increase the crop production.

SMALL SCALE AGRICULTURE

As 2/3rd Agro-products distributors seeks big farms, many of the small-scale farms are not able to meet their sufficient profit after the crop production.

PESTICIDES

In order to kill the insects that are between the crops, some of the farmers are using the toxic pesticides which leads to the destruction of essential bacteria, reduction of nutrients and the serious health risks.

LACK OF SKILLED FARMERS

Due to the increase in the usage of Agro machinery, most of the small farmers/farming labourers have lost their Jobs and their rare farming skills are not being utilized. If it continues, those skills will be extinct within a decade.



SOLUTION

CREATING OPPORTUNITIES

CROSS REEF having a vision of joining the hands with the farmers and using the traditional farmers skills in a productive way.

SPREAD THE KNOWLEDGE

Recruiting the skilled farmers who are passionate, will spread the vital knowledge of the natural farming such as harmless fertilizers, product quality regardless of the appearance etc.,

JOINT VENTURES (FARM)

We are collaborated with most of the local farms and its related small-scale business to support to the business and increase their productivity.

PROFIT EQUITY

As the CROSS REEF is not focusing on the profit, but on the resource production, the profit share with JV (or) wages to the farming labourers will be more reasonable than the market rates.



OUR PRODUCTS

COCONUT BASED

- Coir Yarn
- Rope
- Mat
- Geotextile Roll

SNACKS & SPICES

- Black Pepper
- Cardamom
- Rice based Murukku
- Palm Jaggery

ARECA TABLEWARE

- Square Plates
- Circular Plates
- Customized plates
- Cutleries

FOOD & MEAT (ON REQUEST)

- Mangoes
- Coconut
- Rice
- Fish & Seafood



PRODUCT BENEFITS

More Natural and Harmless GMO Products

Supportive to the Natural Resources' enhancement

Genuine Test reports and Ingredients Transparency



BUSINESS MODEL

B2C APPROACH

More preference to the retailers and consumers to supply the products.

INTEGRATED FARMING

Investing the Cross Reef's profit in the Integrated Farming and supporting the agriculture entrepreneurs both in funds and services.

EXPORTING THE RESOURCES

Exporting the products worldwide to balance by supplying the products that are in demand. This will cut-off the purchase cost of the product when it reach the consumers' hands.



OUR COMPETITION

CROSS REEF

Our product is priced reasonably below that of other companies on the market.

Easy to reach the customers' hand

Affordability is the main draw for our consumers to our product.

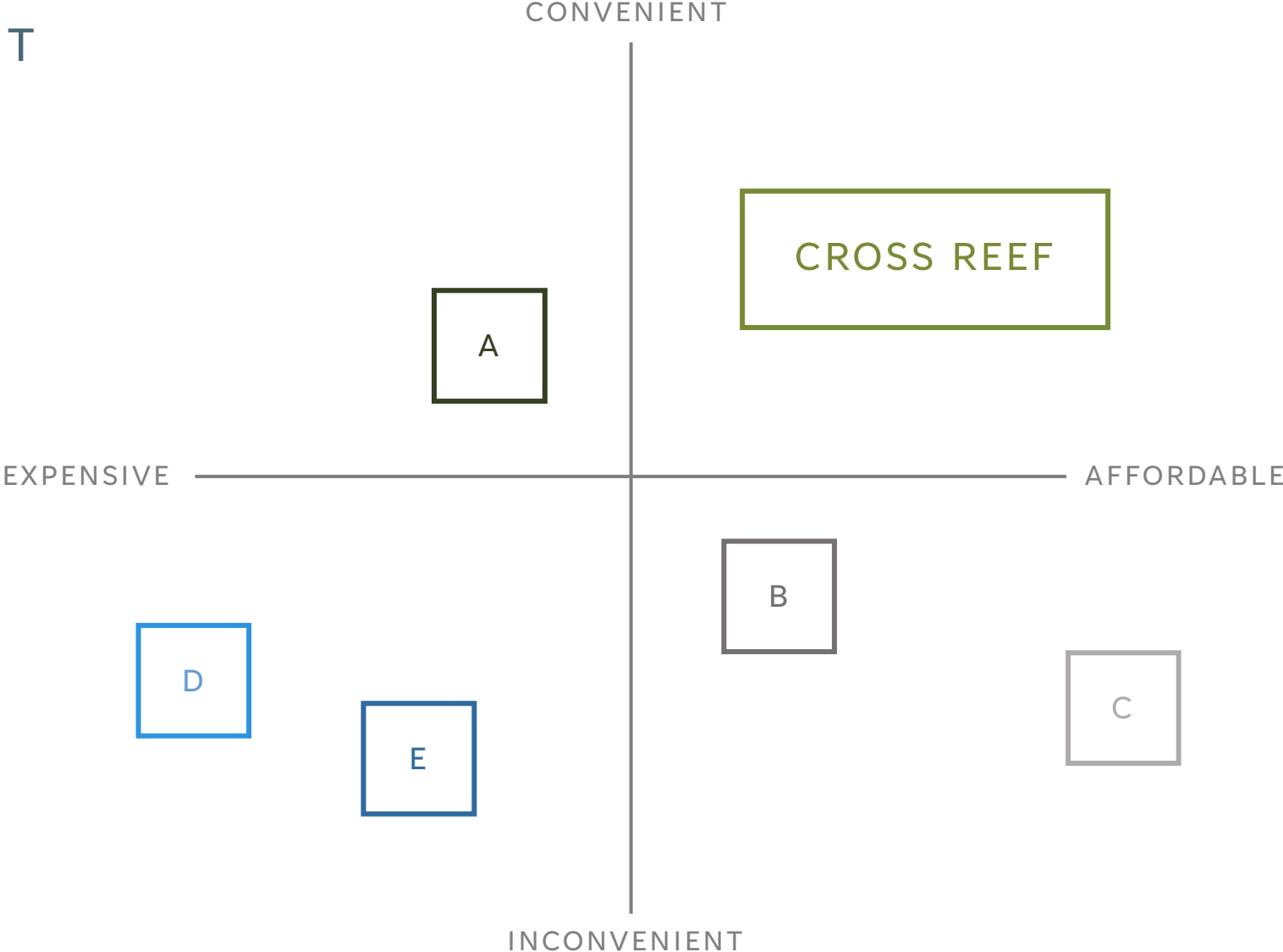
COMPETITORS

Company A
Product is more expensive

Companies B & C
Product is expensive and inconvenient to use

Companies D & E
Product is affordable, but inconvenient to use

COMPETITIVE LAYOUT



GROWTH STRATEGY

How we'll scale the future in 2022

APRIL
2022

Roll out the available products to the interested buyers worldwide

JULY
2022

After closing the business deal, organize the consignment documents and start sending the products.

OCT
2022

Gather feedback from the Consumers and discuss with the farming community to expand availability of the products requested by the Clients.



SUMMARY

At Cross Reef, we believe in restoring the soil minerals and crop production using ethical farming methods, we help the farming communities grow organically and foster a consumers' Health. We will thrive because of our vision and the Implementation strategy along with the team coordination. We are welcoming the Integrated farming production from the start-up entrepreneurs who are selling the products in the required quality with the reasonable price who are having the "Consumers First" Mindset.

Please go through our products and
let us know if you are interested.

If you have any different product in
your mind related to the Agro, we are
at your reach for the service through
Phone/Email/WhatsApp

THANK YOU

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