



WELCOME TO

 **ASIAN PEARL
SEAFOODS**

Billingsgate Fish Market,
London's best seafood market
Wholesale, Retail and Online.

Vision: "A leading exotic fish and seafood company of choice."

 [Our Video](#)

Company Overview



Importing, exporting and wholesaling of fresh fish and other seafood products.

We sell our products across the UK, Europe, Middle East and Hong Kong.

TO DATE, OUR ACHIEVEMENTS :

- 🐟 Secured 2 trading units in 2011 at Billingsgate Fish market and a retail shop at South Harrow.
- 🐟 Core management team and advisors are in place.

FINANCING:

- 🐟 Founder has invested £230K.
- 🐟 Seeking £300K to set up 4 retail shops, to expand export sales and to set up online shopping channel.

Team



RADHIKA RAGAVAN

Director

Worked as IT Manager,
Managed a superstore before taking over
operations of Asian Pearl Seafoods.
BA in Economics and Post Graduate in
Business Admin.



SOLAIRAJ SARAVANAN

CEO

Experienced of over 20 years of retail
experience.
BA in Corporate and Economics
Advance Diploma in Oracle



ROBERT POUNDE

Director
Marketing and Sales

ADVISOR:

Lee Tan ACMA, MBA (Cranfield)
Principal partner Miller Consulting & also
Access to Finance Coach Growth Accelerator (Grant Thornton UK LLP)

Problem

- 🐟 Ethnic minority consumers in particular from the Indian, Chinese and Afro Caribbean communities needs are not met.
- 🐟 Consistency of supply.
- 🐟 Health scare and fish consumption.



Solution and Value Proposition

- Established and very experienced in sourcing of products.
- Establish more retail outlets in major inner cities.
- Technology for sales of fresh sea food next day delivery with minimum purchase order.



Business Model



WHOLESALE



RETAIL

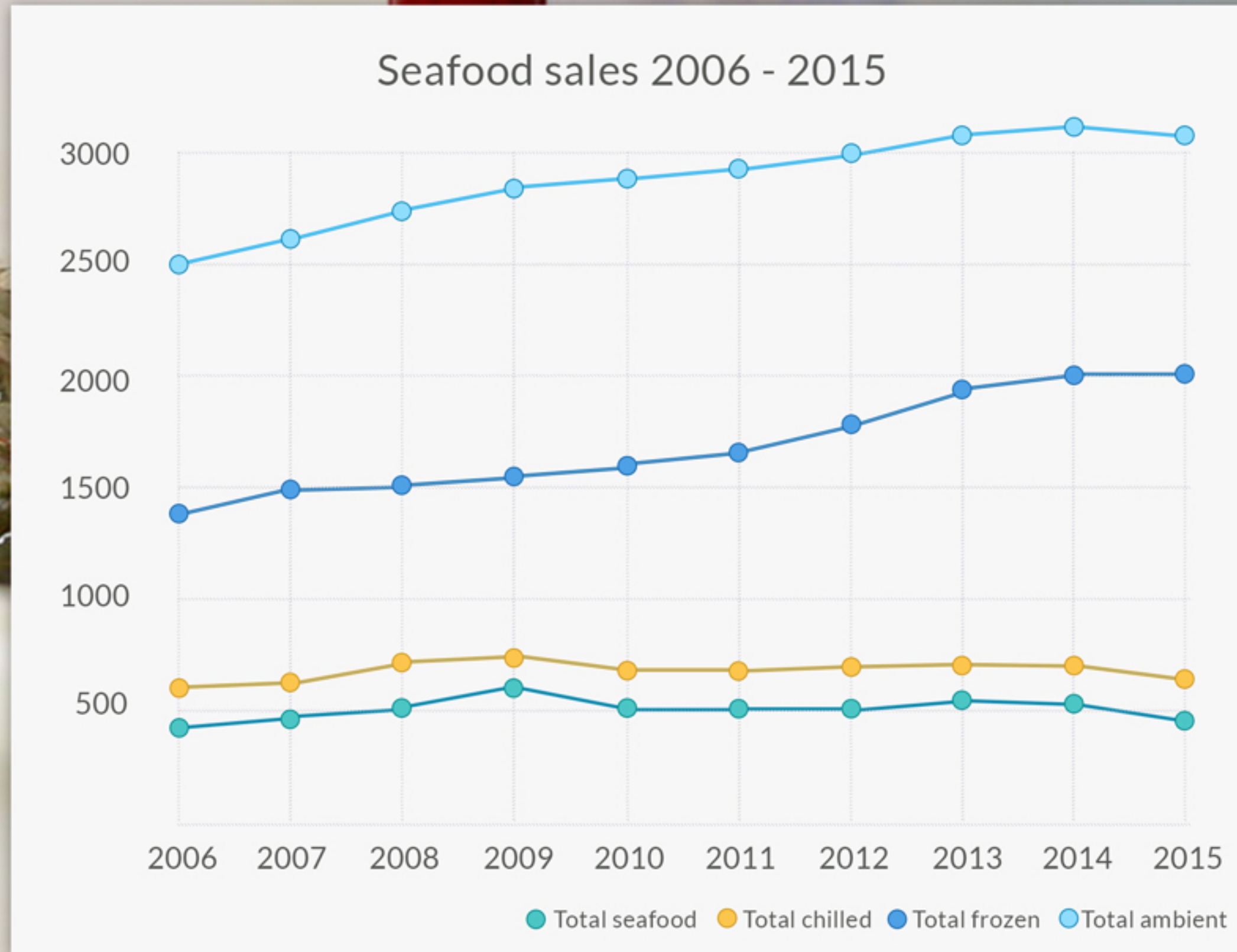


EXPORT



ONLINE

Market Size - UK



Source: AC Nielsen Scan Track 12.09.15

Addressable Market
(18.6% of £1.5 billion)

£280m

Accessible Market

£100m

Based on imports from India in 2015
One in four Britons will be from an ethnic minority by 2051

- 🐟 **Wholesale customers:** Fishmongers, Restaurants, Hotels & Fish catering suppliers.
- 🐟 **Retail and online customers:** Ethnic minority consumers in particular from the Indian, Chinese and Afro Caribbean communities.
- 🐟 **Export market:** wholesalers in Middle East and Hong Kong and China who demands premium products.

Marketing and Sales- Go to Market

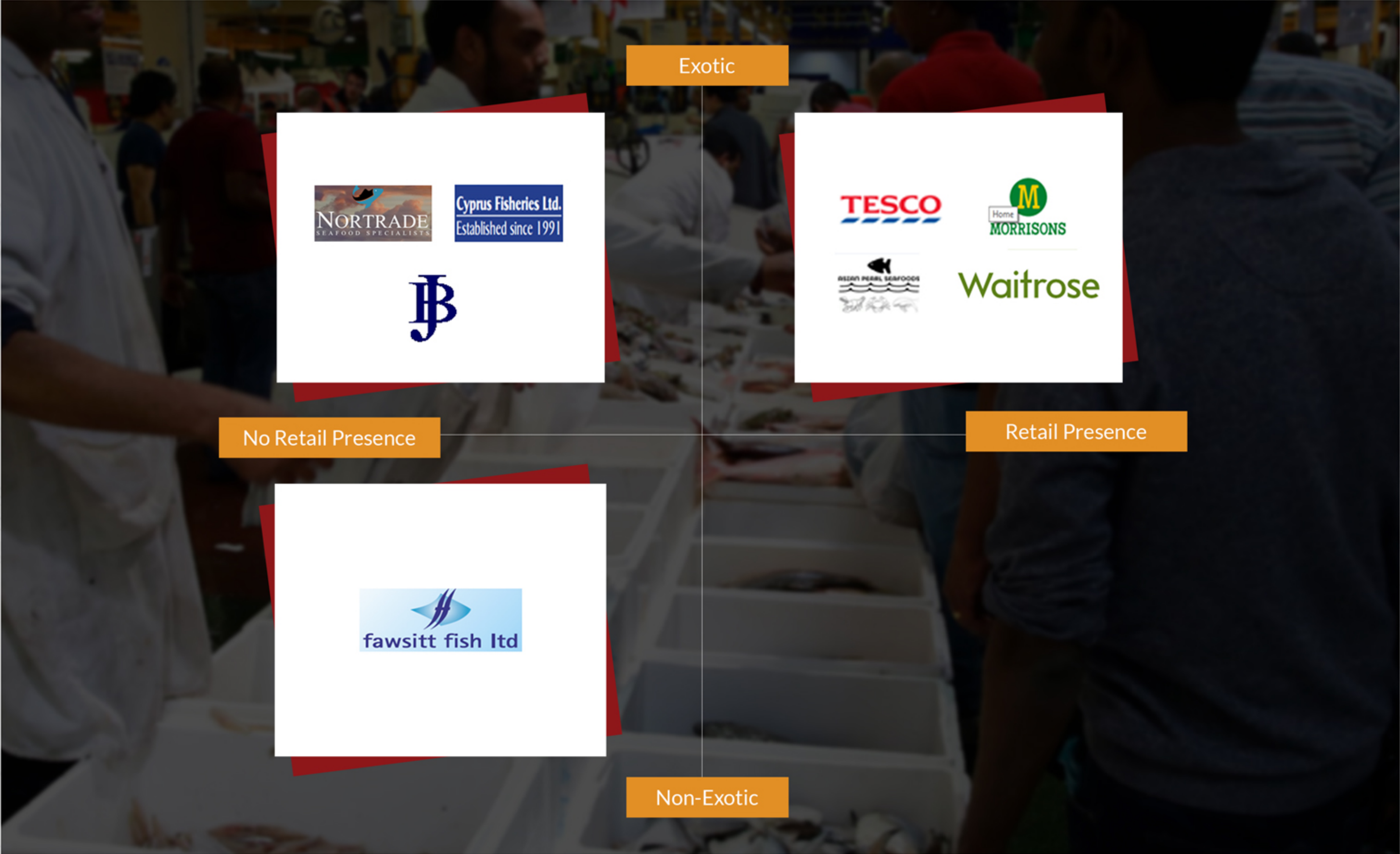
SELLING POINTS

- 🐟 Consistency of uninterrupted supply and product offerings
- 🐟 Retail outlets with great ambience
- 🐟 Expanding clients and customer database

ADVERTISEMENT AND PROMOTION

- 🐟 Social media and internet marketing
- 🐟 Traditional channels: Radio, Newspapers, Leaflets and direct Emails.

Competition



Milestone and use of Proceeds



Established since 2011 based in Billingsgate Market and a retail outlet at South Harrow.



Application has been made to be EIS compliant under the Government's Enterprise Investment Scheme (EIS). Substantial tax benefits for eligible investors.



Seeking £300K to set up 4 retail shops, to expand export sales and to set up online shopping.

Financial Highlights

Figures in £'000 where relevant

	Year Ending 28-02-17	Year Ending 28-02-18	Year Ending 28-02-19	11 months Ending 29-02-16
Sales	2,601.8	4,625.2	4,981.3	1,326.2
Sales Growth	289.7%	433.3%	91.5%	-0.5%
Gross Profit	337.24	646.0	692.8	179.5
Gross Margin	13.0%	14.0%	13.9%	13.5%
Operating Expenses	237.5	472.4	490.7	125.5
EBIT	99.7	173.6	202.2	54.0
EBIT Margin	3.8%	3.8%	4.1%	4.1%
EBITDA	121.3	219.0	234.1	80.3
Profit after Tax	75.8	136.8	161.7	34.8
Inventory Days	14	12	17	15
Trade Debtors Days	18	15	17	24
Trade Creditor Days	-	-	-	-
Working Capital Cycle (days)	32	27	34	39

Deal and Exit

We forecast a annual after tax ROI of at least 12% (compound) or over 37% (on original Investment) over a 3 year period

Investors qualifying for EIS scheme, the after tax annual ROI is 15% (compound) or over 53% (on original Investment) over a 3 year period.

DEAL

30% equity of the Company for £300K or pro rata as relevant.

EXIT

At the end of Y3, sell to founder or other existing investors at agreed multiple (8 X PAT) before selling to outside investors.

Or

The Company's shares are listed in the AIM market at any time after Y3.

Summary

- 🐟 Adept at sourcing and delivery the finest fresh exotic seafood.
- 🐟 Filling the immediate needs of the ethnic minority communities and the growing health conscious population.
- 🐟 Experienced and passionate team.
- 🐟 Seek £300K
- 🐟 To grow revenue in UK to £4.8m with at least £150K profit after tax by end of Y3.



THANK YOU



Solairaj Saravanan, CEO

info:@asianpearlseafoods.com

Tel: 07736 325821