NATIVE CARIBBEAN LTD.

ARTISAN FRAGRANCE SHOPPE

12.07.23
OVERVIEW

• DISCOVER NATIVE
• EXPORT EVOLUTION
• NAVIGATING THE DIGITAL FRONTIER
• BARRIER BREAKDOWN
• Q&A
DISCOVER NATIVE CARIBBEAN

**Timeline of Growth**

- **Feb 4, 2020**: Scented Candles
- **Feb 7, 2020**: Reed Diffusers
- **March 23, 2020**: Wax Melts
- **Nov 16, 2020**: Room + Linen Sprays
- **Sept 21, 2021**: Coming 2024
- **Oct 1, 2022**: Coming 2024
- **Mar 11, 2023**: Coming 2024
- **Dec 29, 2023**: Coming 2024
MEET THE TEAM

TAMARA
MANAGING DIRECTOR

LISA
CFO

SHENAI
PRODUCTION ASSISTANT

DANIELLE
ATTORNEY

DEBORAH
SALES ASSISTANT

AVELYN
DIRECTOR, PHILANTROPY
EXPORT EVOLUTION
FROM LOCAL GEM TO EXPORT DRIVEN MSME
GROWTH BY YEAR (LOCAL)
“I’m very thankful that I’ve come across this wonderful brand. I was using Diptyque for many years. Not anymore. The quality and the fragrances are unmatched. The diffusers are perfect. The candles burn slow. You can tell every product is well manufactured. Native Caribbean is the TRUTH!”

- Simon Babev - Elliante
I absolutely love your candles! I purchased some on my way back to the US back in February. I need a restock!!!!

- Pamela Arnette
“I have never seen a candle burn so evenly and cleanly like this before. It goes all the way down and the smell stays until the end.”

- Shelley, Silicon Valley
• “I swear by this for removing pet odors.”

- Dawn Chere about Cheapside Market
Jessica

“Must tell you again, I love the coconut wax candles. The scent is still in the house from yesterday.”
- Jessica
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EXPLORING LESSONS LEARNED

THE BREAKDOWN
WHOLESALE BARRIERS

PROFITABILITY
- Low MOQs
- Margins

COST OF DOING BUSINESS
- High MDR fees
- Extremely high shipping costs
- High cost of electricity
E-COMMERCE BARRIERS

DOING BUSINESS TIMELINE

- 4 months to open bank account
- 16 months to attain e-commerce platform from bank

COST OF DOING BUSINESS

- High MDR fees
- Extremely high shipping costs
- High cost of electricity
- Marketing Fees
E-COMMERCE BARRIERS

UNDER-DEVELOPED ECO-SYSTEM

- Lack of alternative options for receiving payments
- Monopoly shipping service/ no competition

MARKET SIZE

- Too Small
- Movement of good throughout the Caribbean
E-COMMERCE BARRIERS

KNOWLEDGE GAPS

- Non-traditional form of exporting
- Shipping solutions
THANK YOU

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WWW.NATIVECARIBBEAN.COM