



ABOUT GROWME

GROWME is a registered brand of professional hair care cosmetics. The company was founded in 2017 and is based in Thailand, enjoying a strong reputation. We pay all taxes, operate legally, and hold certified GMP and FDA approvals.

GROWME products are popular across Thailand — Phuket, Bangkok, Pattaya — and are actively expanding into Chiang Mai. A strong local retail network, reliable logistics, a warehouse, and a Bitrix24 CRM system provide us with a solid foundation.

In 2025, a physical retail store (32 m²) in Bang Tao will open — it is already included in the company's valuation.



STRENGTHS AND WEAKNESSES

Strengths:

- Fully operational production facility (Bangkok), certified by GMP and FDA
- Brand popularity within Thailand
- Integrated Bitrix24 CRM, warehouse, logistics, and team
- Certified and ready for export to Russia and the EAEU
- New SKUs and the MeFirst sub-brand (accessories, brushes)

Weaknesses:

- Weak wholesale presence outside of Thailand
- Lack of a strong partner in Russia, CIS, or Turkey



FINANCIAL MODEL AND FORMULAS

- Cost of production: **from 68 to 130 THB**
- Wholesale price: **from 114 to 170 THB**
- Retail price: **from 240 to 520 THB**

Profit formula: Profit = Volume × (Price - Cost)

Example: 5,000 units × 60 THB = 300,000 THB profit

GROWTH SCENARIOS

- Pessimistic: 3,000 units/month × \$1.5 = \$54,000 per year
- Moderate: 6,000 units/month × \$2 = \$144,000 per year
- Optimistic: 10,000 units/month × \$2.5 = \$300,000 per year

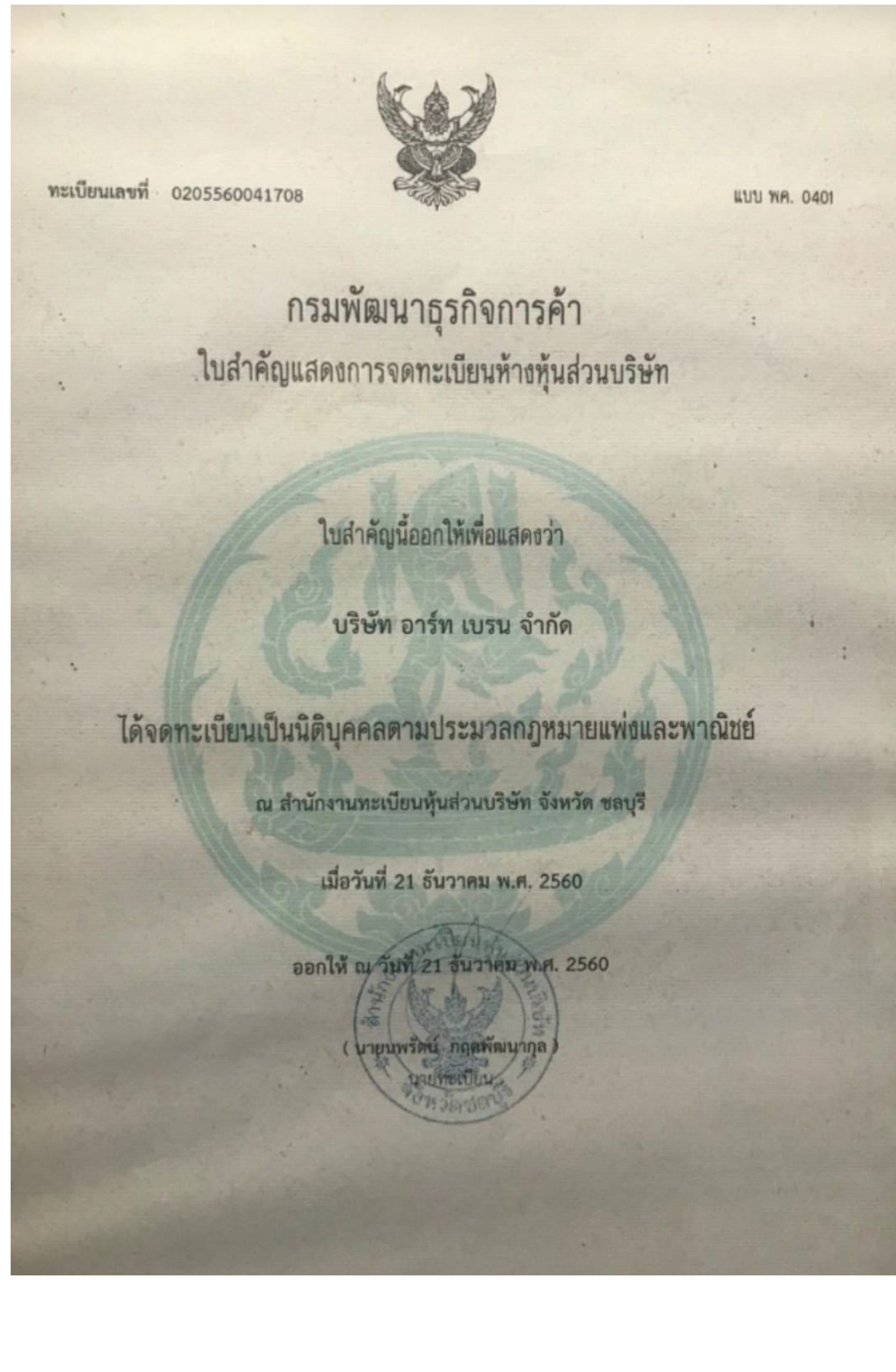
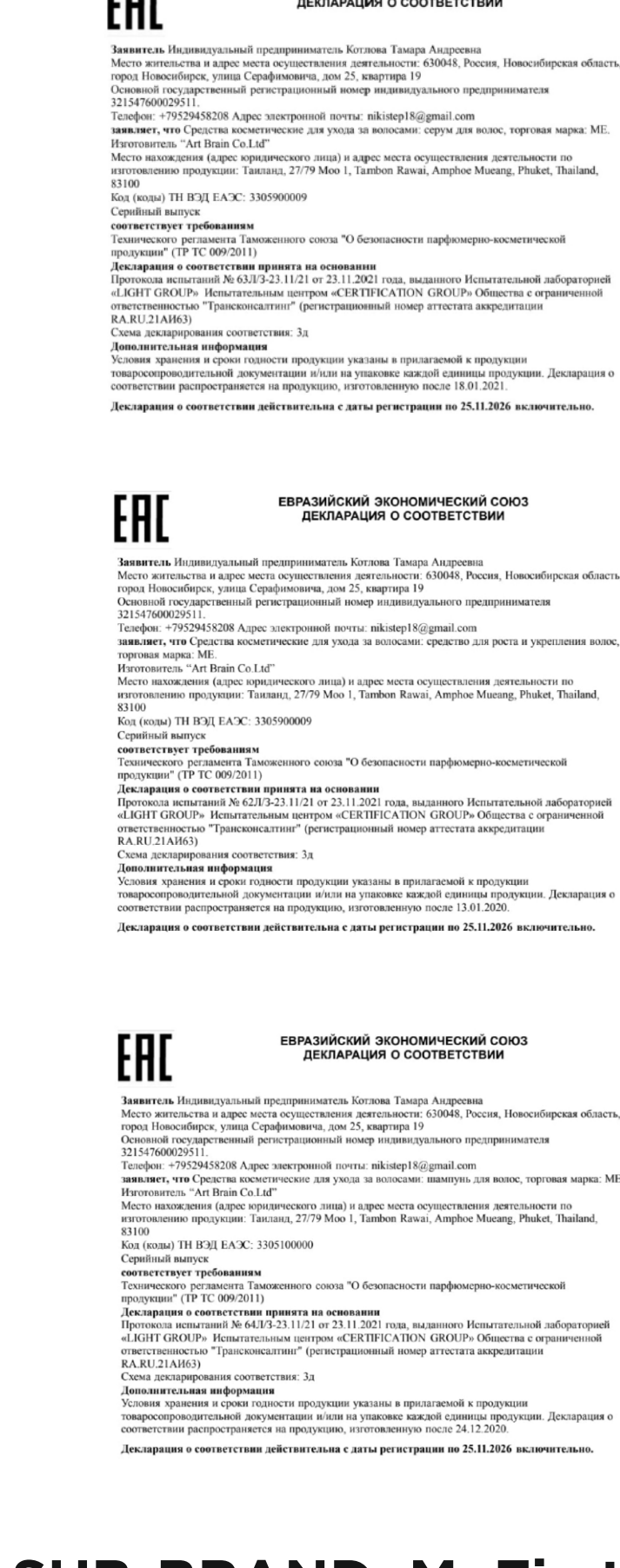


INVESTMENT PROPOSAL

- Investment amount: \$300,000
- Equity share: 50%
- Includes:
- Legal entity and brand rights
- CRM system, warehouse, office, team
- Retail store in Bang Tao (32 m²), opening in June 2025
- Production facility in Bangkok
- Sub-brand MeFirst

DOCUMENTS AND CERTIFICATIONS

- GMP Certificate (production quality)
- FDA Thailand (product safety)
- Official registration since 2017
- EAEU certification and permission for sale in Russia
- Contracts, logistics, and proof of ownership for the retail store



SUB-BRAND: MeFirst

MeFirst is a line of professional accessories for hair care: massage brushes, styling combs, styling tools, and premium packaging.

All items have passed the testing phase and are partially available in Thailand.

Positioning: Premium segment. Perfectly complements the GROWME product line and increases the average order value.

