

## Brand Profile



WholeMade, a vertical of the legally registered proprietorship business Aramad Corporation (BIN: 002289913-0402), is a condiment and healthy food products brand. The brand is formed with the intention of bringing healthy, nutritious and quality consumer food products to every household and eventually to all retail shelves. The brand was inceptioned in November 2016, but legally registered and officially launched in November 2019 as an online brand; with our office space at address Ground Floor, Hs# 11/Gha, Street# 2, Shyamoli.

WholeMade designs products specifically for consumers following a specific diet or are advised to a particular lifestyle for health or fitness goals. WholeMade products are free of preservatives, sugar, gluten and dairy. Our line of products including an exciting range of Mayonnaise, available in flavors Classic, Garlic and Naga; and a soulful line of frozen Broth in flavors Beef Bone Broth, Chicken Bone Broth and Vegetable Broth.

Even in 2021, WholeMade is working with a small team of 4 employees and managing to acquire at least 200 new customers every year, maintaining a customer retention rate of 70% and have sold over 4500 units of products to date. Total sales in the first year of operation was Tk 7.3 Lakhs and the expected sales in 2021 is almost 3 times the amount.

WholeMade has streamlined their recipes of handmade mayonnaise and broth over the years and the secret recipe is still handled by the founder herself. With the current workforce, the production capacity of mayonnaise is 40 units per day and 150 units of broth per week.

B-Xpress is WholeMade's exclusive delivery partner with a delivery capacity of at least 150 addresses per day allocated just for WholeMade. Apart from them, WholeMade is partnered with renowned and reliable online marketplaces as distribution partners such as Prakriti Farming, Gulshan 1 Market, Farmer's Best, Cookups, Ene Dao, Mudiwala and Bazaar365.

WholeMade's ideals about nutrition and the quality of ingredients are what sets the brand apart from all the other local condiment brands in the industry. Temperature maintained, quality checked and carefully curated products go out of the production house every day. WholeMade believes that they can be the superior condiment and health food brand in the country with a calculated growth plan and with the support of industry mentors.