



Annual Report  
(Apr'2022 to Mar'2023)  
English Version

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# About Us

Mya Ayer was founded in 1986, started by a small factory which manufactured Copra Coconut Oil (CNO).

## CORPORATE VISION

To become one of the well Respected Myanmar Corporations.

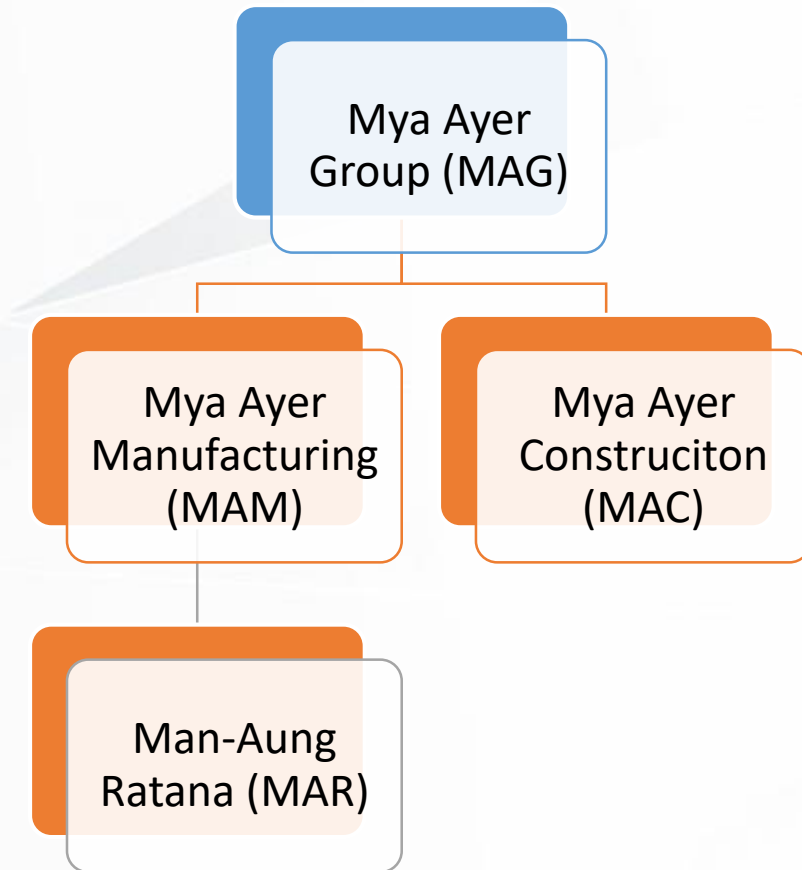
## CORPORATE GOAL

To achieve \$20 million turn-over target in next 10 years from 2017.

## CORPORATE MISSION

To create decent job opportunities for Myanmar People and be a helping hand in Myanmar's Sustainable Development.

## CORPORATE STRUCTURE



## CORPORATE STRATEGY

2. We try to produce as many products as possible from a coconut inline with our zero waste policy to maximize our profitability.

3. We employ capable personals, adopt new technologies, install new machineries and constantly train our staffs with lean management and Kaizen in order to improve productivity, thus the revenue.

4. In order to secure sustainable supply of raw materials (Organic Coconuts), we encourage and take lead in replantation programs and introduce new variety coconuts make available to people who want to grow.

1. To increase our market share by constantly researching and developing new products- that is value for money for our customers.

**Corporate  
Strategy**

5. Our construction company aims to contribute to this goal by rigorously searching for new clients and projects to develop residential commercial and infrastructure projects.

## CORPORATE VALUES

**Responsible:** We care about our community and environment. Our business is responsible and we support CSR projects in education, training, healthcare and disaster relief.

**Ethical:** Fairness is our principle when it comes to building our organization. We implement ethical business policies and practices in all aspects of business conducts.

**Inclusive:** We urge to find profitable ways to engage with our supply chain to build a more stable livelihood. We contribute more to local communities and the environment on a commercially viable basic to make them part of the value chain.



Mr. Soe Myint  
Chairman of Mya Ayer Group

## Message from Chairman

“I started this company from scratch with hard work, perseverance, and persistent. The aim to contribute what I can to my community and country is the priority. Overcoming the challenges and facing with ups and downs for over 35 years, I believe this organization is now strong enough to face the crisis and adaptable to the changes decade after decade.”



## MESSAGE FROM THE GROUP MANAGING DIRECTOR, U YE HTUT HTAKE

It has been a decade since I took the responsibility of the Managing Director at Mya Ayer Group. When I look back the past years, it delights me to know that we have spent the time well by obtaining tremendous achievements and milestones not only as a group but also as individuals in a team of high achievers. Since the time I have started working as Managing Director of Mya Ayer Manufacturing, I have managed to upgrade it from a small family owned business with under 15 workers, having only one product to sell to a group of companies which currently employs over 250 employees in manufacturing and construction sectors. Our manufacturing company is now producing 25 SKUs, including both organic and conventional consumer products.



**“As a Managing Director, I, myself is devoted to the prosperous future of our group and wish to be the anchor, a tower of strength, right-hand man and leader to the group whom our colleagues look up to in time of crisis.**

**As a group, we value every effort to build the organization sustainability, to get positive outcomes in every aspect of development in community and to create better impacts for the future of our country.”**



**Mr. Ye Htut Htake**

- **Managing Director at Mya Ayer Group (Since 2012)**
- **Executive Committee Member at Myanmar Industries Association**
- **Chairman at Football Association South Dagon (FAS)**
- **Founder, Former Chairman & Current Executive Member at Burmese Youth Association, UK**

We introduced different value settings and contribute an inclusive business culture to coconut industry. Our factories use 50% renewable energy and are ISO22000 certified. We also certified over 2,500 coconut farmers and their lands as “USDA, EU and JAS certified organic” along with Control Union. Moreover, we manage to extend another solar-powered factory in Man-Aung Island in Rakhine State, with the support of DaNa Facility under DFID, UK for the development of the island and inclusive business benefits to its inhabitants. On top of that, our products have been exporting to Japan, Korea and China with our own brands.

We believe in gender equality and women empowerment. We employs more than 50% of women in our workplaces with equal pays. As a Managing Director, I, myself is devoted to the prosperous future of our group and wish to be the anchor, a tower of strength, right-hand man and leader to the group whom our colleagues look up to in time of crisis.

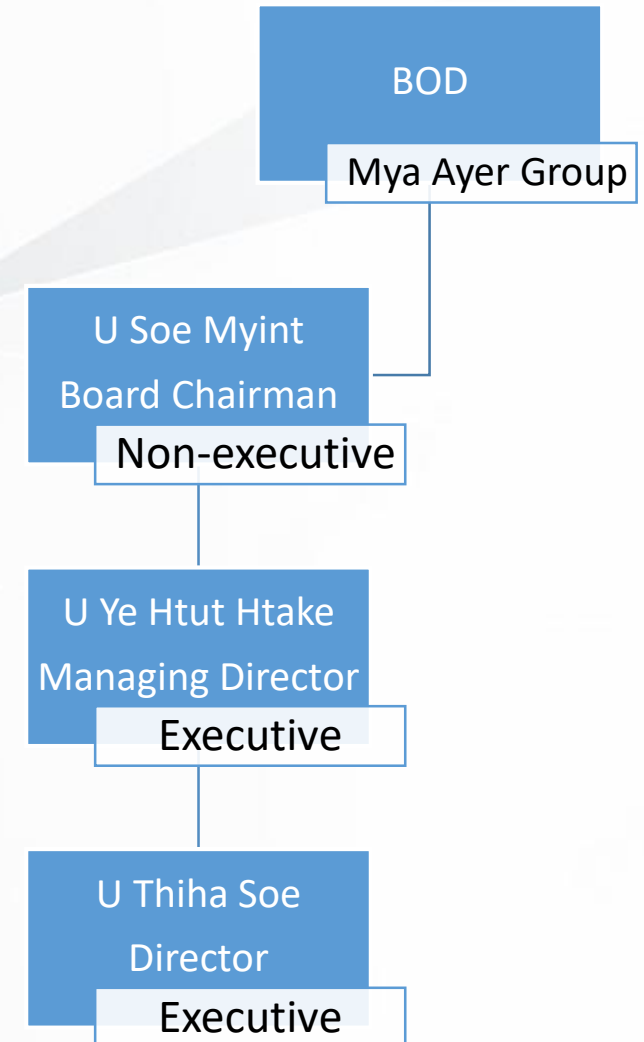
As a group, we value every effort to build the organization sustainability, to get positive outcomes in every aspect of development in community and to create better impacts for the future of our country.

# Board of Directors Information

## Ownership Structure

U Soe Myint	Board Chairman	Non-Executive	9.17%
U Ye Htut Htake	Managing Director	Executive	81.7%
U Thiha Soe	Director	Executive	9.17%

## BOD Structure





# Risk Management

	Risk and Consequences	Risk Management
<b>Market</b>	Misjudging market Demand is the major risk and lead to extra costs, low ROI result and over or under production.	We Conduct detailed market research, ensuring for a unique selling point and value for the consumers.
<b>Supply Chain</b>	Supply chain disruptions like 2021 global supply chain crisis because of Covid-19 can cause shortages and affect the consumer patterns.	We have our cost-benefits analysis to make rapid decision and taking immediate actions to sustain operations to serve consumers as well as to support communities and employees.
<b>Product</b>	Products which fails to maintain quality leads to publicly critics and bad reputation.	We annually go through ISO22000 certificate extension to make sure that our products are up to standard par. Besides, we maintain Research, Development and Quality Control Department to ensure our products meet with consumer needs and quality expectation which are must for sales sustainability
<b>Reputation</b>	The rise of the social network brings the main concern for reputational risk which means for a huge impact for the sales and revenue.	We make sure that all our act are in accordance with ethical and responsible standards to the whole value. We annually join “Pwint Thitsa Report” an inspection conducted by Myanmar Responsible Business Center to make sure that we are in-line with the values we hold so dear.
<b>Human Resource</b>	Each employee represents the organization through how they work, the public says and interactions with customers and suppliers.	Dealing with human resource risk will continue to exist yet, provide training and motivated workforce is a way to deal.
<b>Complaints</b>	Complaints in service or products	Providing the direct link for customers to reach the management to solve the complaints. Training and measurement on conducting the effective response on complaints
<b>Safety</b>	If food safety fails, the impact on consumer is unpredictable.	We make sure that every steps of manufacturing process have critical control points, monitoring and quality control to meet the international food safety standards.

\*The implementation of risk management is constantly monitored and evaluated by BOD and is reviewed quarterly during the BOD meeting.

# Sustainability Strategy

**Consider the distribution of benefits and costs:** We develop the cost-benefit analysis to make sure the systematic process to analyze our corporate decisions to make and which to forgo, thus cost efficient.

**Communicate all results clearly and effectively:** To establish trust and get results, we make sure on effective communication, exchanging ideas and data internally and externally align with non-disclosure act (NDA).

**Account risk and uncertainty:** We do know when working, there is a potential for loss which is measurable risk and must also prepare action plans for uncertainty like natural disasters, crisis and political changes.

**Economic, social and environmental outcomes:** We regularly optimize the sustainability in each stage of purchasing, manufacturing and distribution from strategy development, impact management and risk assessment for better economic, social and environmental outcomes.

**Involve stakeholders and subject matter experts:** For the best outcomes, we engage multiple experts in food safety, finance, HR, research and procurement to deliver needs of the stakeholders, legislation, policies, standards and best practices within corporation.

**Access impacts on wellness:** We aware of both physical and mental comfort and safety in all aspects of relation and in workspace for committed employees and provide them with career path development and welfare programs for them and their family.

**Conduct transparency analysis:** We aim to continuously improve the corporation transparency for internal and external relations to become more engaged and committed to the vision of the company.



# Corporate Dashboard

KPA	Values (Since 2012 to June 2023)	
Innovation		
- R&D	322,147,275 MMK	
Philanthropy		
- Donation	432,808,857 MMK	
Environmental Responsibility		
- CO2 Emission Reduced	-	161.59 tons
- Standard Coal Saved	-	158.46 tons
- Equivalent trees planted	-	239
Gender Equality	Male (%)	Female (%)
- Total % of male and female	49	51
- % of male and female: office staff	21	17
- % of male and female: factory & operation staff	28	34

## Table explanation:

This dashboard is designated to disclose the values in Key Performance Area of innovation, philanthropy, environmental and gender equality status of the Mya Ayer Group since 2012 to June 2023.

# Staff Skill Improvement

From April 2022 to Mar 2023 – Training

Year	Training	On Job/ Off Job	Staff
2022	Personal Hygiene, Cleaning & Sanitation Training	ON Job Training	50
2023	GMP, GHP, HACCP, ISO 22000	Off Job Training	14
	Total Training Staff		64

Promotion Staff (Apr'2022 ~ Mar'2023)

Apr'2022 ~ Mar'2023  
17 employees

# Research, Development and Quality Control

## Department: Product development

From April 2022 to Mar 2023

April'22- June'22	Provide with modernized and standard equipment to RD & QC Dept to conduct the quality test and quality control internally
July'2022- Sept'2022	Quality and nutritional value tastings must conduct once a year to keep the grantee quality for all products.

## Traditional Sale Department and Modern Sale Department : New Product Introduction

From April 2022 to Mar 2023

April'22- June'22	Assign 10 promoter at supermarkets in Yangon head office and Mandalay branch to promote the direct brand awareness in consumers and engage with B2B businesses.
April'22- June'22	The implementation of 10 sales promoters performance and review on scheduled way plan must report monthly.
April'22- June'22	To broaden the distribution route of traditional sales vehicles and add one sales vehicle to traditional sales department.



# Admin and HR Department

From April 2022 to Mar 2023

<b>April'22- June'22</b>	Beauty products: Body Butter, Body Lotion, Night Serum and Lip Therapy Balm under "COCOHEALTH" Brand and hair product: advanced hair oil under "Mya Ayer" must apply the FDA certification.
<b>July'2022- Sept'2022</b>	Conducting continuous coaching and training and performance appraisal to develop the performance of individual staff.
<b>July'2022- Sept'2022</b>	Coconut milk products under "Nawarat Ayer" Brand need to apply for Myanmar FDA certification.
<b>Oct'2022-Dec'2022</b>	Apply "ISO 22000 / GMP / GHP / HACCP / Organic" Certificate for new products.
<b>Oct'2022-Dec'2022</b>	Continuous training for new members of food safety team.
<b>Oct'2022-Dec'2022</b>	Quarterly training for personal healthcare and provide required vaccine for employees.
<b>Jan'2023-Mar'2023</b>	Personal hygiene and health talk show must conduct for all employees including branches.

# Operation

## From April 2022 to Mar 2023

<b>July'2022- Sept'2022</b>	The expansion of Coconut Coir Project must implement to the operation of coconut collection center at Amar Township, Pyarpon Region, Ayerwaddy Division.
<b>Oct'2022-Dec'2022</b>	The procurement for building and machinery for the implementation of “Coconut Coir Project” must continue at coconut collection center-1 at Amar Township, Pyarpon Region, Ayerwaddy Division.
<b>Jan'2023-Mar'2023</b>	All the employee assigned for manufacturing must follow Quality Control, Food Safety Control and Efficiency Control, Impression Control.
<b>Jan'2023-Mar'2023</b>	The priority for Man-Aung Ratana company is to do procurement for standard raw material to sustain the product quality.

# Production

## From April 2022 to Mar 2023

<b>July'2022- Sept'2022</b>	The quality control and food standard sustainability must constantly monitored by the production team under the ISO 22000 ,GMP, GHP, HACCP and Organic facility.
<b>Oct'2022-Dec'2022</b>	All the product line must be neat, shiny, tidy, procedural and standardized and monitored constantly.
<b>Jan'2023-Mar'2023</b>	The quarterly factory maintenance for water pumps, septic tank, water drainage, power supply, lights, solar system, boiler room must be conducted by the supervision of respective managers.
<b>Jan'2023-Mar'2023</b>	To implement new product line from Man-Aung Ratana company.

## CONTACT US:

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