**Product name:** Pride Shea

**Business Name:** Modern Star Sher

**Business Profile**

Pride shea is produced by Modern Star Sher, an enterprise that focus on the processing of quality unadulterated Organic Shea Butter in commercial quantities for export to the food, pharmaceutical and cosmetic industries in the European markets as well as other Non EU Markets. It is our conviction to continually increase production yearly to meet the demands and satisfaction of our clients, to enable the organization raise revenue to cater for the brilliant but needy student under our care. One most important value in this business is ensuring best practices and standards prescribed by the National Organic Program (NOP) and European Union (EU) on picking of Shea fruits/nuts and processing of quality shea butter. Local and international investors of the product, the cosmetic, food and pharmaceutical industries constitute our target customers.

**VISION STATEMENT**

We aspire to be a leading producer and supplier of highly standard premium and certified Organic Shea Butter for both local and international markets in a sustainable manner.

**MISSION STATEMENT**

The Project seeks to attain its mission by effectively and efficiently designing, developing and adopting an organic certified methods in the production and supply of certified premium and unadulterated organic shea butter in commercial quantities to consumers.

**Core Values of the Business**

* Quality Products
* Cost effectiveness
* Reliability
* Value for money
* Customer satisfaction
* Efficiency

**Why pride shea**

There’s a reason Shea butter has been used for thousands of years. Our Pride Shea Butter is the ultimate skin hydrator and perfect for pharmaceutical and cosmetic industries. Even more impressive is the fact that our Shea butter comes directly from traditional communities in Ghana and is certified organic.

Pride Shea Butter comes from Northern part of Ghana which is noted for its high-quality shea nuts and butter. We work with women for the collection and processing of our organic and Shea butter, respecting age-old traditions and supporting local communities and families.

We source our products through an ethical and efficient supply chain to avoid any form of contamination in any part of our supply chain, that is unmatched in the industry.

There are no preservatives in our shea butter.

We guarantee that our product is:

GMO-free

Pesticide-free

Never tested on animals

**OUR SOCIAL RESPONSIBILITY**

Funds raised from the sales of our shea butter is used to cater for brilliant but needy students in our school which is Modern Star Integrated School.

We also engage women from communities where we operate on contracts to supply as with organic nuts at premium prices, and this goes a long way to improving the livelihoods of these women and their families.

**USES AND BENEFITS OF OUR PRODUCTS**

There’s a reason Shea butter has been used for thousands of years. Our Pride Shea Butter is the ultimate skin hydrator. Prevent ageing with powerful antioxidants, treat stretch marks and blemishes, recover and repair muscles and skin. Join the growing tribe of Shea Butter Believers.

Some traditional uses of Shea butter include treatment of very dry skin, eczema, blemishes, skin discolorations, scars, stretch marks and wrinkles. It is also used as massage oil for babies and adults alike, and also a relaxer for stiff muscles due to it containing anti-inflammatory, emollient and humectant properties.

Shea butter is so good for the skin because of its high content of palmitic, stearic, oleic and arachidic non saponifiable fatty acids. Recent years has seen increased use of Shea butter in many products. Examples of which can be seen in leading skincare beauty creams, lotions, soaps, shampoos, hair conditioners, massage oils, lip balms.

Our shea butter is perfect for pharmaceutical and cosmetic uses. One could also use Pride Shea Butter for domestic purposes.

**CERTIFICATION AND NETWORK**

Pride Shea butter is produced and processed by Modern Star Sher, certified Organic by ECOCERT for EU Organic under the European Regulation, and USDA Organic under the National Organic Program. We have certificates from the Ghana Standards Authority and Food and Drugs Authority of Ghana.

NOP

Pride Shea Butter holds the USDA Organic Farming certification under the National Organic Program (NOP) issued by Ecocert. Ecocert is accredited by the USDA for the certification of plant production, wild collection, and processing/handling according to the NOP standards.

our Shea butter is organically certified by Ecocert for EU Organic under the European Regulation, USDA Organic under the National Organic Program for its premium quality and grade which sets us apart from our competitors