



Abundant by Design Inc.

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Who Are We?

Abundant by Design is your Canadian leading brand management, brokerage and import/export firm. We are leading the market with cutting edge and innovative products that are leading the curve in trends in the marketplace. We specialize in the retail segment, grocery, Natural, drug store and mass stores leading with better for you products, natural and organic. We work with distribution group and warehouses across Canada and go-to source for all marketing and sales-related queries. We take great pride in what we do and love helping brands succeed in the marketplace. Our dedicated sales team helped pave the way and is committed to the success of each one of our brands.

We have over 30 years of combined experience in the industry from manufacturing and warehousing to brand management and development. We are one of the most sought companies in North America and have been featured in various magazines, media, Emmy's and Oscar.

We are your perfect partners for all your sales and marketing needs and we look forward to serving you.



Meet Our Team



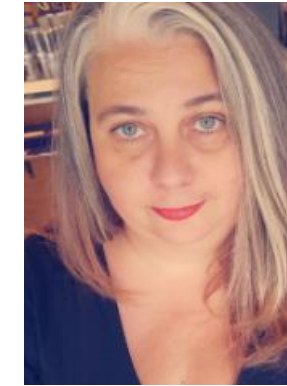
Founder
Angele Miller



Executive admin assistant
Rachel Maillet



KEY ACCOUNT MANAGER
Nadia Byers



Quebec account management
Liane Sylvain



Director Of Strategic Partnerships
Dale Simmons

Dare Olubowale
Accountant.

Dan Miller
Logistics & Management.

Michelle Navalta -
Nutrition Consulting

Vandita Sing
Telecommunication Support.

Alain Matet
Professional Translator.

Alhideye Amadou Toure
Marketing Intern

Kawser Ahmad
Graphic Designer/Marketing Development.

Arsalan Yasin
Bookkeeper.

Renée Côté
Québec Sale

Lucie St-Jacques
Québec Sale

Our Mission

We take great pride in our ability to connect the dots between people, products, and services, and we are dedicated to helping our clients succeed in the marketplace. Our team of experts will work with you to create a customized strategic plan to successfully launch your brand into Canada. Our team of experts can help with all from managing your marketing budget to content creation and curation to community management and analytics, we'll take care of everything so you can focus on what you do best - running your business! With our services, you'll see increased engagement, brand awareness, growth from east to west coast of Canada and customer loyalty. Let us help you take brand to the next level.

Contact us today to learn more about how we help your brand achieve its full potential.



A Glimpse Of Our Services



Branding



Retail Services



Headquarter Sales



Consumer and Digital Marketing



Key Account Management



Distribution Management



Business Strategies



Marketing Analysis

About Our Marketing

To maximize the return on your investment, complete market support is provided to all retailers to guarantee promotional planning and marketing initiatives are implemented seamlessly.

Marketing implementation

Promotional Strategies
Category Analysis

Market Research

Social Media Marketing

Hashtag Research

Content + Trend Research

Content Strategy (accessed
monthly)

In-house editing + filming of
video content

Graphic Design for In feed
posts

Monthly analytics report +
call

Copywriting for post captions

Account Management

Sales Support

Thanks to our connections in this sector, we assist with category management, new listing presentations, supply chain participation, and strategic negotiations.

Full Sales Management

Distributor Identification, presentations, and market rollout.

Distributor Management

Pricing Strategies & Models

Natural Segment Retail Targeting

Sales Forecasting

Brand Analysis; reviewing current sell sheets and marketing materials to align with the sales strategy.

Advise on trade show and business development opportunities



OUR RETAIL PARTNERS

| | |
|-----------------------------|-----------------------------|
| OVERWAITEA FOOD GROUP (500) | BUY LOW (20) |
| PLANET ORGANICS (6) | BIG CARROT |
| THRIFTY (23) | ORGANIC GARAGE |
| AMARANTH (2) | NATURES EMPORIUM NOAHS (4) |
| COUNTRY GROCER | GOODNESS ME (3) |
| NUTTER'S BULK (29) | EVERGREEN NATURAL FOODS (2) |
| FAIRWAY (11) | KITCHEN TABLE (6) |
| SANGSTER'S (70) | PUSATERI (2) |
| PEOPLE DRUGS MART (65) | WHOLE FOODS (7) |
| VITA-HEALTH (9) | SOBEYS EAST (170) |
| ORGANZA | LOBLAWS (1,000) |
| MACS (450) | METRO A & P (600) |
| OLD FASHIONED FOODS (6) | LIQUID NUTRITION (6) |
| SOBEYS WEST (165) | GNC (152) |
| JEAN COUTU (60) | NATURE'S FARE (6) |
| IGA MARKET PLACE (43) | LE NATURISTE (70) |
| WHOLE FOODS (7) | BULK BARN (60) |
| COMMUNITY HEALTH FOODS (2) | NUTRITION HOUSE (72) |
| CHOICES (9) | URBAN FARE (3) |

Our Distribution Partners



And Many more....

DO YOU WANT TO SAVE MONEY AND TIME?

Our Fee

We work on retainer and commission development to be considered for entering the Canadian market.

Once agreed by both parties, an agreement will be signed to secure partnership.

Your Advantages

We can help you save time, money, and avoid headaches. Although it may seem odd, I've witnessed many instances where trying to save a bit of money upfront ultimately results in greater expenses down the line. Our team has the knowledge and abilities needed to launch your products successfully in Canada, and we will work closely with you to ensure that your sales targets and plans are achieved. Our primary focus is on launching your brand and ensuring its success, which benefits everyone involved, from your brand to us and to the distributors/retailers. We guarantee that your brand will receive appropriate attention and commitment throughout all networks.

Some of the Brand partners that we have Scaled across Canada



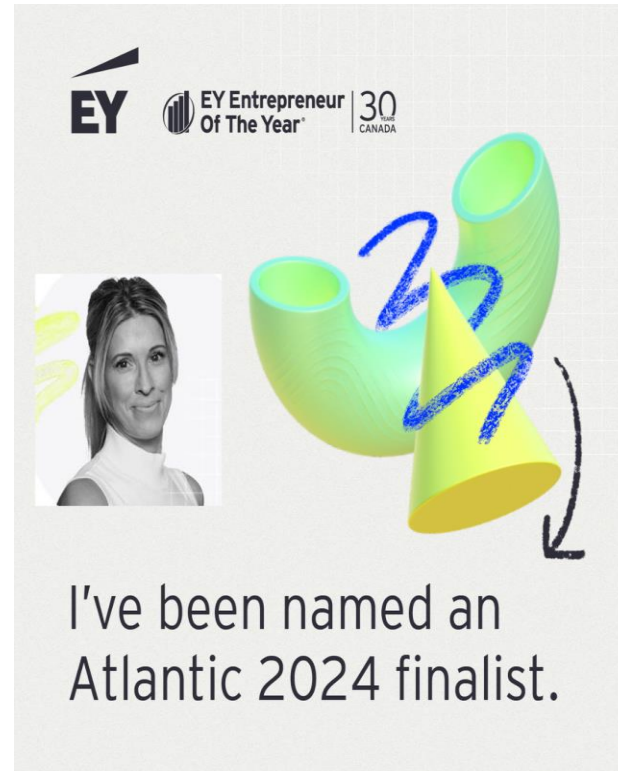


Our Founder

Angele grew up in Cocagne, where she developed big dreams that led her to pursue studies in natural medicine. At 20, she opened a health food store and became a pioneer of organic eating and natural healing in Moncton, New Brunswick. Angele later ventured to the West Coast, where she became a top brand agent and eventually started her own natural products brokerage, creating and developing her own brands and companies. Angele has over 20 years of experience in the natural food and beauty industry, helping new and existing brands succeed from small retail companies to launching brands internationally. Angele successfully launched O.N.E. Coconut Water and My Magic Mud, which became internationally known brands. Her brokerage, Abundant by Design, is a best-kept secret in Canada, working with a limited number of brands to ensure success. Angele has been recognized for her work and named a finalist for various awards, including the RBC Women of Inspiration and Women of Inspiration awards.

Angele lives with an attitude of abundance and runs Creekside RnR, a family-run resort in her.

Our Founder; Angele Miller making the news



Congratulations to Angele on Becoming an Official Finalist for the EY Entrepreneur Award in Atlantic Canada!



Congratulations to Angele on Becoming a Finalist for the RBC Canadian Women Entrepreneur Awards 2023 Finalist



🎉🏆 Congratulations Angele Miller Women of Inspiration™ Rural Leader Award



Stay in Touch

Reach out to us to learn more about how Abundant by Design can help you achieve your business goals. We're happy to answer any questions you may have.

www.abundantbd.com

info@abundantbd.com

[@abundantbydesign](https://www.instagram.com/abundantbydesign)

[@abundantbydesigninc](https://www.linkedin.com/company/abundantbydesigninc)

