



## Company Profile

Nature's Australia Corp Pty Ltd

# Our Mission



Quality not quantity.  
Safety prevails over costs.  
These are our commitments.

Nature's Australia Corp Pty Ltd is a specialised trading firm established with the philosophy of delivering products, after rigorous selection from numerous kinds that are exceptionally beneficial to the health and beauty to people in Japan.

When the real meaning of "Safety" is questioned nowadays across the globe, the mission of Nature's Australia Corp Pty Ltd is addressing this problem and squarely tackling it. This is what occupies our mind.

Nature's Australia continues to spare no efforts in pursuing, researching and developing genuinely worthwhile products across Australia.

# Our Marketing

A survey conducted by Hakuhodo Inc (the second largest ad agency in Japan) in 2005(\*1) shows 88% of the Japanese are concerned about their health, which was the top of the list.



The size of the health food market in Japan is more than 1 trillion yens (= A\$ 14billion).

Another survey conducted by Central Research Services in 2007(\*2) shows that 76% of the population feel anxiety on safety of foods.



Other surveys mention that the keywords that describe the recent Japanese market are:

Health	Healing	Anti-aging
Ecology	Organic	Natural
Naturopathy	Homeopathy	etc.



The second survey mentioned above also states that 90% feel anxiety on safety of imported foods, which have been mainly created by Chinese products and American beef, whereas Australian products have safe image in Japan.



This is the market we target. Not only utilising the good image of Australia but also setting strict thresholds (eg icons on the right), we brand ourselves as the supplier of the most reliable natural products from Australia.



We also target the toiletry market and the pet (food and toiletry) market in Japan, as there are similar tendencies to the natural food market.

# Company Details



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