

***Exclusive Shell Delights Corporation***

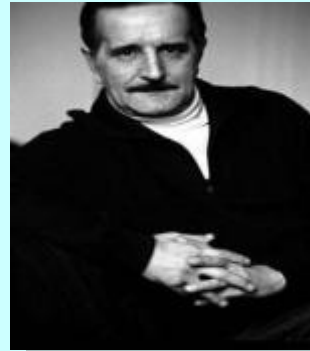
***Company profile***

## **company objectives**

- ***Our prime objective is to design, produce, and distribute, an exquisite range of interior design features based upon the traditional philippine shell inlay and uplay craftsmanship.***
- ***Our company embraces its social commitment, in accordance with philippine social law.***
- ***Our second objective is to improve the living conditions of the philippine workers, realising a decent income and to guarantee a standard education for their children.***
- ***We are fully committed to use only shell varieties, harvested by the :***
  - ***pearl farms , for the recuperation of their pearls. The shells (mother of pearl and black lip), are a secondary sales option.***
  - ***shell food industry (paua abalone and philippine abalone). The meat of the shell is canned and sold as a specific abalone delicacy.***  
***The empty shell itself is also a secondary sales option.***
  - ***our other shell types (agate, hammershell, troka female,....)are primarily serving as food for the local community and are collected by traditional such as fishnets, harpooning, .....***  
***No explosives are being used.***
- ***No shells, protected by law (banned), are incorporated in our designs.***

## history

- **1984 Nicolas Romain creates EXCLUSIVE TILES LTD in Antwerp/Belgium.**
- **Exclusive Tiles ltd exports gemstone tiles and shell tiles worldwide.**
- **Exclusive Shell Delights Corporation is founded by Jacqueline Romain and Nicolas Romain in 2008**
- **Exclusive Shell Delights is a stock corporation, under the laws of the Republic of the Philippines.**
- **Exclusive Shell Delights exports worldwide to various interior designers, multi national hotel and beach resorts, marble and granite distributors,...**
- **Exclusive Shell Delights is appointed to produce islamic designs to the GRAND MOSQ in Abu Dhabi.**



## ***strategy***

- ***In order to maintain our strong position in the market, Exclusive Shell Delights Corp. will focus on :***
- ***strong cash generative business***
- ***adapting rapidly to the structural market changes and innovative designs***
- ***maintain a relentless cost control***
- ***improve constantly its customer service***
- ***acquire the most modern apparatus in shell production techniques.***
- ***educate, upgrade its workforce to the highest levels of craftsmanship***
- ***In order to secure our supply of raw shells, Exclusive Shell Delights Corp. has signed an agreement with the most important pearl farm in the Philippines, for the constant procurement of mother of pearl shells.***

# **PRODUCT PORTFOLIO**

***Exclusive Shell Delights Corporation is the world leading designer, manufacturer and distributor of :***

- 1. shell tiles, shell accent tiles, shell border tile***
- 2. shell interior design features***
- 3. shell laminates for the furniture industry***



## **location**

- ***We are located in Lapu Lapu City, near Cebu.***
- ***Our location is very near to Cebu Airport, and Cebu harbour.***

## ***craftmanship***

- ***We started our business in April 2007, with 5 craftsmen, and after 6 months maintain a workforce of 43 craftsmen.***

***It is our firm intention to upgrade the shell craftsmen to high class performance, and to integrate the young and motivated workforce into our production facility.***

***Our design department will focus on the traditional philippine craftmanship but also on the new fashion aspects of the interior design industry.***

# marketing

- **We will focus in 2008 and hence forth to strenghten its market position, by attending high end trade shows in various cities all over the globe.**
- **Exclusive Shell Delights Corp. and its legal advisors, will study the feasibility to improve its distribution presence , through a worldwide franchising policy.**
- **Exclusive Shell Delights Corp.has its own website : [www.eleganceofliving.com](http://www.eleganceofliving.com)**
- **We are present on the internet through GOOGLE links.**
- **Exclusive Shell Delights has its own brand name :  
JAY JAY  
presently under registration.**



embellish your  
stylish interior  
with genuine mother of pearl  
tiles



embellish your  
swimming pool, bathroom,  
with genuine paua sinks

