

Note: Key data/information in this sample page is hidden, while in the report it is not.

3.7 Jiangxi Eagle Dairy Co., Ltd.

Basic information

- Full name: Jiangxi Eagle Dairy Co., Ltd.
- Abbreviated name: Eagle Dairy
- Status: A joint stock enterprise with both private and state-owned investments, was reorganized with several other companies in 2001, and its predecessor was Zhengyuan Dairy Co., Ltd., founded in 1998.
- Location of head office: No. 969, No. 2 Fushan Road, Xiaolan Economic Development Zone, Nanchang County, Nanchang City, Jiangxi Province, P. R. China
- Location of production plant: Same as its head office.
- Website: <http://www.cshrzc.com/>
- Tel: 86-0791-85988011; 86-0791-85988012

Company stockholders

The investor and stockholder of Jiangxi Eagle Dairy Co., Ltd. have been changed to Jiangxi New Born Nutrition Science & Technology Co., Ltd., which is a brother company of it. These two companies share the same parent company: Jiangxi New Born Science & Technology Group Corporation, is an enterprise engaged in R&D, production and sales of nutritional foods for infants.

Market positioning in price and regional coverage terms

In price term: Eagle Dairy's products are targeting ■■■ markets.

In regional coverage term: ■■■ markets

Key products/brands

Key products: Infant formula, ■■■, ■■■ and ■■■.

Key brands: ■■■ and Xiao'a'ge

- ■■■: brand for infant formula and ■■■; the former is targeting low and middle-end markets
- Xiao'a'ge: brand for ■■■ and ■■■, targeting ■■■ market

Strategic partnerships with overseas companies

Eagle Dairy hasn't established any strategic partnership with any overseas companies on supply or contract production.

Procurement of dairy ingredients

- Dairy ingredients procured by Eagle Dairy

- [REDACTED]
- Skim milk powder
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- GOS
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]

Eagle Dairy doesn't have fixed frequencies for its dairy ingredient purchasing. Its dairy ingredient procurement is managed by a central purchasing department servicing multiple plants. In its supplier rating system, quality, lead time, manufacturing capability and the supplier's reliability/competence are the key criteria to evaluate the suppliers. On the above aspects, Eagle Dairy is very satisfied with its current suppliers, especially with the key ones from Europe, mainly the Netherlands, France and Denmark.

Eagle Dairy also purchases dairy ingredients from Irish suppliers, but thinks the quality of their products is not so good compared to that from their key suppliers. According to the interviewees with Eagle Dairy, the key problem that threatens the supply ability of the Irish dairy industry to Chinese infant formula manufacturers is the strength of their key competitors.