

**BAWANG INTERNATIONAL (GROUP) HOLDING LTD:
THIS COMPANY IS A SUCCESS STORY ... BELIEVE IT OR NOT !**

On scanning the Global Offering Prospectus of the latest offering on the Main Board of The Stock Exchange of Hongkong Ltd, namely BaWang International (Group) Holding Ltd ([]) (Code: 1338), one cannot help but ponder how this Chinese ‘upstart’ of a producer of shampoo, among other things, was able to steal a march on established US competitors with regard to the market of the People’s Republic of China (PRC).

But that is exactly what this ‘little’ company has done, according to its Prospectus, dated June 22, 2009.

Further, it is a rare corporate ‘animal’ that can claim to be debtless with an annual Turnover of 1.41 billion renminbi.

But that is exactly what is being claimed by Management of BaWang International (Group) Holding Ltd – and **TARGET** () does not question a single word, written in the Global Offering Prospectus.

BaWang International (Group) Holding Ltd pitched its story in its Global Offering Prospectus when it Offered 700 million, 10-cent Shares at the maximum Offer Price of \$HK2.38 per Share.

Dealing in the Shares of this Company is scheduled to commence, next Friday.

The Company describes its core activities at Page 78 of the Global Offering Prospectus as follows:

‘Our (Bawang) brand is the leading Chinese brand in the overall shampoo market in the PRC. According to Euromonitor, our (Bawang) brand had the largest market share among all Chinese brands in the overall shampoo market in the PRC in terms of retail sales in 2007 and the first half of 2008 of approximately 6.2% and 7.6%, respectively. We primarily design, manufacture and market Chinese herbal shampoo and hair-care products under our (Bawang) brand, skin-care products and Other Products such as toothpaste and shower gels.

‘We have successfully set ourselves apart from our competitors by establishing our (Bawang) brand, which was awarded (Well-known Trademark of China) in 2007, as the leading brand in the Chinese herbal shampoo market in the PRC with market shares in terms of retail sales in 2006, 2007 and the first half of 2008 of approximately 24.3%, 43.5% and 46.3%, respectively, according to Euromonitor. Chinese consumers are becoming increasingly conscious of their health and lifestyle which, among other things, has led to increased demand for Chinese herbal shampoo. We believe that we are well positioned in this market to meet changing consumer preferences and increasing market demand.’

According to Pages 61 and 62 of the Prospectus, BaWang International (Group) Holding Ltd has captured about 46.30 percent of the Chinese herbal shampoo market of the PRC and about 36.40 percent of the Chinese herbal hair-care products market of the PRC in retail value terms in respect of the first half of the calendar 2008.

Proctor and Gamble Company, listed on The New York Stock Exchange, a Fortune 500 company as well as being the eighth-largest corporation in the world by market capitalisation, is far below BaWang International

(Group) Holding Ltd in terms of its presence in the PRC's markets for household and personal care products.

Interestingly enough ... [CLICK TO ORDER FULL ARTICLE](#)

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