



2024

INTRODUCTION

Shaendy® – your Shisha Candy

Enjoy the fruity essence of any Shisha with incomparable and punctual freshness of menthol and mint. Not only does the Shaendy stand for tasteful flexibility and freedom of living, but also the choice of creating any day your way! Shaendy makes it easy to combine a simple lifestyle with a fun & tasteful experience.

Enjoy the „best of both worlds“. Enjoy Shaendy.



VISION

Our vision is to create vaping products that combine tasteful, entertaining and innovative solutions that make life better.



MISSION

Our mission is to make life more colorful and playful but also easier and safer through smart solutions that are integrated into our products.



ABOUT US

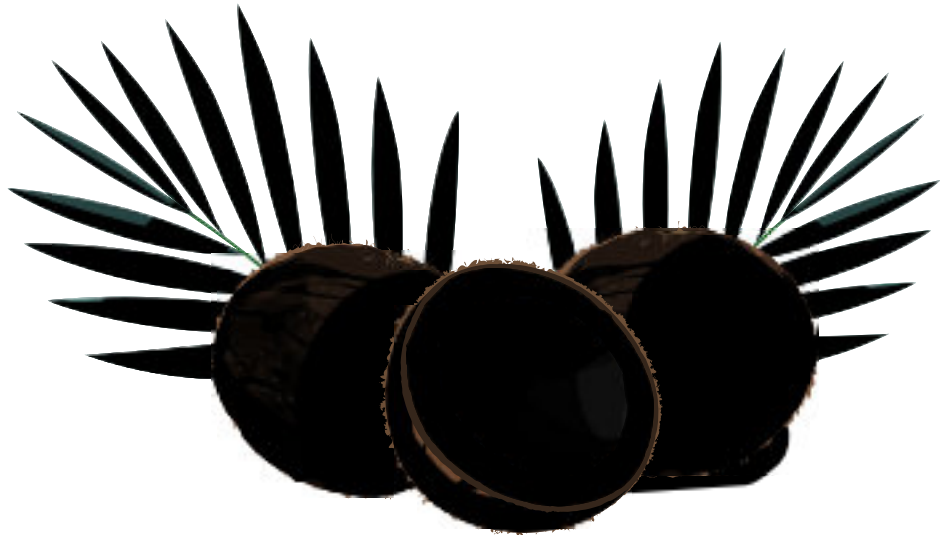


Just a bunch of guys, enjoying life and whatever it brings. Gathered with friends smoking a tasteful Shisha and deepened in invigorating conversations, the idea of a portable Shisha was born. Anything you know of a Shisha, we combined in this tasteful joyride!

Some facts:

- German brand
- home in the beautiful city of Hamburg
- available in: Supermarkets
Gas stations
Speciality stores
Clubs
Online

OUR GOALS



Marketing

- Improve brand awareness based on quality of product and product innovations
- Different marketing plans for different market regions

Product

- Focus on product development and quality control
- Expanding product lines to match the market needs



TARGET GROUP



TARGET 1

Young consumers between 18–25 years old who are switching from cigarettes to vaping or new consumers who are following the vaping trend*

TARGET 2

Smokers between 26–55 years old who are switching from cigarettes to vaping*

MARKETING OVERVIEW



Strategy 1

International
Brand Building

Strategy 2

New Market
entry strategy

STRATEGY 1



International Brand Building

Marketing events
(launch parties,
exhibition)

Collaboration with
artists and influencers
who create their own
vapes & products

Strong presence
online (social media*)
and offline (specialist
shops)

*according to legal possibilities of the respective country

2022-2025

STRATEGY 2



New market entry strategy

Business to Business

- Launch parties
- Professional sales & marketing team support
- Providing of sales enablement materials
- Exhibition brand building

Business to Customer

- Sponsorship events
- Collaboration with KOLs
- After-sale service
- Social Media presence
- Flagship Store

2022-2025

PRODUCT PORTFOLIO

Less Harmful

Shaendy Vapes are less harmful than conventional cigarettes because no burning process takes place.

Easy operation

No loads, no refills, just unpack and enjoy.

600 Puffs

The tank volume of 2 ml and the 550 mAh battery are sufficient for approx. 600 puffs. That's about 60 cigarettes.

Small and light

With a diameter of 1.5 cm and a weight of only 29 g, Shaendy Vapes are neither visible nor noticeable in any pocket.

No cigarette smell

Shaendy Vapes don't leave an unpleasant cigarette smell behind, but rather a pleasant, fruity aroma.

Great taste

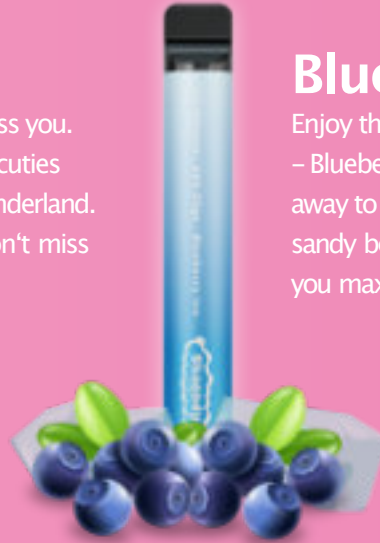
Shaendy Vapes come in numerous fruity and refreshing flavors.





Apple Peach

Apple kisses peach and they both kiss you. Let yourself be seduced by the two cuties and come along on a journey to Wonderland. With SHAENDY –Apple Peach you don't miss anything in everyday life – Let's Go!



Blueberry Ice

Enjoy the cool, fruity taste of Shaendy's – Blueberry Ice and let yourself be carried away to tropical temperatures and white sandy beaches. Our unique formula gives you maximum flavor and smoke volume.



Cream Tobacco

Expand your tobacco enjoyment with the pleasantly creamy taste of Creamy Tobacco from our Premium Selection.



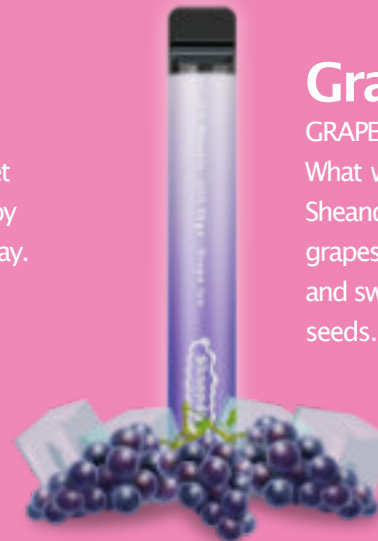
Bubble Gum

A real classic that one or the other still knows from his youth. The bubbly bubble gum taste is always good and can almost be counted as a classic.



Green Apple

The intense taste of the green apple gives you the boost for the day to get everything done! Experience and enjoy the fruity apple kick the SHAENDY way.



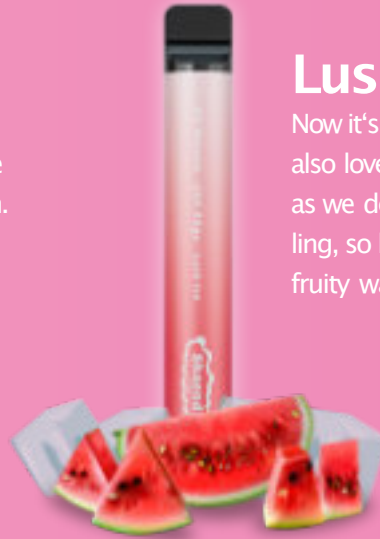
Grape Ice

GRAPE FOR THE BABE!
What would vape be without Grape? Sheandy's Grape offers fresh, intense grapes for everyone who likes it fruity and sweet and all guaranteed without seeds. Full of flavor until the last puff.



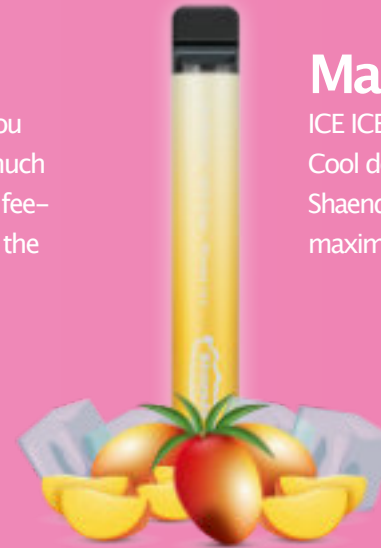
Blue Razz

Experience an overwhelming taste explosion with a mix of red and blue raspberries in our premium selection.



Lush Ice

Now it's getting water-melony! Do you also love the watermelon vapes as much as we do? We always have an exotic feeling, so let yourself be enchanted by the fruity watermelon kick.



Mango Ice

ICE ICE BABY!
Cool down fruity with MangoIce from Shaendy. Our unique formula gives you maximum flavor and smoke volume.



Menthol

Awaken the senses with the fresh breeze of Blue Menthol in our Premium Selection.



Kiwi Passionfruit Guava

Tropical and Exotic. Delicious kiwi combined with guava and passion fruit awakens a desire for distant adventures and dreamlike beaches – this is what the sun tastes like!



Peach Ice

Ice Ice Baby – this time paired with delicious peach. Enjoy the fresh peach taste and let yourself be seduced by the pleasant ice note.



Pink Lemonade

SWEET BUT SOUR!

Taste the sweet and sour taste of Pink Lemonade with an extra touch of pink in our Premium Selection.



Strawberry Ice Cream

Shaendy's Strawberry Ice Cream is the creamiest treat since ice cream was invented. You get a full, creamy strawberry ice cream flavor to the last puff.



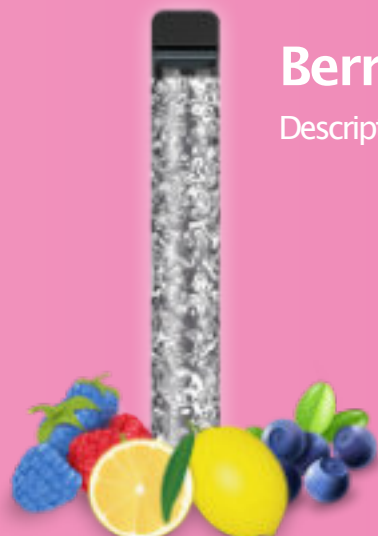
Pina Colada

Description coming soon.



Fruit Punch

Description coming soon.



Berry Lemon

Description coming soon.



Watermelon Apple

Description coming soon.



Strawberry Watermelon

Description coming soon.



Peach Mango Watermelon

Description coming soon.



More Flavors Coming...

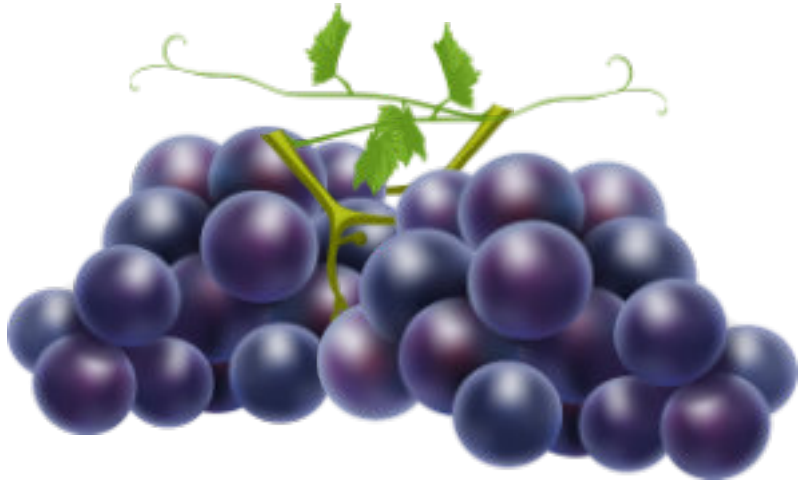
We are constantly working on
expanding our product portfolio.



REAL WORLD EXAMPLES



CONTACT US



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