

# ESS PEE QUALITY PRODUCTS

Punjab, India

[www.beeshoney.in](http://www.beeshoney.in)

Registered By :



**USFDA**

**KOSHER**  
Certified

**BRGS**  
Certified

*Jssai*  
Certified

## HONEY

Pure Honey  
Blend Honey  
Infused Honey

## COOKIES

Millets Cookies  
Gluten Free Cookies  
Sugar Free Cookies  
Butter Cookies

## FRUIT JAM

Mixed Fruit Jam  
Strawberry Jam  
Orange Jam  
& All Fruits Jam

## TEA

Black Tea  
Green Tea  
Flavoured Tea  
& Orthodox Tea



Trademark Registered Brands



# SP SINGH CEO ESS PEE QUALITY PRODUCTS

SP Singh, CEO of ESS PEE QUALITY PRODUCTS, is a seasoned industry leader with a background in maintaining product quality at Dabur India and Patanjali Ayurved. With a focus on leadership, innovation, and customer satisfaction, SP Singh drives the company's growth in the export sector, positioning it as a market leader with a diverse product portfolio.



## SP SINGH

### NAVIGATING ENTREPRENEURSHIP WITH LEADERSHIP IN QUALITY PRODUCTS

**T**he role of a CEO in a business is pivotal, encompassing leadership, strategic decision-making, and overall management. A CEO is responsible for steering the company towards its goals, ensuring effective operations, fostering a positive work culture, and representing the organization to stakeholders. As a leader in the industry, SP Singh is marking new milestones as the CEO of ESS PEE QUALITY PRODUCTS. With a solid educational background as a Science Graduate and an impressive 20-year career at the renowned Indian MNC Dabur India, SP Singh excelled as the QA and QC Head at various factories. He played crucial roles both at the corporate level and as a team member in numerous projects, showcasing his expertise in maintaining and ensuring product quality.

Following his tenure at Dabur India, SP Singh took on the role of General Manager – QA and QC at Patanjali Ayurved for 1.5 years. Inspired by news related to startups and the success stories of business leaders' biographies, SP Singh embarked on the journey of entrepreneurship. Now, as the CEO of ESS PEE QUALITY PRODUCTS, he brings a wealth of experience, leadership, and a passion for maintaining high standards in product quality. Let's hear from him.

#### **Introduce ESS PEE QUALITY PRODUCTS as a company and discuss its market positioning.**

ESS PEE QUALITY PRODUCTS is primarily focused on the export sector, with a significant 95 percent of our operations geared towards serving markets in the USA, Australia, Canada, the Middle East, Israel, and beyond. The positive feedback we receive from our diverse customer base is a testament to their satisfaction and happiness with our offerings. As an organization, our growth is marked by the continual acquisition of new customers and the introduction of innovative products. Our market position is excellent, reflecting our commitment to customer satisfaction and our proactive approach to incorporating new and inventive products into our portfolio.

#### **As the CEO, what are the factors you take into account when developing effective corporate growth strategies?**

When formulating impactful corporate growth strategies, a CEO must consider several crucial factors. The cornerstone lies in possessing strong leadership and vision, integral elements that propel business success. Innovation and adaptability are paramount, ensuring that the company stays ahead by embracing change. Effective marketing and sales strategies are vital for reaching target audiences, while strategic partnerships and collaborations open avenues for diversified growth. A commitment to continuous learning and improvement reinforces resilience in a dynamic market. Defining clear value propositions and taking deliberate steps toward business growth are key components. Maintaining brand relevance and prioritizing exceptional customer experiences contribute to sustained success. A CEO should also think long-term, contemplating expansion into new markets, categories, and customer segments. Striking a balance between growth and manageability is crucial, ensuring the company evolves at a pace aligned with its capabilities.

#### **Share insights into your leadership approach and the principles or methodologies guiding your role as a leader.**

My leadership approach is characterized by directness and leading through example. I find satisfaction in delegating tasks and assuming the lead on projects, all while staying actively engaged to inspire my team. I believe in demonstrating hands-on involvement, showcasing that I am working alongside them to offer support. I adhere to various leadership methodologies, including an Authoritarian style, where decisions are made independently, and Participative leadership, which values input from the team. Delegation is another aspect, granting autonomy to team members. Transactional leadership involves exchanges based on set expectations, while Transformational leadership, with a visionary focus, seeks to inspire positive change. This multifaceted approach allows me to adapt my leadership style to different situations and foster a dynamic and collaborative work environment.

#### **What are your expectations for the market in the future?**

In the realm of Business Acumen, anticipation is a skill that involves foreseeing developments that may elude

others, including customers and competitors. This skill entails the proactive creation of solutions, manifested as products and services, which are implemented ahead of competitors and before customers abandon their search for a solution. The ability to anticipate specific market activities before they unfold is derived from insights gained through analyzing previous chart patterns, assessing probabilities of particular trade setups, and drawing upon a trader's past experiences. This foresight allows individuals to stay ahead of market trends and make informed decisions based on a nuanced understanding of potential developments.



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#### **What is your plan for the future?**

Our roadmap serves as a crucial instrument when strategizing for the upcoming activities of an organization. It serves to align the staff with specific objectives, providing a clear guide on the necessary steps and milestones required for success.

#### **Given your extensive professional background in the field, what guidance would you offer emerging industry leaders?**

Enhancing communication and fostering mutual respect can significantly contribute to effective leadership. As a leader, gaining insights into your colleagues and comprehending their unique personalities, objectives, and work styles facilitates the development of more effective management strategies. Allocate time to observe your surroundings, understand your shortcomings, actively seek constructive criticism, and learn from past mistakes. Listening to experienced individuals and emulating their examples can prove invaluable. Challenge yourself to grow, invest in ongoing education and coaching, and establish a robust professional network. These practices, rooted in self-awareness and a commitment to continuous improvement, form a foundation for aspiring industry leaders to navigate and excel in their roles. ☐

# Honey

## Variants

- Natural Multi-flora Honey
- Wild Forest Honey
- Clover Honey
- Honey Blend Syrup
- Ginger Infused Honey
- Lemon Infused Honey
- Mint Infused Honey
- Saffron Infused Honey
- Private Label , Bulk & Wholesale Honey



## Packing :-

Net Wt.	Case Pack
70 gm	72
80 gm	4*12=48
125 gm	12/24
170 gm	24
227 gm	12/24
250 gm	12/24
340 gm	12
375 gm	12

Net Wt.	Case Pack
400 gm	12
450 gm	12
454 gm	12
500 gm	12
680 gm	8
750 gm	6
908 gm	12
1 kg	6

Net Wt.	Case Pack
1.5 kg	6
2 kg	4
2.270 kg	6
3 kg	4
5 kg	2
25 kg	1

# Cookies



## Variants

- Danish style Butter Cookies
- Chocolate Chip Cookies
- Millet Cookies
- Vanilla Cookies
- Ginger Cookies
- Honey Almond Cookies
- Coconut Cookies
- Gluten-free Cookies
- Sugar Free Cookies
- **Private Label Assorted Cookies**



## Packing :-

Net Wt.	Case Pack
50 gm	96
55 gm	96
85 gm	96
100 gm	24
113 gm	24
114 gm	12/24
115 gm	24
150 gm	24

Net Wt.	Case Pack
200 gm	12/24
225 gm	24
227 gm	12
340 gm	12
400 gm	12
454 gm	12
800 gm	6
908 gm	6

# Fruit Jam



## Variants

- Apricot Jam
- Pineapple Jam
- Mixed Fruit Jam
- Strawberry Jam
- Orange Jam
- Fig Jam
- Mango Jam
- Private Label Assorted Jams



## Packing :-

Net Wt	Cash Pack
250 gm	24
350 gm	12
370 gm	12
400 gm	12
454 gm	12
500 gm	12
1 kg	6
2 kg	4

Also Available in Sugar Free

# Tea



## Variants

- CTC Orange Pekoe Tea
- Orthodox Leaf tea
- Darjeeling Tea
- Green Tea
- Black Tea- Tea Bags
- Green Tea- Tea Bags
- Private Label Tea Packaging Retail
- Private Label Tea Bag Packaging



## Packing :-

Loose Black Tea	
Net Wt.	Case Pack
500 gm	24
1 kg	12
2 kg	
5 kg	2

Pack Size	100 Tea Bags	25 Tea Bags
Pcs in carton	36 pcs	24 pcs

# CEO *Insights* TOP 10

## CEOs IN CONSUMER PACKAGED GOODS 2024



### Factory Certifications/Registration

US-FDA  
BRCGS  
HACCP  
GMP  
HALAL  
KOSHER  
ISO 22000  
KHADI, INDIA

### Currently Exporting in Private Label

USA, CANADA, AUSTRALIA,  
UAE, OMAN, QATAR, BAHRAIN  
SAUDI ARABIA,  
SOUTH KOREA, VIETNAM,  
NIGERIA, LIBYA, SEYCHELLES,  
KUWAIT, ISRAEL, GUYANA, SINGAPORE,  
THAILAND, MALDIVES, MYANMAR

### We work with

PRIVATE LABEL CLIENTS  
IMPORTERS  
DISTRIBUTORS  
WHOLESALEERS  
SUPERMARKETS  
BRANDS  
INSTITUTES  
HORECA



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& Private Labels

For Further Enquiry, Please Contact

# **Ess Pee Quality Products-India**

## **SP Singh(CEO)**



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