



# Butchery Market<sup>®</sup>

## Whitepaper

Cross-chain platform for developers,  
powered by Amberlif BV

Version 1.2

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# 01 Introduction

The concept of Butchery Market and Amberlif BV was born in the Kingdom of the Netherlands based on radical change and new ideas in the Global Meat Industry.

From the birth of the two brands, it has been a burning desire of the creators to have a perfect balance between client-employee-employer based on respect, fairness and understanding.

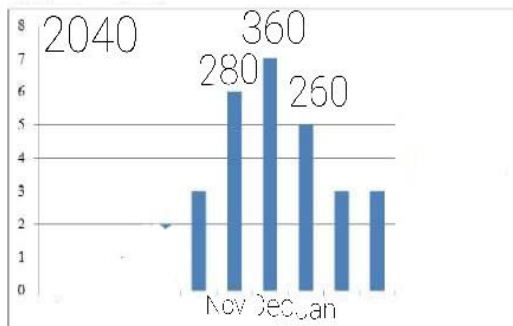


The 2 brands are 2 different developments that have grown together and that cannot evolve without each other because the project is very complex and requires determination on both sides.



# 02 Market Overview

The market capitalization is expected to be the world leader by 2040, having a turnover of 220-360 million euros per month in Europe.

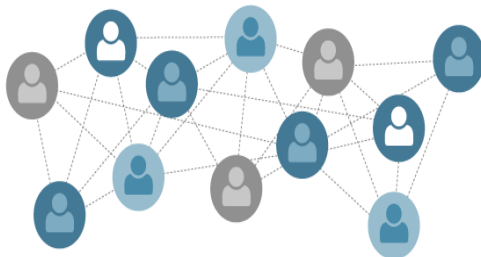


These amounts also include our business partners, stores, stock market and franchises offered™.

Butchery Market strives to end the huge gap that exists between demand and supply of meat products, staff

recruitment, customer-seller relationship. The global sector has over 100 employees in 2021, with a rapid growth rate. Over 1,000,000 employees and over 1,000 associated companies expected by 2040. According to a global human capital Trend survey from 2018, conducted by experts, respondents were asked to evaluate their recruitment functions:

- The key findings show only that 6% thought they had the best processes and technology in the class.
- 81% of survey respondents they thought their organizations recruitment processed were standard or sub standard.
- 12% of respondents reported having strong sources technology and only 9% said that had a strong screening technology.



# 03 Recruitment Office Branch

The recruitment company is Amberlif en Co Nederland BV, which is also the founding company of this project.

Through this, [Franchise Certificates](#) can be offered, various contracts, services or sales are offered.



Recruitment by the Amberlif BV office is done from the butcher groups managed by this company or from the website.

The list of groups and the website can be found in the following links:

- <https://butcherymarkets.com/facebook-butcher-group-policy/>
- <https://butcherymarkets.com/>

From the beginning of its activity, the company has adopted high standards that it has always maintained.

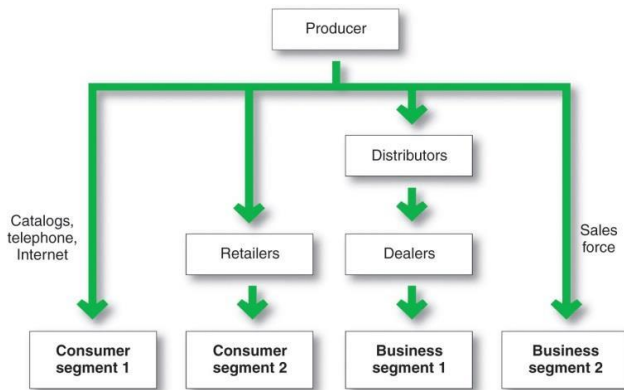
Decent wages and rents, stable jobs and permanent employer-employee communication.

In fact, Amberlif BV also has the competent certificates for the activity.



# 04 Market and Product Stores

According to the current market, the price to the final buyer ends up being multiplied many times due to intermediaries. Since the sale of the raw product there are many buyers who later resell the product with an addition and due to this fact the price of the finished product is much higher.



Of course, even now there are attempts by some manufacturers to sell the product to the final buyer, but this is very difficult because there is no market and most producers are dependent on brokerage firms.

← Distribution scheme!

What we are developing is creating our own market and production. Being exactly what is needed to avoid dependence on intermediary companies.

At the same times, the benefits are very high on both sides (producer-consumer) because intermediate taxes will be avoided and the finished product will be about 30% cheaper.

For a clearer view you can watch the video from the following link:

<https://youtube.com/shorts/JSXTEqandiQ?feature=share>

Our project is to have more than 150 meat shops, 50 centers and 4 factories in Europe by 2035.

We cannot express ourselves at the time of writing the White Page because outside of Europe it is a new market for us, a market we are still studying but from the information gathered so far the expectations are that the market capitalization should be at least double that of Europe.





# 05 Own Production

By the end of 2035, the company is expected to produce approximately 1,200,000 kilograms of beef, 1,200,000 kilograms of pork and 1,000,000 kilograms of chicken. These statistics are for a production week in Europe.



This production is intended to be sold directly through our sales market or through the companies that received the Franchise.

The price will be about 30% cheaper and the final buyer has a higher purchasing power.



# 06 Franchise

Our franchise with the name Butchery Market® was registered in 2021 at the EUIPO (European Union Intellectual Property Office) with registration number 018392818.

To watch the brand you can do it in the following link:

<https://euipo.europa.eu/eSearch/#details/trademarks/018392818>



Companies that want the Butchery Market franchise can contact us at the following address: <https://butcherymarkets.com/contact/>

## Butchery Market Store





# 07 Stock Market

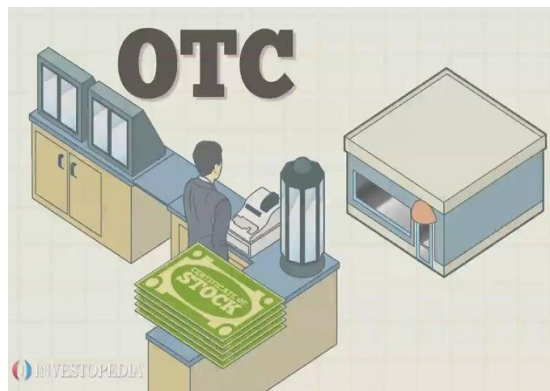
Amberlif en co Nederland BV will sell part of the company through the stock exchange.

We appreciate that in 2024 the first listing of shares will be put up for sale. At the same time, up to a stock exchange listing, the company wants to sell over-the-counter shares for interested investors. These share sales would bring a much faster development to the project because it accumulates capital and larger number of shareholders.

For interested person wishing to buy over-the-counter (OTC) shares, please contact us at the following adress: <https://butcherymarkets.com/contact/>



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