



Workshop 4: "Preparation of diagnosis for strengthening the commercial capacities of Small Producers' Organizations (SPOs) to market finished products in the domestic market "

The Project "Great coffees from small producers in Chiapas, SPP Global", includes six strategic thrust areas. As part of Thrust Axis 1. "Enhance opportunities to market small producer families' products", we came up with this Workshop. During the workshop, trade/business-related strengths, opportunities, weaknesses and threats faced by the seven Organizations were identified.

Objective

Prepare a diagnosis regarding the commercial management of the seven SPOs and their finished products.

Commercial features

The main product sold by the Organizations is green coffee. Majomut and San Fernando also sell instant coffee products. All Organizations have various certifications. Most Organizations do not have a business strategy for the domestic market. Only Finca Triunfo Verde has a business strategy for the domestic market. Main distribution channels are: coffee shops, roasters and their own points of sale. All Organizations have a traceability system for coffee. The information they record are: data of the organization, coffee varieties, production process and roasting date. Other Organizations also keep track of type of roasting and grinding. The main challenges that organizations face to improve their commercial traceability system are: lack of financial resources, training and technical assistance. Among other obstacles mentioned by the Organizations are: infrastructure to systematize information and resume contact with the customer. As well as periodic changes in the Internal Regulations.



Characteristics of target customers

Independent people, retailers and factories for product transformation buy most of their products.

Information on products other than coffee

The CESMACH and Majomut Organizations sell products other than coffee. The Majomut Organization produces honey, cocoa and sells handicrafts. CESMACH engages in honey production.

The main trade/business-related problems that these Organizations have, speaking of honey and cocoa, have to do with how complicated it is to introduce new products to the market, as well as the price of honey that has dropped in recent years.

The main trade/business-related problems when it comes to selling textile crafts are: need for outlets, product quality and standardization or adjustment of sizes.

