

International Agribusiness

2016-2017

Value-chainonderzoek van *Ipomoea batatas*

Aanpassingen in de bedrijfsvoering van Reeberg Hydroponics voor de productie, lokale distributie en export van zoete bataat



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Summary

This research was done on behalf of "Reeberg Hydroponics" to find the answer regarding the main idea or question. The main question being: "In which way does the company have to adapt and structure its business for the production, local distribution and export of sweet potato?"

"Reeberg Hydroponics" is a young and dynamic agricultural company and has been operational for seven years. The company was founded by Mr. B. Reeberg in response to developments in the agricultural sector and more specifically in the horticulture chain, in particular in protected agriculture. The company's vision being: "To become the largest exporter of agricultural products in the Caribbean." And as a mission: "The responsible cultivation, processing and marketing of agricultural products with the emphasis on quality, sustainability and continuity as a goal."

To help answer the main question supporting questions were made, namely:

1. What does the local and international sweet potato market look like and which one has the best opportunities for the company?
2. What marketing strategy should be used in view of the opportunities and threats of the chosen market and the strength and weakness of the company?
3. How should logistics be set up as efficiently as possible without loss of product quality?
4. In what way will processing, packaging and storage need to be done to maintain the quality of the product?
5. What production method should the company maintain in terms of quality, continuity and efficiency?
6. Which financing model will be best suited for this company?

The research was done according to the qualitative and quantitative method, in which open interviews, a survey and literature research were conducted. This resulted in relevant information on the various aspects of the research. Particularly the vision of the government, the wishes of the customers and the opinions of growers as well as scholars. In addition, books, publications and existing research reports were consulted for the actual information, in order to be able to complete the research. A survey was also conducted to obtain more practical information in the Surinamese market and the various links of the supply / value chain. Thus, the cultivation method as recommended in Suriname as well as abroad was assessed. International organizations were also consulted to obtain market statistics, with the aim of analyzing the international market and recent market figures, resulting in current and clear information. The way in which the market has developed was also analyzed, this resulted in making careful assumptions regarding future market

developments. The data was then collated in a SWOT analysis to establish a plan of action, actions and market targets.

The research concluded that Reeberg Hydroponics should apply the Brand Benefit Model in all its business activities and create a brand name for sweet potato. This has to be done in phases with the first step being that the company must enter the local market and thereafter export to the Netherlands.