

Project title : BIZOCAK - Strengthening of the tools and business strategies of the SOCAK KATANA Cooperative Society

Project place	Project cost	Role in the project	Technical and financial sponsors	Dates
Côte d'Ivoire		Business strategy expertise	Incofin, SOCAK KATANA	March 2022 - June 2022

Project's goals and results

Main goals

Identify **bottlenecks**, lack of knowledge, skills and/or tools (media com, risk management models, hedging tools on the selling price, the exchange rate and/or maritime freight costs) which could slow down the significant growth of the SOCAK KATANA Cooperative Company (increased from 2,000 tons to 13,000 tons of cocoa beans exported in just 5 campaigns). It will also be a question of identifying **strategies of positioning and diversification of outlets/customers** which will allow the organization to increase the added value of the production of its members and to increase the volumes marketed while reducing/controlling its exposure to commercial risks (hedging)

Specific objectives

SO1. Carry out a documentary analysis of the diagnoses and studies already carried out

SO2. Conduct remote interviews with SOCAK KATANA to clarify the vision and expectations of this technical assistance

SO3. Develop an initial work and capacity building plan

SO4. Carry out a field mission in Côte d'Ivoire to discuss the various commercial issues and strategies for improving SOCAK's marketing

SO5. Refine and present the diagnosis and operational recommendations/proposals to the Cooperative Society including an action plan

SO6. Support the implementation in a participatory manner with SOCAK KATANA

Beneficiaries

Results

Activities