

Project title : PACHA 2 - Advice for the development of the Chakra label in Ecuador				
Project place	Project cost	Role in the project	Technical and financial sponsors	Dates
Ecuador	14 500 €	Value-chain expertise	Corporación Chakra	February 2024 - April 2024
Project's goals and results				
<b>Main goals</b> Provide advice to strengthen the international development of the label and the strengthening of the current functioning of the network for its development				
<b>Specific objectives</b> <b>SO1.</b> Market study and analysis of the international potential of the Chakra label with the aim of defining priority markets and building an appropriate development, diversification, distribution and positioning strategy. <b>SO2.</b> Evaluate the current functioning of the Chakra Corporation to establish avenues for strengthening, particularly on the management model, the economic model and the management of the label. <b>SO3.</b> Support the long-term development vision of the label and more generally of the company through a workshop.				
<b>Beneficiaries</b>				
<b>Results</b>				
<b>Activities</b>				