



Professional Product

- Showcase -



Component of the Research
Justification Showcase written by
Adriaan den Herder Jr.
- 82517

Graduation trainee at
BusinessHub Consultants S.A.
Santiago, Chile

Student at
**HZ University of Applied
Sciences**

University supervisor:
Mr. Veldhuis, E.
First examiner:
Ms. Polinder, D.M.

Graduation period:
September 2022 – January 2023



Table of Content

Introduction.....	3
1. Analysis of OSCM and Marketing & Sales.....	4
1.1 Operations & Supply Chain Management of strawberry cultivation.....	4
1.1.1 Steps of the Operational & Supply Chain Management process	5
1.2 Marketing & Sales.....	6
2. Category definition according to SAFE criteria.....	6
2.1 Suitability.....	6
2.2 Acceptability.....	6
2.3 Feasibility.....	7
3. Proof of accomplishment	8
4. Statement by in-company Project Director	9
Appendix A – Photos	10

Introduction

This Professional Product is established by Adriaan den Herder Jr. graduation student of the International Business Administration study at Hogeschool Zeeland University of Applied Sciences during his graduation phase in Chile at BusinessHub Consultants S.A. This report is a component of the showcase and will be hold as a valuable input for the interview during the graduation defence and focusses on what was wished to achieve with the research and what delivered.

The following sections will be covered. First the fields of Operations & Supply Chain Management and Marketing & Sales in which the research has been written will be analysed. Secondly, multiple categories of the Professional Product will be defined according to the SAFE criteria: the acceptability, suitability, and feasibility of the Professional Product. Additionally, the feedback given in the assessment form will be applied to measure whether I have accomplished the expectations of the research.

As conclusion, a statement made by Barbara Freitas, Project Director of BusinessHub Consultants S.A. regarding the Professional Product deliverables and projects I worked on during the internship.



1. Analysis of OSCM and Marketing & Sales

The Professional Product about the research into the Chilean strawberry cultivation is written in the field of Operations & Supply Chain Management and Marketing & Sales.

1.1 Operations & Supply Chain Management of strawberry cultivation

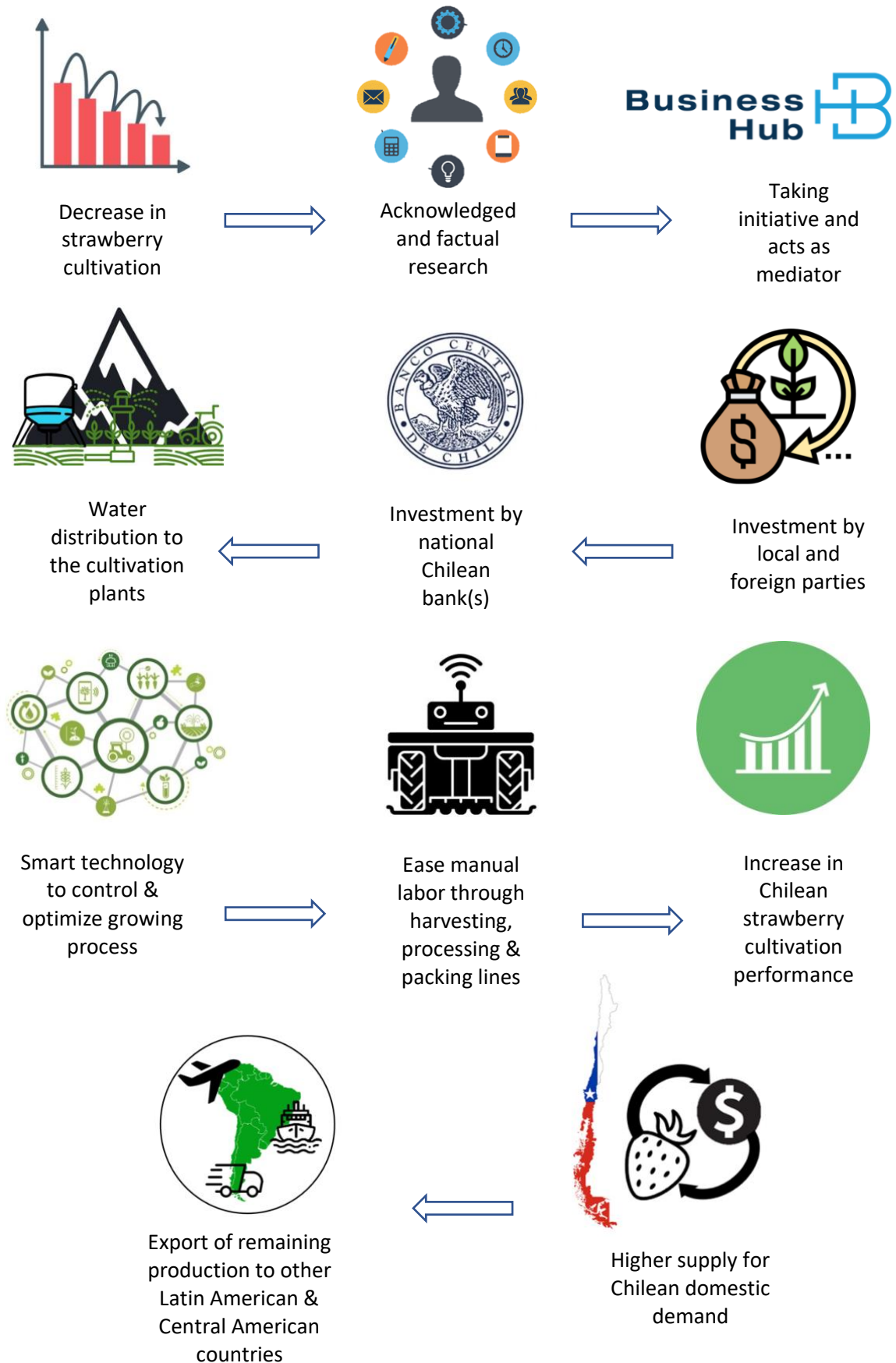
A thorough desk and field research in the Chilean agriculture industry was conducted to investigate which fruit or vegetable cultivated in Chile is not sufficiently grown to also supply the national demand. During trade events in Santiago and beyond I talked to companies and interviewed both Chilean and Dutch organizations to collect information. Factual data was found through desk research. After short focusing on apples and later tomatoes, strawberries seemed to become the topic of my research. As the Research Justification describes, various factors have a negative influence on the national cultivation of strawberries causing low supply and multiple threats in the future.

To improve the cultivation performance, and by that many side-effects will improve, the actual problem first needs to be acknowledged by the industry such as national strawberry growers and governmental institutions. Next to that, financial support from banks is essential as investment in water distribution, smart technology, harvest machinery, production and packing lines is needed. Here connection with Israeli, Dutch and local Chilean companies must be made that will provide these techniques and equipment. BusinessHub Consultants S.A. here must act as mediator and connect the local parties with the foreign companies mentioned above and those contacts needed additionally. Export to Central -and Latin American countries must be merged as export of fresh strawberries to for example Europe is not feasible due to its shelf-life. Also, there is no point exporting far away when there are ample opportunities in the same continent. Central America for example cannot grow strawberries due to its tropical climate.

Once cultivation increases due to fair water distribution from Chilean water reservoirs to the cultivation plants, and smart technology has been applied to control the cultivation of this particular fruit, the harvest will either partly or completely be done with the help of machinery to ease manual labour. Further processing and packing will be executed by Dutch production lines that will increase the quantity and quality of the product, ready to be consumed locally.

As the cultivation will have increased, there will be a higher supply. Remaining production can then be exported within the Americas. Next to providing a solution for Chilean inefficient national strawberry supply, this model will reform the export operations of this fruit of the country and thereby boost the industry.

1.1.1 Steps of the Operational & Supply Chain Management process



1.2 Marketing & Sales

Next to OSCM, the Research Justification has been written in the field of Marketing and Sales. The exchange of knowledge through water distribution installations, smart technology regarding how to control the growth process, techniques as in machinery and production/packing lines followed up by the approach of merging exports contribute to this field.

Apart from improving the growth process and export activities relative to strawberries, the process of exchanging equipment, machinery, knowledge, and techniques in general will generate new trade activities between Chile and other countries.

2. Category definition according to SAFE criteria

After the research findings about the cultivation performance of strawberries had been identified through desk and field research, the combined categories **Advice, Design, and Conduct** will be defined. To measure whether the deliverables meet the aimed achievement, the **SAFE criteria** will be applied.

- Advice in terms of why there is a need for change.
- A design in terms of a plan of approach how it can be changed.
- The conduct in which negotiating, and corporation is essential.

2.1 Suitability

The Research Justification is suitable as first it identifies the problem based on the current performance of the industry, macro trends and sector related threats and opportunities. Chile 's domestic strawberry production and import are decreasing, but export is increasing. This alone is not an immediate problem as the industry might be expected to perform better in the future. However, after having identified the threats of the Chilean strawberry cultivation process such as manual labour and water distribution, the industry will only get worse.

The strengths of Chile however, like its isolated location and protection of the Andes Mountains, various climates, and FTA 's, make the country capable of improving this industry. Only the plan of approach seems to be missing. Here corporation with national and foreign parties is required. BusinessHub Consultants S.A. consists of a global network and has years of experience in not only connecting foreign governments and organizations with local organizations but also has the right resources and capabilities of managing trade missions, dealing with legal aspects or be it assisting in mergers & acquisitions.

Additionally, the company will create goodwill as it will provide a solution, improve the local strawberry cultivation industry, and takes social responsibility avoiding higher import volumes of strawberries which is environmentally harming considering it can perfectly be grown nationally.

2.2 Acceptability

As Ms. Medina, V. - founder and CEO of BusinessHub Consultants S.A. commented in the in-company supervisor assessment form, the research meets their expectations. She reported:

“Very well researched and presented report on the opportunities in the cultivation of strawberries in Chile. Adriaan presented the needs of the Chilean industry and also how BusinessHub could work with different stakeholders in the challenges of the industry.”

“Very well presented and researched.”

Having this research report with all factual data, import & export analysis, business opportunities, and parties that took part in the field research, BusinessHub can present the idea as a complete package including a list recommendations and steps to take to improve the sector.

“BusinessHub can perform as a mediator and make the first steps towards the improvement of the Chilean strawberry cultivation. We believe that it will work since based on the factual data and information of the study, we are now going to move forward following all the recommendations and research provided to us” concludes Mrs. Freitas, B. – Project Director of BusinessHub Consultants S.A.

2.3 Feasibility

It will work in practice but with the needed support of the Chilean government and banks that must provide financial support. Financial investment in technology, machinery, equipment such as production and packing lines is essential. Furthermore, the government must take initiative in providing fair water distribution throughout the country.

BusinessHub Consultants S.A. is capable in acting as mediator in this new design in connecting parties that must be involved such as the local government, Banco de Chile, strawberry cultivators, the department of infrastructure for drawing up plans towards equal water distribution, Chambre of Foreign Affairs towards merging export, and foreign companies such as the Israeli with regards to smart technology controlling the growth process and water distribution installations.

Resources can be obtained thanks to BusinessHub ‘s close relations with the Chilean government and foreign embassies. The integration of solutions should be rather easy as the research consequent recommendations are based upon a list of increasing problems with which the industry has been struggling for quite some time.

3. Proof of accomplishment

To obtain access to the 'In-company assessment form', click on [this link](#) and request the password by sending an [email](#) to the author of this report.

"Adriaan was always very pro-active in terms of setting up meetings that were useful for his thesis and in telling us when he had extra time to work on business projects. He also had no qualms in terms of meeting executives that were relevant for his projects" – Ms. Medina, V.



4. Statement by in-company Project Director

During the internship I closely collaborated with the Project Director Mrs. Freitas, B. To give a better understanding about the overall satisfaction of my deliverables during the internship with regards to both the Professional Product and additional projects I was responsible for, I asked her to record a statement.

To obtain access to the 'Statement by Project Director, click on [this link](#) and request the password by sending an [email](#) to the author of this report.

Appendix A – Photos

Visual 1. Attending a Trade Show with colleagues.



Visual 2. Catching up for dinner with the team outside office hours.



Visual 3. Conducting an interview with Echenique Lay, M. – General Manager at CODESSER

