

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

Main goals

Provide advice to strengthen the international development of the label and the strengthening of the current functioning of the network for its development

Specific objectives

SO1. 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.

SO2. 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.

SO3. Support the long-term development vision of the label and more generally of the company through a workshop.

Beneficiaries

Results

Activities