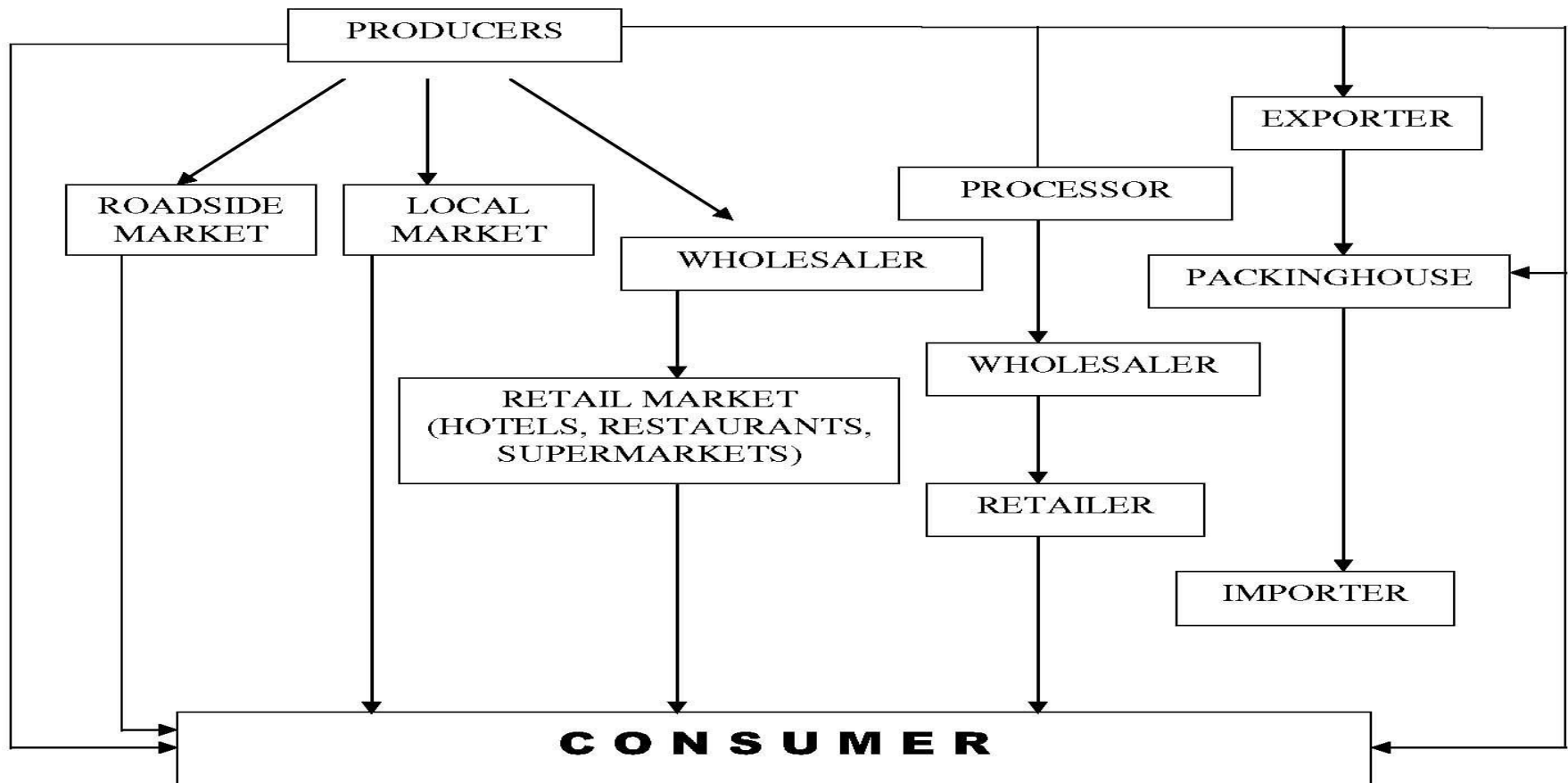


SUPPLY CHAIN ANALYSIS- HOT PEPPERS



Source: CARDI 2018

	<u>STAKEHOLDER</u>	<u>ROLE</u>	<u>CHALLENGES</u>	<u>SOLUTIONS</u>
1	Producer	Grows crop	<ul style="list-style-type: none"> ✓ Praedial larceny ✓ Weather conditions ✓ Usage of Banned pesticides ✓ Quantities lower in the dry season ✓ Land rights poorly defined ✓ Low levels of R&D ✓ Dealing with input companies (seedlings) ✓ Lacks mechanization ✓ Lacks technology ✓ Competition (foreign) 	<ul style="list-style-type: none"> ✓ Training in technology and good agricultural practices ✓ Less usage of banned pesticides
2	Roadside Market	Sells goods	<ul style="list-style-type: none"> ✓ Lack proper packaging ✓ Price of good is lower compared to local market and wholesale market 	
3	Wholesale market	Sells goods to retail market	<ul style="list-style-type: none"> ✓ Faces low quantities in the rainy season ✓ Price of good is uncompetitive ✓ 	
4	Retail Market	Sells goods to consumer	<ul style="list-style-type: none"> ✓ Price is uncompetitive 	
5	Processor	Produced final goods, uses raw materials	<ul style="list-style-type: none"> ✓ Quantity low ✓ Quality low ✓ Price 	
6	Wholesaler (for Processor)	Purchases from buyers	<ul style="list-style-type: none"> ✓ different qualities of produce are not sold separately ✓ produce is not sold by standard weights or in standard packages; ✓ produce is sold with a lack of price information, creating an atmosphere of uncertainty; and ✓ Storage facilities are not used or are not available and immediate sales have to be made. ✓ Competition (foreign) 	<ul style="list-style-type: none"> ✓ Work with Regional corporations
7	Retailer (for Processor)	Purchases or		

	<u>STAKEHOLDER</u>	<u>ROLE</u>	<u>CHALLENGES</u>	<u>SOLUTIONS</u>
		buys from wholesaler		
8	Exporter		<ul style="list-style-type: none"> ✓ Lacks information on export markets ✓ Lack information on packaging and labelling 	<ul style="list-style-type: none"> ✓ Procure market intelligence on various markets from TTMA and exportTT ✓ Training to address gaps in packaging and labelling
10	Importer	Purchases from exporter	<ul style="list-style-type: none"> ✓ Lacks volume ✓ Obtains low quality 	
11	Consumer	Purchases good from retailer (either as an agricultural produce or processed good)	<u>Agricultural good</u> <ul style="list-style-type: none"> ✓ Quantity ✓ Quality ✓ Price <u>Processed good</u> <ul style="list-style-type: none"> ✓ Price 	
12	Government	Supportive ; facilitative	<ul style="list-style-type: none"> ✓ Lack data ✓ Lacks funding to provide support 	Strategy is required.