

Challenges & Opportunities for SMEs



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NATIVE TREASURES

- In The Beginning.
- What Next?
- Co-packing.
- Moving into our Own Facility.

CHALLENGES

- Identifying Target Market.
- Market Intelligence
- Finance-Loans/Equity (no barriers to entry).
- Non-Tariff Barriers.

CHALLENGES CONT'D

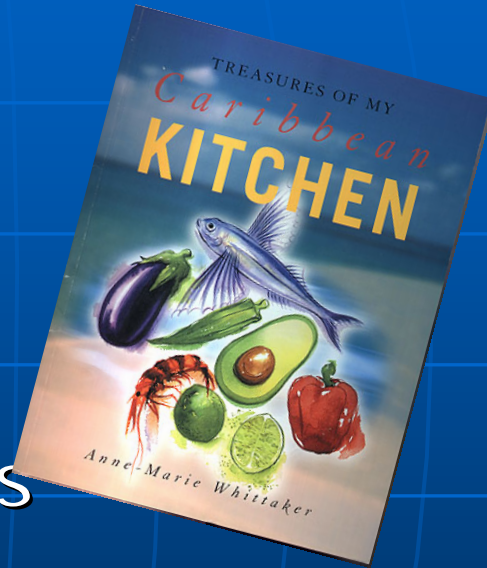
- Cash Flow.
- Stocking of Raw Materials.
- Working with Hotels and Restaurants.
- Overseas Promotions/Follow up.

OPPORTUNITIES

- Souvenir/ Confectionery / Diabetic line

- Private Labeling

- Clustering-Purchasing, Marketing and Promotions



- Online Sales – Results related directly to marketing efforts

- Treasures of my Caribbean Kitchen / Music

RECOMMENDATIONS

- Resource Persons for Trade & Promotion Agencies.
- Expanded Scope for Technical Assistance Funds.
- Bulk Purchasing.
- Timely Financing of Export Orders.
- Improved Marketing Process.