



ACTION PLAN

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Outline

- **Present Situation and Problems**
- **Necessary Activities**
- **Expected Outcome**
- **Time frame**

Present Situation and Problems

1. The packaging of strawberry isn't good enough.
2. The lack of cooperation among the cooperative members.

Situation 1

1. The packaging of strawberry isn't good enough.



Figure1: Strawberry in the basket



Figure2: Lost of amount of strawberry during transportation

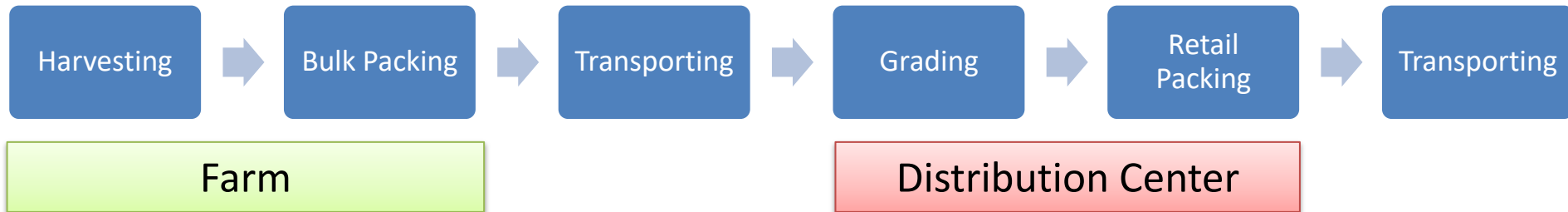
Necessary Activities

Educate farmers on how to grading and choosing the retail packaging for transportation

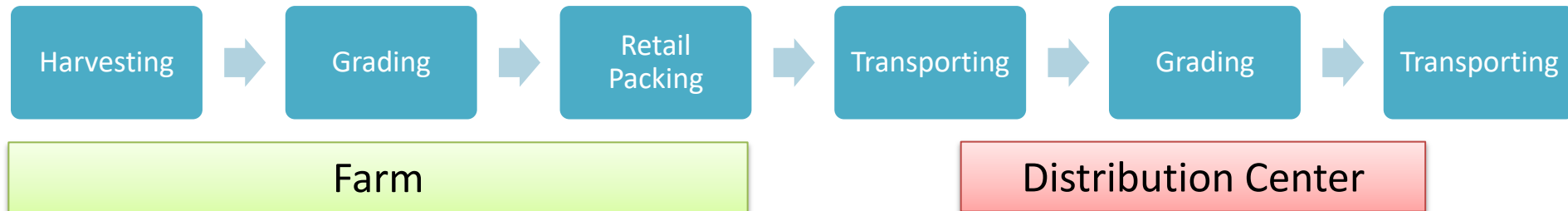


Figure3: Packaging for strawberry

Current Process:



New Process:



Time frame: 1 Year

Expected Outcome

- Less of waste during transportation
- Reducing the number of packaging change
- Getting more profit

Time frame : 1 years

- Making proposal
- Finding target group
- Educating
- Implementing
- Analyzing result
- Reporting

Situation 2

2. The lack of cooperation among the cooperative members.

- Most cooperative members do not help each other to solve the problem.
- The cooperative compete to sell products.
Customers can not buy when the product is out of stock.

Necessary Activities

Cooperative should cooperate with farmer, cooperative store receive and sell the products from it's own members and other cooperatives



Figure4: The product in cooperative store

Expected Outcome

- Have enough products to response the needs of customer.
- Reducing cost and increase economy of scales

Time frame : 1 years

- Making proposal
- Finding target group
- Doing contract farming
- Analyzing result
- Reporting

References

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THANK YOU
for your
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See you again next time.