

DESCRIPCIÓN BIBLIOGRAFICA DEL TFE
 IALAREN BURUZKO BIBLIOGRAFIAREN DESKRIBAPENA

Grado/gradu <input checked="" type="checkbox"/>	Año	Urtea	Título del TFE	IALaren Izena
Master <input type="checkbox"/>	2017		Fair Trade, marketing research and new markets A Peruvian organic banana case	
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Inglés Ingelesa	Abstract (resumen de 100-250 palabras)		Abstract (laburpena 100-250 hitzetan)	
	<p>Fair Trade is an alternative to the conventional trade and its main goal is to commercialize a different type of product which defends a price and appropriate conditions to its producers, who used to be affected by volatility of prices. My internship in APBOSMAM, an organic banana company certified with this logo, has encouraged me to further exploit its potential and carry out a marketing strategy in order to find a new potential client.</p> <p>In order to do that, an analysis of the origins of Fair Trade and its effects on the country has allowed carrying out an individual and a global study of the company. All of this, accompanied by a SWOT analysis has managed to place the entity in this increasingly competitive market to finally open the doors towards this new customer. This will not only benefit the cooperative but also the country's economy will undergo an important boost.</p>			
	Materias o Palabras claves (máximo 5)		Gaiak edo hitz gakoak (gehienez 5)	
Fair Trade, APBOSMAM, logo, certifications, bananas				