A value chain analysis of bissap (Hibiscus sabdariffa L.) in Senegal

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The AFTER project, African Food Tradition Revisited by Research, involves seven African countries (Benin, Cameroon, Egypt, Madagascar, Senegal, Ghana and South Africa) and four EU countries (France, Portugal, Italy and the UK). The aim of this project is to identify and characterize the African food technology know-how of ten traditional products, and share this information in developing countries and particularly with the EU; in order to help local products and technologies to become competitive on national and international markets.

A Value Chain is a method to identify all the steps of a product transformation, used to study the current and future markets, products and consumers in Africa and European Union. The analysis of the bissap value chain defines the position in the existing market, and shows the re-engineering possibilities to improve the bissap quality and competitiveness.

A market gap is an opportunity in a market where no supplier provides a product that buyers could need.

The value chain analysis is used to identify the situation of actual/bissap by-products on the market space, and to find out the ways to improve it (new markets, new products).

The Marketing Mix aims to position the product on the market, and then to find out the market the potential new products could cater. This method permits to know the potential of market spaces to host new products, and the potential of new products to find clients on a market space.

The marketing gap shows the different markets, the competing products and the possibility to exploit other markets for existing and re-engineered products.

The SWOT analysis is convenient to know the stimulus to the market’s adapting of bissap products, such as the way of international quality standards for export market, the competition with other products for local market, or the storage limits for supermarkets and export. However, the SWOT analysis also shows the opportunities to work on a better market’s entering of products.

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