



Student internships in UPM

Universidad Politécnica de Madrid, Spain



Companies

Ecosecha (Local Producers)

Tresbolillo (Local Producers)

Economato Macabeo (Distributors / Shops)



Ecosecha

- Cooperative that started in 2005, 10 ha. of fruits and vegetables
- They struggled at the beginning, a few years ago they had reached good results, but again, they need changes in their business
- A group of five students studied their situation and provided some hints on how to improve their business



Ecosecha (2)

- Their sales are concentrated in three main sources:
 - baskets: distributed weekly or bi-monthly
 - consumption groups
 - direct distribution to small shops (7 shops and 1 owned by them, in the field)
- Students visited the fields, they learned how to prepare baskets and they visited the shop. They interviewed the workers and studied the case, discussed it and provided different alternatives



Ecosecha (3)

Ideas to improve the business:

- They need to have a modern website (they provided a draft with the contents), and they have to update their blog
- They should distribute to more shops, since that is what it truly Works, and enhance their own shop at the field. The basket system is not so profitable, since the distribution is highly costly and it is very hard to organize.
- They should design a label that helps people recognize their product. Even in their own shop, there is nothing that reminds people the product is local, organic and high quality.



Tresbolillo (1)

- Local producers of fruits (berries) and vegetables in the western part of Madrid. They own 2 ha.
- They produce and sell directly to consumers and shops, but also offer consulting services and teach how to install an organic farm
- Six students, led by Pedro de Liñán, who attended summercourse in Warsaw, collaborated with these producers to help them solve their problems.



Tresbolillo (2)

- One of the problems they face is that their product is not well-known by consumers, so they are looking for something to differentiate from others.
- Since they have a large production of berries, students created a new product with strawberries, called Stickberry.
- It is a stick with five strawberries dipped in dark chocolate
- They prepared a marketing plan for this product:
<https://www.instagram.com/stickberry/>

Economato Macabeo (1)

- Economato Macabeo is a family-owned chain of four shops where they sell organic products (Food, cosmetics, clothes, etc.).
- They have suppliers all around Spain, they even have their own farm, and they import products from other countries.
- They are considering opening new shops in the south part of Madrid (since their shops are in the western part) but they are afraid the market is already saturated.
- Six students, led by Noelia Martín, who attended the Summercourse in Warsaw, studied and discussed how to improve the business.



Economato Macabeo (2)

- Students have learned how the planning, the logistics and the company works.
- They have seen it has opportunities and threats in the developing of their business.
- Among the ideas suggested by the group of students who have collaborated in this case, we may find the creation of a blog with proposals of health and beauty, and hints about recipes.
- Also, recipes in paper to give customers when buying products.



Economato Macabeo (3)

- They also suggested to have a “fixed basket” with products frequently bought: with fruits and vegetables, organic milk, chocolate, cereals, etc. And it could be prepared twice a month. This basket would include new products to be tasted every month.
- One last idea, who was very well accepted by the group, was to establish a “fidelity card” to customers, so every time they bought products at one of their shops, they would be getting points. These points would eventually be redeemed in new products, or special offers, etc.

Pictures (1)



Pictures (2)



Pictures (3)

