

What is RRTrade?

RRTrade is a market enabler. It is a system that intends to develop markets for products



and services of PRRM's partners and people's organizations through direct and third-party marketing arrangement

Vision

The vision of the project is a sustainable, productive and prosperous rural communities of producers and entrepreneurs.

Goals

The project aims to increase the income and improve the quality of life of rural communities through the following:

1. Facilitate marketing of its produce
2. Generate rural employment
3. Promote rural productivity
4. Promote social entrepreneurship



Strategies

1. Product Strategy. All products that will be included in the project should be enrolled and accredited in any RRTrade Centers. These products or services should be market oriented and of excellent quality. This means that the products and services addresses specific needs of target market and that it can be produced in sufficient quantities and consistency.

A quality control mechanism and monitoring system shall be installed to ensure the quality of each product and service. It should also be clearly differentiated from similar products and services. The specifications and benefits of which should be clearly spelled out by the producers or service providers. It should also pass the standards of concerned government agencies.

2. Pricing Strategy. The price should reflect the true value of the product. Products and services should be competitively priced. It should not be higher than its competitors. The price structure should be standardized and at the same time allows flexibility to adjust in the market. It should be subject to an agreement between RRTrade Centers and partner producers or service providers and should be consistently applied. Volume incentives shall be given to wholesalers, distributors and regular markets.

3. Promotion Strategy. RRTrade Centers shall organize and participate in Trade Fairs and Exhibits to promote RRTrade accredited products and services. A website shall be developed specifically for the purpose with pictures, descriptions and benefits of each product and to facilitate the ordering. There shall be product sampling to introduce the product to target markets. Fliers, brochures, posters and streamers shall also be produced and distributed to target markets.



Target markets shall be aggressively pursued through visitations, product presentations, telephones, mails and emails.

Critical in promotion strategy is packaging and branding. All products should be attractively packaged consistently, branded and compliant with government regulations with RRTrade logo as a seal of quality assurance. RRTrade logo should also be aggressively promoted separately.

4. Place Strategy. It refers to both the physical structure and channels by which market encounters and transactions takes place. It also refers to the delivery mechanism from the producers to end users through direct

AREA

IFUGAO

NUEVA VIZCAYA

NUEVA ECIJA

NTI

BATAAN

CAVITE

QUEZON

MARINDUQUE

CAMARINES NORTE

CAMARINES SU

ALBAY

NEGROS

CAMIGUIN

NORTH COTABATO

PRODUCT LIST

FOOD PRODUCTS

Coffee (Terraces Brew and Lagawe Blend); Pakliw

Orange, Ginger Brew

Organic rice (regular brown and red); Rice coffee; Pastilles de leche

Chili Sauce (in oil and w/ garlic; vegetables

Araro, Smoked fish

Café Amadeo

Dried Fish, cassava chips

Dried Fish

VCO, Pineapple, Bukayo, Coco vinegar, Robusta Coffee Dinalian, Special Bread, Pansit Tawig

Pili nut, rice coffee, bukayo

Pili nut, rice coffee, bukayo, dried fish

Oyster sauce, muscovado sugar, dried mussel

Pastel

Herbal tea (sambong, banaba)

NON-FOOD PRODUCTS and SERVICES

Eco-Heritage tourism; Savings and credit services

Citrus and forest trees seedlings; charcoal, rattan products; briquettes; Credit services

Recycled paper (Papel Nueva Ecija); carbonized rice hull; Credit and investment services

Charcoal; rugs (braided and regular); Organic fertilizer

Doormats

Eco-tourism

Organic Fertilizer
Jewelries

Organic Fertilizer, Coconut seedlings, Buhi woven cloth

Bags and slippers and other handicrafts made of abaca

Eco-toursim

Shawls, Malong, accessories