

23 May 2024



Session n°13:

Opportunities in local and regional markets for Caribbean entrepreneurs



Caribbean Agrifood Business Series ...



Funded by
the European Union



Jays Enterprises Inc

Superb Blend

Presenter
Ingrid Brathwaite
CEO

Agenda

- About Us
- Business model
- Products
- Markets
- Key factors determining our performance in local, regional, or international trade
- Expansion plan
- Links with suppliers
- Results achieved





Introduction



- In 1997, Jay's Enterprises Inc. was born out of a vision and a legacy.
- Starting small, the Brathwaite's laid the foundation of their enterprise, fueled by passion and determination.
- Building on Granma Marjorie's legacy, From the basement to Building 17 Unit 5, Wildey Industrial Park, Wildey St. Michael, the company has grown and evolved.
- Superb Blend' is more than just a product line; it's a reflection of our heritage and innovation. Infused with authentic Bajan flavors and modern creativity, our condiments and gourmet products embody the best of both worlds.
- From here, we continue to craft exceptional products that capture the essence of our heritage and creativity.
- Jay's Enterprises Inc. is not just a business; it's a journey, a legacy, and a testament to the power of passion and perseverance.
- As we continue to grow and evolve, we remain committed to delivering the finest quality products that celebrate our heritage and inspire the future.



Business Model



- Jay's Enterprises Inc. thrives on a specialized business model that is tailored to the production and distribution of condiments and gourmet product, blending authentic Bajan heritage with contemporary culinary innovation.
- Our approach hinges on sourcing high-quality ingredients locally, ensuring authenticity and freshness, while employing modern production techniques to maintain consistency and efficiency.
- By nurturing strategic partnerships with local farmers and suppliers, we maintain control over the supply chain, guaranteeing premium ingredients and minimizing costs.
- Our distribution network spans both traditional retail channels and online platforms, providing accessibility to our customers globally.
- With a steadfast commitment to excellence, Jay's Enterprises Inc. crafts condiments and gourmet products that not only honor our cultural roots but also inspire culinary adventures worldwide.

Products



Local Market Targeted

- **Farmer's/ Ethnic Markets :** These provide an excellent platform for direct interaction with consumers who appreciate locally sourced and artisanal products. Targeting ethnic (village) grocery shops catering to specific cultural communities can be an effective strategy for reaching consumers with a taste for authentic flavors.
- **Supermarkets:** Partnering with local specialty food stores allows Jay's Enterprises Inc. to target consumers actively seeking unique and high-quality condiments and gourmet products.
- **Community Events and Festivals:** Participating in local events and festivals not only increases brand visibility but also allows for direct engagement with potential customers.
- **Hotels, Restaurants and Cafés:** Supplying condiments and gourmet products to local eateries not only generates revenue but also serves as a form of endorsement for Jay's products.
- **Online Platforms:** Leveraging local e-commerce platforms or setting up an online store tailored to the local market enables Jay's Enterprises Inc. to reach consumers who prefer the convenience of online shopping.

By targeting these local markets, Jay's Enterprises Inc. can establish a strong presence, build brand loyalty, and drive sales within its community.

Regional & International Market Targets

IICA has been assisting us throughout our journey to expand into these international markets which allows Jay's Enterprises Inc. to diversify its customer base, capitalize on global food trends, and Ethnic Markets: to establish ourselves as a trusted provider of premium condiments and gourmet products worldwide.

- **United States, Canada & United Kingdom:** These culinary scenes embrace global flavors, making it an attractive market for Jay's products, particularly among food enthusiasts and adventurous consumers.
- **Caribbean Islands:** Leveraging cultural affinity and regional ties, Jay's could target countries within the Caribbean region, where there's a demand for high-quality condiments and specialty products.
- **Australia & European Union:** Accessing the EU market opens doors to a vast consumer base interested in exotic and artisanal food products, presenting an opportunity for Jay's to showcase its unique offerings.
- **Asia-Pacific & Middle East:** Countries in the Middle East, known for their rich culinary traditions and love for bold flavors, could provide a receptive audience for **Superb Blend's** authentic Bajan condiments.



Cont..

- We extend our gratitude to the Inter-American Institute for Cooperation on Agriculture (IICA) for their invaluable assistance in our endeavors. The support provided by the IICA has been instrumental in guiding our efforts to optimize performance and achieve sustainable growth in local, regional, and international trade. Through their expertise and collaboration, we have been able to enhance our market research capabilities, strengthen our distribution networks, and ensure compliance with regulatory standards.



Links With Suppliers

- Our links with suppliers are built on a foundation of trust, reliability, and collaboration. We prioritize establishing strong relationships with local suppliers, fostering mutually beneficial partnerships that ensure the quality and consistency of our products. These partnerships are crucial in maintaining efficient production processes and meeting the demands of our discerning customers.
 - Furthermore, our collaboration with IICA has been instrumental in enhancing our practices and supply chain management. IICA provides valuable expertise, resources, and guidance in sustainable agriculture, technological innovation, and capacity building. Through workshops, training programs, and knowledge-sharing initiatives, we have been able to adopt best practices. IICA's support strengthens our commitment to responsible sourcing and ethical business practices, ensuring the long-term viability of our operation.
 - List challenges
- 



Results Achieved

- Enhanced Small Business Practices
- Capacity output has increased
- Market Access and Expansion
- Adoption of Best Practices: HACCP
- Community Engagement and Development
- Overall, the results achieved with the help of the IICA reflect our shared commitment to small business cooperation, sustainability, and development.
- Moving forward, we remain dedicated to building upon these achievements, further leveraging our partnership with the IICA to drive positive impact and growth in the production and manufacturing sector.

Thank You!



Thank you

