

SUPPLY CHAIN MODEL

This is a map of a generic in-principle supply chain that applies to all of the major products, markets, origins and companies that have been surveyed as part of this report.

This outlines the basic steps that any product will go through from Caribbean Manufacturer to end Consumer in the EU. This is a generic framework that works for almost all Caribbean products and exporters and that forms the basis for the price build-ups, distributor mapping as well as the distributor guidance manual:

