

BCFN YES! 2018 FINALISTS



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My participation will benefit from input from BCFN YES experts, share my experiences with participants and finally register my institution internationally.

Contribution of social capital to improve Indigenous Leafy Vegetables (ILVs) business model performance in Benin

The objective of this study is to analyze the contribution of social capital (SC) to improve the performance of ILVs business models in Benin. It will allow to (i) understand the basic competitive strategies developed by producers to sell their ILVs, (ii) analyze the contribution of SC, as one of the basic competitive strategies, on the sales and net margin of ILVs production and (iii) understand the strategies implemented by the ILV producers to develop their SC. The qualitative inductive approach will help to understand the basic competitive strategies in ILV marketing and the development of the producer's SC through the case studies. The data will be analyzed in this case with the ATLAS.ti 7. The quantitative approach will allow to estimate the contribution of each strategy, in particular SC, on ILVs business model performance through a structural equation modelling. The results will show that SC is a strategic resource on which ILV producers can rely on to improve their income.

