

COOMAP NEWS

Nº
19



As a co-op, COOMAP has got to be constantly looking for ways to cater to our member's needs. After all, that's what this kind of company is all about: a business intended to solve difficulties of its owners, that is, its members. And over the last years many of them have requested that COOMAP started a new business: a supermarket! And here we are to introduce you to...



As you already know, and if until now you haven't, you certainly will in the video of this month, food is a very important part of our member's lives. Consequently, they spend a considerable part of their monthly budget buying groceries. Since we live in a small town, there aren't many options available for this kind of purchase, what used to make a lot of our members go to nearby cities in order to make their purchases at wholesale supermarkets. Bearing this in mind, COOMAP made a business plan and realized that it could be worthwhile getting this new business started.

The nice part about it is that since COOMAP already had a room for it, employees who worked in this field in the past, and all of the fixed costs structure already running, prices for most of the products are really competitive. And if members decide to buy whole packs of products, it's even cheaper. Needless to say that they are able to pay for their purchases in coffee!

SUPER COOMAP, as we call it, has got dozens of products and its product mix keeps growing according to our members' requests. And this strategy has worked out! In fact, we are already planning on increasing the supermarket size so that we can offer even more to our members.

Listen to what a few of them have said about this new enterprise:



"I found it interesting! We come from the farm always in a hurry. If we are able to buy everything in one place, we solve our problems."

José Maelson - MEMBER



"For us, members, it's much easier buying everything we need in only one place! I found what I needed. I liked prices and I'm going to do my shopping here!"

Aparecida S. Pereira - MEMBER

This is one more initiative focused on offering to our member's everything they need and in only one place - COOMAP, a CO-OP they trust and whose final result in returned to them and their families, after all it belongs to them!

Take a look at some pictures of our brand new SUPER COOMAP:





GROWER OF THE MONTH

In our Grower of the month video, we feature Creuza Aparecida Silva.



and her delicious recipes...

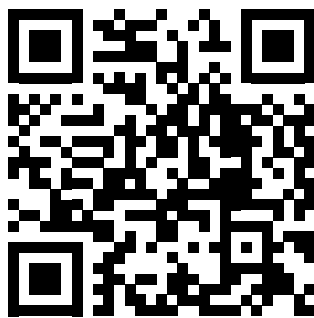


A lovely member who became a widow at a very young age and managed to become a successful grower who has already gotten family succession done!

We are sure you are going to love her...



[YOUTU.BE/WVONHVAR9CU](https://youtu.be/wvonhvar9cu)



We wish you a great month of December!