North Sulawesi Province in Indonesia has a huge numbers of coconut growers that consists of 42% from the whole peasant in the region. Traditionally, growers produces copra and have their commodity sell to local cooperation, while some of them sold to the middle buyer that eventually sell the product to cooperation or to the company produces coconut oil. While the first practice seemed to be beneficial to the growers, the latter if optimised properly may be of more benefit to the peasants due to more dynamic supply and demand between growers and buyers. It could also make a direct sellers to buyers transaction which result in a best supply chain that result in a competitive price of sale which is an advantage to the coconut growers.

References


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Computer Science
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Cocounut, growers, supply chain