



# TÍO PICHO






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# 1.HISTORY ABOUT THE COMPANY

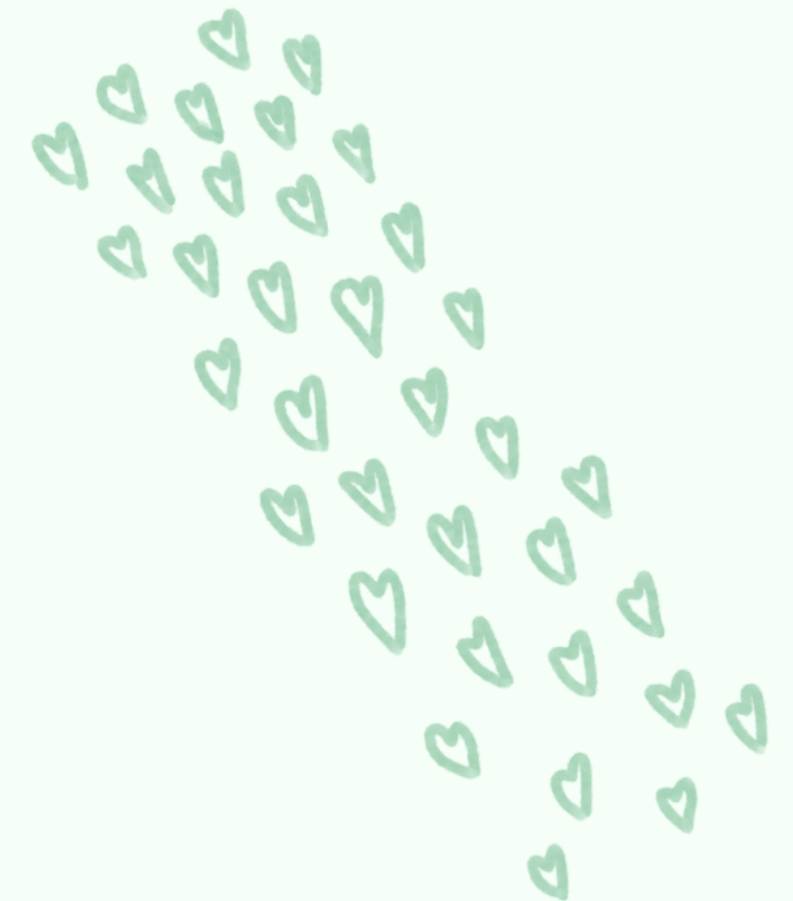
Tio Picho, also known as "La Casa de Miel," was founded in 1983 in Las Hurdes, a region in the province of Cáceres, Extremadura, Spain. The company was established by Anastasio Marcos, his wife Esperanza, and their children.





## Goal of the company

The primary goal of Tio Picho is to preserve the beekeeping traditions of their region by using artisanal processing methods passed down through generations. They aim to promote the typical products of Las Hurdes, ensuring their high quality and natural origin. The company is committed to maintaining the integrity and heritage of their products while expanding their market reach both locally and internationally.





# Swot analysis

## Strenght

- 1 Strong Tradition and Heritage:** Tio Picho has a rich history and deep roots in traditional beekeeping, providing authenticity and a strong brand story.
- 2 Diverse Product Range:** They offer a wide range of natural apicultural products, including honey, pollen, royal jelly, and propolis, as well as artisanal products like liqueurs and creams.
- 3 Quality Assurance:** The products are branded "Extremadura Food," ensuring high quality and natural origins, which builds consumer trust.
- 4 Local and Tourist Appeal:** Their focus on regional specialties appeals to both local customers and tourists, enhancing their market base.

**1 Limited Market Reach:** As a family-run business rooted in a specific region, their market reach may be limited compared to larger, more commercialized competitors.

**2 Dependency on Traditional Methods:** While artisanal methods are a strength, they may also limit scalability and the ability to meet high demand.

**3 Seasonal Variability:** The production of natural bee products can be affected by seasonal and environmental changes, impacting supply stability.

**4 Niche Market:** Their specialized product range might not appeal to a broader market segment, potentially limiting growth opportunities.

## Weakness

## Opportunities

**1 Growing Demand for Natural Products:** There is an increasing consumer preference for natural and organic products, which Tio Picho can leverage.

**2 E-commerce Expansion:** Expanding their online presence can help reach a wider audience and increase sales.

**3 Product Innovation:** New products and flavors can attract more customers and diversify their offerings.

**4 Tourism Growth:** Promoting their products as regional specialties can capitalize on the growing trend of culinary tourism.



# Threats

- 1 *Intense Competition:* The natural and organic product market is highly competitive, with many established brands.
- 2 *Environmental Challenges:* Factors like climate change can adversely affect bee populations and honey production.
- 3 *Regulatory Changes:* Stricter food safety and environmental regulations could increase production costs.
- 4 *Economic Instability:* Economic downturns can reduce consumer spending on non-essential items like artisanal honey and related products.



# ESG analysis

**1 Commitment to Sustainability:**  
Tio Picho uses sustainable beekeeping practices, which help protect bee populations and biodiversity.

**2 Eco-Friendly Products:**  
Their focus on natural and artisanal production methods reduces environmental impact.

**3 Challenges:** They need to continuously improve waste management and reduce their carbon footprint to align with stricter environmental standards.

## Environmental

## Social

**1 Community Engagement:** Tio Picho promotes local employment and supports the regional economy by sourcing locally and employing local labor.

**2 Quality of Life:** Their products contribute to health and well-being by providing natural and nutritious options.

**3 Challenges:** Ensuring fair labor practices and maintaining high safety standards in production is essential.

**1 Family-Owned Integrity:**

The company's governance is closely tied to family values and traditions, promoting transparency and ethical business practices.

**2 Quality Assurance:** Adhering to the "Extremadura Food" quality standards ensures accountability and product integrity.

**3 Challenges:** As the company grows, maintaining governance standards and adapting to modern business practices while preserving traditional values will be crucial.

## Governance





*¡Gracias!*