

MARQUETTE UNIVERSITY



Global Business

Brigades

Brigade Summary

JANUARY 3RD—10TH, 2009

Rosquillas del Valle de Zamorano

San Fransico, Honduras

MU Business Brigade

Sarah Camp
(International Business, Business Economics, & German)

Brenda Campbell
(Public Relations & Marketing)

Jorge Chamot
(Business Economics)

Erin Dempsey
(Accounting)

Hayley Ford
(Accounting, International Business, & French)

Maria Rosario Ibanez, Honduras Faculty Coordinator
(Masters of Economics)

Dr. Heather Kohls, U.S. Faculty Coordinator

Robert Mueller
(Finance & Real Estate)

Kate Novotny, Student Board President
(Latin American Studies, International Affairs, & Spanish)

Sandra Searl
(M.B.A., Marketing)

Website: <http://www.busadm.mu.edu/mugbb/index.html>
Blog: <http://marquetteglobalbusinessbrigades.blogspot.com>

GBB, Honduras

Joy Bittner
Project Director

Andreas Obrist,
National Director

Rafael (Rafa),
Driver & Tour Guide

Website: <http://globalbrigades.org/project/business>

Rosquillas del Valle de Zamorano

Jaun Bautista Gomez

Karen Rivera

Maria Elvia Velasquez

Carlos Rivera

Claudia Gomez Velasquez

Digna Ruiz

Waleska Gomez Velasquez

Armando Mairena

Amado Avila

Tesla Hontalran

Maira Avila

Gisell Velasquez



¡Hasta luego! A Parting Group Photo. Front (L-R): Kate, Claudia, Sarah, Jorge, Armando, Rosario, Maira, Tesla, & Amado; Back (L-R): Waleska, Carlos, Digna, Sandra, Erin, Brenda, Hayley, Juan, Roberto, Joy, & Andreas

Pre-Departure Synopsis of our Project

Picture yourself in a rural Honduran school. You can hear the sounds of kids playing just outside the door of the open-air classroom as you sit with a dozen rural Hondurans. Occasionally, a mangy little dog wanders in and lies down in the middle of the room, although no else seems to notice. As you drink warm Coke and snack on fried pork skins, you are discussing marketing strategies, product development, and capital investments. But these are not dry, abstract, textbook concepts here in this classroom, rather they are critical to the success or failure of this new micro-enterprise.

The dozen or so people sitting in the little circle of desks with you are passionately talking about rosquillas, a typical Honduran food, similar to a cracker dunked in their delicious cof-

fee. These people are highly motivated and very involved as this new micro-enterprise will be the means with which they improve their lives and the lives of their families. For some, it will go to pay for the school supplies of their children. Others will do things such as improve their homes. For two girls in the group, it will help pay college expenses. They are sisters and one is studying to work at a non-profit and the other to be a doctor.

This is the new co-op of San Francisco, Honduras, that Global Business Brigades is helping to form. In the beginning of January, Marquette University will be sending a team of highly motivated students to assist these group members better develop and market their products. Check out GBB Marquette's website at [http://](http://www.busadm.mu.edu/mugbb/projects.html)

www.busadm.mu.edu/mugbb/projects.html. Through the careful preparation of Marquette's students, the co-op members will be better equipped the information and skills it needs to launch a successful micro-enterprise. Marquette students plan to assist the co-op in a variety of areas including researching consumer preferences and behavior patterns, development of a logo and packaging, researching competitors, and conducting leadership workshops. Through the hard work of GBB Marquette, the San Francisco co-op will be empowered to develop a sustainable business.

~ Joy Bittner, Dec. 10, 2008,
<http://www.globalbrigades.org/project/business>

Daily Recap

Pre-Departure: Friday, January 2nd

Marquette University Global Business, Medical, & Water Brigades (MUGB) gathered for a special Mass, followed by dinner in the AMU which was organized by the Medical Brigade.

Day 1: Saturday, January 3rd

MUGB departed from MKE at 5:40AM, arriving in Tegucigalpa at 12:39PM. We enjoyed a home-cooked Honduran lunch in Tegucigalpa before

Day 2: Sunday, January 4th

After breakfast at Nuevo Paraíso, we sent the day with the members of the micro-enterprise Rosquillas del Valle de Zamorano (RVZ) whom we would be working with for the week. The morning focused on us building a solid relationship, getting to know each other, having our first bites of rosquillas, and discovering the basis and drive behind their business proposal. In the afternoon, those from RVZ who were able to take time showed us around Yuscaran, where we learned a bit of the local history from the lady who ran the museum, viewed the city from a chapel-topped hill, and took in the beauty and culture of a church next to the quaint town square.

Day 3: Monday, January 5th

Monday our Brigade split into two groups. Joy, Kate, and Hayley traveled with the MU Medical Brigade so that they could check out CORAH (a fair-trade, organic coffee farm) as a potential future project. The rest of us, Robert, Jorge, Erin, Brenda, Sandra, Andreas, Rosario, and Sarah, drove to the capital, Tegucigalpa, to conduct market research. Our fluent Spanish speakers handled the individual interviews with consumers and purchasing managers. Meanwhile, the rest of us evaluate the product market and bought every kind of rosquilla currently on the market. Before leaving the city, we took a short side trip to visit "La Basílica de Suyapa en Tegucigalpa". We then visited Amado's roadside nursery (Vivero Montes del Sinaí) which is located on a main road out of Tegucigalpa and is on our way back. Our last stop for the day was a village about eight minutes past Nuevo Paraíso called Valle San Francisco where we toured its modest church and



Erin & Jorge pose in the mall by Híper Paíz after conducting a consumer interview.

Daily Recap (Continued)

strolled around its town square.

Day 4: Tuesday, January 6th

Continuing with our market and product research, our morning was spent in and around Danli visiting Rosquillarías. Not only did we witness the entire process of mass-producing roquillas in different venues, we also experienced different work atmospheres and observed different business

structures under which the enterprises operated. Working on Honduran-time, our Brigade met with the micro-enterprise members at Juan and Elvia's Casa to find that some members were unable to attend, including Juan and Elvia due to a family emergency. This hiccup caused us to alter our presentation strategy and content a bit but did not hinder our progress. Our meeting wrapped-up with a talk from Lucky, a Japanese man who works at a governmental agency that strives to help Honduran micro-enterprises flourish.

Day 5: Wednesday, January 7th

Our Public Health Brigade assistance was originally scheduled for Thursday, but we had it switched to help ensure full attendance of the micro-enterprise members at our next meeting. Most of MUGBB, along with Joy and Rafa, spent the day in a remote mountain community helping make and pour concrete floors to replace the current dirt floors and help decrease parasite contact and subsequent infections. Pouring concrete floors is not for everybody, so the orphanage at Nuevo Paraiso also gained MUGBB assistance for the day.

Day 6: Thursday, January 8th

With the week quickly coming to a close, so were our meetings with the partners of Rosquillas del Valle de Zamorano. Thursday was our last business day with the group. Our morning consisted of



Hayley and Sandra present our

proposed timeline and market breakthrough strategies to RVZ.

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final presentations and concluded with an emphasis on what needs to be accomplished in order to fully realize their business's dreams and goals. After lunch we all headed into the mountains to Carlos's Finca, where we finally learned, firsthand, how to make roquillas. Showing his invaluable service and dedication to making our Honduran experience top-notch and complete, Rafa stopped at a friend's roadside shop on our way home so that we could taste cuajada, the type of cheese often used to flavor roquillas.

Day 7: Friday, January 8th

Friday was a wrap-up, reflection, and forward thinking day on the Global Business Brigade front. After meeting the sister who started Sociedad (the organization that oversees the orphanage at Nuevo Paraíso and many others in the region), listening to her story, and taking a group photo, MUGBB met with Joy and Andreas to discuss the week and what is to come for MUGBB and GBB, Honduras. Following our discussion session, we traveled to Juan and Elvia's Casa once more for a farewell lunch. The last half of our day was mainly arranged by Rafa (a trip to Valle de Angeles, preceded by a visit to Tegucigalpa's Christo statue and a monument to the Mayans), and topped with dinner with some of Sandra's extended family who live in the capital. The cuisine, hospitality, and conversation concluded our busy, fun, and productive week nicely.



Rosario posing with the Christo statue.

Day 8: Saturday, January 10th

As the saying goes, all good things must come to an end, and so Saturday MUGBB, along with our Water and Medical Brigades, ate our final meal at Nuevo Paraiso, headed to Tegucigalpa International Airport beginning our journey back to Milwaukee, and said our good byes.

Thank You

To all those (both locally and abroad, including but not limited to family, friends, colleagues, and associates) who have helped MUGBB get off the ground and continue to help support us, inspire our work, and encourage us in our future endeavors, we thank and appreciate you wholeheartedly.



Lucky, Kate, Armando, Erin, & Jorge look on as Carlos explains part of the roquilla making process.