Client Company or Organization Information:

Value Creation Model (Using Porter's Value Chain):

* Puzz E Gata Jamaica (PGJ) creates value through a combination of inbound logistics, operations, and outbound logistics. Here's how:
  + **Inbound Logistics**: Sourcing high-quality hibiscus flowers from sustainable suppliers, ensuring freshness and authenticity.
  + **Operations**: Expert brewing techniques to create artisanal hibiscus tea blends and related products.
  + **Outbound Logistics**: Distribution through local farmers markets, co-ops, and specialty stores to reach a wider audience.

## Value Creation Summary

* + **Quality Assurance**: PGJ produces goods renowned for their authenticity and exceptional flavor by placing a high priority on sustainable sourcing and strict quality standards.
  + **Craftsmanship**: Refined brewing methods combined with continuous product innovation create distinctive tea blends that stand out in the marketplace and draw in discriminating customers.
  + **Market Reach**: By expanding PGJ's products to a larger audience looking for high-quality, culturally relevant beverages, effective outbound logistics increase the company's market reach.

## Mission and Vision Statement Support:

The goal of PGJ is to use creative product development and sustainable brewing techniques to highlight the tastes, traditions, and history of Mexico. PGJ turns leftover flower waste into priceless goods like vinaigrettes, syrups, and sauces by upholding the traditional philosophy that "nothing is wasted" and maximizing value creation from each batch of brewed tea.