

1. Challenge

How can we better understand the needs of companies targeted by HAZI in order to improve their competitiveness?

2. Subsidiary challenges

- How can we make use of unstructured information in documentation shared with HAZI in the framework of its programmes and services?
- How can we extract and homogenise the information available to HAZI for each of its target companies?
- How can we capture and integrate public information about HAZI's target companies from external sources (websites, social media, press, etc.)?

3. Possible solutions that can be applied

- Automatic reading of unstructured information provided to HAZI by companies when applying for HAZI's aid programmes.
- Tools for integrating and making use of existing information for decision-making purposes.
- Analysing and extracting public information from companies in the sector using advanced web scraping techniques.
- Automatic generation of support pathways based on the company profile and its historical relationship with the entity.

4. Context

HAZI's role is to coordinate and catalyse strategic projects in order to enhance the competitiveness and sustainability of the food and forestry value chain. It has identified the need to have better knowledge of its target companies in order to evaluate public policies and develop services that are more adapted and geared to these needs.

It should be noted that these companies are in the primary sector (agriculture, fishing and forestry), a sector mainly made up of micro-SMEs (fewer than 10 workers), which makes it more complex to characterise them.

HAZI currently has information both on the company itself and on the company's relationship with the entity, although this information is not centralised, as there are a number of computer tools available to manage its different programmes and services. The interest lies in providing a single application with the capacity to view both existing and new information for a target company.

In terms of new information, HAZI aims to achieve a better understanding of the needs of companies in the sector based on the different points of contact and relationships, such as taking part in programmes and developing supported projects.

5. Objectives

- To identify the needs of companies in the food and wood value chains and improve their competitiveness in terms of sustainability (economic/social/environmental) through more tailored support programmes and services.
- To structure internal information on companies in the sector and extract valuable information for decision making.
- To understand the positioning in the market of companies in the sector through existing public information.
- To introduce HAZI's support programmes and services to new companies in the sector.
- To customise the HAZI support pathway for each company in the sector.