

Sale of Commodities



Get to know:

- Market and Competitors
- Strategy to secure sales and investments



Watch out for:

- Sales and marketing techniques
- Sales mechanisms
- Skilled human resources in business, income generation, marketing tools and consumer insights



Challenges:

- Finding sufficient financial resources
- Segregation of the enterprise and the organization



Recommended to:

- Convene a separate, diverse Board of Directors for the business venture



Good to have:

A market analysis, plan to cover sales and investments and a strong brand name

Highlights

Sale of Commodities by the Riksförbundet För Sexuell Upplysning AB in Sweden

- Main source of income is generated by selling contraceptives
- Product mix includes condoms, lubricants, pregnancy tests, intimate care products, food supplements, sex toys and lip balms
- Income generating ventures are registered as a separate entity from that of the Member Association

For more information:

seap@fpasilanka.org, katarina.knutz@rfsu.com

*Click on each topic to view more details.