

CREA PROFILES:

Lorenza Nájera - La Mies Productos



Pitching her product at the CREA launch - June 3, 2009

ABOUT LORENZA'S BUSINESS

With 13 nutritious ingredients, Lorenza's homemade granola is a unique product unlike the simple and sugary granolas produced by her competitors.

Due to financial insecurity after her recent divorce, Lorenza now produces out of her home but maintains the same high production and health standards she previously employed.

LORENZA'S CHALLENGES

Lorenza sees her greatest challenge as having confidence in herself and in her product. She is eager to expand her sales, her distribution network and her marketing. Inspired by her own family, she is also excited to diversify her product by making delicious and nutritious granola bars and cookies for children.

Lorenza recently designed and printed bilingual packaging, which includes a registered brand and nutritional information. She is interested in exporting her product and exploring internet sales, but needs help to take the next step. While Lorenza has the tools for careful production and quality control, selling is difficult and she is unsure of how to access larger markets or scale up her company while maintaining the standards of health and excellence she imposes on her product.

HELP CREA HELP LORENZA

CREA's transnational mentorship program will link entrepreneurs like Lorenza with US business-women and men who can offer invaluable experience and advice to help Mexican business-women achieve confidence, knowledge, and the tools to take risks and expand their businesses. Every small business demands support to succeed. By becoming a CREA mentor, you can give Lorenza and women like her the power to thrive!

In 2001, Lorenza started La Mies Productos with her husband in hopes of earning extra income to support her family. Recently divorced, Lorenza now runs La Mies independently. Facing financial difficulties and the challenges of raising a family alone, Lorenza remains optimistic about her business and her product. She hopes, through CREA mentorship, to expand sales and learn to better market and distribute her product.

"My greatest challenge is confidence."



GRANOLA CASERA: LA MIES PRODUCTOS