

Title The competitive advantage of Chilean national fresh chestnut industry
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Abstract

National advantages are observed at first glance in the fresh chestnut industry in Chile. However, this idea is not sufficiently analyzed. The Porter competitive advantage analysis methodology was used in this study aimed at finding the competitive advantages in the fresh chestnut exportation field. In this case, we are first going to analyze the rivalry that exists between nations followed by the industry analysis. An analysis of how intense the competition is between different nations in the chestnut industry, industry increase, and a network analysis (probably structural) of the future company can give us an overview of the environment. Chile possesses advantages in its physical resources and this allows the country to obtain better production and profitability in a chestnut orchard. Chile's advantage is less important in the aspects of labor, infrastructure and internal competition, but stands out for its important experience in the field of fresh fruit for export. Chile is the prime nut exporter in the Southern Hemisphere. Chile can offer good quality fresh nut in the off season of other countries located in the northern Euroamerican part of the chestnut market. The industrial market for processed chestnuts does not constitute an advantage for Chile because of the lower prices paid (US\$1,80) for this product with respect to the early season. In conclusion, Chile has significant competitive advantages and exporting fresh chestnuts is probably an attractive option for the country.