



Press Release

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INA and FIFCO develop a new dual education program

- Both organizations are currently implementing the "Point of Sale Management" program in the dual modality, in Musi and Musmanni stores.
- This program adds to the specialties that INA and FIFCO have previously worked on.

The National Learning Institute (INA) and the company FIFCO, continue strengthening their joint efforts in dual education, this time through the "Point of Sale Management" program, in which 10 students from the canton of Desamparados are developing their learning process in Musi and Musmanni stores.

"Very soon a new group of students will finish this program with the experience, knowledge and skills required to immediately fill job positions. Recognizing FIFCO as a dual education pioneer company in the country, for continuing to promote the model, we are an example for many other companies in terms of the benefits and good results generated," commented Juan Alfaro, INA's Executive President.

It is important to remember that the dual education model includes learning in two environments alternately, both in the education center and in the company; thus promoting employability and adjusting knowledge to the specific demands of the labor market.

"At FIFCO we believe it is a very good chance for more people to have tools and opportunities to enter the labor market, for their benefit and that of their families; we also encourage more companies to join these dual education processes, that we manage to promote it because it has good results and works as a great social mobilizer," said Carlos Morales, FIFCO's Communications Manager.

This program will end in February. Once completed, students will have the ability to execute different processes of a point of sale's administrative and operational areas, such as inventory management, customer service, sales promotion, product preparation, applying procedures and good practices that will allow them to perform with a sense of teamwork, responsibility and focus on quality.

"This experience as a dual education student has been very nice, new, innovative, because this program helps us learn the theoretical and the practical basics, so it is about taking everything we learn in class and apply it to real life," said Gilary Sanchez, a student of the program.

INA and FIFCO have worked hand in hand with this model in tourism in the province of Guanacaste, where around 300 people have completed their studies through this modality in the last seven years.

For more information about this program or to arrange interviews, please contact Christian Ortiz, cortizmayorga@ina.ac.cr, Carlos Morales, carlos.morales.vargas@fifco.com