

THE ART OF CHANGE

JENNIFER ISAACSON

"The best way to predict
your future is to create it."

- *Abraham Lincoln*

WORLD ECONOMICS FORUM OCTOBER 2020

- Chairman Klaus Schwab is calling this time:

- “The Great Reset”

“How can we seize the moment of disruption and push for a world that is healthier more resilient sustainable and just?”

“What do all of us individuals businesses and government’s need to do to insure that we don’t simply revert to what was before?”

THE MULTIPLIER EFFECT

- The old business expression “Tickle Down” is no longer applicable.
- As entrepreneur's, business owners, managers and as a society we must now be thinking in terms of “The Multiplier Effect” when we approach the future.
- Artisan based companies and cooperatives are the perfect sample of how the “Multiplier Effect works.
- It the way forward for companies to assure that everyone is rewarded and taken care of, specially in trying times.

WHAT ATTRACTS BUYERS TO HANDMADE PRODUCTS

- Artisan made goods are unique products that stand out to customers and gives them an experience when they buy them
- Working with artisans gives you the ability to customize or create your own designs
- Artisans usually have relatively smaller minimum order requirement
- Artisan products provide a marketing story that resonates with today's consumers

WHAT ARE THE EXPECTATIONS OF TODAY'S HANDMADE CUSTOMER

1. Authenticity, Honesty & Trust
2. Value and Quality
3. Experience + a Product that tells a Story and has a sense of Origin
4. Ethical products that are produced in a healthy working environment with an Impactful Social Responsibility.
5. Products which are produced with natural materials, natural dyes and from sustainable resources

6 BASIC SUCESS TIPS for ARTISAN BUSINESSES

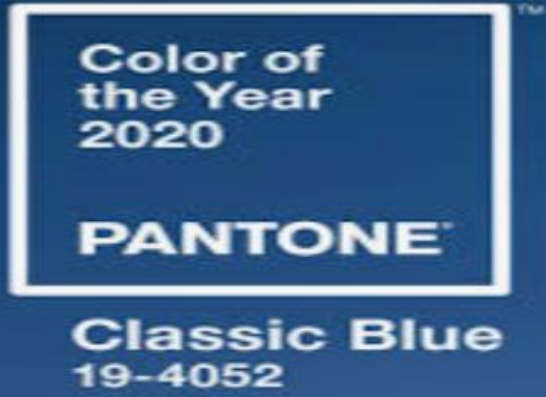
1. Make a Plan.
2. Know Your Target Customer.
3. Price Appropriately.
4. Understand Categories.
5. Have a Sales Strategy.
6. Have a Vision and the Ability to Grow.



TRENDS INSPIRATION DESIGNS



COLOR TRENDS



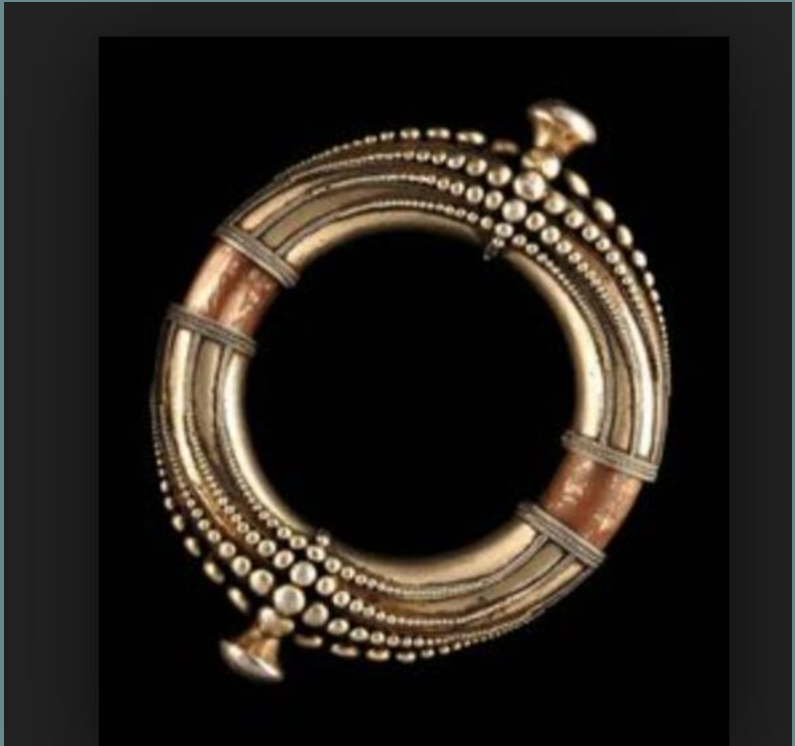
Classic Blue



INSPIRATION

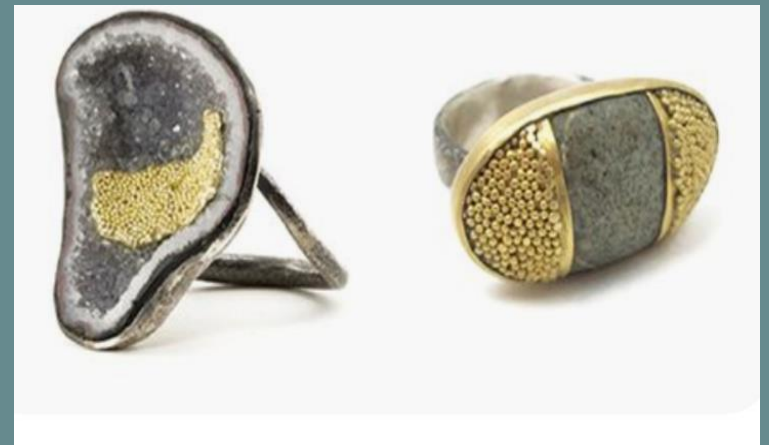


MUSEUMS





Traditional Design + Material = Contemporary Design



Traditional Design + Material = Contemporary Design



Traditional Motif/Contemporary Design



Traditional Material/Contemporary Design



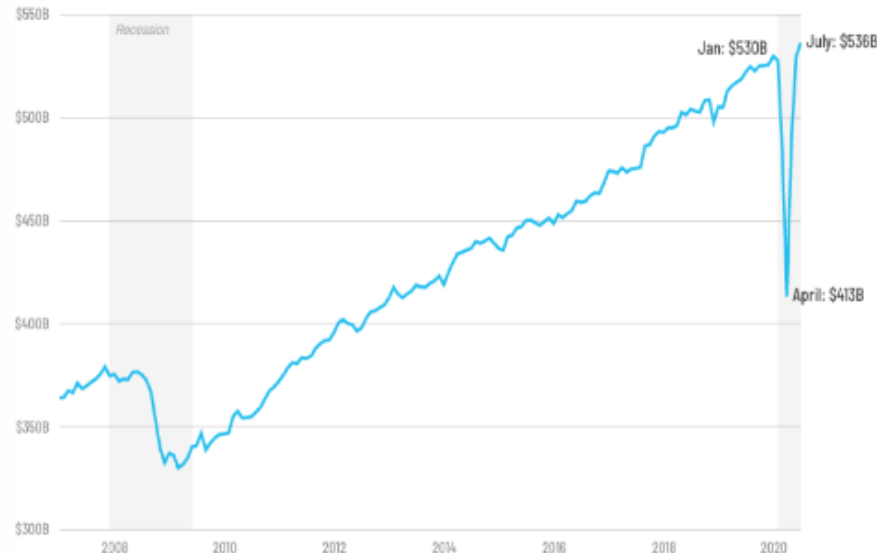
DESIGN

- Knowing who your is customer ?
- What is the cost of your product to develop, will you be able to sell for that price? And quote the shipping costs?
- Does the quality match the price? Is the price competitive in the market place?
- Does your product speak to its story, functionality and sense of origin?
- Does your finished product meet the quality and standards of your sample?
- Are you flexible with quantities and reorders,

US retail spending stages a quick comeback

Though other parts of the US economy are still struggling, retail sales are back to a pre-pandemic level.

■ Advance monthly sales for retail and food services



Note: Seasonally adjusted. An endpoint for the recession that began in February 2020 has not yet been determined.

Source: US Census Bureau

Graphic: Tal Yellin, CNN

US retail sales declined significantly in April.

As of July, US retail sales have returned to pre-pandemic levels.

The way US consumers shop is changing.



People are spending more time and money shopping online.

“Non-Store” retail sales have increased by 25%
(July 2019 vs July 2020)

WEBSITE MARKET PLACES FOR WHOLESALE BUYERS

FAIRE

🔍 Search for products and brands

Sell on Faire

Sign In

Sign Up to Shop

[Featured](#) [New](#) [Home Decor](#) [Food & Drink](#) [Women](#) [Beauty & Wellness](#) [Jewelry](#) [Paper & Novelty](#) [Kids & Baby](#) [Pets](#) [Men](#)

Your one-stop shop for wholesale

Shop over **15,000** independent
brands, all in one place.

Sign Up to Shop

Apply as a Brand

Open "https://www.faire.com" in a new tab

OUR WORKSHOPS LONG TERM GOALS

- Global Opportunities & Identifying Trends for Handmade Artisan Goods
- Key Concepts in Product Development & Design
- Telling Your Companies Story: Green –Sustainable – Authentic
- Marketing Basics, Websites & Internet Marketing
- Costing & Pricing
- Planning for Production and Quality Control
- Creating a Seasonal Collection
- Merchandising & Booth Design
- The Structure of U.S. Markets
- Export Distribution Channels
- Working with Buyers, Communication and Building Long Term Relationships

BRANDING & MARKETING

- Business Plan
- Branding Plan
- Merchandising Plan



Well thought out!

UNDERSTANDING HOW YOUR PRODUCTS ARE GOING TO BE USED



FUNCTION

- What market categories do you fit into?
- Does your product meet all the standard US market sizing?
- Can a buyer look at your product and know how they are going to use it and why they need to purchase it?
- Is your easily merchandised can it be packaged and merchandised well.
- Does it represent your company and speak to your brand identity?

INTRODUCTION to COST & PRICING

TRACK your expenses to insure you are including all applicable costs

CATEGORIZE your expenses based on whether they are **DIRECT** or **INDIRECT** expenses

MEASURE your expenses based on specific products

CALCULATE the *TOTAL COST* of your product, including your profit margin

After calculating your **TOTAL COST** you can determine your **SELLING PRICE**:



STORY



STORY



STORY



STORY



KAYOU

TELLING THEIR STORY

THE CITIZENRY

SHOP ▾

OUR STORY ▾

ARTISANS

NEW: ONE-OF-A-KIND RUGS

EXPLORE MORE FROM THIS ARTISAN PARTNER



SAVU CHAIR - ROSEWOOD



KAMBAS LADDER - MINDI



KULON SIDE TABLE - TEAK

SOCIAL IMPACT

NOT A CHARITY, AN EMPOWERING COMMUNITY TRANSFORMATION



Yellow Leaf Hammocks is breaking the cycle of extreme poverty through sustainable job creation.

Our artisan weavers and their families were previously trapped in extreme poverty and debt slavery. Now they are empowered to earn a stable, healthy income through dignified work (we call this a "prosperity wage").

This is the basis for a brighter future, built on a hand up, not a handout.



Song



Yalana



Chanai



Lian



LEAVE US A MESSAGE

How Much Does Social Responsibility Influence How Consumers Shop

Cone Report 1 -30 -2020

- 78% of consumers want businesses to address important social issues
- 87% of consumers are more likely to purchase from a company that advertises the ways they address social and environmental impact
- 63% of American's want companies to take the lead in asking government to come up with policies asking large companies to protect the social and environmental impact

MERCHANDISING

What is merchandising?

Merchandising is something that you need to keep in mind throughout the design process.

It should be something that is part of your companies original vision.

Merchandising is your:

- Mission Statement
- Business Cards, Logos, Labels, Brochures
- Websites
- Packaging
- In Store Display

MERCHANDISING



MERCHANDISING



NYNow



NYNow 2018 BEST PRODUCT AT THE SHOW



GALERI BATIK JAWA

NYNow 2018



NYNow 2018



NYNow 2018



BEST NEW PRODUCT NYNow 2019



DJALIN

NYNow 2019



NYNow 2019



NYNow 2019

