



“In the Thread, We Count Our Heritage”

“We are working towards moving the job to the people and not moving the people to the job.”

CEDEP 1 Member 2013-2015

Update Report : 21t Feb 2014

Villageworks

- Villageworks is a fair trade export handicraft company, offering a large range of product lines. We gather many different skills such as: weaving, sewing, hand-embroidery and wood carving.
- Villageworks was founded by the Girls' Brigade Singapore with the purpose of creating employment, providing skills and livelihood to women and young people in third world countries. Villageworks first started in a small village in the Baray District of Kampong Thom Province Cambodia in 2001, and now running on its sustainability status with the support of Fair Trade Buyers.

- Villagework is a social handicraft enterprise and a registered member of WFTO (World Fair Trade Organization)
- Villageworks organizes and inspires villagers to produce quality handicraft work for global market place, carrying and adhering to fair trade principles and focusing on helping women. We are bringing sustainable income for villagers and home base workers. We have five production groups by this time (Phnom Penh City, Dangkor District, Kampong Thom Province, Takeo provinces and Kandal province).

Mission:

To ensure work and sustainable income to the producers and provide “a good meal on their table through trade”.

Vision:

Villageworks is more than a handicrafts or a means of livelihood. We bring hope and meaning to villager’s lives and restoring their spirit and confidence, empowering women to stand tall, and help them to realize their own potentials in life.

Our Strength

- We have our in-house production in Baray district and in Phnom Penh
- We have our organizational business structure
- We are registered exporter
- We have already established a long business relationship with our clients
- Our clients are happy to work with us and like the quality of our products.
- We are sincere in generating job to make income for marginalized people.
- We are member of WFTO World Fair Trade Organization.
- We are a member off CEDEP 1 under the program support of EIF/MOC and ITC

Our Challenges

- Financial Investment / Capital . We need to put raw materials stock and import good quality accessory raw materials such as bag buckles, lining, magnetic snaps, zippers and etc
- Running out of new raw materials idea
- No New Product Collections for export and for walk in tourists.
- Need additional Market Access to sustain our business.
- Scattered Business Identity. No business identity in placed
- Lack of Marketing and Promotional links to the buyers who are interested with our products.

Our challenges... (CONTINEOUS).

- links to the community of weavers ready for export
- Limited links to the suppliers on cross boarder for the raw materials need.
- Need more “production leaders” to help us monitor our products in process
- Links to the International fairs that is best suited to our kind of products
- Understanding of International Laboratory Requirements
- Skill enhancement and methods improvement of our existing team pf producers in sewing and in weaving

Our Progress update through CEDEP 1

*CEDEP 1 is teaching and providing
us practical approaches to meet to
meet our needs.*

1. Export Plan Making

With ITC support, we were given the privilege to make our own three year export plan and focus our business direction towards achieving what we had committed to ourselves.

Learning how to do export plan is professionalizing our business structure, where we need to analyze and write down our historical performance, current capacities, our current needs and our projection and sales forecasts and strategic planning for 3 years.

General Progress Report

Through monitoring our export plans, we were able to compare our progress and assess if we are meeting our target and how far we are from our target and how ambitious our targets were and adjust to more realistic as we move forward.

General impact we have as of now being a CEDEP member since year 2012. We had generally ;

- (1) Increased producers by 20% from last calendar year 2012 To 2013
- (2) Increased sales of 40% from last calendar year 2012 To 2013
- (3) Increased number of buyers by **85% todate..**

2. Brand Identity / Product Collection Book

Through CEDEP Programme, we were able to see our own characteristics and strengths. By showing who we are, we opened our eyes and see our own identity and be different from others. And from defining who we are, the product collections become more easy and appropriate.

By slowly understanding and grasping the brand book, we can see solutions towards creating and slowly address the below needs.

- (1) Running out of new raw materials idea
- (2) Scattered Business Identity.
- (3) No business identity



THE CONCEPT:

Villagework

ECO-FRIENDLY BRAND

- Village works has a wide range of products that confuses a bit their brand image. If someone ask what is Villageworks doing, one could reply: Everything... everything you wish!
- But what Villagework is doing better than others is their ability and creativity to recycle things in different manners and today consumers are very keen of this type of products,
- Villageworks other main strength is their capacity to access many type of raw material and deal with different craftsmanship,
- The ITC project is about High Value Silk, also, under this approach, we will therefore priorities on their silk production, but still with the recycling idea behind and combination with other raw material,
- On top of that, Villagework was approached by an important US brand to develop their home-lounge wear line for their website. A great opportunity that the project will try to support under this approach,
- Also, in order to stay in line with eco-friendly, going green approach, we will emphasis silk combined with cotton and dyed with natural ingredients.

Villageworks

Raw Material Concept

Villagework

RAW MATERIAL

FABRICS:

1. Natural dyed fabrics made of silk and cotton
2. Fabrics made of silk waists
3. Recycled silk with vegetal ingredients



INGREDIENTS:

1. Azo free dyes only
3. Natural dyes
4. Silk
5. cotton
6. Vegetal fibres



MIX OF
VEGETAL
FIBERS AND
COTTON

3. New Product Collections

The presence of the Collection Book and the identification of the brand book, made it easier for us to see the direction of our products.

This therefore enable us to face our challenges to have more new products for our clients.

Fabrics development

Swatches n°1

All types of plain silk fabrics waists

1. Plain Takeo silk
2. Plain coarse silk
3. Plain organza silk
4. Plain Boiled (BB) organza silk
5. Ikat
6. Chorebab

Weave swatches of 10/10 cm - always x3 with:

-Recycle threads stripes, same colours + normal fine silk threads

-Recycle threads stripes, Different colours + normal fine silk threads

-Recycle threads stripes, same colours + normal fine cotton threads

-Recycle threads stripes, different colours + normal fine cotton threads



Before

HANDMADE ACCESSORIES WITH INTRICATE EMBROIDERIES



POUCHES
Code:VW - g1
Code:VW - g2



TUTS BAG
Code:VW - l01

CLUTCH BAG
Code:VW - b3



SCREEN PRINTING

Nice Screen printing on cotton fabric

1. Bg 322b (26cm x20cm) bible cover
2. Bg 171cx (39cmx24cm) two handle buckle bag print
3. Bg 176c (35cmx35cm) wallet print
4. 10b29c (8cm x 3cm) pencil case
5. Bg 272c (46cmx25cm)
6. Bg213c (48cmx28cm) shopping bag
7. Bg 178b (28cmx15.50cm) make up bag
8. Tg15b (11cmx9cm) coin holder
9. Bg183c (21cmx13cm) Travel bag print
10. Bg168c (30cmx10cm) square wallet print
11. Tg30c (8cmx1.5cm) post it

Now



Before



Now



4. Study Tour

CEDEP 1 helped us linked to the raw materials suppliers, buyers and Intertek laboratory to expand our knowledge and access to supplies, buyers and laboratory requirements.

And since we got good orders from our different exposures with different buyers, we need to also need to get linked with the weavers and sewers in Cambodia.

5. Marketing and Promotion

We were given series of marketing and promotion workshop training and likewise we are being taught on how to do our own promotional and marketing materials.

We attended 2 international fairs (Vietnam & Frankfurt) and 1 local Fair (Siem Reap handicrafts) , where we ourselves presenting our products and talking to the buyers, getting exposed with actual conversation and negotiation. This had given us a good sales result and gain more buyer's confidence

We had also tried two fairs (Artisans resources and Heimtextil fair) where we sent the products. But this system does not work as there is no direct interaction between the seller and the buyer.. And lesser confidence on both parties.

Recent AMBIENTE FAIR exhibition Result

I am overwhelmed with the result of my recent participation in Ambiente Fair this February in Frankfurt as I was able to generate the following

	Number	Amount of BOOKED ORDERS
Total Numbers of Buyers Met	21 Buyers	USD 41,200
Total Number of Buyers Confirmed orders on the spot	4 Buyers	USD 26,000 CONFIRMED
Total number of Buyers who will potentially order in the near future	3 more buyers will get back to place an order	USD 15,000 IN PROCESS
Total Outright Sales (Samples sold at the booth)		USD 200

6. Capacity Building

As we are increasing our sales .. we see our increasing need to develop the skills of our management team

Need more “production leaders” to help us monitor our products in the production and also in the remote areas.

We still need skill enhancement of our sewers, weavers and likewise production methods improvement of our existing team of producers in sewing and in weaving

7. Financial

Most of all, the orders and workers are increasing in numbers, we would need more capital to invest for;

Raw Materials Stocks

Machine and infrastructures

Importation of raw materials accessory such as bag buckles, lining, magnetic snaps, zippers and etc.



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