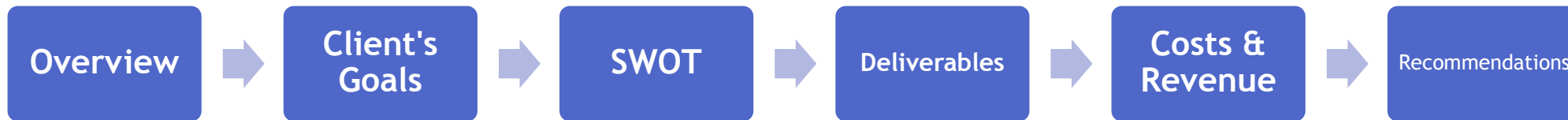


Yenia's Raíces Ancestrales

Global Brigades 2019

Kristine, Angel, Daniel, and Shadya

Agenda



Meet Yenía

Name: Yenía Bipuro

Profession: Artisan crafts & president of the community bank

Status: Married

Number of Kids: 4

Number of Employees: 0

Overview

Yenia Bipura is a multi-faceted business woman, wife, mother, and president of the community bank in Pueblo Nuevo. Her artisan business **Raíces Ancestrales** sells a wide range of Wounaan cultural crafts and aims to continue growing.

Overview



Business Landscape

Overview

- ▶ **What Yenia Makes** - Yenia makes necklaces, bracelets, earrings, rings, belts, and woman's bathing suits.
- ▶ **Where She Sells** - Yenia has two primary outlets for selling her products: 1) In local fairs, which she attends about 3 times a year. 2) Directly to customers who contact her for customized items.
- ▶ **Competition** - It is common for other women in Pueblos Nuevos and neighboring communities to make artisan crafts on the side. This creates a competitive landscape for selling in local fairs and Panama City.



Yenia's Goals

Client's
Goals

Giving Back

At the end of each year, Yenya and other community members use some of the money from selling artisan goods to help urgent physical needs of community members.

Daughter's Education

Yenia already sent her 2nd oldest daughter through college with the help of income generated from her business, and she has the same aspirations for her 13 year old daughter.

Growing Raíces Ancestrales

Yenia wants to grow her business so she can meet the needs of her community and family, as well as share her Wounaan culture with the world.

Strengths

- ▶ Customizes her products (guaranteed sales)¹
- ▶ Familiar with Instagram & WhatsApp Stories
- ▶ Existing customers
- ▶ Expertise with making artisan crafts²
- ▶ Low material cost

SWOT



What do you
do well?

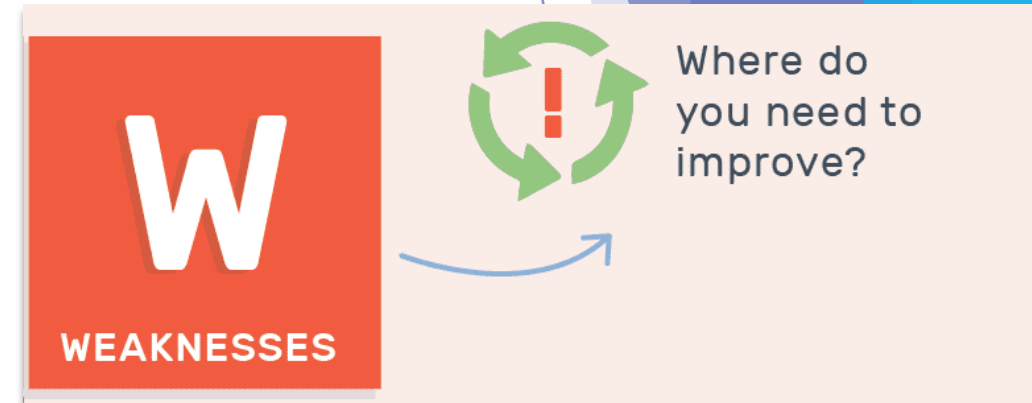


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STRENGTHS

Weaknesses

- ▶ Does not currently maintain bookkeeping¹
- ▶ Only commits 2 hours everyday to her business
- ▶ Has other responsibilities like her role as president of the community bank
- ▶ Lack of places to sell her products like stores/vendors in Panama City and other provinces (currently the majority of her sales are from personalized orders and local fairs)



Opportunities

- ▶ Expanding her business to sell more in Panama City & eventually internationally¹
- ▶ Optimizing her business by keeping track of which item sells the best and focusing her efforts on that item²
- ▶ Reaching a larger audience with the help of social media
- ▶ Using word of mouth, social media, and price tags with her logo, social media handle, and phone number to increase personalized orders



What are
your goals?

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OPPORTUNITIES

Threats

- ▶ Competition from other women in Pueblos Nuevos and surrounding communities (it is very common for women to make artisan crafts on the side)
- ▶ Can't increase price because of competition from surrounding communities



Deliverables

Record Book

- Gave Yenía a record book with a few example transactions.

Logo

- Created a logo for Yenía to use on business cards and price tags.¹

Instagram

- Made an IG account specifically for Raíces Ancestrales.²



Instagram @rancestrales
Phone +507 6710-6736

Pueblo Nuevo, via Panamericana, Darien, Panamá

Cost Breakdown

Yenia said that she needs to purchase a new order of raw materials about every 4 months. She gets her raw materials from the city and either goes herself or has her daughter bring them. Here is a breakdown of her costs:

Raw Material	Price
Beads	\$36
Ring Materials	\$7
Earring Setting	\$3.5
Total (For one purchase)	\$46.5 or \$11.63/month

Revenue Breakdown

Yenia primarily sells her products at local fairs and through customized orders. She goes to fairs a few times a year, but mostly relies on customized orders for her sales. Here is a breakdown of her revenue:

Revenue Streams	Revenue
Local Fairs (Santa Fe or Panama City)	\$100-200
Personalized Orders	\$600
Yearly Revenue	\$700-800/year or \$58-66/month

Estimated Monthly Profit: \$54.37

Recommendations for Client

- ▶ **Bookkeeping** - Maintain bookkeeping records when buying/selling (for every transaction: record the date, description, and cash inflow/outflow in order to track her running balance.)
- ▶ **Marketing** - Post frequently on Instagram and Whatsapp Stories (preferably at least 1 post every time she finishes an item). Include the hashtags we provided in the description of every IG post.
- ▶ **Pricing** - Price her items according to the amount of time she spends making the item (she already does a pretty good job of this). Create color-coordinated bundles in order to increase sales at fairs and differentiate herself from competitors.
- ▶ **Tags/Branding** - Start printing out price tags for her items with the logo we provided. Track sales after implementing tags to determine whether the increased revenue due to branding is worth the cost of printing tags.

Recommendations for Future Brigades

- ▶ Check up on Yenia's **bookkeeping** to make sure she has been writing down every transaction. If not, continue to emphasize the importance of tracking expenses and sales.
- ▶ **Analyze sales data** from her records to make further recommendations for optimizing her business. This could include finding what type of item sells the best, or comparing sales of customized goods vs. sales at local fairs.
- ▶ Eventually, Yenia would like to **sell her products internationally**. Although right now the price/logistics of international shipping would make that too complicated, it could be something to look into for the future. (our team also the idea of potentially using Etsy or similar platforms to sell her products)



Thank you!