



INTRODUCTION OF PROJECT MIKITA **(Mitindo ya kimataifa Tanzania)**

POVERTY REDUCTION PROJECT: TAILORING AND ART

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1. EXECUTIVE SUMMARY

Green Waters foundation was started with a vision to support women in Africa. This foundation is for women and is led by women from different cultural background whose mission is to mitigate the effects of poverty for women in Africa and to save our environment.

By creating alternative means of earning a living in rural areas, the environmental resources will be saved from over exploitation.

There are many women who are capable of earning a living in Africa and yet they don't get the opportunity. Their activities are limited to traditional means of earning incomes such as wood cutting, fetching water, livestock farming, cattle herding, house keeping, domestic trading & prostitution.

These activities do not bring enough income and as a result they have to use the children for child labour, and the children are exposed to high risks at an early age i.e life on the streets, unwanted pregnancies, prostitution, abortion, STDs.

These children are the next generation, and their misused youth and lack of society support most of the time leads to urban migration and involvement in illegal/criminal activities. This is a problem that exists within most urban areas in developing countries i.e Dar es salaam.

Green Waters aims to establish a strong foundation and create networks that will help communities gain crucial business skills. These networks will act as an engine for sustainable growth and poverty reduction. We do this by capacity building via primary industries such as the Tailoring industry. Our team of trained professionals will be involved in the fight of poverty reduction country wide.

Our first project is to create a tailoring industry in Tanzania by organising motivated women tailors who are now working independently and producing customised products. These women will work under one roof while receiving guidance from a well known local designer, to produce uniform products which will enable them to earn a steady income.

On the second stage internship opportunities will be created for "amateurs" within the company, our main focus group being the rural women who have no academic background, street girls and other disadvantaged minorities. They will be trained by the first group of professional tailors under pilot projects.

Our third stage will create outlets for these products, both within the country and outside the country.

Our aim is to give the women security both for herself and her immediate family by creating a possibility to earn a steady income which in addition will provide her with health insurance, a regular pay check, a secure saving system and a guarantee in case of other ambitions such as mortgage application or pursuing further studies.

While the initial goal is emancipation of the African woman via primary industry, we aim for the end result to be overall poverty reduction, and sustainability of the industry in order to create a safe haven for the future generation.



1.1 MISSION

- Create sustainable employment among low-income and disadvantaged women as a way to achieve social and economic sustainability.
- Enable low-income and disadvantaged women groups to improve management of their small traditional tailoring businesses and augment sales and profits of their products and services through proactive outcall and tailor-designed educational programs, systematic training, technical assistance, mentoring, leadership development and financing opportunities.
- Provide women entrepreneurs one-on-one coaching and consultancy on how to build and maintain professional relationships, setting goals and achieving objectives, and how to learn the best ways to determine costs of goods and services, increase cash flow and improve cash receivables, and how to analyze market place trends to maximize profits.
- Identify appropriate, reliable and beneficial markets and business partners for low-income and disadvantaged women groups.

1.2 VISION

Our vision is to grow into a well-organized and reputable organization playing leading roles nationally and internationally in the advocacy for poverty reduction and a better future for women in Africa.

While the initial goal is social economic empowerment of African women via primary tailoring industries, we aim for the end result to be overall poverty reduction, and sustainability of the industry in order to create a safe haven for the future generation.

1.3 AIMS

- The aim is to create employment for women so as to give them the opportunity to make choices, which will have a positive impact on their lives and will contribute to the development of the society.
- Create values which are to be the foundation of all coming projects for Green waters.
- Give the women an opportunity to send their children to school
- Provide health insurance plan
- Give the street girls an opportunity to earn a legal income without compromising their lives.
- Create opportunities within the company which will enable us to have trainees from Orphanages and other less advantaged groups.
- Create entrepreneurship opportunities for women.
- Create workshops within the company, that will focus on self awareness for women, skills enhancement, communication skills, financial management, entrepreneurship support, stress management and multi-tasking

1.4 VALUES

- We want to make a difference in people's lives so as they can be able to look forward to tomorrow.
- We contribute to society development by committing to the project.
- We expect our team to act with respect towards all people and fully utilize their abilities to promote productivity and team work, as well as provide a great working environment.



2. COMPANY SUMMARY

2.1 STRATEGIES

Our Strategy is to develop networks and partnerships that will help communities gain crucial business skills. Together with our partners we will act as an engine for sustainable growth, the most effective response to global poverty.

We will also put our focus on:

- Discovering and nurturing talent
- Motivating, coaching and encouraging to get the best results
- Encouraging creativity
- Embracing cultural diversity
- Giving the best value to our customers
- Sustainable company growth and profit

2.2 BEHAVIOUR

- We expect ethical behaviour from top down / bottom up
- Respectful treatment towards each other
- Embracing change and new ideas
- Open communication
- Creative thinking
- Maintain a quality uniform standard
- Aim to achieve a better value
- Positive thinking
- Sharing information
- Honesty
- Thrive for self improvement
- Put value in all you do

2.3 GOALS

This is a social development project.

The initial goal is to create employment for African women. By providing them with a means to earn a steady income, they will be able to have financial security.

- This project will be done in stages
- There will be clear goals and transparency in parallel with the development agenda.
- There will be external workings with projects which are in parallel with set goals.
- There will be continuous progress, operational excellence and a key performance indicator (KPI) measurement
- There will be accountability at all levels.

2.4 OBJECTIVES

Our objective is to create a sustainable project that will facilitate creation and development of other industries related to tailoring within the country. The project aims to ensure a steady income for the participants, which will create a positive influence on the local economy.

2.5 IMPORTANT NOTE REGARDING GREEN WATERS FUNDING

- The board of directors is responsible for executing the business plan.
- The board of directors is not funded by Green Waters funding received from Non profit donors.
- Any funding donated to Green Waters will be strictly for the running of Green Waters unless specified otherwise.
- Clear records and a report will be made to show how the funds are spent.



3. MARKETING PLAN

3.1 Environmental Analysis

3.1.1 Problem Analysis

- Poverty in Africa has been the root for most of the problems facing our continent. The direct effects of poverty on women have indirect effects on children and the local society.
- Women in Africa have no voice, and the main decisions on how to run a household or family planning are made by men.
- Most of the time, girls do not get the opportunity to attend school because they are expected to be married off once they reach a certain age.
- As a result, most girls are married off quite young so as poor families can receive the bride price, and some girls run away to rural areas whereby they end up on the streets with no skills.
- The outcome is a high number of street girls, unwanted pregnancies, increased amount of HIV/Aids victims, illegal abortions and uncontrollable criminal behaviour which lands them in more trouble.
- Green Waters aims to create a foundation that is strong and sustainable, in order to be able to help these girls and therefore save the future generation from the streets.

3.1.2 Our Strategy

Historically, women in Tanzania have worked in the tailoring business independently, without knowing, if they will have a customer from one day to the next. There are many challenges faced by these women and sometimes their children have had to pitch in by going into labour, instead of attending classes in school. Some of those women have had success in this business and most of them have had to struggle to make ends meet.

Our project will give these women steady employment by providing a monthly salary to the women tailors, and creating other entrepreneur opportunities within the company for our target groups i.e prostitutes, street girls, and other disadvantaged groups.

We hope this plan will provide them security and encouragement to explore other possibilities, such as continuing with education and sending their children to schools .

We expect to have a local and, in the long run, international social impact. Research has shown that regular employment helps in minimizing crime rates which in turn creates a better atmosphere for future international investment.

3.2 Physical Product

Standardized tailored clothes, which will also be fashionable and represent the national heritage.

3.3 Product Type

Dresses and women “two pieces”

3.3 Materials

- Cotton
- Satin
- Polyester
- Satin
- Sari
- Kitenge
- Kanga



4. COSTS

4.2 (Summery) Estimated Costs the first Year

STAGE 1: RUNNING COSTS 3 MONTHS PERIOD - TZ	GRAND TOTAL
SALARIES INCLUSIVE OF HEALTH INSURANCE + TAX	58,200
MATERIAL COSTS:	42,780
ADMINISTRATION COSTS:	6,504
HOUSING COSTS	20,760
STAGE 1: INVESTMENTS COSTS 3 MONTHS PERIOD - TZ	
REGISTRATION COSTS:	2,900
DEPRECIATION COSTS:	2,738
MACHINERY COSTS/WORKING TOOLS COSTS:	26,935
FURNITURE COSTS	3,864
TRAININGS-WORKSHOPS	4,350
STAGE 1: RUNNING COSTS 3 MONTHS PERIOD - NL	
FUND RAISING EVENTS	2,800
GRAND TOTAL	171,831

4.2 Purchasing

- contracting local shops
- contracting textile industries
- Customer demographics:
 - Female customers
 - age group between 10 – 50 yrs
 - within urban and rural area
 - Styles will be a range between functional and exclusive

4.3 Estimated Production Costs the First Year

- We will start with 5 tailors the first 6 months.
- Material needed for a dress is: Max. App 3 metres
- Average costs per meter: Euro 10*3 = 30 Euro (Per dress)
- Present average labor costs per month: App 60 Euro (Per person)
- Average production output per person/ per month = 40 Dresses (2 Dresses per day)
- Estimated retail sales price: 50 Euro
- Green Waters tailors labour cost per tailor: 200-250 Euro per month (health care & Transport included)
- See other labour costs on cost estimates file (Running costs)

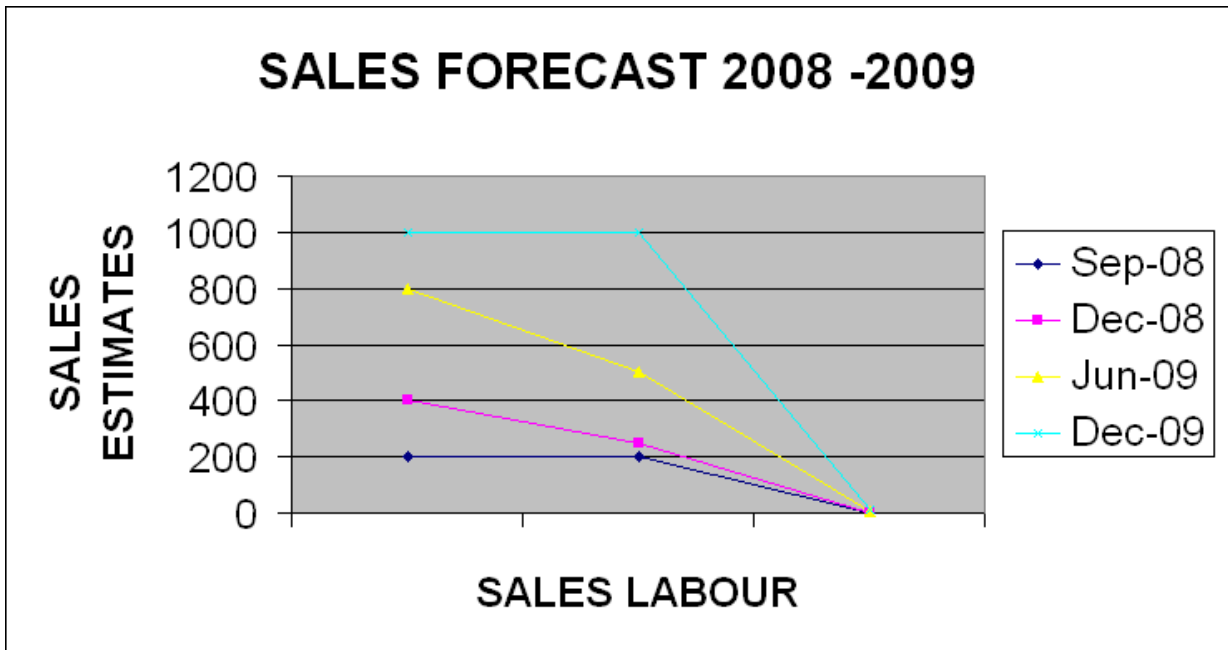


4.4 Sales Forecast

- Retail price * Production Output per person = 2,000 Euro
- 2,000 Euro – Material costs for 40 Dresses (Euro 1,200) = 800 Euro Gross Profit

Gross Profit – Production Costs = Profit/Loss

SALES FORECAST 2008 - 2009	PRODUCTION	SALES ESTIMATES	SALES LABOUR
Sep-08	200	200	2
Dec-08	400	250	2
Jun-09	800	500	5
Dec-09	1000	1000	10





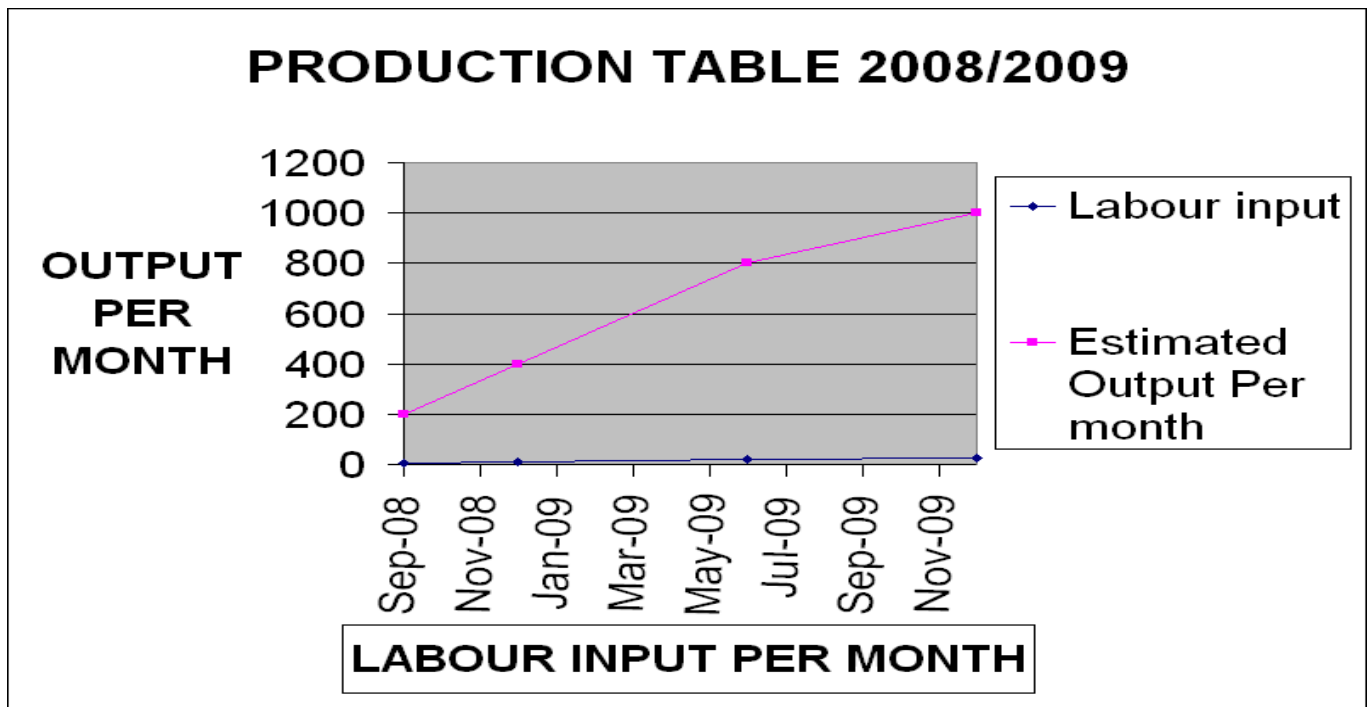
4.5 Production Arrangements

Note

For 5 tailors to begin with:

- 50 Dresses a week
- 50 * 52 weeks a year = 2,600 Dresses per year
- 2,600 Dresses * 50 Euro = 130,000 Euro per year

PRODUCTION TABLE 2008 - 2009		
	Labour input	Estimated Output Per month
Sep-08	5	200
Dec-08	10	400
Jun-09	20	800
Dec-09	25	1000





4.5.1 Activity Schedule 2008/2009

- Green Waters Registration in Tanzania
- Registration Local Account & Insurance
- Recruitment of Tailors and Sales Staff
- Formal contracts with Head Designer
- Agreement on Production Samples
- Renting a working place
- Preparing a working place
- Research on where to buy equipment and buying equipment
- Hardware and software installation
- Setting up administration system
- Contracts with material suppliers
- Arranging external production / quality control training
- Arranging external sales training
- Formal contract with Yellow Pages
- Purchasing agreed materials according to design
- Production i.e. Tailoring
- Quality control
- Customers order administration
- Contracts / Contracts management i.e. material suppliers
- Internal Quality maintenance training
- Sales plan Implementation
- Marketing / Market research
- International distribution channels research
- Evaluation / Reporting

4.6 Key Features of our Product

- Local product with international standard.
- Associated with an established known local/international designer
- Competitive pricing
- Ready to buy
- Trendy
- Easily accessible

4.7 Pricing Plans

- Starting average price 50 Euro
- The price will be according to the Designer



4.8 Our Competitors

4.8.1 Imports

4.8.1.1 Strengths

- Imports have been in the market for a long time
- Local shops have committed customers
- Good quality

4.8.1.2 Weaknesses

- The price of imports is usually higher than our target price
- High financial risks

4.8.2 Other Tailoring Businesses

4.8.2.1 Strengths

- These have been in business for a while and have committed customers
- Their prices are equal or lower than our own
- No financial risks

4.8.2.2 Weaknesses

- Production level is low and they have a limited market
- Standard varies from one tailor to the other
- No marketing /sales plan as the requests are for custom made clothes
- Financial insecurities

4.8.3 Second Hand Clothes

4.8.1.1 Strengths

- The business has been established for many years and there are steady customers
- Low financial risks
- Reasonably low prices

4.8.2.2 Weaknesses

- Imports: usually the products are unpredictable
- Quality is usually unpredictable
- Prices are usually unpredictable
- (Sales) High investment for a spot to sell
- Businesses are usually owned by younger people with no business experience

4.9 Our Competitive Advantage

- We will be working with the best local designer – Mustafa Hassanali (<http://www.mustafahassanali.net/>)
- Our product will be equal to imports
- Our prices are average compared to imports
- We have an international team with diverse experiences, which will enable us to come up with new products and marketing plans
- We have support from fund raisings and donors



5. MARKETING STRATEGY

5.1 Profile of our target market in Tanzania and East Africa

- Fashionable
- Fast moving
- Trendy
- MTV Updates
- Commercial influence
- Competitive
- Medium purchasing power

5.2 Creation Side

- Contracts with local designer – Mustafa Hassanali (<http://www.mustafahassanali.net/>)
- Contracts with up coming designers – Fixed prices
- Creating Internship opportunities for motivated young people.

5.3 Sales and Marketing Plans and Resources

- Training independent Sales Representatives, who will initially be paid by commission and later given a contract
- Having a display room for pieces of the available designs within our establishment
- Access to online Ordering for international markets
- Wholesale to local shops, tourist hotels and lodges
- Retail to small local vendors
- Telesales

5.4 Sales Plan Option

- 5.4.1 Trainings
 - Independent Sales Representative contract
 - Sales training (Internal and External)
 - Training materials include a Sales Material Portfolio
 - Designs Portfolio and/or Photos from original designs
 - Customer contracts
 - Online access
 - Measurements training
 - Tape measure
 - Pins
- 5.4.2 Wholesale
 - Contracting retail shops, tourist hotels and lodges
- 5.4.3 Retail
 - Contracting independent Sales People (without training)
- 5.4.4 Telesales:
 - Contracting Call Centres

5.5 Marketing Plan Options

- Fliers
- Fashion Show Events
- Internship opportunities for business school students
- Participating on a local talk show
- Local Newspapers & TV commercials



6. MANAGEMENT STRATEGY

6.1 Recruitment Options

Vacancies will be announced on our website as well as in local newspapers.

Our staff will consist of:

- Independent sales representatives
- Permanent staff
- Contracted staff
- Extra earnings scheme: Sales trainings by trained trainees

6.2 Worst Case Scenario

- Failure to execute plans: Close management both on-site and from The Netherlands.
- Inferior product: Training in product quality and sampling
- Failure to meet sales targets: Monthly market research
- Not enough capital flow

6.3 Quality Control

- Trainings will be given to standardise production quality
- The products will be checked after each production
- Customers feedback forms

6.4 Technology Plans

- Installation of standard Microsoft word programs plus an order processing system and other administrative tasks
- Creating online access for placing orders
- Internet access for office communication
- *For expense projection see cost estimates file.*

6.5 Operational Plans

6.5.1 Location

* Headquarters in Rotterdam will be involved in:

- Fund Raisings
- Grant Applications
- Coordinating
- Contracts
- Reporting

* Production in Dar es salaam will be involved in production activities:

- Purchasing
- Designing
- Supply Chain
- System Maintenance
- Coordinating

6.5.1 Procedures

- The best tailoring procedures will be discussed with our main designer
- Capital projection: 50,000 - 150,000 Euro

6.6 Operating Costs Projections

6.6.1 Purchases and Materials

- Approx. 200,000 Euro for the first year.
- For detailed cost estimates, see cost estimates file

6.6.2 Fixed direct labour costs (see cost estimates file)

- Professional cutter
- 4 Tailors
- 2 security guards
- 1 project manager
- 1 supervisor
- 1 office clerk
- International Project coordinator
- Cleaner

6.6.3 Other Direct Variable Costs

For more details see cost estimates file

6.6.4 Total Estimated Costs First Year

200,000 Euro (for explanation see cost estimates file)



7. FINANCIAL PLAN

7.1 Financial and Sales Projection

- Retail price * Production Output per person = 2,000 Euro
- 2,000 Euro – Material costs for 40 Dresses (Euro 1,200) = 800 Euro Gross Profit

Other costs for deduction include:

- Taxes
- Health Insurance
- General Insurance

Note:

- For 5 tailors to begin with:
- 50 Dresses a week
- 50 * 52 weeks a year = 2,600 Dresses per year
- 2,600 Dresses * 50 Euro = 130,000 Euro per year

Sensitive areas:

- Partners commitment
- Expertise
- Experience
- Product
- Sales
- Capital
- Cash Flow
- Communication

In general, building a competent team that will commit to the project can resolve all our other sensitive areas. The most important thing is to remember the bigger picture. This is a responsibility, which we all have to keep in mind at all times.

7.2 Funding

In order to raise capital:

- Non Governmental Organisations
- Sponsors i.e. private companies
- Fund Raising Events - Netherlands

Funding proposals

Co-ordinated by a “bridging” NGO – COS Rijnmond & Midden Holland

8. IMPLEMENTATION STRATEGY

For the timeline of the project implementation 2007-2013, please see excel file.



9. ORGANISATION PLAN

9.1 Roles and Descriptions

9.1.1 Green Waters, The Netherlands

1. Managing Director (Stella E. Tesha)

- Identifying a project
- Making a business plan
- Requesting information from Tanzania i.e. cost estimates, taxes etc
- Budget
- Preparing Production/sales forecast with our coordinator in Tanzania
- Creating sales & marketing plans
- Making partnerships
- Liaising with donor NGO's
- Arranging meetings
- Giving necessary trainings
- Management
- Creating company structure
- Coordinating the project and keeping up to date with all parties
- Team building
- Identifying risk factors
- Recruiting management
- Funds applications
- Building & expanding the project
- Sustainability of the project

2. General Manager/ Executive Web Designer (Bianka Wettin)

- Designing and updating of Green Waters Website
- Creating other Green Waters documents, i.e. cards, tickets
- Collecting required information for the website, i.e. appropriate links
- Coordinating with other board members
- Creating an online marketing research tool and customer feedback forms
- Approving Green Waters displays for Fund Raising events
- Document Management
- Participating on decision making, if required as a board member

3. Events Operations Manager (Open)

- Creating a plan for fund raising events
- Creating a final report compiling all the information, including the budget for the fund raising event
- Requesting information in Netherlands
- Arranging meetings with Venue Managers, Caterers and Team Members
- Creating event budgets, forecast reports etc.
- Improving communication and building team work
- Work with a team i.e. Volunteers, Members and Web Designer
- Participating on decision making, if required as a board member
- Weekly communication with the board, i.e. on the progress or hindrances occurred

4. Advisors (Drs Linda Peltzer, Msc. Janeth Chambo, Drs. Adeline Lyaruu)

- Networks
- Planning Advise
- Organisational Advice
- Assisting the board, when necessary

5. Members and Volunteers

In general, members and volunteers are called upon to assist on fund raising events or any specific task that they mentioned on their application form.



9.1.2 Green Waters, Tanzania

1. International Relations Director / Project Coordinator (Open)

- Buying equipment
- Purchasing of Materials
- Organising trainings by identifying the right trainer, preparing custom made training, preparing training materials
- Creating reports which will identify weaknesses and strengths of the business
- Executing a market research plan
- Publicity
- Products researching
- Creating a quality control plan.
- Drafting production and sales forecast

2. Project Manager / IT Consultant (David Lyaruu)

- Business registration
- Making partnerships contracts with Head designers, Material suppliers, Sales Representatives, Tailors, Trainers and vendors
- Advertising and Publicity
- Implementing a market research
- Recruiting tailors and Sales Representatives
- Contracts management
- Evaluating sales targets
- Employee HR management
- Creating Orders Database
- Training the supervisor (order processing)
- Distribution
- Sales
- Contracts management
- Identifying and setup of the correct IT software program for order processing and Finance reporting

3. Supervisor / Inventory Manager

- Supervising the tailoring department
- Buying supplies for the tailoring department
- Order management
- Order processing
- Daily reporting to Project Manager/International relations director
- Organising workshops together with International relations director
- Performing quality control
- Stock inventory control
- Assisting with secretarial duties/Telephone calls
- Helping with Training material preparations
- Helping with workshop preparations
- Sales

4. Head Designer and Designers

- Sketching designs
- Quality approval
- Tailoring training advisor
- Coordinating with international staff
- Material approval
- Creation of new products

5. Tailors

- Attending trainings
- Team work
- Product tailoring
- Quality assurance
- Coordinating with Supervisor and Sales Representatives



6. Sales Representatives

- Selling Green Waters' Products
- Reporting to Management
- Identifying potential markets

7. Security Guards

- Assuring security of Green Waters' property and staff
- Reporting

8. Clerk

- Taking phone calls
- Arranging appointments
- Running errands
- Participating in trainings preparations

9. Office Cleaner

- Cleaning of the office premises
- Assisting in running errands
- Assisting in portfolio preparations

9.1 Organisation Chart

See attachment

10. OUR PARTNERS

- COS Rijnmond & Midden Holland - <http://www.cosrijnmond.nl/>
- NCDO - <http://www.ncdo.nl/>
- ASAH - http://www.asah-eur.nl/index.php?option=com_frontpage&Itemid=1
- Hassanali Fashions - <http://www.mustafahassanali.net/>
- Yellow Pages Tanzania - <http://www.yellowpages.co.tz/>
- Alonso Creations - <http://www.alonsocreations.com/>
- TOKO94 - <http://www.toko94.com/>



11. STAKEHOLDERS ANALYSIS

11.1 Primary stakeholders

11.1.1 Tailors

Interests:

- Improving income
- Income security
- Health insurance
- Possibility to achieve their personal goals
- The opportunity to work with a famous designer
- Trainings
- Investment opportunity
- Structured days
- Being able to meet their family needs.
- Accessibility to modern technology
- Accessibility to international networks
- Expanding their market

Likely impact of the project:

- Giving them a steady income
- Reducing insecurity
- Health care improvement
- Help them practice their traditional crafts
- Empowerment
- Personal dignity
- Flexibility of working hours
- Imparting new knowledge
- Capacity building for future pilot projects
- Assisting in the education for the next generation
- Time to do other things
- Discovering hidden talents
- A feeling of ownership

11.1.2 Children

Interests:

- Security for basic needs
- Being able to play
- Being able to go to school and having time to study at home
- Healthier living conditions

Likely impact of the project:

- They will be able to have regular meals
- Health improvement
- Lessening or eliminating the necessity of child labour
- Creating time to play and study
- School grades improvement
- A sense of security & social inclusion



11.1.3 Local Community

Interests:

- Employment opportunities
- Network opportunities
- Investment opportunities
- Landmark
- Recognition by association

Likely impact of the project:

- Increase purchasing power
- Health improvement
- Community involvement
- Stimulating other development projects/businesses i.e traders
- Creation of networks

11.2 Secondary stakeholders

11.2.1 Customers

Interests:

- Designer Cloths
- Reasonable price
- Good quality
- Ready to wear
- More choices
- Investment opportunities

Likely impact of the project:

- Stimulating competition
- Prices lowered
- Improved wardrobes
- Less business for other local tailors

11.2.2 Head Designer

Interests:

- More time to design
- Increased production
- Expanding network
- Association with International organisations
- Investment opportunity
- International recognition on other fields than fashion
- Access to modern technology
- Access to diverse knowledge

Likely impact of the project:

- Great publicity by participating in social development projects
- Increase in profit
- Increase customer demand
- Improved administration
- Stimulating creativity
- Market expansion



11.2.3 Donors

Interests:

- Good use of the money
- Associating with a winning project
- Experiencing challenges
- Networking opportunities
- Investment opportunities
- Knowledge sharing

Likely impact of the project:

- Positive recognition
- Creation of more projects within the project
- A sense of pride and achievement
- Creation of permanent networks for other projects
- Capacity building

11.2.4 Direct Business Partners and Shareholders

Interests:

- Profit
- Investment opportunities
- Great publicity by participating in social development projects
- Access to International Networks

Likely impact of the project:

- Increased production capacity
- Strengthening the name of the foundation
- Positive recognition of partners
- Networks creation
- Improving our comparative advantage/competitive edge
- Gaining knowledge

11.2.5 Green Waters Board Members

Interests:

- Achieving Green Waters mission
- Building an international name
- Individual satisfaction
- Income security
- Network opportunities
- Investment opportunities
- The next step

Likely impact of the project:

- Gaining new knowledge and experience
- Creating the first production house
- Less time to do other necessary things
- Effects on dependants
- International & national recognition
- Strong network with partners & donors
- Creation of other projects within MIKITA and Green Waters
- A sense of achievement & pride



11.2.6 WHO/Ministry of health

Interests:

- Achieving millennium development goals 6 (to combat HIV/AIDS, malaria & other diseases) and also goal 8 (to develop a global partnership for development)

Likely impact of the project:

- Improved health
- Creation of alternative income earning opportunities for our target group i.e prostitutes

11.2.7 Indirect Business Partners i.e. Suppliers/Distributors

Interests:

- Profit
- Associating with a famous designer
- Investment opportunities
- Sustainable business relationship.
- Networks

Likely impact of the project:

- Profit increase
- Business security
- Business prestige
- Improved inventory planning

11.2. 8 Dependants

Interests:

- Income security
- More time to study
- Employment opportunities
- Investment possibilities
- Recognition
- Networks

Likely impact of the project:

- More focus on studies related to the industry
- A sense of pride
- Future security
- Less family time
- More responsible or irresponsible behaviour



12. STAKEHOLDERS INFLUENCE AND IMPORTANCE

12.1 TABLE

STAKE HOLDERS	INFLUENCE HIGH	INFLUENCE LOW	IMPORTANCE HIGH	IMPORTANCE LOW
PRIMARY STAKEHOLDERS				
1. Tailors		*	*	
2. Children		*	*	
3. Local communities	*		*	
SECONDARY STAKEHOLDERS				
1. Customers	*		*	
2. Head designer	*		*	
3. Donors	*		*	
4. Direct business partners and shareholders	*		*	
5. Green waters	*		*	
6. WHO/Ministry of health		*		*
7. Indirect partners		*	*	
8. Dependants	*		*	

13. CONCLUSION

While the initial goal is social economic empowerment of African women via primary tailoring industries, we aim for the end result to be overall poverty reduction and sustainability of the industry, in order to create a safe haven for the future generation.