

Marketing: Toolkit & Techniques



ASIA

The image shows the cover of a brochure for the Asia Fair Trade Summit. The background is a photograph of a traditional Nepalese stupa with colorful prayer flags. The text is overlaid on the left side. In the top right corner of the brochure, there are two logos: the World Fair Trade Organization Asia logo and the Fair Trade Group Nepal logo.

ASIA

FAIR TRADE

FAIR TRADE, A PATH TO SUSTAINABLE DEVELOPMENT

SUMMIT

22-25 November 2018

Kathmandu, Nepal

WORLD FAIR TRADE ORGANIZATION ASIA

Fair Trade Group NEPAL

Welcome to the Marketing Toolkit

1. Goals: To inform your business and help you improve your export outcomes and communicate impact as a differentiator.
2. Outcome: The ability to develop a brand presence. Requirements for internal operational efficiencies and external knowledge of the market.
3. Usage : To building internal business systems, training for your staff, the creation of trainers to set expectation and control your business outcomes.

Overview of Design, Production, Operations & Impact

1. Design Basics
2. Comparing Production Management & Operations Management
3. How to develop a well-defined Production and Operations Management Strategy
4. Marketing your impact

Overview Product Design

1. Product Design Basics
2. Product Design Features
3. Stages of Product Design
4. Factors Affecting a Successful Product Design

Product Design Features

Utility	The product design should make product utility as per the expectation of its customers and provide solid performance through the product life
Aesthetics	The product aesthetics is important in success to the product. The product aesthetics is dependent on the market, buyer, and end customer.
Producible	The product design should enable effective production of the product through available production methods.
Profitability	The product design should make economic sense and deliver value to the buyer and end customer as well as sustainability to the organization.
Differentiable	The product design should enable the product to be differentiated among its competition. Examples of this include: attractive packaging and customer service among other features.

Outcomes of a well-produced product design

- Satisfied customers, satisfied makers
- Maximized value for the customer at minimal cost
- The primary needs and desires of the customer have been met

Stages of Product Design

Stage One

- Brainstorming,
- Developing ideas
- Analyzing customers and the market needs
- Analyze the competition's service to the market



Stage Two

- Ideas are made into a feasible solutions to satisfy the customer expectation
- The use of available resources and technology



Stage Three

- cost, production and time studies are conducted (STOP)
- The product is introduced into the market
- product differentiation is marketed

Factors Affecting a Successful Product Design

Correct Team Selection	It is essential to gather a team that contains expert designers who are aware and comfortable with technology and understand customer expectations.
Customer Involvement	Customer involvement in product design and testing provides insight into the direction of the project and products. Knowing your current or aspirational customer is important. This can end customer or buyer.
Prototyping and Testing	Prototyping and testing is imperative and done within the context of the customer and end-market. This involves a commitment of capital and manpower to make the most of the product design. This is market dependent.
Raw Material	Raw materials that are to be used in the production process must meet the quality standards of the end-product. A procurement system should be in place to ensure a continuous and cost effective supply of raw materials.
Production Method and Process Layout	The feasibility of the production method and process layout will determine the future success of the product.
External Factors	Environmental and government regulations are an important part of product design. Product designs should have the flexibility to adapt to changes in these external factors.
Product Selection	The product selection process is done through a combination of financial analysis, risk analysis, existing product portfolio, raw material supply and pre-determined product criteria and should be reviewed frequently.

Overview Production Planning & Manufacturing

1. Production Planning Basics
2. Quality Control Basics
3. Creating a Quality Control Strategy
4. Defining Defects, Acceptance Sampling & Inspection

Comparing Production Management & Operations Management

	Production Management	Operations Management
Output	Deals with the manufacturing of products	Deals with the manufacturing of products and services
Usage of Output	Utilized for a time (i.e. the time to manufacture a product)	Utilized continuously (i.e. the need for services to be consumed)
Classification of Work	Production of products require more capital + labor	Services require more labor and less capital equipment.
Customer Contact	No customer contact	Constant contact with clients and customers

Comparing Production & Operations Management Domestic & International Markets

	Domestic	International
Culture	Focused on a homogenous culture	Focused on a multi-culture and multi-ethnicity
Business Environment	Considers the local economic and social factors	Considers economic and social facts across geography and countries
Quality Standards	Considers a single local market	Considers international markets with differing quality standard requirements
Pricing	Local competition operates in the same environment	International competition requires consideration of the customer's paying capacity which varies from developed to developing countries
Technology	Innovation and usage of technology is comparable among the local competition	Investment in technology and differing quality and pricing requirements is an important focus
Economies of Scale	Limited to the local market-limiting the scope of economies of scale	Access to larger markets requires a change of achieving larger economies of scale
Market Segmentation	Focused on the local market	Focused on a larger and more diversified market
Usage of Resources	Moving resources within one location	Is it appropriate to move resources from high cost markets to low cost markets or vice versa.

How to Develop a Well-defined Production & Operational Management Strategy

Steps to Develop a Production and Operational Management Strategy

1. Analyze the Competition: Evaluate and study the current competition in the market, and understand the industry practices for operations and production
2. Set Goals: Determine the objectives in which the business wants to attain
3. Formulate a Strategy: Determine and analyze the organizational goals and determine if they are part of the operational or production strategies
4. Implement the Strategy: Implement the operations and production strategies into day to day activities in areas of production schedule, product design, quality management etc.

Defining the Operational Strategy Process

1. Define the organizational goals of the company with the understanding that these goals may change over time.
2. Conduct a regular SWOT (strength, weakness, opportunity, threats) analysis to maintain a competitive advantage and business leadership. A SWOT analysis is a study conducted within an organization to identify its internal strengths and weaknesses and identify external opportunities and threats.
3. Operations Management is a fluid process that is evolving as the business evolves.

The Benefits of Quality Control:

- Reducing product defects leading to less variable costs associated with labor and materials,
- Reduction in waste, scrap and pollution,
- Ability to produce quality products over longer period,
- Larger number of satisfied customers,
- An increase in employee motivation and awareness of quality,
- An increase in productivity and overall efficiency and cost savings.

Creating a Quality Control Strategy

Quality monitoring and management is implemented during and after the completion of the merchandise's production.

Creating a quality control strategy includes:

- Defining defects for all components of the products AND
- Acceptance sampling AND
- Onsite visits of the production facility by the seller or an agent of the seller.

Defining Defects, Acceptance Sampling & Inspection

Defining Defects

- Any defect must be defined for all components of the product before the production process starts.
- This makes it possible to properly measure the end-product against the defect definition and is an effective tool to set the quality standards with the suppliers as part of the terms and conditions.

Acceptance Sampling

- Used during and after production to check quality.
- Acceptance sampling is done on a sample's post production to check for quality parameters as decided by the organization covering both attributes as well as variables.
- If the sample does not meet the required parameters of quality, then that given lot is rejected. If this is the case, further analysis is done to identify the source and rectify the defects.
- Acceptance sampling is done based on inspection, which includes physical verification of color, size, shape, etc. If a sourcing and production agency are being used, they may be responsible for sending onsite auditors to inspect the product quality per the defect standards defined in the operational contract.

Inspection

- To detect and prevent defects in products and process. The earlier the defects are identified the more cost effective the quality control process becomes.
- To identify defective parts or product and prevent it from further consumption or usage.
- To highlight the product or process defect to appropriate authorities for necessary and corrective actions.
- The scope of inspection covers input materials, finished material, plant, machinery etc.

Output: Product Value Analysis

What is a value analysis?

Value analysis is a scientific method to increase the value of a product or service. Value consists of:

- quality,
- performance,
- style, and
- design relative to product cost. Increasing value does not mean a decrease in the cost of production, but rather provides something “**extra**” for which a premium can be charged.

The objectives and benefits of value analysis:

- Value analysis aims to simplify products and processes - increasing efficiency in managing projects, resolving problems, encouraging innovation and improving communication across the company.
- Value analysis enables people to contribute in the value addition process by continuous focus on product design and services.
- Value analysis provides a structure through cost saving initiatives, risk reduction, and continuous improvement.

Toolkit Marketing Focus – Measuring Impact

Showing your value: WEBSITE

FREE DAYCARE

30+ children attending

34 SCHOLARSHIPS

for primary & secondary students

\$5,000 INVESTED TO BUILD A NEW LIBRARY

to serve the children of the daycare & community through our Flourishing World Initiative



BRIDGING THE GAP

EMERGENCY ASSISTANCE

In 2017, Noonday contributed \$6,100 to provide urgent medical care for Mama Sham, a beloved Artisan in Uganda who became paralyzed and needed emergency surgery. After receiving treatment, today Mama Sham isn't just surviving—she and her children are thriving.

HOME GOODS CRAFTED WITH A SOUL & A STORY



GLOBAL STYLE

Country by country, we collaborate with local artisans by blending our modern style with their timeworn techniques. This partnership allows us to achieve a combination of smart design, premium quality, and true international style.



SMALL BATCH

You won't find everything here – just a handful of precious creations. Each item is handcrafted, hand numbered, and available only in limited quantities to ensure it's as extraordinary as the culture that inspired it.



DOING GOOD

Through our commitment to providing fair wages, happy working environments, and sustaining grants, our artisan partners are able to take their crafts and their businesses to new places.



BRIDGING THE GAP
SAFE WORKING CONDITIONS

In 2017, Noonday invested \$1,500 to improve the safety of Dona Moni's tagua seed carving workshop in Ecuador by building a new roof and reconstructing the electrical system to create a thriving and safe environment for their tagua production.

BRIDGING THE GAP
CLEAN DRINKING WATER

In 2017, Noonday invested \$15,000 from our Impact Uganda Giveback funds for 200 families to receive TivaWater Filters after our Partners identified access to clean water as a critical health issue in their community.

31

ARTISAN BUSINESS PARTNERS

4,500

ARTISANS
 directly impacted

20,400

FAMILY MEMBERS
 indirectly impacted

1,650

AMBASSADORS

3,500

ADOPTIVE FAMILIES
 supported

OUR IMPACT

We are committed to more than just Giving.
Learn how TOMS makes an impact beyond One for One.

OUR PLAN



Over **2 MILLION CHILDREN** have been protected from hookworm with medication and TOMS Shoes provided by our Giving Partners.

42% INCREASE in maternal health care program participation as a result of shoe distribution

INCREASE IN STUDENT ENROLLMENT OF 1000 in Liberian primary school classrooms after TOMS Shoe distribution began

100 CHILDREN identified during shoe-integrated health screenings as needing malnutrition care in Malawi


Marketing Focus – Social Media Lenses

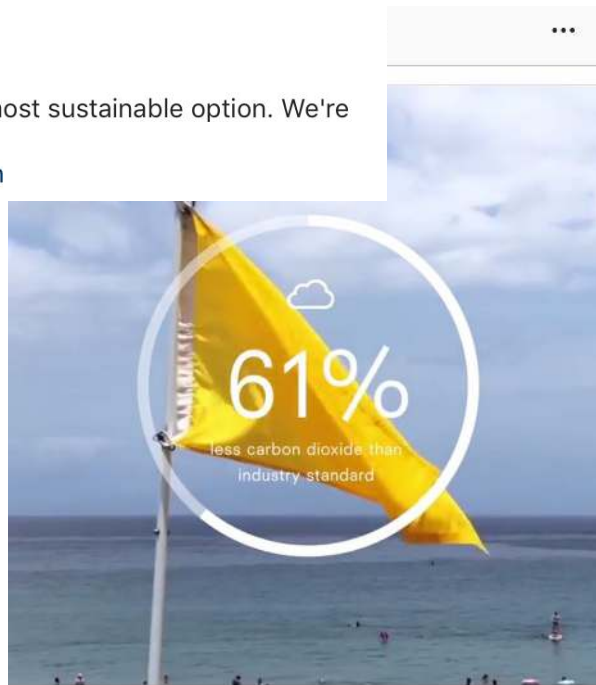
Showing your value: Instagram



Ref 4,440 posts 1.1M followers 574 following

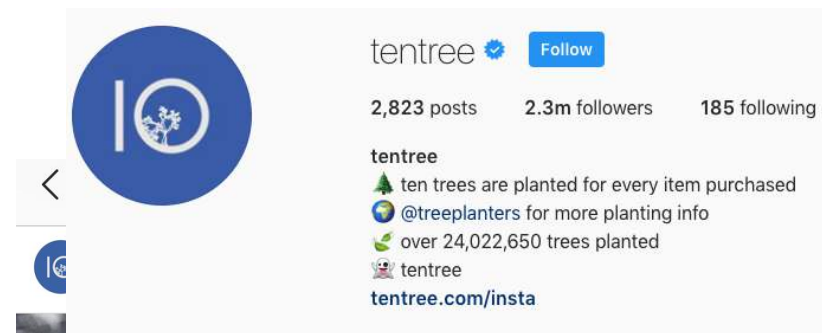
Follow


Reformation 
Clothing (Brand)
Being naked is the #1 most sustainable option. We're #2.
bit.ly/Shop-Reformation







18,570 views


reformation We think companies should be accountable for more than just profits. That's why we share our quarterly sustainability report with you guys. Last quarter the clothes we made released 61% less carbon dioxide than conventionally made clothing. #RefScale



tentree  Follow

2,823 posts 2.3m followers 185 following

tentree
 ten trees are planted for every item purchased
 @treeplanters for more planting info
 over 24,022,650 trees planted
 tentree
tentree.com/insta



12,240 likes

tentree Protect the world you play in with the sapling tee - link in bio!
PC: @kalenemsley with @britttten #tentree

Marketing Focus – Communicate your Impact



estherhavens • Follow

Kenya

estherhavens When you've waited years and years to have the Bible in your own Rendille language and you finally hold it in your hands for the first time. Judy could not stop praising God. @theseedcompany ❤️

Load more comments

juleselam this is so beautiful 😍

megweyerbacher Ahhhhh💕

llflowers @susanjunekennedy

theresamaeellis Feeling a little broken lately over everything going on in the world right now. This image is so grounding and amazing and brings me to tears. Thank you for capturing and sharing it.



AUGUST 22

Log in to like or comment.



Marketing Focus – Showing your impact

Showing your value: Facebook

The image shows a screenshot of the Patagonia Facebook page. On the left is the profile header with the Patagonia logo and navigation menu. The main content area is divided into two sections. The top section, titled 'Recommendations and Reviews', shows three user reviews and a 'Do you recommend Patagonia?' poll. The bottom section is a post from Patagonia dated November 12, 2015, featuring a video. The video shows a green tractor in a field with a person standing next to it. The video text reads: 'From a young age, the McDougall children have learned that if you find something that works, you stick with it. Repair it. Outgrow it. Hand it down. http://pat.ag/KidsSnow' and 'That definitely holds true for the gear we use and the clothes we wear.'

Patagonia
@PATAGONIA

Home
About
Photos
Videos
Events
See more

Liked Following Share ...

Recommendations and Reviews
Recommended by 156 people

Great product and wonderful customer service.
November 12

I cannot recommend Patagonia products more highly. Not only they ethically and sustainably made, ... See More
November 17

Today I had the pleasure of meeting some of the Patagonia team at their "Free Clothing Repair" bus. ... See More
October 16

Do you recommend Patagonia?

Yes No

See All

Patagonia
November 12 at 2:05 PM · 🌐

From a young age, the McDougall children have learned that if you find something that works, you stick with it.
Repair it. Outgrow it. Hand it down.
<http://pat.ag/KidsSnow>

That definitely holds true for the gear we use and the clothes we wear.

929 30 Comments 146 Shares 93K Views

Like Comment Share

Print Focus– Visual and Messaging

Showing your value: Print ads

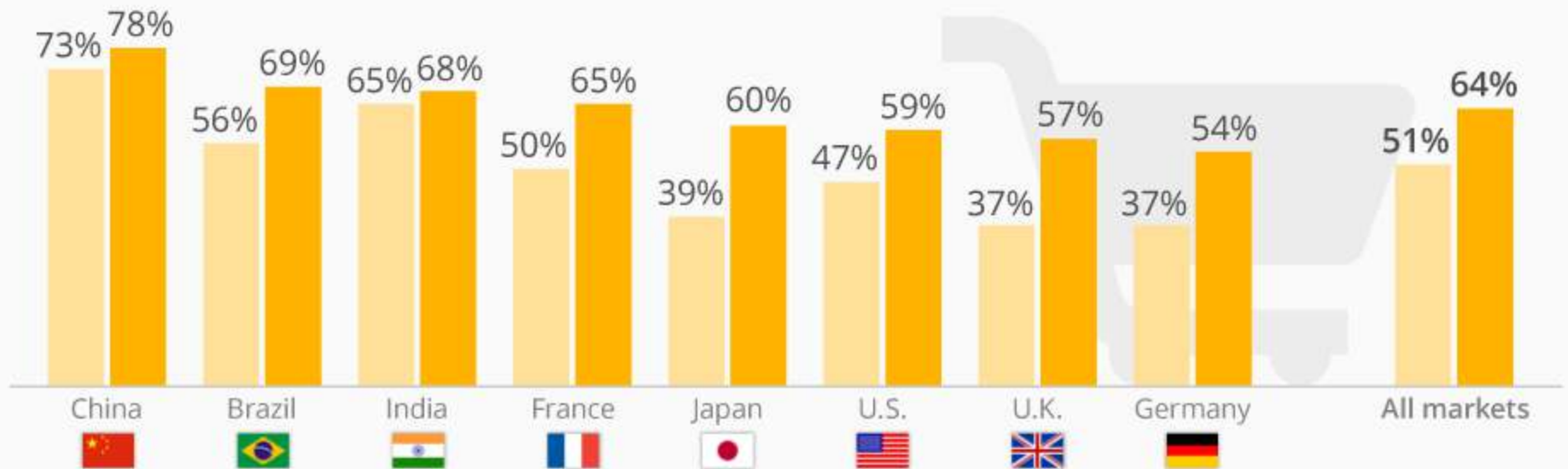


Should Brands Take a Stand?

% of consumers who are belief-driven buyers

2017 2018

Belief-driven buyers are consumers who, depending on the issue, will **change their buying behavior based on a brand's stand**, or who have strongly held, **passionate beliefs, which they express through the brands they buy.**



Based on a survey of 8,000 consumers (1,000 in each market) conducted in July 2018. Belief-driven buyers were identified based on six questions, measuring the extent to which beliefs affect their buying behavior.



@StatistaCharts Source: Edelman

act as if
what you do
makes a
difference.
it does.

WILLIAM JAMES

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