



## **COLOR SILK ENTERPRISE-MARCH 2017**

### **FUND REQUEST**

**To set up**

### **SILK WORKSHOP**

**and**

### **BUSINESS EXPANSION**

## **I. Executive Summary**

With the growth stage and planning to explore more market in the international, Color Silk Enterprise planning to expand its business activities in order to supply and expand more market in Local and international. The Total amount of fund required will be USD 95,000 with (USD 95,000 loan with zero interest rate).

## 1- Set up weaving center for production:

this object by create formal weaving center and recruit women to have fulltime weaving at the center. This will speed up production capacity and accept large volume order with short time as required by clients. fund will utilize by :

- a. Set up and install news loom and support equipment
- b. Buy raw material (silk yarn , dye)

**Note: we have target group of women who will recruit to work at the this new weaving center, not all women as all our women are currently have their own home weaving enterprise, which is under our support market guarantee by Color Silk Enterprise. This new weaving center will focus for small group of women who have challenge work at home and we want to make them freedom of working condition and good environment with secure income. This goal will respond to our market demand increase capacity of production too .**



## **2. Set up production center in Takeo:**

the production-training center will set up the weaving center which is aim to provide free training to women who are not able to weaving and after 2 months training , women will automatically to become full time producer with color silk .

The training will conduct with the 5 modules:

- Design concept
- Create sample layout
- Cutting sample
- Sewing
- cleaner production

## **II. SILK WORKSHOP**

### **1. OVERVIEW**

During Khmer rouge regime from 1975-1979, some, widow women and group of vulnerable women those lost their legs to a landmine and some lost their legs to polio that they could not work or have good chance like other people.

Color Silk has a vision to financially empower rural women in Cambodia while at the same time preserve a time-honoured silk-weaving tradition and provide employment opportunities to group of rural women, disabled women, vulnerable women to have home-based employment in their community and regular income.

To align with our vision, mission and our expansion plan strategy, we do some market research with customers in order to better understand our clients' need as well as to support hand made silk products.

In earlier 2011, after successful pilot test in produced some type of finished silk products such silk bags, silk ties, silk necklace and other silk accessories, Color Silk has formed a small group of 7 members those are vulnerable group in order to produce silk finished products for supplying to markets.

In the near future expected by end of 2017, Color Silk aims to open a workshop in Takeo province where it is currently main place for weaving production. Our planning will recruit more vulnerable women in rural to train and produce more silk finished products to supply market as demand both local and international.

Once we have workshop set up in Takeo province, then we can provide free vocational training on production course and women have soft skill with production , so that they will become an important human resource in the further for society and can help themselves to generate income for support their life.

About 7 year experiences in producing an excellent of silk fabric, silk sarong, and to align with our business expansion plan 2013-2017, we are planning to produce different type of finished silk products supply to our end consumers in local and overseas market.

Color Silk supply our finished silk products to customer in local and abroad:

- 100% handmade

- Using naturally dye silk fabric/ free chemical proudest
- Preserving the local culture through weaving work.

Finished silk products are made by group of vulnerable women and those women suffered by:

- Non- education
- Health problem
- Deaf
- Disabilities.

Currently we have group of vulnerable women who produce final silk products for us. They work at small workshop in outskirts of Phnom Penh, but the production is still limit and costly as well. If we want to supply more finish products, we need to improve our production capacity too. But increase production capacity in Phnom Penh is too expensive and we also challenges with some point like rental fee and recruit new producers.

Color Silk Enterprise's goal is want to create more job for vulnerable women in rural to get them to have opportunity to participate in society and helping their family to earn income.

There are some challenges for women that cannot move out of village to city to seek for a job:

- women cannot more out of their family
- women have to take care of children
- cost of living in city are expensive
- Women are sensitive to get hurt then men while they are did not well educated.

Since earlier 2011, we have successfully made many types of finished silk products and supplied to domestic (Phnom Penh and Siem Reap) as well as international market (French, US, Germany , Sweden , Denmark , Japan and and Australia)

## **2. OBJECTIVE**

- Development and preservation of a Cambodian silk weaving community and culture through the handmade of quality silk products.
- improve livelihood of women and poverty alleviation through the creation of sustainable income.
- Providing employment opportunities to group of vulnerable women and women empowerment through job creation and income generation.
- Producing many types of finished silk products such as silk clothes, silk furniture, silk bags, silk ties, and others silk accessories. Expand to overseas market through finished silk products.

### 3. CHALLENGING

- limit production capacity
- skill full producers are difficult to recruit
- rental fee to expensive if we want to expand
- turnover of producers
- Operation cost, electricity and communication is too expensive.

To address these challenges, Color Silk Enterprise aim to set up a silk workshop in Takeo to:

- Create more job for women in rural
- Income generation
- Safety working condition and good environment.
- Stay in community and but still have find a good job and enough income
- Women will learn while earn income.
- Women start to develop themselves to be skillful and profession as silk producer.

We are planning to arrange available space for their children so they can take their children who not yet go to school to stay with them during the daytime, space for cooking in order to save on food expenses. All producers can come to work in the workshop and they can back home in the evening if they prefer.

### 4. FINISHED SILK PRODUCTS AND ACCESSORIES

Finished silk products such as, silk clothes, silk furniture, silk bags, silk ties, passport bag, book folder and others silk accessories necklaces, earrings and other accessories are all made by vulnerable women from different areas.

To increase market expansion Color Silk will expand its line of finished products so that there is a larger offer of products available to consumers.

Some ideas for new products are the following:

- Silk clothes
- Silk soft furniture
- Silk ties
- Silk other accessories such as
  - Iphone and smartphone cases
  - Ipad and other tablet cases.
  - Pillow cases
  - Cushions
  - Table cloths
  - Place mats
  - Runners



## 5. DISTRIBUTION CHANNELS

Color Silk currently functions as a silk wholesaler, supplying to 50 clients who are mostly domestic boutiques and shops, as well as some NGOs and some silk exporter. This model does not allow us to interact with our end customers, and those boutiques and shops label our silk products as their own. This way, our customers never get to know us and those retailers get the advantages of not recognizing our brand name. So the idea is that, through Color Silk Enterprise, this plan will expand its domestic and international market by developing two new distribution channels:

### ☑ Sell its products through its own showroom in the workshop space

Showroom will be a useful space to direct sale finished silk product under Color Silk brand tag to end consumers, walk-in customer, those are local costumers and tourism. Customer can buy the products that already made or they can order what they want.

Currently our end customer are royal customers, NGO organization, company, tour company Bank and individual.

### ☑ Exhibition and event

Beside wholesale and retail in its showroom in Phnom Penh, Color Silk Enterprise usually invited to participate many exhibition in local and international. These exhibitions make us sale quite lot with retail price.

