

MANAGEMENT REPORT

October 2022



u p c y c l e d - u p l i f t e d

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1.0 DEVELOPMENTS OF CHAKO SHOP

Creating awareness about the shop

During this month of October 2022, Chako has managed to increase more awareness, about the shop through social media and during sales trip letting our current and new clients know that Chako has a shop in stone town at Hurumzi Street, and they can easily purchase Chako products while in stone town.

Also through several Hotels and restaurants that are partners with Chako, have managed to spread word of mouth on where to find Chako products, for example 6degrees, most clients at the shop claims that they have seen some of Chako products at 6degrees, hence they find the products unique and beautiful and gains interest to find them.

Products

Chako has managed to restock or bring orders for clients on time at the shop, while providing most products per preference of what the client has requested; hence this has led to creation of loyal customers.

Through social media some clients have also been able to place their orders through WatsApp, hence leading to an increase in sales.

Hiliki spice jars are still the most sold products throughout the month of October, while Kitale and Dafu glasses – green is on an average sale.

Increase number of customers

Due to the awareness created about the existence of Chako shop, it has led to an average increase in number of customers visiting and purchasing Chako products as compared to the month of September 2022.

QR Code

Nina has managed to come up with QR code which will be engraved on the Dafu glasses and will be provided as souvenirs during the workshop tour, and if the clients scan it can easily be updated about Chako. Through the QR code Chako shop will also be able to create several updates about the shop hence creating more awareness about Chako shop.

2.0 HUMAN RESOURCE MANAGEMENT

Staff

Due to scarcity of staff, Najma was hired on 6th of October in order to assist Hellen and Happy while at the shop. Najma is already adapting most of her tasks, and she is now able to assist the customer while at the shop and also has the ability to make all kind of Coffees.

Employees working schedule

Helen will be taking her day off on Sunday since Sunday is not a busy day at the shop, means Najma will be able to handle the shop alone on Sundays, while Najma will be taking her day off on Thursday.

Saturday is among the busy day at the shop, and in this case Helen , Najma with the help of Happy sometimes are all at the shop.

Salary

Najma will be paid 100,000Tzs for the month of October and November 2022 , since she is still on training and from December onwards she will be paid 250,000Tzs.

Challenges

Insufficient storage;

The shop has no sufficient storage space for huge stock.

Solution

Happy has already prepared a stock sheet which will enable to keep track of stock weekly.

This will enable all staff at the shop to place an order to Chako of a certain stock as soon as possible before we are completely out of stock.

Insufficient information from the employee

Hellen and Najma tend to have insufficient techniques and information, on what to feed the clients with more explanation about Chako.

Solution

Happy and Nina will prepare a document, where by Hellen and Najma will have to memorize or read and understand clearly what needs to be explained to the customers while they are at the

shop. This will be easier for the clients to be aware of what Chako does for the community and how they perform waste management.

3.0 MEETINGS

Meeting 1: on 18th October, Happy conducted a meeting with Hellen and Najma and the Agenda where as follows:

- Purchases

Helen and Najma should prepare a list of what has to be bought on the following day, and purchase it in the morning while they are on their way to work.

- Receipts

Staff should ensure they are given a receipt for every product they purchase so as to keep records for the expenses.

- Shopping Money

100,000TZS will be given as shopping money at the shop, and all that will be bought using the shopping money should be well recorded (with receipts).

Action: Happy will be responsible to follow up with the shopping money

- Cash collection (sales)

Helen and Najma should always ensure that the money they submit in the evening before leaving it at the reception is well counted/double checked by the person they will be handing it over to.

4.0 MARKETING & SALES

Social Media

Chako shop is currently using Instagram and Facebook to promote itself, while also creating a wider market for its products and so far, Happy has received several texts of people asking about the shop and also placing orders via WhatsApp.

Linking up the shop with tour guides

Happy and Nina have also distributed flyers to several tour guides in stone town while explaining what Chako does for the community. With an agreement to bring clients to the shop and they will get 10% commission if they buy. But due to mid-low season Chako shop has not received clients from the tour guides yet.

Market overview

Nina and Happy were able to create a market over view during this month as described below.

Marketing Strategy

Short-term goal: Attracting more visitors to the CHAKO boutique

Specific: Attracting more customers to the CHAKO shop to increase sales

Measurable: Keeping a track of the sales to see if they increase

Achievable: We are going to increase the sales by advertising directly to our target group.

Relevant: It will improve the business

Time-bound: We are going to work on it every Thursday morning

SWOT analysis for Chako shop

Strengths

- Unique products
- Sustainable products
- Ability to create awareness about waste management

Weaknesses

- Unclear target group
- Insufficient storage for products
- Employees interact less with the customers while at the shop
- Providing insufficient information to the customers

Opportunities

- Create a clear overview about the target group
- There are a lot of tourist in Stone Town
- Employees need to practice talking and explaining to customers
- Get more people attracted to the experience tour

Threats

- Not easy to find
- Customer not knowing the backstory

Target group for Chako shop

- Eco friendly tourist, mostly from Germany & Italy
- Couples, aged around 30
- Most of them already know of Chako
- Middle class
- Personal goals: being as sustainable as possible
- Channels: Facebook, Instagram

Annabella Gonzalez

Female, 35, in a relationship, journalist

It is Annabella's tenacity, self-awareness, and commitment to learn new things that make her a confident and courageous woman. A busy lifestyle requires her to have access to valuable, easy-to-obtain information.

Shopping habits

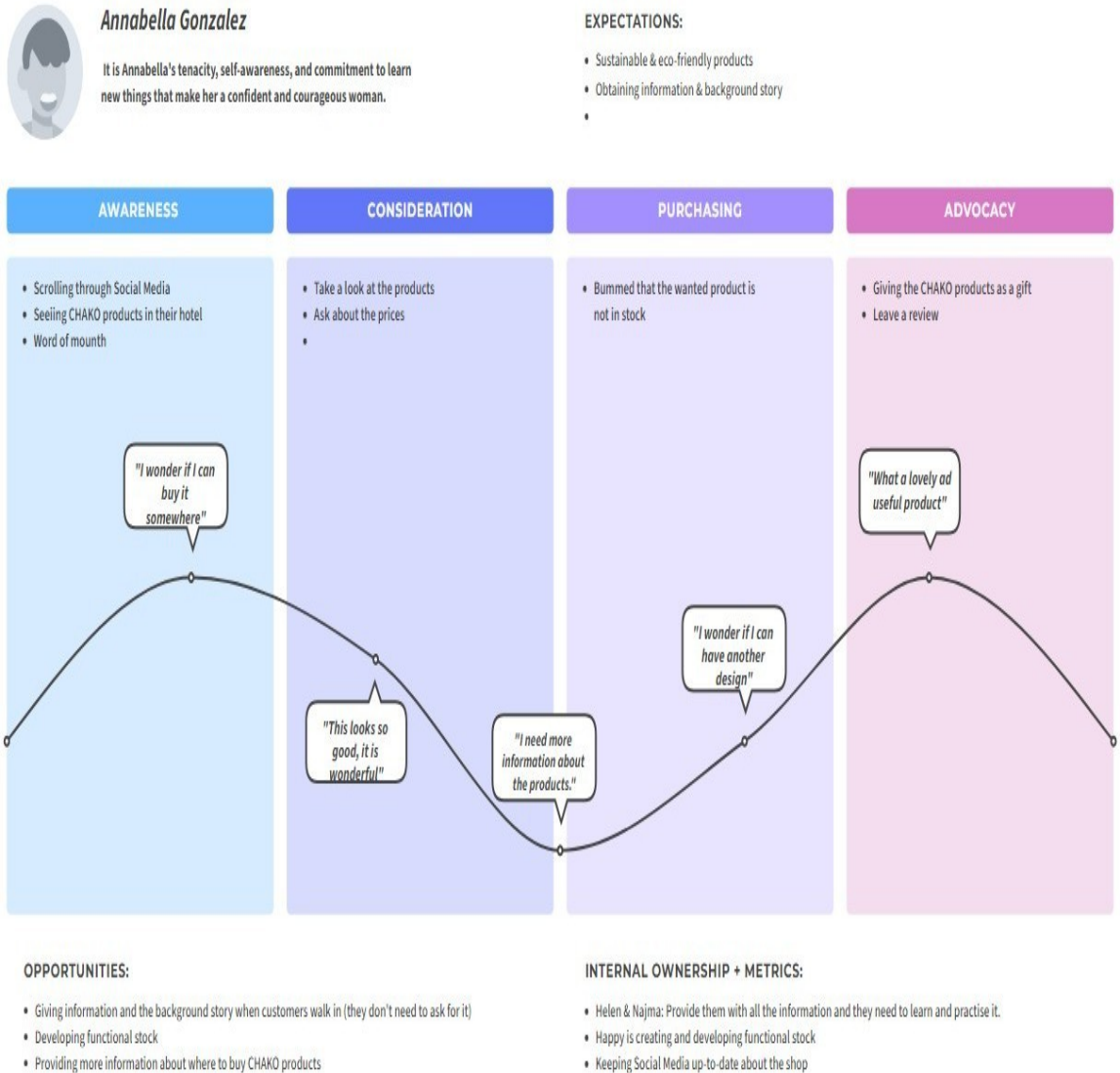
- Prefer to buy sustainable & ecofriendly products
- Likes to support a business with a social mission and vision
- Would pay more for a product that supports the local community Needs
- Access to correct information
- A memorable experience was everyone benefits

Goals

- To make ethical decisions
- Encourage others to be more sustainable
- Wants to be up-to-date
- Keep on learning

Technology

- Instagram
- Facebook
- Reads lifestyle blogs & magazines



WHAT NEEDS TO BE DONE

Define target group: Done

- Storage for products: In progress

How: Helen & Najma need to fill in when a product is sold and let Happy know, so the product can be refilled

- Interaction with customers: In progress

How: Providing Helen & Najma with the information sheet, so they have to learn the accurate information and give a clear explanation to the customers. They also need to be aware that customers like to be given direct information and do not have to demand or ask for it.

- Advertising: In progress

How: Creating more social media post specific for our target group

For example: let them know they contribute to a circular economy on Zanzibar by buying from CHAKO

- Promoting tour: Not started

How: Create a leaflet with all the tour information, hand it out to customers, let them know about it while at the shop.

- Finding Chako shop: Not started

How: Adding the address of Chako shop in every post and Chako shop contacts for more detailed directions.

5.0 FINANCIAL OVERVIEW

Over roll the sales this month were average sales as compared to September sales. This is due to the rise of awareness about the shop.

Below is pie- chart showing the financial overview as on 1st to 30th of October 2022 for sales earned and expenses incurred.

Total Income Sales: TZS 1,966,900

Total Expenses: TZS 957,625



Pie chart representing Financial overview October 2022

6.0 PERSONAL RECOMMENDATIONS

There should be a menu board at the entrance door, which will display type coffees and tea with their prices at Chako shop, this will help create awareness that we have coffee and tea available at the shop, and while people are passing by the shop, they can easily read it from the outside.

There should be specific days for posting Chako shop on our social media accounts, so as to create attention about Chako shop on specific days.

The shop should be restocked with more transparent Hiliki spice jar, since they are the most selling products so far. Also, we should produce and restock the shop with more Spaghetti jar curved - transparent, Kitale and Dafu glasses – green, since they are also among the most preferred products by customers.

During Christmas season, we should decorate the shop with a Christmas trees and lights, so as to give the Christmas vibe to our clients while in the shop, this will also help to attract them into walking in the shop.