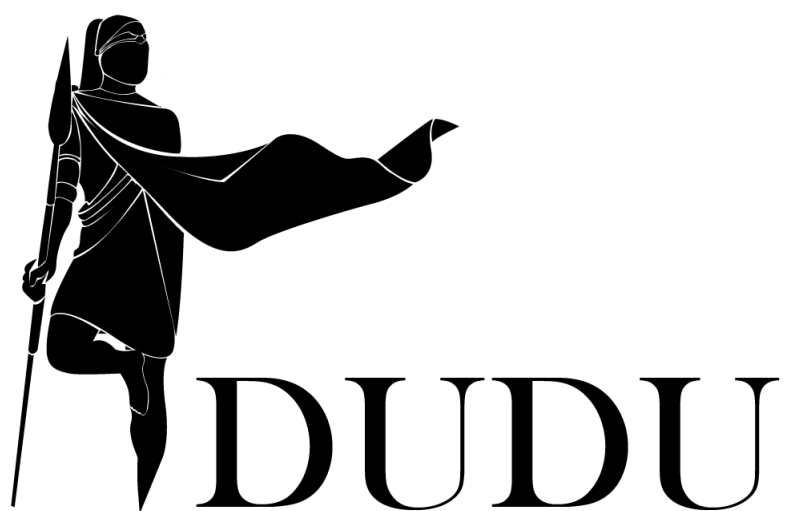


Butterflies & Co.



*"We will see how Africa and South America take centre stage. I think the southern hemisphere will no longer keep behind Europe, but will take the front line. That will change our esthetic notion and our color palette."*

- Li Edelkoort, Trend Forecaster.

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# DUDU

**What:** Fashion brand.

**Distinctive value:**

- Authentic:
  - African fabric (kitenge as our leitmotiv).
  - Made in Africa.
  - By African people.
- Exclusive:
  - Handmade.
  - Tailor-made? → no doubt for *Heshima Collection*.
  - With a DUDU badge on every piece of clothing ('DUDU' in a unique way and place in each garment).
  - For *Heshima Collection*: Registration in a Catalogue Raisonné (because every garment is a work of art).
- Dignified:
  - Ethical production model.
  - Every person implied in the production process is respected.

**Team:**

- Co-founders: Alfonso Ponce & Laura Venzal.
- Designer: Bosco Tamames.

**Why DUDU:** It's from Mdudu, that means insect in Swahili. It sounds good and... is funny!

## PRODUCT

**Product:** Elegant fashion. Classic style. African essence.

- Starter product:
  - Feminine fashion products.
  - 4 products: top, jacket, pāreu, clutch.
- Short term:
  - Masculine fashion and a wider range of feminine fashion.
  - *Heshima* and *Nairobi* Collections.
    - *Heshima Collection*:
      - Exclusive.
      - High quality product and very elaborate design.
      - Price: not defined yet.
      - *Haute Couture*.
    - *Nairobi Collection*:
      - For all audiences.
      - Affordable products to a wider public.
      - Price: 50 - 150 €.
      - *Prêt-à-porter* (?).
- Mid term:
  - DUDU Accessories:
    - Jewellery.
    - Bags.
    - Shoes (inspired in Masaai Sandals).
  - DUDU Home:
    - Cushions.
    - Bed linen.
    - Masaai Paintings.
- Long term:
  - Jewellery with tanzanite.
  - DUDU Parfum.
  - Mother & Daughter Collection.
  - Collaboration with technological companies for their designs.
  - Collaboration with furniture companies for their designs.
  - Physical store (?).

### Target:

- Age: 20 to 45.
  - *Heshima Collection*: 30 to 45 years old.
  - *Nairobi Collection*: 20 to 30 years old.
- Location: worldwide (starting from Spain).

### Production Process:

- Raw materials and manufacture of the fabric:

Our suppliers will be companies with corporate responsibility. Our main requirement is respect to their workers.

In summer 2016 we will travel to Tanzania in order to look for cotton and other fabric suppliers.

Some of our options are companies which work with CmiA.

- Atelier:

Our atelier will be in Arusha (Tanzania).

At first we would rent a space, but we will have our own atelier as soon as we can afford it.

We will talk to Tanzania's institutions in order to explore the possibilities of having a good treatment when acquiring a lot and building the atelier in exchange of establishing our atelier in Tanzania.

### Shipping:

Shipping is our great challenge.

We are in touch with FedEx delegation in Tanzania and we will have a meeting in summer 2016. So far, it seems the best option (they seem committed to SMEs, also in Africa).

Another company operating in Tanzania is DHL.

## COMPANY PHILOSOPHY

### Company philosophy:

- Every person is treated as such. Professional hierarchy, not personal.
- Every worker *is* company. If DUDU wins, everyone wins.

We will work with an incentive model. Some incentives will be standard (e.g. being in charge of an apprentice, salary increase), but others will be personalized to every worker needs (e.g. payment of textbooks for their sons).

Personal treatment is important in a place where people do not have their basic needs guaranteed.
- Commitment to people in the area:
  - € 1 of every sale will be used to sponsor a child<sup>1</sup>.
  - *Mdudu School*. Apprenticeship program for marginalised girls.
  - Earmark funds to a parallel project: *Blue Elephant* (Annex).

### Purposes:

- Contributing to Africa's development<sup>2</sup>.
- Being part of the change of the production model in the textile industry.

---

<sup>1</sup> We have contact with two good schools in the area: [Blue Sky Schools](#) and Saint Francis de Sales.

<sup>2</sup> We are not an NGO. Our object is business. As a business working in Africa we are committed to its improvement. It is time for Africa.

We do not support either the speech of Africa being disabled and Occident being charitable. If Africa grows will not be because of our charity but because of their work.



## SWOT

### Strenghts:

- Authentic from Africa.
- Ethical.
- Wide market niche: elegant & versatile (adaptable to many styles: from classic to daring).
- Well-formed and rising designer.

### Weaknesses:

- Start-up company.
- High costs of production (shipping).
- Not having a phisical shop.
- People do not know how to measure themselves (for tailor-made option).
- Our tailors will have to learn *haute couture*.
- Not all commodities are from Africa (we will need to import other types of fabric).

### Opportunities:

- We know some good tailors in the area.
- Our presence in Arusha could be very good for their economy, so institutions could have a good treatment towards us.
- Online shopping is growing in leaps and bounds.
- No other big brands are using kitenge.
- Ethics in textile industry is its future, but not its present.
- People are becoming more aware about ethics in textile industry.
- The tendency is that ethics will win the battle to low-cost.
- Although the atelier would be in Tanzania, the company headquarters could be in a country with legal certainty and favourable tax treatment.

### Threats:

- Not spreading.
- Tanzanian legal certainty (regarding the atelier).
- *Low-cost fashion* is still overriding.
- Being copied and overpowered by other brands.
- A possible drought which affects the price of cotton.

## MARKETING STRATEGIES

### Launch campaign:

- Expectation campaign:
  - Video.
  - Through social networks (Facebook, Twitter, Instagram and Pinterest).
  - Web: video + countdown timer.
- Presentation:
  - Show.
  - Mallorcan beach?
  - Streaming.
  - Live connection to the atelier.

### Mdudu Girls:

Bety Galán Viskupicová + African girl.

*Mdudu girls* will be active and stylish girls who share our philosophy. They will have an account on instagram where they will share her daily stories (*Mdudu life*).

### Ambassador

We are looking for a famous person to promote our brand.

## **PARALLEL PROJECTS**

### **Fashion Blog:**

We would contact arising fashion bloggers and youtubers as part of our strategy to promote DUDU. We could even perform some common projects.

At the same time, we could boost the creation of a blog in order to discover and support new faces. From this blog, we could select our new faces or our new partners. It could be a little magazine online (e.g. i-d vice).

We are about to contact Marieta Hairstyle.

### **DUDU Acoustic:**

In our days, music plays a very important role in the creative world. Music gives personality to the brand and life to garments. Therefore, one of DUDU's future ideas is to start a project to seek talents in Africa. They will give voice to our clothing and melodies to our stitching. This leads to the possibility of launching a disc through a record label. We would preserve the exclusive right to use certain songs in our campaigns.

### **Blue Elephant:**

Tanzanian editorial to promote culture through words. Blue Elephant aims to publish African writers in Occident and in Africa. We would enter the market through African schools by editing stories books and textbooks. Afterwards, we would spread to novels and literature (Annex).

## **ANNEX**





# Blue Elephant



*"The future belongs to Africa, because it seems to have happened everywhere else already."*

- Okwui Enwezor

## **Blue elephant • El elefante azul • L'éléphant bleu**

**Problem:** There are very few bookstores on the streets. There are almost no children's stories at schools. It is not usual that people have books at home.

**Solution:** Being the editorial that they need.

### **Aims:**

- Creating reading culture.
- Bringing classic writers of literature and literature of all kinds, genres and eras.
- Giving an opportunity to new talents to spread an form a new literary generation in African countries.

**Mission:** Discover, publish and distribute.

**Vision:** Be relevant in the literature world within six years.

### **ACTIVITIES:**

- **Book publishing:**
  - Classics.
  - Illustrated books (introduction in the literature world).
  - Multiage: normal book with a comic version at the end of every chapter.
- **Collaboration with schools:**
  - Students: textbooks and children's stories + literary club + theater (pack).
  - Parents and teachers: literature + literary club. We could also promote sessions where teachers show parents what they have done in class and how to help their sons with homework.

- **Collaboration with Colleges:**

- Literature.
- Literary club.
- Volunteering program at schools (they could be the ones who lead school literary clubs).

- **Bookshop:**

- To sell books.
- Reading room + Café.
- Activities:
  - Literary Club.
  - Poetry and short story reading.
  - Talks with writers.
  - Music + Literature (?)