

Product Development and Project Management Services, Craft Sector

8 Faure Street, Gardens, 8001, Cape Town, South Africa

Cell: 082 553 0824 e-mail: leonard@craftsouthafrica.co.za Tel: +27 21 422 1458

Warrenton Craft Workshop Report

Product Development and Business Skills Training, 24 to 28 October 2005

Workshop Period

5 Days.

Location of Workshop

Arts and Culture Resort, Warrenton, Northern Cape.

Number of Learners Present

12 Crafters present.

Names of Learners

Ms Maureen Mokhwae

Ms Vinolia Selekelo

Ms Gladys Seebela

Mr Benjamin Taku

Ms Elizabeth Fanele

Ms Maria Shuping

Ms Celeste Kruger

Ms Mabel Molale

Mr George Tito

Mr Emmanuel Buys

Ms Jane Jacobs

Ms Keitumetse Thembu

Acknowledgement and Thanks.

I would like to acknowledge the officers of the Department of Sports, Arts and Culture, the Northern Cape Arts and Culture Council for their commitment to the ongoing development of the people in the craft sector of the Northern Cape. In particular I would like to acknowledge and thank Ms Jane Mokwena-Shangwina for identifying the importance and need for this workshop and for co-ordinating all of the many logistical aspects of this workshop.

Main Objectives of the Workshop: Training of Crafters in Product Development, New Product Innovation and Business Skills Relevant to the Craft Sector.

The main objectives of this workshop were twofold: 1) to facilitate creative thinking in the area of product improvement and new product innovation as well as to 2) train the crafters in the specific business and interpersonal skills (crafter-customer relations) needed to manage a crafts business. See the document called *Craft Presentation* for the outline of the training. [Please note that *Craft Presentation* are lecture presentation notes with key points that need to be elaborated on and workshopped for them to be properly understood. It is not intended as a study manual and should only be distributed in a workshop situation for it to be of value to the crafters].

All aspects of the workshop were practical. Business skills were explained using practical examples and the crafters had a chance to practice these skills e.g. writing an invoice or order.

The crafters were shown how to improve their craft products so that they would fit better into specific national markets (such as tourist, jewellery, interior decor and fashion shops). In many cases, ideas were given to each of the crafters to make an *entirely new craft* drawing on their *existing craft making skills* and the *raw materials* that they use. These new craft designs or adjustments to the crafts were based on current trends in the craft and design markets.

Relevant business and interpersonal skills can make all the difference to a crafter who becomes equipped to generate orders and income from their craft skills and talents.

During the 5 day period, the following was achieved:

Product Development

Each crafter presented their crafts to the group. This was followed by comments from all of the other crafters and then comments and suggestions from me to each crafter individually. Suggestions centred around product improvement or the making of an entirely new product (product innovation).

Some crafters began making new products as per suggestions. All the crafters could see the process involved in designing and making new crafts and therefore learned from each other.

Daily Lectures

Lectures were presented each day on a very broad range of topics. See *Craft Presentation*. These topics included lectures on business skills specifically related to crafts business (e.g. buying materials at wholesale prices, writing an

order and invoice, requesting a deposit for raw materials, costing a product, calculating profit, product development, marketing and sales etc). These skills were related to each crafters specific situation and crafters had a chance to practice these skills.

Discussion and Participation in the Learning Process Encouraged

The crafters were encouraged to contribute to the learning process in the class by making observations and suggestions relating to the topics discussed.

Role-play Scenarios

A number of different role-play scenarios were conducted around telephone communication skills between the crafter and shop owner, the writing of orders and invoices, display of crafts at a market, price negotiation etc. For example, a learner would pretend to be a shop owner while another learner would be the crafter calling the shop owner to make an appointment to show their crafts.

Craft Market and Display

Crafters were shown how to set up a market stall and display crafts so that they have maximum visual impact on potential buyers. We did this in the Resort Hall using tables to create the effect of market stalls and crafts were arranged on the tables. Crafters walked around market and commented on each others displays. Tips and guidelines were given on how to display crafts to maximise sales.

Brochures and Swing Tickets

The need for swing tickets was explained as well as what information it should include and an inexpensive method of making them.

Interior Magazines

Crafters studied a variety of magazines with examples of crafts.

Exhibition Display

Crafters had the chance to learn how to set up an exhibition in a museum gallery in Kimberley.

Follow Up and Ongoing Workshop/Training

Follow up on 8 December with Jane Mokwena-Shangwina, DSAC/NCACC.

On 8 December 2005, all the crafters from this workshop to meet Jane Mokwena-Shangwina at her office and show she what progress they have made.

Possible Ongoing Workshop/Training for up to 80 Crafters

DSAC Deputy Director, Ms Shalala Rapoo discussed the idea of either having this workshop and training in one place (eg The Arts and Culture Resort) for 80 crafters from all the regions in the Northern Cape, or having separate training in all of the different regions. I would easily be able to conduct a workshop for up to

80 crafters. The hall at the Arts and Culture Resort is large enough to hold 80 people.

Further Workshop/Training in Sales, Marketing and Packaging Skills and Packaging Techniques.

Further training in Sales, Marketing and Packaging skills and packaging techniques will benefit crafters.

Comments and Notes

The crafters gained a great deal of confidence as a result of what they learned.

All of the crafters at this workshop have great skills and talent. These skills are their greatest assets which need to be directed so that they can generate income on an ongoing basis.

WHAG Ubuntu Embroidery Group: Ms Maureen Mokhwae, Ms Vinolia Selekelo, Ms Gladys Seebela and Ms Elizabeth Fanele. These 4 women are part of a larger embroidery group working at the William Humphries Art Gallery. They create embroidered crafts using cotton combined with beads. They are highly skilled and efficient but not fully aware of market trends and demands. They have been involved in some very large contracts (which I designed and managed) such as the making of 12 large wall-hangings for the Constitutional Court of South Africa.

Recommendations: Make pill box hats to match outfits. Smaller products are desirable as they take less time to make and sell faster. So instead of making waistcoats and dresses, rather make smaller bags and earrings as they can sell more easily. No space in shops for big things. Good to mix formal jewellery of Jane Jacobs with embroidered waistcoat. This combination does good things for the jewellery *as well as* the waistcoat.

Make waist coat simpler: Use beige and one other colour for the beads eg black. Beige cloth and black beads. Too colourful. Not elegant and sophisticated.

Don't only use black material.

Make Bermuda shorts.

Advised them to design sample of key ring and show Hendrik (resort manager). He then ordered 6 and they were made. Embroidery group presented him with a written order. When they delivered the order to him, they presented him with an invoice and were paid COD. This was very good for the morale of the entire group. It showed that with the application of the correct product development and business principles, an order can be achieved. The crafters saw that they didn't have to look too far from where they were to see opportunities where they can make relevant craft products.

Embroiderers to make brooches and earrings out of cloth and beads with brooch pin. This can sell for R45 a pair for earrings while a key ring can only sell for

R20. A key ring is a functional object and cannot sell for as much as a set of earrings which are decorative and in the jewellery category.

The embroiderers embroidered their cell numbers on key rings so that people who liked their work could contact them. This amounted to free advertising for them.

I have suggested that they call all of the guest houses in Kimberley, make appointments to see the owners and present them with the idea of making key rings for their guests' keys. They will not only be paid for these key rings, but continue practicing their skills re taking orders and making a sample. The key rings will also act as an advertisement as they will be seen by the guests who are usually tourists to the province. The tourist may comment on the embroidery and beadwork on the key ring and they can then be directed by the guest house owner to the crafter.

More profit will be made on earrings but key rings are good advertising. So it is good to make both.

Jane Jacobs. Working at Incubator Centre for 3 months.

Recommendations: Jane makes formal wear necklaces which are less brightly coloured than the necklaces that we see at markets and shops selling beaded necklaces. The less colourful necklaces look more sophisticated and go better with formal clothing.

Jane is thinking about mixing leather work and beads together to make a new product. It is always better to mix a variety of media as the perceived value of the product increases. She wants to start her own business. Advised to make beadwork that is very different from the norm in South Africa. There is too much of the same kind of beadwork in the market.

George Tito is from Barkley West. He has been making wire work since 2001. Makes wire vases that are unique and exhibition material in gallery. He Achieves R450.00 per piece from people visiting Kimberley. George is highly skilled at wire work. He also possesses a good aesthetic sense.

Recommendations: Wirework. Make animals and cars. Make big five, CD stands.

CD stands take same time to make as vases and vases can sell for R450.00 but CD stand can only sell for R80.00. People won't pay more for functional wire object but will pay more for wire art that is really well designed and well made. Advised to approach art gallery for a show of 25 vases.

Don't have to look far to see market and find materials to make a craft product. The area is rich in beautiful agate stones. They may look ordinary to the person from the Northern Cape, but to the outsider/visitor/tourist, they are beautiful.

Tourists like to take a piece of the environment with them as a memory of the times that they had there.

Advised to sign his work as an artist would do.

George as encouraged to make key rings using the diverse stones that can be found in the Northern Cape veldt (jasper, agate). Key rings can be found that are made from polished stones, but unpolished stones are more desirable to many people as they retain their natural appearance from the veldt. Turning these stones into key rings is adding value to something that can be found in the veldt for free. Tourists like to take stones or wood with them as a reminder of the time that they enjoyed in a place. Airports are a good place to sell these small, easily transportable items. If these key rings are put in a basket with a printed swing-tag explaining that they are stones from the Diamond province, tourists would be very likely to buy them as reminders and gifts to give to people.

Benjamin Taku. Fine artist. Works in chalk pastels. He is learning charcoal drawing and studying stone cutting.

Specialises in portraits.

Advised to frame work using mount card to prevent pastels from rubbing off onto glass. Glass shouldn't touch directly onto the artwork.

Recommendations: Draw bigger. Take photos of friend that he does portraits of and show them next to the finished portrait. This will show his ability to draw and help him to generate orders.

Emmanuel Buys. Wire work, beads, clay fired in coals, lino print, sandals.

Promotional product potential. Makes pen holders that the department can use if they are branded for the department or De Beers etc (with dept logo or slogan for example).

Advised to make bracelets to match his sandals. Also to make key rings in the shape of mini sandals. All of these products displayed together would make a good display and generate confidence in the buyer.

Recommendations: Sandals. R120.

Make rubber bracelets as well.

Make room divider type merchandiser that can be folded up and put on top of car roof racks. Use diamond mesh wire and hang sandals on wire for people to see who are driving past.

He needs to focus on one or two products and not have too many different products on one stand. Needs to specialise. Sandals can work if makes merchandiser and different sizes of sandals, ties sandals together, displays at craft markets or at side of road with other traders. Needs to write or carve size number on underneath sandals.

Make very large visible sign to indicate price.

Make photocopy swing tags saying sandals hand made in Kimberley, South Africa.

Bomeba Afrika “Women of Africa”. Maria Shuping, Celeste Kruger, Mabel Molale:

Group of 10. Learned how to design patterns.

“We must lift ourselves and empower other women so in 2 years time we can be somewhere. Mustn’t just engage in gender equality talk. We must actually do something”.

Mary made stoeps in mosaic. Got orders from showing her stoep to others.

Needs to take pics and show others. Market the product.

Product dev ideas given to Mary...swap mosaics for selected stones from the environment for the pot holders. Tourists like to take a piece of the country with them to remind them of the times that they had there.

Advised that must make beaded necklaces that are completely different from what we are seeing.

Celeste Kruger to come to CTown to do a Dumbi bread demonstration to white housewives who don’t know how to make this bread. Leonard will co-ordinate and support this.

Recommendations:

Keyrings and earrings. There is a price perception. People will only pay R25 for keyring but R40 for pair of earrings.

Use card to display earrings on.

Mosaic. Make house numbers with broken mirror.

Offer choice of colours of mosaic for house numbers.

Sell house numbers to interior shops.