



SALES STRATEGY workshop



Main Objective

- Present sales actual action plan and context to experts in the ecosystem and get their feedback on how could we achieve the commercial goals of the project by improving the actual sales action plan.

Attendees

- Artisanal design brands
- Architecture and Interiorism
- International Retail
- ONG
- Logistics

Stage 1: Brief

Ensamble Artesano
today's Sales Strategy

About the project: Products, target

- Products
- Target

Our Goals and impact: Sales 2021

Stage 2: Brainstorming

How you would do it

Actions and Channels

Stage 3: Designing the strategy

Puntual actions in order
to achieve the goals

Feedback

Key Questions

About us



Ensamble Artesano: Transforming value chains from competition to collaboration



Ensamble Artesano is a collaborative and social entrepreneurship platform for the economic reactivation of the artisan sector in Mexico which was affected by the effects of social distancing due to the COVID-19 pandemic.

The main objective is to strengthen the work and artisan activity of women and men who were affected by the economic uncertainty after the sanitary emergency was decreed in Mexico.

This non-profit initiative is made up of Fundación Haciendas del Mundo Maya and Taller Maya, developed in partnership with México Territorio Creativo, Design Week Mexico, Caralarga and Estafeta. With the advice of Igeneris and the United Nations Development Program in Mexico (UNDP).



- TEXTILE - VARIOUS
- HAMMOCK WARP
- PEDAL LOOM
- WAIST LOOM
- EMBROIDERY
- STONE AND LAPIDARY
- POTTERY AND CERAMICS
- SEEDS
- PAPER
- METALWORK
- WOOD
- LACQUERS
- NATURAL FIBERS
- CHAQUIRA
- LAPIDARIA
- OTHERS



18 States
of Mexico

36 Allied
Organizations

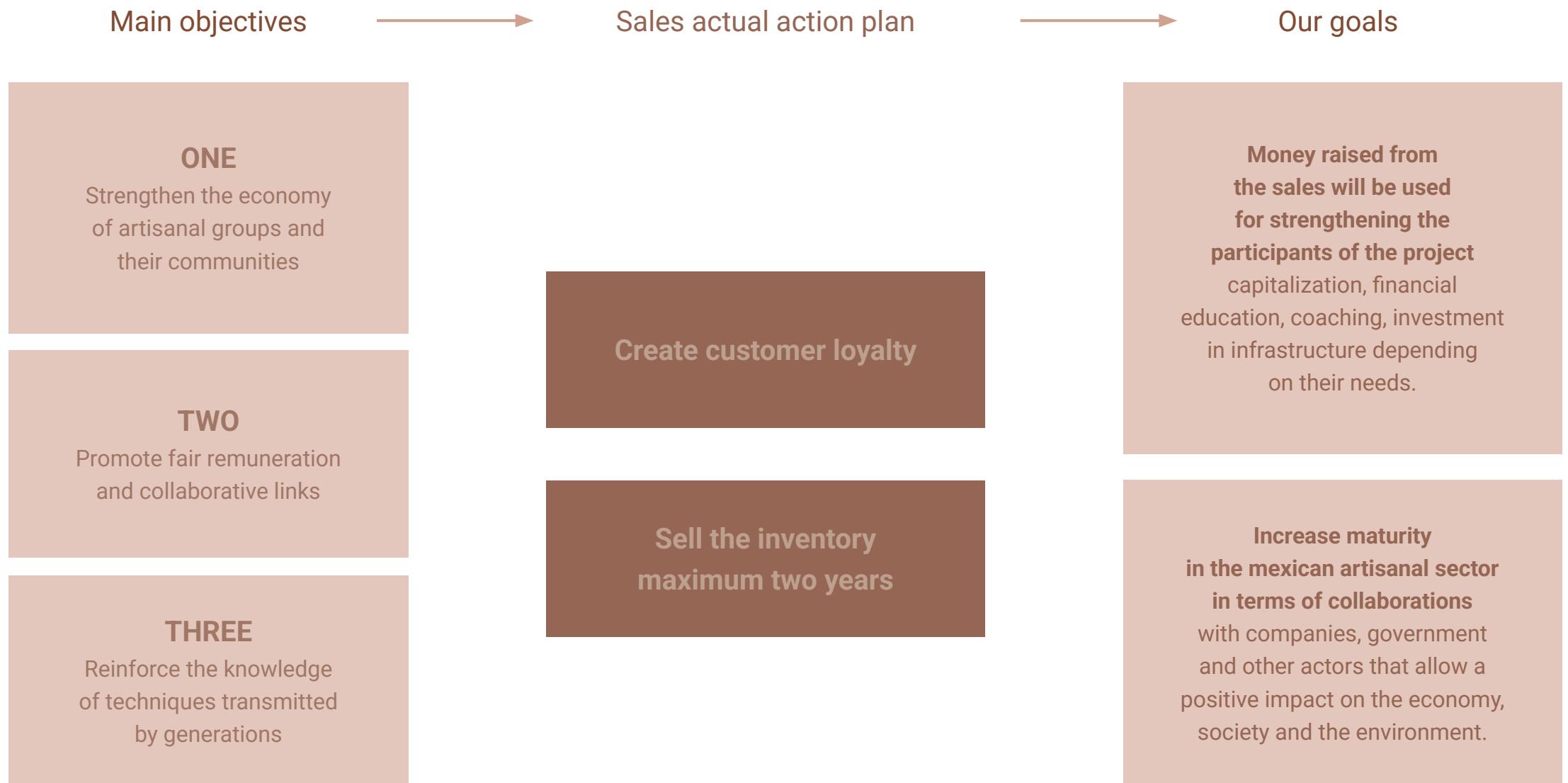
+2700
Artisans

+700
Designs

+15000
Pieces

Sales Goals

What we want to achieve



Sales



Limited Edition Collection

798 sku
+13K pieces

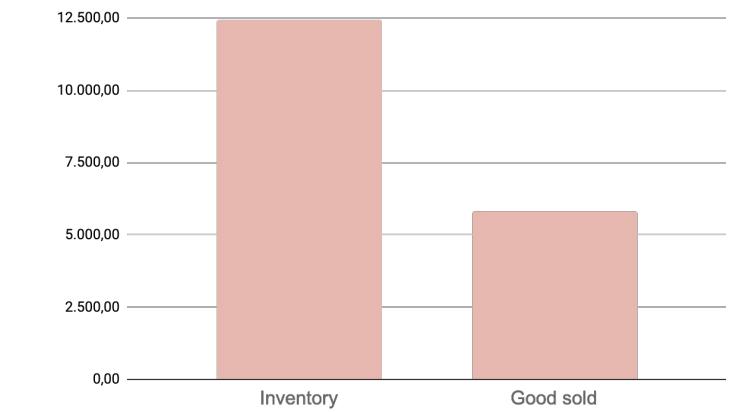
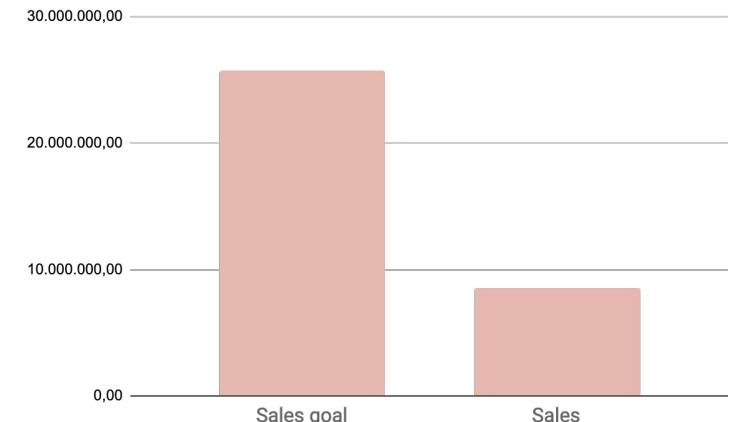
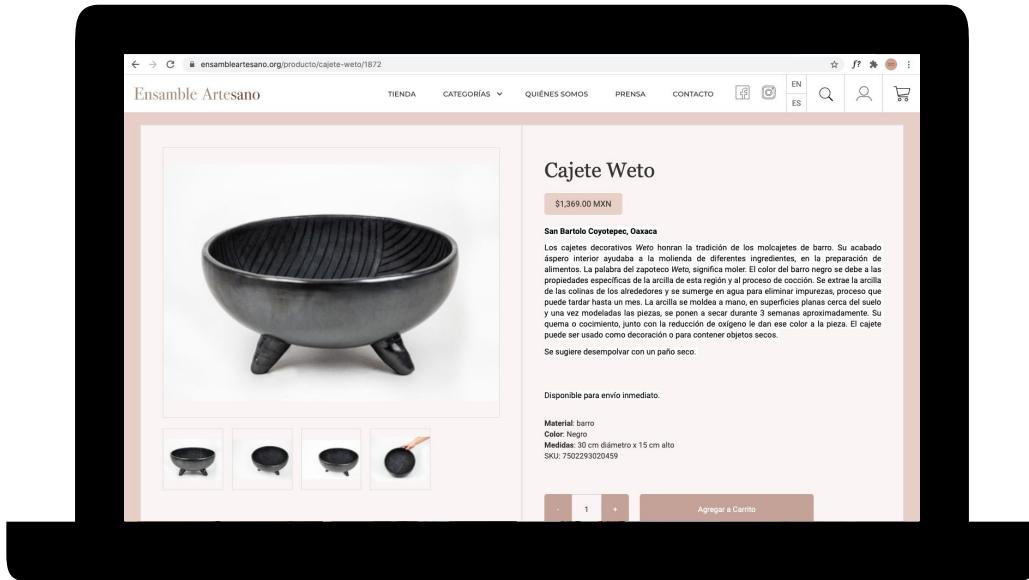
Categories

489 Home
192 Fashion
16 Kids
101 Collectible pieces

12 MONTHS OF SALE

Total sales
8,605,447 mxn

5900
Pieces sold



Price Analysis

USD*



	Sub categories	Min	Average	Max
H O M E	Decor	\$22	\$261	\$1953
	Bakets	\$27	\$61	\$168
	Textiles	\$104	\$778	\$3974
	Cushions	\$33	\$110	\$246
	Furniture	\$52	\$368	\$1952
	Bed	\$67	\$151	\$1582
	Table	\$21	\$138	\$1048
F A S H I O N	Women	\$29	\$313	\$2044
	Men	\$101	\$143	\$227
	Accessories	\$14	\$86	\$224
	Jewelry	\$56	\$78	\$84
C	Collectible	\$796	\$1726	\$7095
K	Kids	\$21	\$85	\$446

Línea	Ventas	Por vender	Inventario Original	Semáforo
Accesorios Hogar	\$1.194.195,28	\$1.266.706,72	\$2.460.902,00	49%
Accesorios / Moda	\$814.507,99	\$1.201.331,01	\$2.015.839,00	40%
Arte Contemporáneo	\$861.059,80	\$2.394.076,20	\$3.255.136,00	26%
Arte Tradicional	\$310.635,28	\$249.642,72	\$560.278,00	55%
Canastas	\$765.685,00	\$477.135,00	\$1.242.820,00	62%
Cojines	\$851.909,56	\$2.554.778,44	\$3.406.688,00	25%
Hombre	\$35.654,01	\$62.086,99	\$97.741,00	36%
Hombre/Mujer	\$65.140,00	\$159.317,00	\$224.457,00	29%
Infantil	\$64.755,85	\$408.315,15	\$473.071,00	14%
Mesa	\$1.452.938,94	\$1.596.195,06	\$3.049.134,00	48%
Mobiliario	\$644.563,56	\$822.965,44	\$1.467.529,00	44%
Mujer	\$1.086.052,36	\$2.575.731,64	\$3.661.784,00	30%
Textiles	\$900.643,68	\$2.999.273,32	\$3.899.917,00	23%
	\$9.047.741,31	\$16.767.554,69	\$25.815.296,00	

Target and channels



7 buyer personas that help us segment the market, reaching them with different messages, channels and sales strategies

CHANNELS

- **Social Media:** FB / IG / WA / email MKT
- **Ecommerce:**
- **Physical stores:** Merida and Mexico City
- **Consignments:** National and international
- **Retail B2B**
- **Decor projects**
- **Pop ups**
- **Media**

TEMPORADAS CON MAYOR CONVERSIÓN

Octubre 2020	\$2,018,925
Diciembre	\$1,103,074
Noviembre	\$859,000
Mayo	\$811,608
Agosto	\$799,618
Octubre	\$787,000
Marzo	\$652,631
Febrero	\$591,673
Septiembre	\$551,633
Junio	\$548,704
Julio	\$500,366
Abril	\$427,482
Enero	\$401,912

MAYOR CONVERSIÓN

Canal de Venta	Total
D2C	\$1.088.819,26
Empresariales	\$1.357.554,51
Interiorismo y Arquitectura	\$1.354.969,50
Página Web	\$1.636.171,21
Pop Ups	\$340.737,00
Redes sociales	\$135.483,00
Retail Hogar Internacional	\$433.399,78
Retail Hogar Nacional	\$219.442,66
Retail Moda Internacional	\$141.017,84
Retail Moda Nacional	\$111.694,94
Tiendas Propias	\$2.447.762,27
Total	\$9.267.051,97



Action Plan



- Involve allied organizations in sales effort
- Opening more physical stores in strategic places
- Standardize prospection process
- Negotiate new consignments in key territories
- Map and participate in pop ups or events by categories
- Solve logistics to access international market
- Improve consumer Journey online and offline
- Change pricing structure to increase presence in retail market



KEY QUESTIONS



How do you see
the actual market?

What do you think
is the most important
investment in sales?

Feedback about
product categorization
and channels chosen



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