

## SALES STRATEGY workshop

# Content

## 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

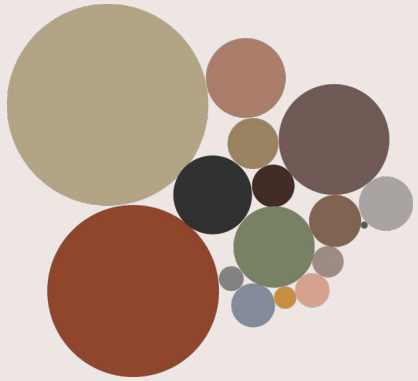
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Ensamble Artesano is a collaborative and social entrepreneurship platform for the economic reactivation of the artisan sector in Mexico which was affected by the effects of social distancing due to the COVID-19 pandemic.

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 Igneris 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

Main objectives



Sales actual action plan



Our goals

**ONE**

Strengthen the economy  
of artisanal groups and  
their communities

**TWO**

Promote fair remuneration  
and collaborative links

**THREE**

Reinforce the knowledge  
of techniques transmitted  
by generations

Create customer loyalty

Sell the inventory  
maximum two years

Money raised from  
the sales will be used  
for strengthening the  
participants of the project  
capitalization, financial  
education, coaching, investment  
in infrastructure depending  
on their needs.

Increase maturity  
in the mexican artisanal sector  
in terms of collaborations  
with companies, government  
and other actors that allow a  
positive impact on the economy,  
society and the environment.



Limited Edition Collection

798 sku  
+13K pieces

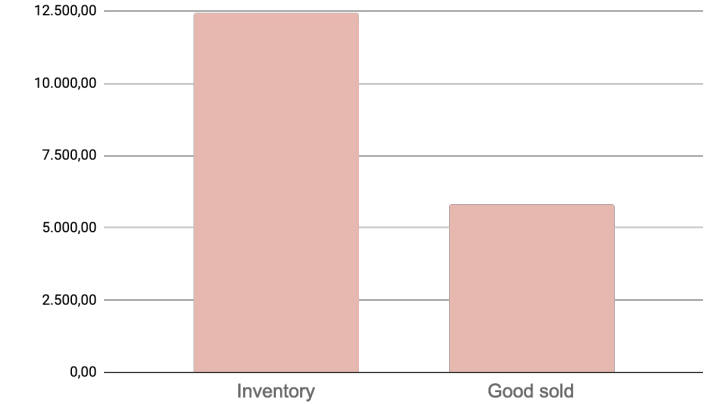
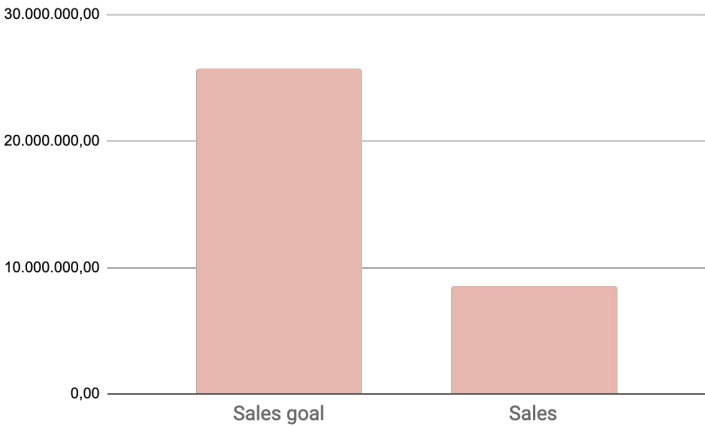
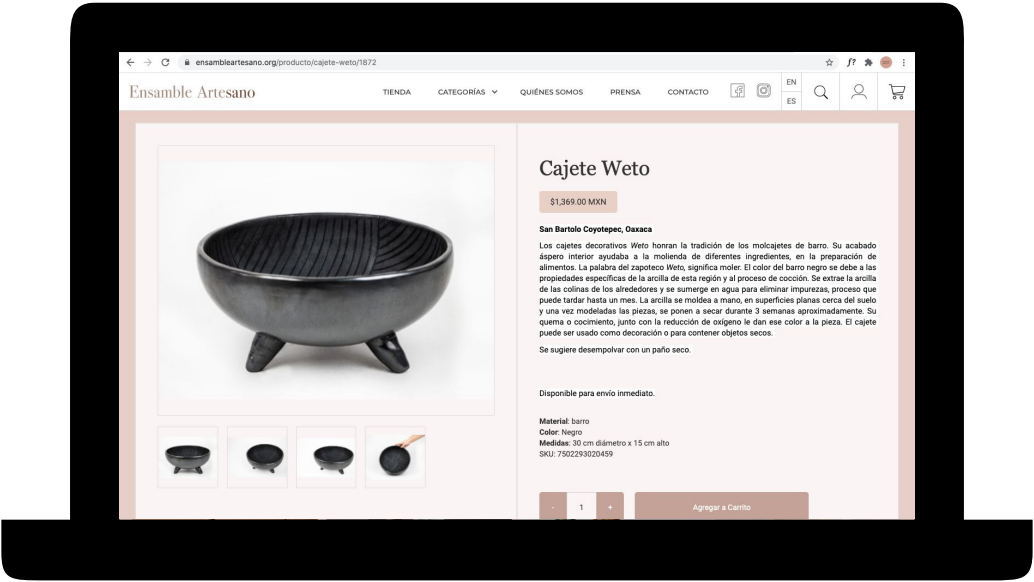
Categories

- 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



Mujer



# 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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