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Revisiting Complexity in the Digital Age
Introduction

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Marketing Analysis

Year One Performance

Suggested Strategy

Year Two Goals

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What should the store Ten Thousand Villages of Cincinnati (TTVC) do in their second year (2004) to increase sales and broaden their customer pool while keeping with their vision and mission statement?
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TEN THOUSAND VILLAGES®

A non-profit focused on fair trade and Christian Values

HARMONY. MADE BY HAND.™

A Fair Trade Retailer.
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Mission Statement:
Ten Thousand Villages provides vital, fair income to Third World people by marketing their handicrafts and telling their stories in North America. Ten Thousand Villages works with artisans who would otherwise be unemployed or underemployed. This income helps pay for food, education, health care and housing.
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- We work with disadvantaged artisans.
- We purchase from craft groups that are concerned for their members and that promote member participation.
- We pay fair prices for handicrafts. We pay promptly.
- We pay up to half the value of a handicraft order when it is placed; the balance when the items are shipped to North America. This provides operating capital for artisans to purchase raw materials and for craft groups to pay workers.
- We offer handicrafts that reflect and reinforce rich cultural traditions.
- We promote fair trade.
- We use marketing strategies and messages consistent with our mission and ideals.
- Our ideals include responsible lifestyle choices, efficiency and Christian ethics. We seek integrity in all our actions and relationships.
Brief History

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- TTV was started in 1946 by husband and wife Joe Byler and Edna Ruth after they visited Puerto Rico on a volunteer trip with the Mennonite church
- Ruth brought samples of locally made embroidery work back to her hometown in Lancaster County, Pennsylvania, to sell, as there wasn’t much demand for it in Puerto Rico
- Ruth began purchasing more products from the women in Puerto Rico and sold them other Mennonite churches in PA
- This went on until the MCC (Mennonite Central Committee) took over in the 70’s, to be known as SELFHELP Crafts of the World
- In 1996 it became Ten Thousand Villages, and the church opened stores throughout North America; by 2004 there were 200 stores in US and Canada that sold TTV products

$12,000

- The store opened the Christmas
- This location much foot-
Ten Thousand Villages of Cincinnati

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- Ten Thousand Villages of Cincinnati (TTVC) was opened by Mennonite church member Karen, in November 2002
- Karen had to raise $52,000 (the amount set by TTV headquarter) to open the store
  - Gained money and support through church community--they were already loyal customers--with a church craft sale (earning $12,000)
- The store opened in O’Bryonville just in time for the Christmas shopping season
  - This location has much drive-by traffic, not much foot-traffic, which she wanted
- Hired store manager Cheryl to run store
TTVC Mission Statement:

Ten Thousand Villages of Cincinnati will promote global understanding and connectedness by:

- Providing innovative markets for artisans in developing countries
- Telling the artisans’ stories and celebrating their artistic spirit
- Empowering the artisans to provide basic needs or themselves and their families by purchasing their handicrafted products at fair prices, and
- Creating local awareness of, and involvement with, global economic issues through an ecumenical community