



**INTERNATIONAL LABOUR ORGANIZATION**  
Country Office in the Philippines  
Manila

**Indigenous Peoples Development Programme**  
(IPDP-Lake Sebu)

---

***Capacity Building on Traditional Handicraft Product Design Enhancement  
and Marketing for Indigenous Peoples in Lake Sebu, South Cotabato***

**FINAL REPORT**

**By: Marian Santos Nash  
Consultant/Trainer**

---

## FINAL REPORT

### 1. Project Background

The Municipality of Lake Sebu, South Cotabato is identified by the Department of Tourism as the most attractive tourist destination in Region 12 because of its natural and cultural resources. Its natural resources include vast agricultural lands and forestlands, three lakes located in the mountain top, numerous waterfalls such as the famous 7 Falls, mountain ranges, biodiversity and a relatively cold climate. It also prides itself of the rich T'boli and Ubo cultures reflected in festivals, arts, crafts and living tradition

For decades, many indigenous women and men in Lake Sebu have developed artistic skills and craftsmanship with deep cultural underpinnings and value. These are expressed in the production of traditional arts and crafts the most famous of which are the T'nalak, brassware, embroidery and beadwork. As these artistic creations are passed on from one generation to the other, they have become valuable heritage products in real terms. Originally, they have been used as clothing and accessories, not only for their practical qualities but more importantly for their cultural significance. They too have served to satisfy important elements in the traditional barter trade and lately as objects of commerce.

As the tourism industry gained ground in Lake Sebu, various economic activities have emerged such as the establishment of resorts and a wide array of small businesses. As expected, demand for the artisanal products increased and the producers found themselves engaged more and more in their production and sale as a source of income. Unfortunately, they were producing and selling the products not as traditional works of art but simply as ordinary handicrafts, their cultural value largely glossed over. Worse, the same products were also sold as nothing more than raw materials to commercial handicrafts makers through middlemen. The commercialization of the T'boli and Ubo heritage products in the low end market has eventually pushed down the price and quality of these otherwise valuable products giving the artisans and artists income even way below the minimum wage in the country.

Today, mainly because of its meager economic returns, the production of T'boli and Ubo traditional arts and crafts is slowly becoming a vanishing trade as the younger generation is gradually shunning it in favor of working in government offices, plantations and businesses within and outside Lake Sebu. The young women and men are leaving the pursuit of these indigenous arts and crafts to their elders, who are themselves slowly fading away one after another.

It is this kind of scenario that is providing the impetus for the move to mobilize the key stakeholders and support groups towards the preparation of a plan, execution of which could lead to a more rational and appropriate marketing of these works of art. There is gainsaying that if only to ensure their sustained production, these products must be given the value and prestige that they truly deserve.

In a discussions held with key stakeholders led by the Cooperative of Women in Health & Development (COWHED) during the mission of the Local Economic Development (LED) Specialist from the ILO Regional Office in Bangkok, it was suggested that: a) Training and mentoring be conducted for home workers on, among others, clustering and product profiling, preparing marketing strategies and marketing plans of the network, understanding consumers and basics of , contacting buyers, contracting orders and executing orders and preparing a business plan; b) the capacity of the marketing unit of COWHED and selected artisans be strengthened; and c) a buyer friendly product and vendor/supplier profile be developed.

The COWHED leaders and members agreed to carry out the implementation of some of the key recommendations; hence, this training on product design and marketing. A highly qualified consultant, Ms. Marian Santos Nash, also agreed to carryout the training and mentoring process as well as developing a manual for the market development of the handicraft products.

## **2. Project Site and Target group**

The project implemented in Lake Sebu, South Cotabato for the indigenous artisans who are generally members of the Cooperative of Women in Health and Development (COWHED)

## **3. Project Time-Frame**

The project was undertaken from 17 -31 July 2012

## **4. Project Objectives**

- 4.1 To conduct training and mentoring activities for the handicraft home-workers on product design and enhancement based on the result of rapid marketing assessment.

With this objective, a market-driven product design enhancement process will be facilitated to promote the marketability of the products while maintaining their essential qualities as traditional products.

- 4.2 To develop a user-friendly manual for marketing enhanced traditional handicraft products based on experience and standard operational procedures.

Through this objective, the authentic T'boli and Ubo artisanal products will be presented not only for their artistic nature but also for their deep cultural underpinnings. Along with this is the elevation of the skilled artists and artisans behind these valuable products to the level of prestige and recognition that is due them. They will be established as

“Communities of Living Tradition” whose members have the skills to produce these products and the capacity to transfer these skills to the young.

4.3 To develop the capacity of COWHED especially its marketing coordinators to mentor and replicate the training activity with other groups of handicraft artisans.

The process towards this objective will engender opportunities for COWHED to develop as the main product distribution channel to various markets. It will likewise provide opportunities for promoting common practices in terms of product pricing and the proper advertisement of these products to bring about sufficient benefits for the producers and for the Lake Sebu community as a whole.

**5. Project Accomplishments: The Work Done Vs TOR**

Expected Outputs	Accomplishment
<p>5.1 A set of enhanced traditional product designs or user friendly products are produced to serve as prototypes for replication in commercial quantity.</p>	<p><b>Enhanced Traditional Products:</b></p> <ul style="list-style-type: none"> <li>• An assessment was made immediately before the training. The COWHED managers were interviewed and first hand information was taken on their composition, resources, how they manage COWHED and its members, how they run their day to day transactions, their limitations, and where they need support and intervention.</li> <li>• Files were prepared for each product classification. The contents: history of the product, the assessment template, product profile ,storyboard , and the suggested product collection product categories for enhancement</li> <li>• The design of the intervention was discussed with the participants. COWHED identified the products they have been producing and marketing.</li> <li>• A visit was made to the COWHED office and showroom where notes were taken on the products, grouping and organization. A participatory product clinic was conducted in which the strengths and the weaknesses of the products identified and possible improvements were noted.</li> <li>• A pre-training orientation of participants was conducted. Some member of the COWHED board of directors attended and were able to be introduced to the project. They also got on the job training on “opportunity lost” whilst there were buyers who went to COWHED to buy handicrafts.</li> <li>• There were 27 participants for the training, most of whom were members of COWHED and a partner organization.</li> </ul>

	<ul style="list-style-type: none"> <li>• A deeper assessment of the products was made in terms of their strengths, weaknesses and production. Specific ways to enhance these products and make them buyer friendly were identified.</li> <li>• Inspirational collections on product trends, best sellers, and buyer preferences were shown, along with their uses and functions.</li> <li>• The identified enhancements focused on the following:       <ol style="list-style-type: none"> <li>1. The T'nalak original in red black and white will be enhanced by using it as the motif, the accent and image of the product collection. It will be enhanced by adding supplementary colours, mix media contrasts and embellishments and adding product categories</li> <li>2. The T'nalak will be marketed for its natural and organic characteristics, novelty, ethnic orientation, hand-woven, tropical fiber, eco-friendly and originating from Lake Sebu, South Cotabato, Philippines</li> <li>3. The product collection focus will be inspired by Global Best buy collections in the categories of :           <ul style="list-style-type: none"> <li><i>Home decors: bedroom, living room kitchen and bathroom decors</i></li> <li><i>Gifts: travel, stationeries, monograms, gifts for occasions</i></li> <li><i>Fashion accessories: handbags, belts, scarves and jewellery</i></li> </ul> </li> </ol> </li> <li>• Colour enhancement focused on colour way and colour palette. The red white and black colour leads the collection. Four other colour ways were added to cover seasons, and buyer preferential colours. The Global Fashion trend colour palettes were supplied to save them from trial and error in colour matching, as these colours are already tested .The colour palettes are accurate for matching and preparing new colour ways.</li> <li>• The storyboard design concept was studied. Changes in buying patterns were noted. Consumers and buyers tend to do less item buying and more purchasing through storyboards (collections and groups with motif).</li> <li>• Initial product collection was focussed on:       <ol style="list-style-type: none"> <li>a) 5 t'nalak patterns and designs (as the motif and brand)</li> <li>b) 5 colour palettes (original red white and black as the lead)</li> <li>c) 5 product categories ( selected from best buy</li> </ol> </li> </ul>
--	--

Product collection in-home decors, fashion accessories and gifts)

This totals 125 pieces, an ideal product presentation for negotiating orders and accessing markets.

- The principles of product design enhancement were applied with participants having their own product presentations
- The participants selected the tinalak pattern as their base for group product collection
- They selected the one colour way presentation to use in making the prototypes and product collection.
- From the suggested Fashion Collection Product classifications, they selected their product categories (home decor, fashion accessories and gifts) for their product prototypes and collection. They rated their capacity to produce and evaluated their own skills. This process they considered the start of their learning to market their products.
- They identified the product fabrications and categories they made as individuals and groups.
- The product prototypes were planned individually and in group. They used substitute materials in cases where actual materials were not available.
- Prototype product critiquing and clinic were made by the Trainer. The do's and don'ts of design execution were relayed and learned, standards of quality and acceptability were also part of the on the job training
- Three categories of prototypes were made:
  1. Group product collection
  2. Individual product
  3. Mix media product
- Mix media products were made using embellishments with other media like: wood, brass, bamboo, sea grass, beads etc.
- The products were evaluated on their commercial viability by all the participants
- The product profile forms were carefully accomplished. This enabled them to have actual training on product presentation with the buyers, including negotiating orders. They were able to give their products reasonable prices, their minimum production capacity, their delivery and payment requirements, their commitment to buyers, as well as their history and background and experience working with buyers.
- They presented the products made during the training and

entertained comments, suggestions, recommendations for improvement. Everyone had the chance to make a presentation.

- A showcase of enhanced products made as a culminating activity. Buyers and guests from NGOs and government were all invited to witness the launching of the prototypes and product collections
- The SHOWCASE was a T'boli event. The women came were in T'boli outfit and the program was prepared to recognize the product niche of T'boli products, The women had a T'boli dance number with drum accompaniment to dramatize their pride for what they were able to produce and learn.
- The COWHED and KLowil (another cooperating cooperative), agreed to sign a MOA to sustain the results of the training.
- Some follow-up action points were determined, such as :
  1. Making COWHED a stronger center of handicraft activity as trader organizer and marketing arm of all the members
  2. Making COWHED an office/showroom, prototype production, sampling center and a HUB for suppliers and buyers in expanding their business and accessing the market
  3. Support to COWHED through networking, sourcing, accessing technology and markets will be liaised with Ms. Nash after the training
  4. A product collection imaging will be prepared to be used for promotion and for negotiating orders.
- It was agreed that after the training, close monitoring of progress and updates by COWHED, Klowil, ILO and the Trainer/Consultant will continue

**Realizations:**

- Aside from being sold as pure textile or traditional product category, the T'nalak could be of greater value as a motif, an accent and insert of another product. Enhancing it with mix media embellishments and contrasts could be accessorized. This gives the product commercial value and can command a more attractive sale price.

	<ul style="list-style-type: none"> <li>• It is very important to recognize the significance of the original products in developing collections and as “design multipliers” leading to new fabrications that can expand their product range.</li> <li>• Team work makes the artisans learn to have fun interfacing ideas and exercising creativity in the preparation of prototypes.</li> <li>• The collections and colours are easy to adapt and apply and could have unlimited contribution to their product enhancement. It also simplifies colour combinations as the palettes are from international trend colour palettes.</li> <li>• It necessary to assess the needs of people at home and in the community and develop products that can be sold to this market niche.</li> <li>• It is imperative to know what a commercially designed product is and how to make products that could sell commercially.</li> <li>• The key to products being buyer friendly is applying the right colours and product fabrications; they should match the customer’s preference and lifestyle for them to be patronized. They are now aware of this. And will apply this principle to their day to day objectives and output.</li> </ul>
	<p>Please see manual, annexes for the forms and power point presentations omelette</p>



**Prototypes: Training participants' enhanced products from Inspirational collections and fashion trend colors**

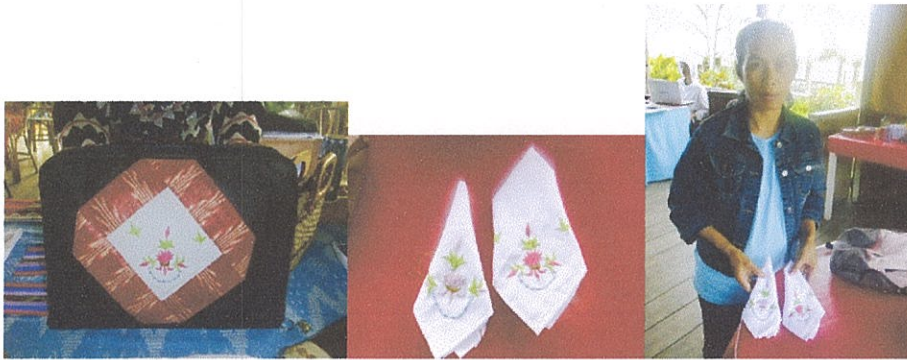


Beadwork....

**Brass: From Inspiration on Commercial trends**



**Embroidery: Inspired by New Techniques Outside of Cross Stitch**



**Handloom: from scarves and Sarong, they are able to make throw pillows and upholstery for furniture and home decors**



**Wood Prototypes: from black wood guitars and wall hangers to Home décor and accessories to bags**





**Fashion Accessories: Handbags and mixed media products using T'nalak motif and brass accents**



**T'nalak applications: in Home decors in T'nalak and mix media materials**



Deleted:



Expected Outputs	Accomplishment
<p>5.2 A sound gender and culture-sensitive marketing plan for the original and enhanced heritage products is formulated along with a strategy for its implementation.</p>	<p><b>Marketing Plan:</b></p> <p><b>Business Review:</b></p> <p><b>Competitive features</b> – T’inalak has history and culture, hand-woven by T’boli Artisans using back strap looms. T’inalak is made of tropical abaca fibers, organically dyed, eco-friendly materials, unique in design and can only be found in lake Sebu ,South Cotobato, Philippines. It’s traces of History, ethnic, culture makes it a viable buyers’ preferential buy as gifts .</p> <p><b>Competitors :</b></p> <p><u>In Lake Sebu:</u></p> <p>Direct: Klowil <u>Agricultural Enterprise</u>, Product: T’inalak modified designs</p> <p>Indirect : N/a</p> <p><u>In other Regions:</u></p>

	<p>Indirect: <u>Ditas Sandico Ong</u></p> <p>Product: Abaca Textile</p> <p><u>Kultura Filipino</u></p> <p>Products: Shell craft, Woodcraft, Fiber craft, bags and apparel</p> <p><u>Tesoro's</u></p> <p>Products: Barongs, Filipiniana, native hand bags</p> <p><u>Abroad</u></p> <p>Direct: <u>7100 Islands (France, USA)</u></p> <p>Products: T'nalak home decors, gifts and fashion accessories</p> <p>Indirect: n/a</p> <p><b><i>Handicraft marketing challenges and opportunities:</i></b></p> <ol style="list-style-type: none"> <li>1. Opportunities include the growing market share and increasing market penetration of products both in the local and international markets.</li> <li>2. Opportunity towards growth and development from micro-enterprise to SME and industry level, through new business and repeat business transactions from buyers</li> <li>3. Opportunities are available for "T'nalak and other T'boli products to make their name not only as ethnic products, but buyer friendly products, sourced and produced from Lake Sebu (Philippines)</li> <li>4. The challenge would be on how fast the producers and suppliers can cope in terms of increasing volume and delivery once the momentum starts and the demand increases.</li> <li>5. Another challenge would be on how to mobilize additional funds to finance the acquisition of components, tools and equipment, technology and the cost of upgrading production towards meeting the increasing demands in the market</li> </ol> <p><b>Sales objectives :</b></p>
--	--

- Increase in domestic sales by 5% to 10% in the next 24 months at COWHED showroom, and other outlets as a result of the new product categories and product collection
- Increase in domestic sales of T'nalak fabric used as accent and motif of new products by 5% to 10% of in the next 24 months
- Increase in demand by 10 to 30% of new products that will generate increased order booking for buyers locally and internationally in the next 15 to 24 months
- Increase in inquiries by 5% to 10% on the web in the next 5 to 24 months
- Increase in orders by 5% to 10% on the web in the next 24 months
- Increase in business with foreign buyers by 5% to 10% in the next 24 months
- Increase in business by regular customers by 5% to 10% in the next 24 months

**Target market:**

***Domestic and international market:***

Product	Market	
Home Decors	* Interior designers, home furnishing buyers	* They need products to complement and supplement their work.
	* People ages 25 – 30 earning at least Php 20,000.00 (or USD 500.00) per month	*Moving out phase; Decorating and customizing their own home

		* People ages 31 – 60 earning at least Php 40,000.00 (or USD 500.00) per month	*Personal home decorating and gift giving.
Gifts		*People ages 12-18 with financial support from parents	*Social interaction and peer acceptance
		* People Ages 20 – 60 earning at least Php 20,000.00 (or USD 500.00) per month	*Building relationships at home and in the workplace
Fashion Accessories		*Teenagers	*For everyday use, and for special occasions to fit in society
		*Young Adults earning at least Php 15,000.00 (or USD 500.00) per month	* For everyday use, for special occasions, for gifts
		*People ages 30-60 earning at least Php 20,000.00 (or USD 500.00) per month	* For everyday use, for special occasions and for gifts
<b>Channels of Distribution:</b>			
<u><b>Domestic Trade</b></u>			
1) <b>Weavers</b> – Producers and suppliers of products			
2) <b>Traders</b> – organize production and sell products			

- 3) **Buying agents** – Source out products and supply and buy from suppliers/traders
- 4) **Retailers** - sell goods in their own stores and outlets to consumers
- 5) **Consumers** – Buy the products and use them for their satisfaction.

**International Trade & Export**

- 6) **Weavers** – Producers and suppliers of products
- 7) **Traders** – organize production and sell products
- 8) **Exporters** – export the finished products to other countries
- 9) **Buying agents** – Source product and supply buyers from exporters
- 10) **Importers**- Source products from various suppliers from various countries and sell them to wholesalers
- 11) **Wholesalers** – Buy from importers and sell them to retailers such as Target Stores, Walmart etc.
- 12) **Retailers** - sell goods in their own stores and outlets to consumers
- 13) **Consumers** – Buy the products to use them for their satisfaction

**Marketing objectives:**

***Short Term Marketing Objectives:***

- To organize a global buyer friendly showroom at COWHED showcasing their products and capabilities.
- To showcase the Product Presentation Collection to buyers and to introduce these buyers to newly enhanced buyer friendly products.



- To prepare promotional materials: brochures, leaflets, flyers.
- To start promoting the new products in the market by accessing and arranging partnership with the right channels of distribution.

**Long Term Marketing Objective**

To launch a website specially designed to cater to social media consumers and to promote the products through tri-media e.g. radio, television and print (magazines, newspaper etc.)

**Marketing Strategies :**

*Strategy for Short Term Marketing:*

Marketing Objective	Description	Methodology
Showcase	Presenting the products and collections to buyers during Buyer's time in Fairs and Exhibits	<p>Research on venue, dates and tie-up opportunities with events organizers on marketing and promotion of products both local and international</p> <p>Coordinate with organizers and finalize arrangements for participation in these marketing event</p> <p>Get access to list of participants, guests, buyers, etc</p> <p>Set aside financial resources for participation in marketing events.</p> <p>Obtain post-</p>

			marketing event participation feedback.
	Promotional Materials	Brochure, leaflets, flyers,	<p>List products for promotion</p> <p>Sourcing out funds for the production of promotional materials</p> <p>Identify a qualified designer for brochures, flyers and leaflets</p> <p>Produce and distribute the materials strategically</p>
	Channels of distribution	Accessing traders, exporters, buying agents, importers, wholesalers	<p>Make a list of traders, exporters, buying agent, importers and wholesalers</p> <p>Identify and relate with their contact persons</p> <p>Establish the capacity of the listed traders, exporters, buying agents, importers and wholesalers.</p> <p>Find references and conduits to start a marketing partnership with these entities</p> <p>Present COWHED's</p>

			<p>collection, current market penetration and market share.</p> <p>Enter into marketing agreements with selected marketing entities</p>						
<b>Strategy for Long Term Marketing:</b>									
<table border="1"> <thead> <tr> <th data-bbox="506 546 682 609">Marketing Objective</th> <th data-bbox="682 546 909 609">Description</th> <th data-bbox="909 546 1161 609">Methodology</th> </tr> </thead> <tbody> <tr> <td data-bbox="506 609 682 1066">Web based marketing</td> <td data-bbox="682 609 909 1066">Own website, e-bay, and web marketing shops</td> <td data-bbox="909 609 1161 1066"> <p>Earmark resources for the propose</p> <p>Contact a qualified website designer and establish a COWHED website</p> <p>Conduct a dry run on web marketing</p> <p>Master the procedures and use the medium as needed.</p> </td> </tr> </tbody> </table>	Marketing Objective	Description	Methodology	Web based marketing	Own website, e-bay, and web marketing shops	<p>Earmark resources for the propose</p> <p>Contact a qualified website designer and establish a COWHED website</p> <p>Conduct a dry run on web marketing</p> <p>Master the procedures and use the medium as needed.</p>			
Marketing Objective	Description	Methodology							
Web based marketing	Own website, e-bay, and web marketing shops	<p>Earmark resources for the propose</p> <p>Contact a qualified website designer and establish a COWHED website</p> <p>Conduct a dry run on web marketing</p> <p>Master the procedures and use the medium as needed.</p>							

	<p>Tri-Media Marketing</p>	<p>Print marketing: newspapers, lifestyle and business magazines and global and local catalogues</p> <p>Radio marketing: radio broadcast tied up with events launching, national and local events, product events, entertainment events, social events</p> <p>TV marketing: advertisements, entertainment shows, products used in Tv shows (endorsements) "cooltura", tourism, net25</p>	<p>Make a list of available marketing venues in print, on radio and TV</p> <p>Establish contact with these venues through focal persons and obtain suggestions and advice</p> <p>Engage qualified designers and develop and submit marketing materials for these venues</p> <p>Link with concerned government agencies e.g. DTI,DA,DNR,DOT to feature the products in these venues</p>
<p>The product brand may highlight the T'inalak weave in T'iboli. T'inalak may be used as an accent with mix media contrast and embellishment and best quality materials such as kidskin leather, brass, wood, etc. It may have a special packaging, labeling, hangtag, and wash care element that reflects the following:</p>			

	<p>tropical fiber, hand woven, organic dyed, eco-friendly, country of origin "Lake Sebu, Cotabato, Philippines. The catch word may be W.E.A.V.E for Women Empowerment in Advancing Village Enterprises (please see attached labeling and packaging design).</p> <p>After the sale, the product becomes a collector piece representing the unique weave from ethnic T'boli artisans. The price must be affordable and competitive. The promotion activities highlighting its attributes will enable the product to be sold and promoted through accessing reliable distribution channels and working on partnerships.</p> <p><b>Positioning</b></p> <p>The products must be sold at competitive prices (middle upper level): They must be positioned as products for better stores /consumers ,versatile, unique motifs and patterns, using natural materials, tropical fibers, organic, eco- friendly, produced by indigenous artisans, high quality and affordable.</p> <p>The products can set a new trend in mix media product presentation. It has the potential to lead in quality, value for money, packaging, and fashion image. It can be attractive for consumers who understand the products with their history and cultural context could make the consumer become a "connoisseur "of quality, style and feature.</p> <p>Consumers may find the products interesting as they could be seen as "green products", environment and eco-friendly. They meet social and environmental standards.</p> <p>The increasing home owners' interest in interiors and decors portrayed in home makeover TV shows could make the products become more attractive to this sector.</p> <p>With a lot of people traveling, where east meets west, the products will be ideal as special gift products. They are unique, with a touch of "nature", history and culture.</p> <p>The 125 piece product enhancement collection developed during the training will give the products an edge. It will give consumers more product options in colors, product fabrications and motifs, as compared to the traditional travel, stationery and monogram gifts</p>
--	---

items that are in the market.

*Indicative Marketing Budget and Timetable*

Title	Amount in Php	Time table
<b>Labeling and packaging/ Branding</b>		2 years
Initial costs in launching	30,000.00-50,000	
During order placement	Part of the contracted price	
<b>Merchandising</b>		2 years
Communication(internet, phone,SMS, mail ,)	3,000-10,000/month	
Transportation( local transport)	3,000-10,000/month	
Travel (local /international)	40,000 –60,000/trip	
Hotel /accommodation and food	3,000/trip-10,000/trip	
Materials	20,000/trip	
Sampling /prototypes	5,00-10,000/sampling	
Entertainment	60,000 for a collection	
Venue	20,000-50,000 per use	
<b>Promotion</b>		2 years
Materials	1 million	
Communication(internet,	80,000	

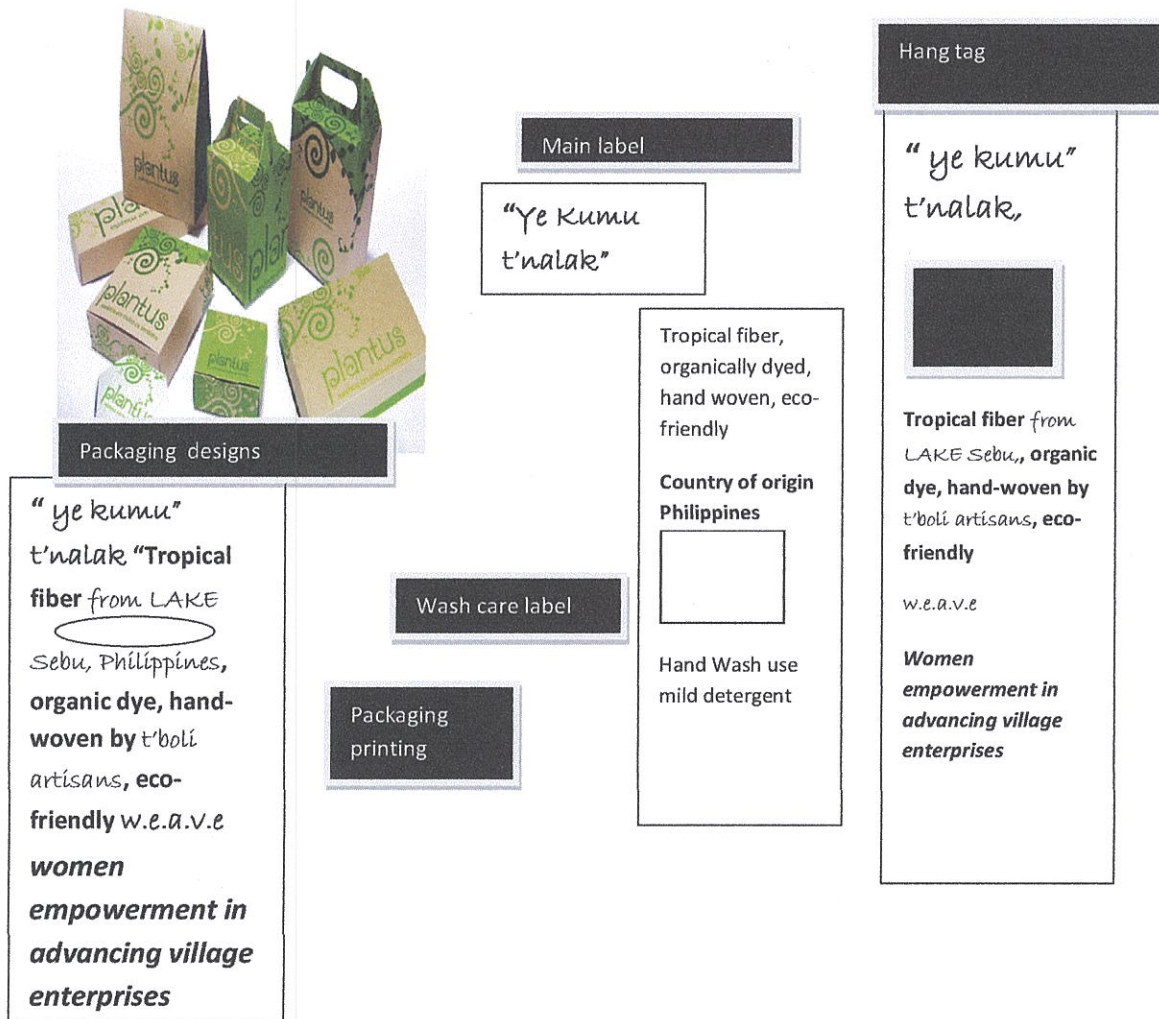
	phones, mail ,) Transportation	200,000	
	Entertainment	200,000	
	Give away	100,000	
	<b>Activities</b>		2 years
	Venue	40,000- 70,000/use/pax/trip	
	Staff /participants	400/pax/activity	
	Accommodation /food	1,800/pax/activity	
	Transportation( local transport)	100/pax/day	
	Domestic flight	20,000/pax /trip	
	International flight	40,000/pax per trip	
	Communication	5,000 -10,000 per month	
	Materials/props/leaflets etc.	20,000-30,000/month	
	Entertainment	30,000/activity	
	Give away	15,000-30,000/activity	
	Follow up costs	300,000/2 years	
<p>COWHED members and the other T'iboli Artisans are generally women. Majority of our training participants were women. The women have a significant role in this economic activity. They are key factor in economic development, the engine of growth identified by World Financial institutions. The women are reliable, credible and committed home makers, home economists and consumers. They have inherent talent to work and share together in a team.</p>			

	<ul style="list-style-type: none"> <li>▪ Impact: W.E.A.V.E. Women Empowerment in Advancing Village Enterprises was coined to motivate the trainees to work hard to ensure their socio-economic sustainability by accessing markets and developing their product niche. During the workshop, interfacing with the women on their significant role in market development was a topic they were able to relate to. It has motivated them to be open to take the tips that could help them to improve themselves and be more empowered and efficient.</li>   <li>▪ The Trainer has suggested a show for training participants where they will have a sale exhibition and start marketing the product. There will be clothing made of T'nalak in updated colours, fashion accessories, gifts and decors. The presentation can be included in fairs and exhibitions, as well as bazaars in order to fully expose and promote the products.</li>   <li>▪ The participants too will be exposed to hands-on buyer interaction that will enhance their skills.</li>   <li>▪ Production satellites of about 30 artisans could formed to maximize learning potential and efficiency.</li>   <li>▪ A promotion campaign could be undertaken before November in order to take the opportunity for seasonal domestic and international sales.</li>   <li>▪ The capability of Klowil and Cowed could be combined so that the artisans would be able to respond to orders in commercial volume. The trainer will help get the support of networks outside Lake Sebu to supply the tools, equipments and technology training needed to meet large orders of quality products.</li>   <li>▪ This intervention has to be self sustaining, and will get support from order placements and outside investments. This can be achieved once the product acceptance through initial orders is made. In this way, the expansion of the marketing plan can be more realistic and productive.</li>   <li>▪ Based on the training program, once the presentation samples for buyers are available, in the right standards and quality, an increase in market share could be expected. An increase of 2 to 10 percent of available new products locally would signal the start of product penetration in the world Market.</li> </ul>
--	---



	<ul style="list-style-type: none"> <li>▪ From the initial results, there is a need for continuous networking, getting investors, buyers and partnerships in promoting, advertising the products further. This includes doing E- business, making tie up with fashion designers, working with International support groups, embassies, government (DTI,TOURISM, AGRI,DENR,CITEM,ETC), cultural and ethnic buyer's groups, foreign buyers groups, importers, buying agents, global and national catalogues, bazaars, local and International fairs and exhibitions, trade and selling missions and word of mouth from satisfied customers.</li> <li>▪ The Trainer will help COWHED create networks, access markets and develop channels of distribution.</li> </ul>
	<p>Please see following branding, labelling an packaging recommendations</p>

**Brand label and packaging instructions: "Ye Kumu" is the T'boli brand name for T'nalak**



The branding advertises and promotes these heritage products. At the same time, the product enhancements give options for buyers to meet their requirements and preferences.

The UN –declared Year of the Fiber, the Philippines own declaration of the Year of the The Tropical Fiber and the Go Green eco-friendly campaign for natural organic products could open doors for T'boli/Ubo products to access markets. Also, its 100 percent country of origin will give the product GSP preference which is a price advantage due to preferential treatment in terms of tariff and duties.

Expected Outputs	Accomplishment
<p>5.3 A brief profile of the original and enhanced heritage products, including the artists behind them and the communities of living tradition.</p>	<ul style="list-style-type: none"> <li>▪ Traditional T'nalak fabric used to be woven and made into T'boli costume or sold in roles to commercial buyers. Now, the trainees learned to use T'nalak as fitting embellishment for various products such as bags, belts, shoes, purses, bed covers, table runners etc.</li> <li>▪ Bead products were originally in T'boli colours and designs, predominantly black, red and white. With the product design training, the beading designs now use trend colours and product collections matching wardrobes and occasions. Beading is also now used for embellishments such as for throw pillows and for bags. In no time, local buyers started showing interest in the enhanced bead products.</li> <li>• Embroidery used to be confined to low density cross stitch using the T'boli colours. Now they learn other types of embroidery such as back stitch satin by hand (not machine) using commercial colours. They can do monograms, motif embroideries and embroidery with beading. They too can now use embroidery for embellishment of other products. The latter was preferred for purposes of getting the ILO logo into official woven paraphernalia.</li> <li>▪ Brass which is commonly used to embellish T'boli traditional belts and knife handles are now redesigned to make new products such as accessories or trims for bags, trophies, key chains, buckles, figurines and small gift items. These enhanced items immediately attracted some local buyers.</li> <li>▪ Wood is no longer confined to making <i>Hegelung</i> (two stringed guitars) in black colour. Enhanced colours and designs on other types of wood can now be part of mix media product collection which has good commercial appeal, and are highly marketable.</li> <li>▪ Bamboo and other materials can now be used for mix media products that need a combination of materials. One such product that was designed as a computer diskette holder became an instant attraction.</li> </ul>

## Product prototypes, showcase and execution activities

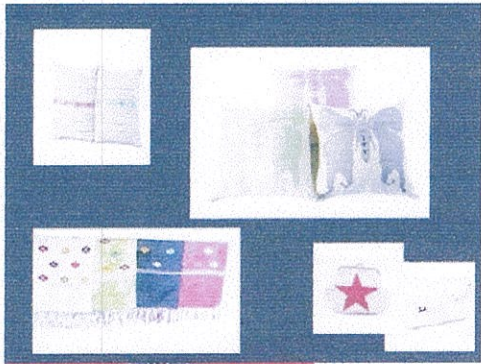
The participants were able to translate the product design enhancement principles into practice and were able to make their prototypes in substitute materials. They made group Collections using one color palette, and individual product using trend colours. They also made other products interpretations by using mix media. The wood, brass and T'nalak materials were used as accessories and accent pieces for mix media products to keep their "culture and history" visible.

Grouped according to product categories, the trainees enjoyed the team activities during the workshop and were able to complete their collections. This encouraged and inspired them to start producing individually. Their acquired knowledge and skills were reflected in their individual product prototype and their continuous practice of sketching product designs using the trend color and new product ideas.



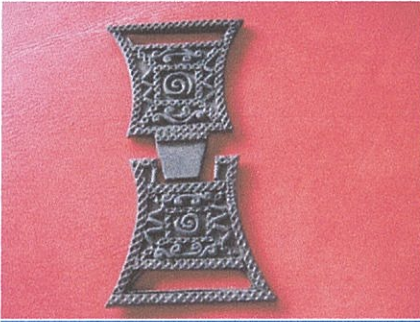
### Beaded Jewelries prototypes

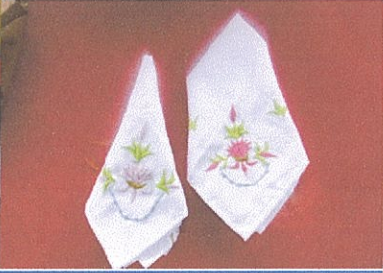
Adaptations of beaded jewelry. Using colors in the color palette, also completing the story board collection. And added related products classifications using buyer friendly colors and designs



## Brass prototypes

Using small  
product  
adaptations for  
accessories and  
decors using new  
fabrications and  
creative inputs in  
line with buyer  
friendly products





**Embroidery Prototype**

New version of satin embroidery is an advancement from the traditional cross stitch. Using new color palette is another positive adaptation on napkins,

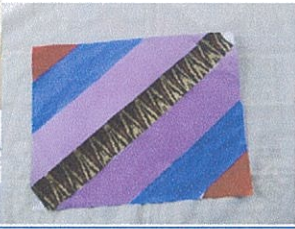




Application of story board process.

Product Classification Handbags

Bag collection using color way trends, expanding product categories, adding embellishments. using traditional T'nalak as the brand motif



Developing new product categories to complete a story board using product collection as inspiration, with T'nalak as the motif for its branding

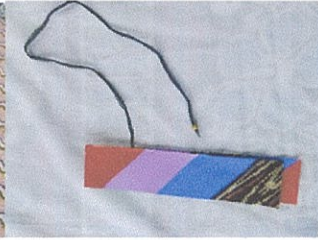
Textile Product Adaptation of color principles, on color way trends, expanding Product classifications in the form of home decors, throw pillows, placemats, napkins, T'nalak as the motif and brand



T'nalak Textile **Prototype**

**Application of expanding** classification using T'nalak as the motif and brand for gift boxes, mirrors, picture frame, pillow cases for bedroom collection .Using color trend palettes and introducing new t'nalak pattern







**Mix media  
prototype**

T'inalak with beading  
embellishment in  
trend color from



**Wood  
prototype**

An adaptation of  
new products that  
use buyer friendly  
fabrications, proper  
staining and color.

New products can be  
used as accessories  
to other products in  
mix media product  
category



**Mix media  
Collections  
,Prototypes, New  
Color and Product  
category  
adaptations n the  
showcase**

Expected Outputs	Accomplishment
<p>5.4 A report indicating the extent to which the capacity of home-workers and COWHED is improved in terms of product development, production, formulation of simple business plans, product presentation and promotion, handling product inquiries and merchandizing, among others.</p>	<p><b>For the Indigenous Artisan/Home workers :</b></p> <ul style="list-style-type: none"> <li>• The indigenous artisans/home workers were able to learn and perform actual traditional product design enhancement. They achieved this very well with the right method of product design analysis including strength and viability. They were enthusiastic and were able to develop a wider product range , a product collection ( 5 pcs motif of t'inalak, 5 trend colours 5 fashion product categories total 125 piece collection for presentation to prospective buyers.</li> <li>• They were able to complete their product collections , as a group and as individuals as per the showcase and workshop activities during the skills development and capacity-building workshops.</li> <li>• Every participant was able to accomplish a product profile and made an assessment of his/her capacity to produce. Each one was also given product clinic and training on productivity and quality.</li> <li>• The participants also learned about outsourcing, and collaboration. The “mix media” product concept of collection has enhanced their ability to develop supply chain, sourcing and sub-contacting to meet buyer’s volume, quality requirements and standards.</li> <li>• They learned how to contract orders based on their production capacity and to plan their activities. Hands-on training and exercises made them respond positively to the concept. COWHED organizes their order placements.</li> <li>• They can quote prices, volume and delivery, and merchandising plan, as individual and as a group with COWHED. We encouraged group collaboration as the artisans have limited capacity.</li> </ul>

	<ul style="list-style-type: none"> <li>• They need to outsource with their fellow artisans. Group and team work exercises helped them open themselves to sharing and working for the chance to grow from Micro-entrepreneur, to SME's and later industry development ,</li> <li>• Their products also involved collaboration of craftsmanship and mix media materials. And also producing other media products in mix media collections. This will spearhead the developing of other materials and products simultaneously.</li> <li>• They responded well to the concept that the products they made, if they are to be marketable, need to be functional – to be used in the home, to be used as gifts or as accessories in the local market and international market.</li> <li>• They had actual practice in making product offers through their presentations.</li> <li>• They learned the do's and don'ts in dealing with buyer requirements and buying practices. They know how not to lose out on inquiries and order placements. The 10 minutes quick response system and 24 hours acknowledge system is in place and giving buyers options , suggestions and alternatives. They do not let go without commitments. .</li> <li>• The showroom will be centralized at COWHED. The Trainer is committed to assist them in the showroom display. The production center will showcase their best products and will also serve as the sales office.</li> <li>• The artisans will have the production and design samples and prototypes done at the COWHED handicraft production center. The Trainer/Consultant started providing materials for a library of product trends and local and international market trends.</li> <li>• The participants will visit the production center and review the library materials and training modules often in order to upgrade themselves and their products.</li> </ul>
--	---

**For COWHED**

- COWHED were active during the training. It has engaged in a lot of consultations on how to transact orders and inquiries. The Trainer/Consultant assured COWHED help in sourcing out materials, technology and equipment.
- COWHED learned to recognize the need for product quality at all levels. .
- COWHED also learned to assess its capacity in making product profile, conducting product clinics, making product collection and ensuring product quality at all levels.
- COWHED and Klowil agreed to enter into a Memorandum of Understanding (MOU) to collaborate in all possible aspects of production and marketing.
- COWHED will serve as the buyer/supplier hub. Buyers will send inquiries to and get response from it in. .
- COWHED will make sure that the buyers' requirements on quality production and timely delivery are met.
- COWHED will train its sources and artisans regularly and will pass updates on markets trends as often as possible.
- The soon-be-completed COWHED production and skills development center will be a showcase for "reliable supply of world class buyer friendly product".



Positive feedback from international NGOs. They agree with the product enhancement initiative as a way to access the international market. They bought the new prototypes with color adaptation.



Mayor Antonio B Fungan Sr  
Vice Mayor Floro S Gandam  
Tourism Department Head  
Ms. Thelma Arcalio  
Tourism Council Vice Chairman  
Ms. Mayette Sy  
SB Hon. Vicente Somido  
NCIP Head Mr. Peter S. Carado  
COWHED Chairman Ms. Siga D. Fitán  
COWHE Manager Ms. Gemma B Galor  
They were all happy to see the result of the training.

## 6. Conclusion

“Product Design Enhancement Intervention” is the key word for introducing fashionable designs which could help the T’boli artisans develop a niche in the local and international markets. This could be done through adapting best seller product classifications and international colour trends.

The product design enhancement training result: 125 piece product presentation which can be infinitely multiplied without compromising the original T’boli craft. Five patterns and designs of the T’nalak, including the red white and black patterns, could be highlighted to accentuate the brand name that would appear in the package and labels. These additional adaptations can be the catalyst to developing handicraft as a sustainable industry in Lake Sebu.

Women being the consumers, the home managers, the home economists play a major role in producing highly marketable products through adaptation and enhancement. In playing this role, they can create a movement behind the theme **W.E.A.V.E or WOMEN EMPOWERMENT FOR ADVANCING VILLAGE ENTERPRISES.**

The United Nations declaration of a YEAR OF THE FIBRE and Philippine Government’s declaration of a YEAR OF TROPICAL FIBERS, as well as the growing clamour for ‘GROW GREEN’ including the trend towards INDIVIDUALISM, MINIMALISM in consumer buying worldwide serve as the impetus for making T’nalak weaving an important part of the overall effort to make Lake Sebu a major Tourist Destination and a hub for “Artisan Products with GLOBAL APPEAL.”

The enhancement of products through product classifications, colour multipliers, product multipliers and mix media is a new avenue for the artisans to sharpen their skills and promote their talents for producing global friendly and international quality compliant products.

Through the production of viable product prototypes with substitute materials and the demonstration diligence and commitment to fully participate in the training activities is a reflection of the participants’ willingness to go through the pains of achieving wealth, economic empowerment and sustainability.

The positive response of the participants to the training and their motivated enthusiasm must be kept alive to inspire others and trigger a chain reaction and band wagon towards the eventual success of the handicraft-based village enterprises and their elevation to SMEs and to the industry level.

Full support from various stakeholders and service providers, including this Trainer/Consultant, would be available to the training participants and to the COWHED and KLOWIL who have committed to make enhanced Lake Sebu handicraft products become best sellers domestically and internationally.

## **7. Project Recommendations**

- 7.1** Follow up meetings at COWHED for participants must be on a regular basis twice a week to update on trends (from the Library the training provided, and additional trend Information that the Trainer/Consultant will regularly send after the training. This will enable them to enhance their designing capability and production capability.
- 7.2** Updates and capability assessment must be made on a quarterly basis.
- 7.3** COWHED must have once a month of refresher training (using materials the Trainer supplied) with COWHED giving support for sourcing out materials, outsourcing production and Tools (The Trainer can refer sources and help coordinate transactions after the training)
- 7.4** COWHED must initiate and supervise product clinics on design and quality standard (Trainer can help through internet)
- 7.5** COWHED must make sure its members practice order execution (can consult with the Trainer by internet for tips on do's and don'ts)
- 7.6** COWHED must supervise the preparation of product collections for Fairs, shows and buyer presentations. It must examine and make sure the products are globally fit
- 7.7** COWHED showroom must serve as a learning center, sampling center, center for contracting orders, marketing center, finance center and a buying and supplying representative office.
- 7.8** COWHED showroom must have the ambiance of a globally accepted International showroom.
- 7.9** To keep the momentum, there must be continuous interfacing amongst the participants of COWHED, Klowil, ILO, and the Trainer through site visits, showroom visits and reporting and sending scan pictures of products through internet communications.
- 7.10** A quarterly review of activities and assessment of participating artisan activities must to be conducted so that suggestions and recommendations for improvement could be heard.
- 7.11** The marketing plan must be gradually implemented to ensure that Buyers' access and market access could be sustained and follow-up planning could be coordinated among stakeholders. The Trainer/Consultant could help in the process.