

MARKETING PLAN FOR LOISABA COMMUNITY CONSERVATION FOUNDATION

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EXECUTIVE SUMMARY

This paper attempts to assist the Loisaba Community Conservation Foundation in the marketing and distribution of the products that are hand-made by women within the conservation. In order to affectively accomplish this goal, many different aspects were examined including the many facets of the products themselves, competitor's products, and market and distribution opportunities. Taking on this project was a combination of finding an effective market while keeping the focus that the foundation has established. The goal is to find a profitable marketing and distribution plan to help raise the quality of these women and their families' lives, given that they receive one hundred percent of the revenues.

Many different current and potential stores and websites were evaluated in order to determine what opportunities are available for these products. The result of this examination is the awareness of already established fair trade organizations that sell similar products, such as Global Girlfriend, in which the jewelry and home décor products could be offered. This alternative provides immediate channel access and shortens the amount of time to grow awareness of the products, through their already established customer base. Other alternatives were found for the dog collars and horse bands. The dog collars seem to have the greatest potential at boutique's and pet stores while the horse bands have potential at becoming very popular by offering them at horse shows immediately through Lizzie Redkey at Siena College. In addition to these distribution channels, all products will hopefully be available through the Loisaba website at www.loisabaccf.org.

Thorough research and time was put into recommendations to improve the Loisaba website, which will hopefully have a designated e-commerce segment in which the products are offered. Each aspect has been assessed and recommendations are made in order to enhance the aesthetic while also the functionality of the website. These recommendations include color schemes, particular pictures that represent a potential theme, a tag line to be used consistently throughout the cite, and basic functional proposals as to improve the visitor's overall experience. Each suggestion has been examined in detail, and research is presented in order to support the recommendations.

This is a large project to undertake, but the impact that it could have on the lives of the women and their families makes it worthwhile. The hope is that one day these products will be distributed all throughout the United States and the women and families of the Loisaba Community will reap the benefits. Hopefully, this paper is a starting point on the long road of changing these lives forever.

LOISABA COMMUNITY CONSERVATION FOUNDATION

"A partnership of man and nature, serving wildlife and the local Laikipiak, Masaai, and Samburu Tribes"

Mission:

To meld the needs of man and nature by providing a refuge for native species of animals which also allows the local Laikipiak, Masaai, and Samburu tribes the opportunity for employment and sustainable agriculture. To improve the quality of life for these traditionally marginalized tribes while assuring a vast wilderness for endangered species.

Company Description:

Loisaba Community Conservation Foundation- A 100 square mile ranch in the middle of the Laikipak Plateau in Kenya. This conservation was created to help give the tribes in this area an opportunity at having a sustainable income and higher level of life. They have been successful in creating 166 jobs in an area where little

prior employment existed. It has also successfully set up five nursery schools affording five women's groups the opportunity to work together to raise funds for their families. The women's group is comprised of mainly widows who otherwise would have no means to support their families. The LCCF has built multiple classrooms and helps to support over 800 students education annually, and have paid for nearly 100 children to attend Secondary School. Water projects have been put in place to help with the sanitation and availability of clean water to the tribes. Along with the schools that have been created and supplied, a medical clinic has been built and is currently run by two capable nurses, financed by the LCCF. The LCCF works with the African Wildlife Federation in the preservation of many species of animals in the area. In summary, the Loisaba Community Conservation Foundation works hard to preserve, sustain, and consistently enhance the lives of the tribe members and the animals within this particular 100 square mile ranch (www.loisabaccf.org).

Loisaba Hotel- "Loisaba's 'Mind, Body & Soul' concept encompasses the enriching experience a stay in the wild can evoke, one which affects visitors not only visually but also spiritually and emotionally – vast tracts of wilderness alive with wildlife of every shape and form, local tribes continuing their traditional lifestyle little changed for centuries, and a majestic landscape sweeping down to the indomitable Mount Kenya." The Mind concept encompasses the wildlife research and enriching the community. The Body concept is giving visitors the ability to hike, rock climb, take helicopter rides, mountain bike, river rafting, horseback riding, and camel riding throughout the land. The Soul concept involves the Losaiba Lodge, which is a large part of the Loisaba trust. The lodge includes a swimming pool, tennis courts, bocce court, croquet lawn and open-air bubble bath. The Star Beds, Spa, and a Balloon Safari are all options and added features of that one may get when going to the lodge. The lodge helps to employ multiple locals who would otherwise have no jobs, and offers visitors an unforgettable trip unlike any other (www.loisaba.com).

Women's Group- The main goal of the women's group is to make income producing projects available for women to be able to support themselves and their families. In addition to financial support that the women's groups give to the women, it also helps give the women a sense of pride and empowerment. While the women are working on these projects there are five nursery schools that have been created, in which the children benefit as the time is spent in early educational group activities. The Loisaba CCF helps to distribute the products currently in a few retailers located mainly in Upstate New York. The women are currently making beaded products such as bracelets, necklaces, dog collars and horse bands, and have recently added placemats. These products are fair trade products. Fair trade is an economic approach to trade which protects human dignity and rights and prioritize people over profits. The main points of fair trade are as follows: producers receive a fair price for their products, forced labor and exploitative child labor are not allowed, buyers and producers trade under direct long-term relationships, producers have access to financial and technical assistance, sustainable production techniques are encouraged, working conditions are healthy and safe, equal employment opportunities are provided for all, all aspects of trade and production are open to public accountability, and the environment is conserved and protected (www.handcraftingjustice.cedris.org).

Industry Analysis:

Ten Thousand Villages- This organization that sells only fair trade products has a store located in Stuyvesant Plaza in Albany, NY. The products in this particular store seemed to be well-made, reasonably priced products. They had a wide assortment of ceramic items and seemed to focus on home decorations that held the native feel while also being Americanized. They did not use too many tribal colors or native bright colors but tended to use more neutral colors such as brown, tan, or an animal print. The jewelry in particular seemed to be very well made, and was mainly in popular modern colors and patterns. This differs from the products produced within the Women's group in that the women are currently using very bright and what seem to be African type patterns. The products that are currently being produced by the Losiaba women's group would not fit in with the theme of 10 Thousand Villages. The products could be altered to look higher quality and use an Americanized scheme to be able to be distributed to a store such as 10 Thousand Villages (www.tenthousandvillages.com).

Global Girlfriend- This online organization is also focused on selling fair traded products of all kinds, but focus particularly on benefiting women. They only offer the products online and sell a large assortment of products including clothing, bath and body items, home décor, handbags, and jewelry. The products are not completely Americanized but still tend to represent those who produced them. The jewelry differs in that some are brightly colored and used tribal colors while some look more Americanized. The experience of the website goes along with

the feel of the products that are currently being produced by the Loisaba women's group. The quality of the jewelry is hard to determine through the pictures, but seems to be well made and is priced reasonably, although higher than those products sold in 10 Thousand Villages (www.globalgirlfriend.com).

The "O" Bracelet- "Mary Fisher became convinced: 'Women who share poverty and AIDS can be empowered only by employment.' Now when she travels the world -- as artist, author and ambassador of the United Nations' HIV/AIDS program -- Mary focuses especially on income-generation projects that help AIDS-affected women earn a living, care for their families and sustain their health." Mary Fisher has focused her efforts in Rwandan and Zambian, teaching them how to make what we now know as The "O" Bracelet. The bracelets sell anywhere from \$28 - \$330, with 100% of the profits can go to the women of Africa. These bracelets are featured in The "O" Magazine and are sold exclusively at Macy's. They have been so popular that they actually sold out at Christmas time in 2007. These bracelets are high quality and sold at a premium, which does not fit well with the products we are considering. (www.maryfisher.com/bracelets_main.htm).

Situational Analysis (SWOT):

Strengths

- The devotion and passion that Jim and Susan have to sell these products in order to help support the Loisaba tribe, in particular the women
- Support from many individuals that are willing to help if told how they can help
- Considerably broad range of products
- The purchase of the products goes back to help a good cause
- Women have the time to create multiple products and innovation and new ideas are welcomed

Weaknesses

- Lacking organization and communication.
- No awareness of the products or the Loisaba tribe situation
- No particular theme or direction of the products
- Lag time in getting products
- The type of products can be limited due to limited resources
- Do not currently have a point of purchase displays to put in stores
- Do not have packaging or branding of any sort
- Limited financial resources
- Not high enough quality to ask premium prices

Opportunities

- Connect with a fair trade organization that will help promote the products, such as World of Good, Greater Gift, and Global Girlfriend.
- Put brochures around churches and other organizations to build awareness of the women and their products, and inform consumers where products can be located.
- Contact boutique type stores about consignment of products.
- Selling products at craft fairs or women's festivals
 - 4H Events
 - Altamont Fair
 - Schaghticoke Fair
 - Other local or county fairs
- Having a booth or putting horse products in stores around the Saratoga Race Track.
- Through Lizzie Redkey, a professor at Siena College, who has offered her services of taking the horse bands to horse shows with her.

Threats

- There are already similar products out in the market, referring to the jewelry.
- The economy is struggling which may give consumers less disposable income to spend on such products as these.

- Have to pay to get products in places, such as renting a booth at a festival, which takes away the amount of money that the women will get.
- Have a wide variety of products, so need different type of stores to have the right target market, or make a connection between products to be able to sell in one store.

Market-Product Focus and Goal Setting

Market Segments

1. High to mid income women who are looking for well made products and will pay a premium (Mainly for Jewelry).
2. Mid-income women who are more interested in a getting a good deal than the quality of the product.
3. Consumers who are actively looking for products that will benefit others, who are more focused on the type of products and less concerned with price.
4. Young children/adolescents whose parents have sufficient amount of disposable income and will buy the products for their kids (Belts and jewelry).
5. High to medium income level consumers that do not mind spending money on their pets.
6. Jockey's or horse owners looking to accessorize their horses. Most likely those involved in shows or races.

Marketing and Product Goals

To sell an assortment of well-made products at a reasonable price to consumers who are aware they are helping women and their families survive through their purchase.

Target Markets

1. Middle to high-income level consumers, most likely women, that are environmentally conscious and do not mind spending their disposable income on jewelry, accessories, or items for their pets.
2. Jockey's or horse owners looking to accessorize their horses. Most likely those involved in shows or races, such as the Saratoga Race Track events.
3. Middle School, High School, and College aged girls who will be interested in the bracelets and jewelry in particular. Can look into what patterns will be of interest to them and try to tailor the products towards them.

Points of Difference

- All handmade.
- Unique in that no one will have two of the exact same product.
- Impact and truly benefit entire tribe with the purchase of products.

Positioning

- These jewelry, accessories, and animal products will be positioned in consumers' minds as good quality dependable accessories, which are being sold to drastically improve the lives of women in the Loisaba tribe.
- The horse accessories will be positioned as high quality unique and one of a kind product that sets you apart from others.

Marketing Program:

Product- Offer multiple products such as bracelets, necklaces, belts, placemats, dog collars, and horse bands.

Price- Jewelry and accessories such as belts should be priced competitively. Pet items should be priced a little above the competitors in that they are much more detailed and better quality than most. Horse items should be priced at a premium, but still reasonably priced, in that they are going to a higher income target market.

Promotion- Brochures that tell about the women's group and the products which also include how the products may be purchased. Through the Loisaba website and any other fair trade organization that the products might be sold through.

Place- Jewelry and accessories should be sold in connection with an already established fair trade organization such as Global Girlfriend. The pet supplies could be sold through an already established organization or in higher end boutiques and pet stores. The horse products should originally be sold around large horse events, either in stores or in booths.

**Both pet, excluding the horse products, and the jewelry and accessories can be offered through craft fairs and festivals.

CURRENT INDUSTRY TABLE

<u>Existing Product</u>	<u>Price</u>	<u>Promotion</u>	<u>Distribution</u>
Leather Belts	\$65-\$80		Adirondack Cotton Co. Bolton Landing Sutton's
Leather Dog Collars	Small- \$20 Medium- \$25 Large- \$30 Xtra-Large- \$35		Sloppy Kisses
Nylon Dog Collars	Small- \$15 Medium- \$20 Large- \$30		Sloppy Kisses
Leather Beaded Bracelets	\$20		Adirondack Cotton Co. Bolton Landing
Beaded Cuff Bracelets	\$15		Adirondack Cotton Co. Bolton Landing
Single Twisted Bracelets	\$3		Adirondack Cotton Co. Bolton Landing
Necklaces	\$10-\$20		Adirondack Cotton Co. Bolton Landing
Napkin Rings (Set of 4)	\$15		
Placemats (Set of 4)	\$30 and up		
Horse Bands	Small- \$20 Large- \$25		

RECOMMENDED INDUSTRY TABLE

<u>Existing Product</u>	<u>Price</u>	<u>Promotion</u>	<u>Distribution</u>
Leather Belts	\$40-\$60	<ul style="list-style-type: none"> • Brochure • Website • Flyers posted in churches • In person through distribution networks. • High schools and colleges through bulletin boards or booths 	<ul style="list-style-type: none"> • Global Girlfriend and other already established fair trade organizations. • Booths at women's festivals and/or craft fairs.
Leather Dog Collars	Small- \$20 Medium- \$25 Large- \$30 Xtra-Large- \$35	<ul style="list-style-type: none"> • Pet catalogs • Brochure • Website • Flyers posted in churches 	<ul style="list-style-type: none"> • Global Girlfriend and other already established fair trade organizations. • Booths at women's festivals

		<ul style="list-style-type: none"> • In person through distribution networks. 	<ul style="list-style-type: none"> • and/or craft fairs. • Pet stores similar to those that are already being utilized
Nylon Dog Collars	Small- \$15 Medium- \$20 Large- \$30	<ul style="list-style-type: none"> • Pet catalogs • Brochure • Website • Flyers posted in churches • In person through distribution networks. 	<ul style="list-style-type: none"> • Global Girlfriend and other already established fair trade organizations. • Booths at women's festivals and/or craft fairs. • Pet stores similar to those that are already being utilized
Leather Beaded Bracelets	\$20	<ul style="list-style-type: none"> • Brochure • Website • Flyers posted in churches • In person through distribution networks. • High schools and colleges through bulletin boards or booths 	<ul style="list-style-type: none"> • Global Girlfriend and other already established fair trade organizations. • Booths at women's festivals and/or craft fairs.
Beaded Cuff Bracelets	\$15	<ul style="list-style-type: none"> • Brochure • Website • Flyers posted in churches • In person through distribution networks. • High schools and colleges through bulletin boards or booths 	<ul style="list-style-type: none"> • Global Girlfriend and other already established fair trade organizations. • Booths at women's festivals and/or craft fairs.
Single Twisted Bracelets	\$4 for one or 6 for \$20 (Buy five get one free)	<ul style="list-style-type: none"> • Brochure • Website • Flyers posted in churches • In person through distribution networks. • High schools and colleges through bulletin boards or booths 	<ul style="list-style-type: none"> • Global Girlfriend and other already established fair trade organizations. • Booths at women's festivals and/or craft fairs.
Necklaces	\$10-\$20	<ul style="list-style-type: none"> • Brochure • Website • Flyers posted in churches • In person through distribution networks. • High schools and colleges through bulletin boards or booths 	<ul style="list-style-type: none"> • Global Girlfriend and other already established fair trade organizations. • Booths at women's festivals and/or craft fairs.
Napkin Rings (Set of 4)	\$15	<ul style="list-style-type: none"> • Brochure • Website • Flyers posted in churches • In person through distribution 	<ul style="list-style-type: none"> • Global Girlfriend and other already established fair trade organizations. • Booths at women's festivals

		networks	and/or craft fairs.
Placemats (Set of 4)	\$30 and up	<ul style="list-style-type: none"> • Brochure • Website • Flyers posted in churches • In person through distribution networks 	<ul style="list-style-type: none"> • Global Girlfriend and other already established fair trade organizations. • Booths at women’s festivals and/or craft fairs.
Horse Bands (Brow Bands)	Small- \$20 Large- \$25 Custom Colors- \$30-\$40	<ul style="list-style-type: none"> • Brochure • Website • Flyers posted in churches • In person through distribution networks 	<ul style="list-style-type: none"> • Horse Catalogs such as Dressage Extensions or Dover Saddlery • Table as a vendor at horse shows • Through a current vendor at horse shows

Recommendation Summary:

There are many different options and directions that one could take with the products, but the recommendation that is being made is that the jewelry and home accessories be distributed through an already established fair trade organization such as Global Girlfriend. In contacting Global Girlfriend, they have responded saying that they are always looking for new organizations and products to be added to their current selection. This would include selling the leather belts, leather beaded bracelets, beaded cuff bracelets, single twist bracelets, necklaces, placemats, and napkin rings on their website and possibly in their catalog. The recommendation for the dog collars is to continue distributing through the current “pet stores” and expanding on through that avenue in places such as Pet’s Smart or any other boutique that specializes in pet accessories. There are online vendors that could be utilized such as PETCO.com. The horse bands should be offered at trade shows through current vendors. Producing typical combination of color schemes for horse shows would help to attract customers, and offering custom colors that would allow the price of the horse bands to be sold at a premium. Along with vendors, the horse bands should be offered through catalogs such as Dressage Extensions. The recommendation in respect to prices is that each product be priced competitively while also making sure to make a certain level of profit. Penetration pricing can be used, in that as awareness and demand grows the prices can slowly be raised to increase the profit percentage. The promotion of all of the products should be through placing brochures and flyers throughout local areas such as churches and community centers. Also, promotion should also be done through whichever outlet is chosen to be utilized, such as through Global Girlfriend and Dressage Extensions.

Conclusion:

The goal of this project was to determine what markets are viable for the products that are being made by the women and their families within the Loisaba Community. An evaluation of the Loisaba Community Conservation Foundation website, www.loisabaccf.com, was the first step that was taken to accomplish the goals at hand. Researching the market and being able to gain an understanding of the products, in order to be able to better position them, took a lot of time and research. Through researching the different options and markets, the realization is that it is not going to be easy. There are some avenues that would be easier than others, but not guaranteeing that they will be successful. Many individuals assisted in giving insight into what promotion and distribution methods could be utilized, and those have been taken into consideration with the recommendations. A lot of comparative analysis of websites, stores, and products has been conducted to see what the competition is doing and what possible alternatives are available. All in all, through hard work, specific recommendations have been made to hopefully enable the women and families of the Loisaba tribe to have a higher quality of life.

APPENDIX 1: WEBSITE ANALYSIS

A. Evaluation of the website design elements:

1. The context of the Loisaba website is drastically lacking. “Context refers to a website’s aesthetic appeal and functional look and feel reflected in site layout and design” (Berkowitz, Hartley, Kerin, Rudelius, 2006). The main goal that the website accomplishes at this point is providing the consumer with information on the Loisaba tribe. The look of the website is quite dull, with the use of tan and brown as the predominant border colors and mainly black font color. It is not clear what the website is trying to convey to the consumer, and does not seem to have a particular consumer that it is targeting. If anything, one would think that this is predominately about animals because of the colors chosen and two out of the three pictures on the home page are animals. The pictures on the home page are very small and you cannot see details within the pictures. The amount of information that you see when you first open the website is overwhelming and could discourage a consumer from continuing through the website. Past the home page, the pictures continue to be small and there continues to be a lack in color. The functionality of going to different parts of the website is difficult. One must keep clicking and clicking to get to more information, such as updates, news, videos, etc. It feels as though you have clicked twenty times before one actually gets to see anything with substance. This could easily turn off a website visitor to the cite and have a large negative impact on their overall experience. This is because Americans are focused on instant gratification and might not have the patience to keep trying to get to the information. I feel that the overall context of this website is very poor.
2. There is some good content on the Loisaba website but the problem is that it is hard to find. “Content includes all digital information included on a website, including the presentation form – text, video, audio, and graphics” (Berkowitz, Hartley, Kerin, Rudelius, 2006). The actual pictures themselves are nice pictures that really show all the different parts of the conservation, but they are too small to really get across what the website is trying to accomplish. The pictures should be large and clear enough to give the website visitor a clear idea of what the CCF is all about and give the user an opportunity to look at products that can be purchased in order to support the women’s. It is difficult to view the video, and once one figures out how to find it only the first few seconds plays and then it stops. This obviously is a negative and could easily discourage people from continuing through the website. In addition, the video image is small and could be hard for some people to see clearly. The content has the potential to engage the website visitor, but at this point, does not. Here are a few pictures that would be good for cite visitors to see in addition to the close up product pictures:





4th Annual Siena College Student Conference in Business
April 17, 2009



4th Annual Siena College Student Conference in Business
April 17, 2009



3. Customization has not yet been added to the website. “Customization is the ability of a site to modify itself or be modified by each individual user” (Berkowitz, Hartley, Kerin, Rudelius, 2006). The website does not currently have the ability to tailor its settings to particular visitors. It is a possibility for the future, such as a section titled “What’s New” that could be added for those who frequently visit the website and would like to stay updated.
4. The Loisaba website has done a mediocre job allowing the website user to connect to other organizations’ websites. All a user must do is make their way to the last menu option at the top of the home page, which is the links page of the website and then they can be connected to the other organizations, conservation projects, and general area information. However, these links are not embedded into the bulk of the website and they do not have pictures, both of which might improve the usage of them.
5. The communication that is offered through the website is on the “contact us” page. It offers the mailing address, phone number, and e-mail.
6. The Loisaba website is not currently designed to have any consumer-to-consumer communication, also called community. This could be changed by adding a message board in which those interested in the products or the conservation may post messages to each other or to the head of the conservation.
7. At this point, the Loisaba website does not have the element of commerce. “Commerce is the websites ability to conduct sales transactions for products and services” (Berkowitz, Hartley, Kerin, Rudelius, 2006). It has one page dedicated to the products that are being offered, but does not currently offer customers the ability to purchase the products through the website. This could be improved by adding a system such as pay pal in which a consumer can go on the website, choose a product that they would like to purchase, use credit card information to pay safely through pay pal services and in the end receive the product.

B. Analysis of where the website excels and where it struggles:

1. The Loisaba website excels in that it has a lot of good information for the visitor to really get into and understand all about the Loisaba tribe. It also does a good job of being updated and giving the website users ongoing information on how things are going. This is important for those people who have donated or are looking into donating because it allows the donator to see how their money or products have been used to help the tribes. In addition, I feel that they have done a nice job in thanking and giving credit to those people who have donated or helped in any way.

2. The ways in which the Loisaba website struggles is in the presentation (physical appeal) and how complicated it is get through the website to the real information and all that the website has to offer. The colors and pictures do not help to bring life to the website as much as they could and one just feels bored when first opening the site. They have struggled with giving the users easy access to such things as videos and the news articles. I feel that one of the most important points that the website is struggling is the products page. The pictures are so small that you really cannot even tell what the products look like. It does not do a good job of describing the products, which leaves the website user clueless to what exactly is being offered. The website does not tell the real story of the women's group and how much buying these products would help these women and their families. By improving just the products page, it could have a drastic affect on the Loisaba tribe and the women's group in particular.

C. Recommendations:

1. "Never let the sun set on those in need" is under the picture on the home page of the website. I feel that this line should become the tag line of the Loisaba website. This could be used as the title on the home page and then continued consistently throughout the entire site. Research has been conducted to find out if this phrase has already been used or has a patent or trademark. Although there are many close variations of the phrase, "Never let the sun set on those in need" could not be found. The sources that were checked were first a Google web search, making sure to use variations of the phrase. Also quotation dictionaries were looked through such as "Bartlett's Quotations," "Political Quotations," "Chamber's Dictionary of Quotes," and "Oxford Dictionary of Quotes." The international public library was also checked through the website at www.ipl.org. Throughout the search quotes such as "Sun sets to rise again," "Sunset and Silence," and many other variations containing sunset and sun usage were found, but as stated before the phrase "Never let the sun set on those in need" was not found.
2. An option of changing the colors of the website to represent the tribe and bring brightness to the website, only if it is decided to have the products be brightly colored and tribal patterned. One option is using the color red because it is the tribal color, and is colorful and would brighten up the entire website. Another option is to use the colors green, yellow, and black to improve the aesthetic appeal of the website. These colors are the national colors of Kenya. Using these brighter colors in particular on the home page and then throughout the entire site will grab the user's attention and hopefully make them feel happy and bright instead of bored and dull. However, if it is decided that the products are going to be designed, color and pattern, then I believe the website appeal could be enhanced by using the color blue as the main color, and yellow as the accent color.

"It is important to note that many colors have a subconscious reference in our collective psyche and thus can be used to effectively communicate aspects of your product" (www.thunderdata.com). According to <http://www.color-wheel-pro.com/color-meaning.html>, blue is the color of the sky and sea. It is often associated with depth and stability. It symbolizes trust, loyalty, wisdom, confidence, intelligence, faith, truth, and heaven. Blue is considered beneficial to the mind and body. It slows human metabolism and produces a calming effect. Blue is strongly associated with tranquility and calmness. In heraldry, blue is used to symbolize piety and sincerity. Light blue is associated with health, healing, tranquility, understanding, and softness. Dark blue represents knowledge, power, integrity, and seriousness. Using a lighter blue would better portray what the website it trying to accomplish as oppose to dark blue representing power, integrity, and so on.

Yellow is the color of sunshine. It's associated with joy, happiness, intellect, and energy. Yellow produces a warming effect, arouses cheerfulness, stimulates mental activity, and generates muscle energy. Use yellow to evoke pleasant, cheerful feelings. You can choose yellow to promote children's products and items related to leisure. Dull (dingy) yellow represents caution, decay, sickness, and jealousy. Light yellow is associated with intellect, freshness, and joy. With that said, using a light yellow would be the best option because we do not want to represent caution, decay, sickness, or jealousy.
3. I feel that the website should be split into two different and separate sites in which the focus of each is different. One website should be all about the products and the women's group, but be a much more transactional website and not have too much information. It should include information on the products, including how they are made and exactly what products are offered, keeping the information limited and

just the basics. Information on the women in particular, but not too much information to where the user gets bored and forgets to focus on the products that they are being offered. Very close up pictures should be taken so that the consumer can see exactly what they can buy. A more efficient way to offer the products would be to give consumers the ability to order the products on-line and show store locations where they are offered. The goal should be to make the transaction and purchase of the products as easy as possible for the consumer.

4. Another website should be created that is focused on the informational side. Separating the products from the informational website will make it easier on the user to understand all about what the Loisaba tribe. This will allow users to get to what they are trying to and not force them to search through information to get to the products. This websites should include large detailed pictures of the land, animals, houses, schools, tribes, etc really giving the user the opportunity to learn as much as they would like to. This site should be easy to navigate through and not require the user to feel like they cannot find the information without going through multiple pages. This site would be connected with the products site but at the same time be separated and seen as completely different sites. To be the most effective, the two separate websites should be set up in a way in which it is easy to go from one to the other. This could be done by having a link at the bottom of every page that if clicked on takes the website visitor directly to the other sites home page.
5. When it comes to all the pictures, I think that having a page in which a website visitor can scroll through all types of pictures would enhance the informational website. The most appealing pictures could be displayed throughout the website, but giving users the capability to look through even more pictures could help them connect in an emotional way to the people, land, and animals. The bulk of these pictures should be available on the informational website and only having pictures of the products on the transactional website.

Industry Comparatives:

Global Girlfriend

<http://www.globalgirlfriend.com/gifts/site.do?siteId=344>

Use brown and pink as their main colors, in a neutral not bright way. The home page has one picture of women and the rest are of products. The website is purely transactional, in which they do not provide much information on the women but their goal is to get you to purchase the products. The website is easy to navigate through by providing a list of different product groups that the user can navigate toward. They have a lot of close up detailed pictures of the products that are being offered, which is very appealing.

10 Thousand Villages

<http://www.tenthousandvillages.com/home.php>

Uses burnt orange as the main accent color while the surrounding colors are light grey and white. The home page has pictures of nature and the website has been set up to be both informational and transactional, having one heading that is labeled “shop” and the rest that are informational headings. Within the “shop” option, one can choose to navigate towards different types of products. It is not very hard to determine where to find what you are looking for. On every page that you navigate to, whether products or information, they always have the telephone number that the user may place and order in the top right corner.

Mercado Global

<http://www.mercadoglobal.org/index.php?section=1>

Use a lot of white in the surrounding color with orange as a main bordering color. The accent colors change with the page that you are looking at. On the home page, they have a slide show of pictures of tribal people and the products that are being offered. This website seems to be more focused on providing information than selling products, but has the same “shop” option that the Ten Thousand Villages has.

REFERENCES

Websites:

1. www.loisabaccf.org
2. www.loisaba.com
3. www.tenthousandvillages.com
4. www.handcraftingjustice.cedris.org
5. www.globalgirlfriend.com
6. www.maryfisher.com/bracelets_main.htm
7. www.thunderdata.com
8. <http://www.color-wheel-pro.com/color-meaning.html>
9. www.mercadoglobal.org
10. www.ipl.org

Books:

1. Bekowitz, Eric, Steven Hartley, Roger Kerin, and Rudelius William. Marketing. 8th ed. New York City: McGraw Hill/Irwin, 2006.

People Interviewed:

1. Susan Bartkowski
2. Jim Towne
3. Shannon O'Neil
4. Catherine Crohan
5. Karen Mahar
6. Lizzie Redkey

Places Visited:

1. Ten Thousand Villages