

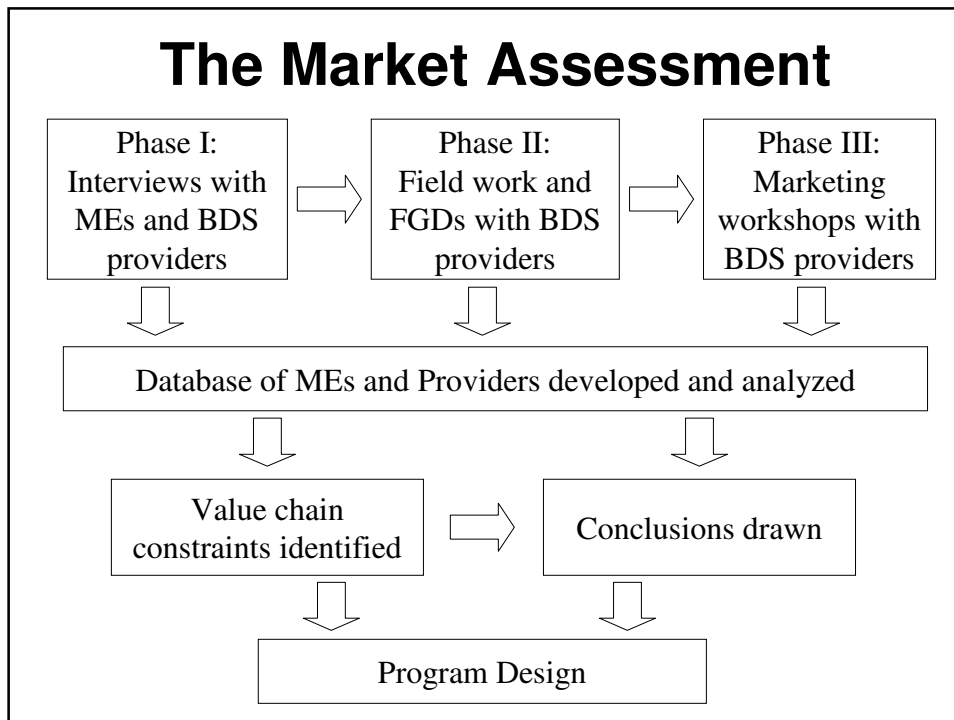
# **Making Market Research Useful to Program Design**

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## **Background**

- BDS MA was based on a feasibility study of a marketing initiative
- Priority issues:
  - market contacts
  - product design

## The Market Assessment



## Opportunities in Value Chain

- A high value niche market exists for quality contemporary hand-embroidered garments in urban centres and middle eastern countries
- Poor rural producers are highly skilled in embroidery
- Consumers are eager to purchase high quality handcrafted clothing

## Opportunities in Value Chain



## **Constraints in Value Chain**

- Embroidered outputs rarely have suitable design or quality demanded by high value markets.
- REs lack mobility and are dependent on male family members
- Monopoly of local sales agents who sell in low value markets
- Limited no. of WSAs who deal directly with REs.
- Very few garment makers reach retailers
- No mechanism exists to purchase/ disseminate design

## **Program Intervention Design**

### **Mobile Women Sales Agent Model**

- Capacity building programs to sales agents for high quality production
  - a. Facilitate movement of products to consumers
  - b. Provide information and services down to REs.
- Share information for linkages strengthening



## **Vision for Market Development**

- Sales agents
  - Access designs input
  - Adapt products to high value market demand
  - Deliver services to REs for quality fabric
- Urban garment makers accessing embroidered fabric
- Women garment makers accessing designers
- Urban micro garment makers reaching retail and wholesale markets

## **Expected Impact**

- 6,000 poor REs raising revenues 2 – 3 times
- REs and urban garment makers interacting in value chain
- Development of 60 women sales agents producing for high value markets
- Strengthening and commercialization of entire hand embroidered garment subsector
- Replacing rural buying patterns

## **What worked well in the MA?**

- Flexibility
  - Including MEs in research design
    - Finding hidden players in the subsector
    - Finding a new subsector (crossover) with significant opportunity
    - Finding few mobile women sales agents
  - Combining MA with pilot interventions (marketing workshops)
  - Remaining open to discussions on relevant issues
    - Project design development

## **What worked well in the MA?**

- Knowledge and familiarity with the context
- Communicating vision and involving beneficiaries
- Timely offer to market players
- Developing mutual understanding and building trust
- Keeping objectives in mind while planning
- Establishing credibility and managing expectations