

SOCIALENTREPRENEUR

"IMPACT THROUGH OPPORTUNITY" CORPS

2009 Eight Week Summer Internship Summary Impact Report

ParaSuBienestar

Please visit "Key Program Components – Field Project Work" on our website to learn more about this program.

Guatemala

Client Needs:

- AC/SC support during village visits including marketing and campaign execution
- New SC training
- Needs Analysis and feasibility studies on the following products: Solar Lamps, First Aid, Seeds for Change Peanut Butter and Water Purifiers.

Intern Activities:

- Supported ACs/SCs in 32 Marketing efforts for Village Access Campaigns
- Supported ACs/SCs in 32 Village Access Campaigns
- Successfully trained two new SCs in becoming Micro-Franchises
- Completed feasibility studies for the Peanut Butter Project

Number of Surveys Completed:

- 15 Solar Lamp surveys in six different departments in Guatemala
- 10 Filter surveys to small businesses and individuals in five different departments in Guatemala
- 22 AC/SC Feedback surveys
- 8 First Aid surveys in three departments in Guatemala
- 15 Seeds surveys in four departments in Guatemala

Intern Achievements:

TOTAL VILLAGE CAMPAIGN RESULTS		
Product	# Sold	Total \$ Earned by Entrepreneurs
Readers	317	\$495.31
Protectors	177	\$221.25
Eye Drops	301	\$301.00
Cases	278	\$86.81
Chords	49	\$15.31
Light Bulbs	201	\$150.00
Filters	12	\$45.00
Seeds	185	\$23.13

Silverdyne	5	\$5.00
Totals		\$1,300.25

- The interns determined the feasibility and marketing strategies for the following two new products:
 - Solar Lamps
 - First Aid
- The interns identified a successful new marketing strategy for the water purifiers
- The interns helped to improve SolCom leadership and management skills with the entrepreneurs
- Developed a business plan and marketing strategy for the Peanut Butter Project (See Appendix A.1-A.2)

Ecuador

Client Needs:

- AC/SC support during village visits including marketing and campaign execution
- 2. Needs analysis and feasibility studies on the following products: Solar Lamps, Seeds for Change, Mosquito Nets and Water Purifiers

Intern Activities:

- Supported AC/SC in 27 Marketing efforts for Village Access Campaigns
- Supported AC/SC in 24 Village Access Campaigns

Number of Surveys Completed:

- 31 Solar Lamp surveys in four provinces
- 22 Water Filter surveys
- 20 AC/SC Feedback surveys
- Five Seeds for Change surveys
- Five Mosquito Nets surveys

Intern Achievements:

TOTAL CAMPAIGN RESULTS		
Product	# Sold	Total \$ Earned by Entrepreneurs
Readers	203	\$507.50
Protectors	197	\$394
Eye Drops	181	\$45.25
Cases	146	\$73
Chords	7	\$1.75
Seeds	51	\$12.75
Solar Lamps	14	\$56
Total		\$1090.25

- The interns determined the feasibility and marketing strategies for the following three new products:
 - Solar Lamps
 - Mosquito Nets
 - Water Purifiers
- The interns helped to improve SolCom leadership and management skills with the entrepreneurs

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Guatemala

Client: Nueva Alianza

Description:

The Co-Op was founded 15 years ago in 1994 by a group of 60 women. The women worked in several projects with a large focus on weaving. They became frustrated however due to the lack of sales and the inability to export their products. Eventually many of the women left the Co-Op. In 2008, the American organization Beyond Poverty, started working with group. Members of the Co-Op received weaving classes in INTECAP and were supplied with new materials including all natural dyes and yarns.

Today, 13 women make up the Co-Op. The women are all skilled in weaving local community designs and are learning how to create products that tourists would like to purchase such as bags, scarves and textiles for the home. The members are excited to start a new chapter in the Co-Op by opening a store in their small town.

Client Needs:

As a newly formed all women’s weaving cooperative, they need the a comprehensive marketing strategy

Intern Activities:

1. Gave a lecture on the importance of marketing including definitions and possible strategies
2. Gave a lecture on popular products for tourist and on product quality control
3. Designed, decorated and painted the store interior and store front

Intern Achievements:

1. Together with the cooperative, the interns created the following successful marketing strategy
 - a. Forged a partnership with a local tourist agency to bring tourists into the store
 - b. Designed brochures and fliers to be given at the store and passed around the neighboring City of Quetzaltenango
 - c. Designed labels to be attached to all of the products
 - d. Designed the cooperative’s logo
2. Introduced the following three new products to the cooperative’s inventory that will be popular among customers:
 - e. iPod covers
 - f. Computer cases
 - g. Ladies scarves
3. Boosted the confidence and business knowledge of the members of cooperative

Client: El Portal Spanish School

Description:

El Portal Spanish School was founded by two single mothers in order offer travelers a fully immersive cultural experience, including intensive Spanish classes with qualified teachers, a traditional homestay, volunteer opportunities, and memorable cultural excursions.

The founders of El Portal made a commitment upon creating the Spanish school to donate all profits to school scholarships. The scholarships support the education of local children of single mothers. The money covers school fees, the cost of books, and the expense of school uniforms. Due to the scholarship, children are able to attend private schools, thus receiving a higher-quality education than they would have at a public school. The children are required to adhere to high academic standards in all of their classes. The children have lived up to this challenge. They embrace this opportunity to learn, to grow as individuals, and to prepare for their future.

Client Needs:

A comprehensive marketing strategy to help increase inscription into the Spanish school as well as create system for a better control on finances

Intern Activities:

1. Gave lectures on how to design a successful marketing strategy

Intern Achievements:

1. Helped to create the following comprehensive marketing strategy:
 - a. Designed brochures and fliers to be passed out around the City of Quetzaltenango (See Appendix B.1)
 - b. Wrote a description of the Spanish school to be published in the next edition of the *Lonely Planet*

Client: Cooperative San Antonio Palopo

Description:

In 1979 a group of individuals in the Pueblo San Antonio Palopo, on Lake Atitlan near Panajachel, began selling guipiles (traditional Mayan clothing), camisas (shirts), and other textiles. The creation of the cooperative brought local employment opportunities to the people of the community who no longer had to leave their homes to find work in neighboring regions or countries. To avoid problems of competition the cooperative began incorporating the trades of other members in the community. Now, there are 142 members of the cooperative; about half are male and half female. They export their products all over the world, including the United States, Canada, and much of Europe.

Client Needs:

Increase costumers and sales at their textiles store

Intern Activities:

1. Completed a needs analysis
2. Gave a lecture on the importance of marketing and how to design an appropriate strategy

Intern Achievements:

1. Designed a brochure
2. Created and designed a webpage (See Appendix B.2)
3. Created a promotional video

Client: LEMA

Description:

Lema´ was started 8 years ago by Rosalinda Tay, from the maya tz´ utujiles population. She had long been curious about the method her ancestors had used for dying their cotton with different plants. Wanting to learn about it, she went to her grandmother who could explain all about the process. She gathered a small group of women and shared with them her vision of working together and creating a textiles Co-Operative, in order to increase incomes for their families. The women began to dye cotton, and create textiles such as tablecloths and napkins. Tourists became fond of their work and wanted more products and new styles. Today Lema´ has a broad variety of high quality products; all 100% natural. There are 30 women, young and old working with Co-Op. Recently they have started to export products to the United States and are hoping to be able to do the same in other countries.

Client Needs:

Advice in the successful management of their Homestay Program as a means to earn more money for the Co-Op

Intern Activities:

1. Gave a lecture on how to manage a successful Homestay Program
2. Evaluated of existing Homestays
3. Gave a lecture on how to successfully market their new program

Intern Achievements

1. Gave positive feedback and constructive criticism on the homes in the program, which helped encourage improvements and ensure quality control
2. Created brochures for the Homestay Program to be displayed and given out at their cooperative.

Client: Association Maya

Description:

Association Maya de Desarrollo's mission is to help Mayan women who are orphans of the civil war by creating jobs for them within the community. In general, women weave but do not earn much when they sell their goods in local markets. This Association employs rural women to weave products in the traditional way. The women earn 4x the money they receive to local markets, which means they can have a better life for their families. They don't have to leave their villages because the association goes to their homes to collect the products.

Client Needs:

Business administration and personnel organization

Intern Activities:

1. Completed a needs analysis
2. Gave a lecture on personnel organization and role definition

Intern Achievements:

1. Due to the lecture, the interns helped define roles and improve the organization of the small business.

Client: Turismo Ixil (Nebaj.com)**Description:**

Turismo Ixil (Ixil Tourism) is an initiative of SolCom to help create local jobs and opportunities. The initiative also boosts local economy by offering tourists eco-friendly treks, Spanish and Ixil language classes, volunteer opportunities and a hotel (Media Luna Media Sol) and Restaurant (El Descanso) to enjoy.

Client Needs:

Create a marketing strategy that will incorporate all aspects and initiatives of Turismo Ixil as well as to help improve customer service at the restaurant and hotel.

Intern Activities:

1. Gave lectures on proper customer service to hotel and restaurant workers
2. Helped expand the menu for the restaurant
3. Brainstormed and collaborated with Turismo Ixil staff about marketing strategies

Intern Achievements:

1. Created a better understanding about customer needs and wants for the staff of the restaurant and hotel
2. Designed a flier that combines all of the Turismo Ixil initiatives (see Appendix B.3)
3. Designed T-shirts to be sold at the restaurant (See Appendix B.4)

Ecuador**Client: Huevos y Hortalizas Nutripac****Description:**

HH NutriPac is a small farm that started as an organic agriculture project. The farm has now turned into a fully functioning organic farm that has won "Farm of the Year" in their province. They are interested in expanding their income generating activities.

Client Needs:

Development of a business plan, logo, and promotional materials

Intern Activities:

1. Conducted a needs analysis, surveys and individual interviews with organization members
2. Designed a publicity plan for the organization

Intern Achievements:

1. Created a promotional brochure
2. Designed a new logo (See Appendix B.5)
3. Completed a business plan (See Appendix B.6)

Client: SolCom

Client Needs:

The creation of the following three guides:

1. Instructional guide to assist in the sales of seeds
2. Income generation guide for organic agriculture
3. Income generation guide for tilapia farming

Intern Activities:

1. Attended several instructional sessions on organic agriculture
2. Conducted interviews with technical experts in organic agriculture

Intern Achievements:

1. Created the SolCom Seeds Guide
2. Created the SolCom Organic Agriculture Guide
3. Created the SolCom Tilapia Farming Guide

Client: “La Era” Women’s Group

Description:

La Era is a women’s group that formed with the help of then Peace Corps Volunteer, and current Ecuador Country Director, Zac Smith. The group is interested in increasing its business knowledge so that it may begin to augment its profits and avoid failure.

Client Needs:

Education in Business Development, particularly in Business Accounting

Intern Activities:

1. Needs analysis
2. Business accounting workshop.

Intern Achievements:

1. Educated 15 aspiring women entrepreneurs in basic business accounting skills

Client: “Mothers of Monterrey” Women’s Group

Description:

Mothers of Monterrey is a women’s group formed by mothers of children from a local school. They are interested in starting an income generating activity in their area.

Client Needs:

Feasibility studies for income generating activities

Intern Activities:

1. Conducted three instructional sessions on how to complete a feasibility study.
2. Completed two studies for income generation activities

Intern Achievements:

1. Thanks to the instructional sessions and studies, ten women now have a clear and concise plan to start up two income generating activities

Client: Association of Agricultural Producers of San Jose La Capilla

Description:

Association of Agricultural Producers are a group of farmers interested in converting to organic agriculture in order to increase revenue and decrease costs and impact on the environment.

Client Needs:

To start an organic farm and new businesses to help process their agricultural products

Intern Activities:

1. Completed a needs analysis

Intern Achievements:

1. Due to the needs analysis technical professionals will be following up with group in the upcoming months

Client: Amazonas Cheese Factory**Description:**

A now defunct dairy factory that once produced cheese, pasteurized milk, and yogurt that provided income for several community members

Client Needs:

Comprehensive operations plan to start up stagnant business.

Intern Activities:

1. Conducted three sessions of interviews with key members of organization who operate the business
2. Presented a plan to restart the once-profitable business.

Intern Achievements:

1. The organization now has a concise plan to restart the business.

Client: Jungle Dave's Eco-Tourism Agency**Description:**

A local eco-tourism agency that dedicates its proceeds to local ecological conservation and the college education of young adults

Client Needs:

A comprehensive promotional plan and an analysis on its carrying capacity

Intern Activities:

1. Completed a needs analysis.
2. Visited Dave's eco-farm and documented several hikes

Intern Achievements:

1. Creation of a marketing strategy
2. Designed a marketing brochure
3. Designed the new logo
4. Created a marketing poster (See Appendix B.7)
5. Created a *Facebook* page
6. Completed a carrying capacity analysis

Client: Ecohosteria**Description:**

Local businessman Carlin Marin is interested in building an Eco-Hostel to accommodate the influx of tourists that will be coming to the region in the following years.

Client Needs:

The completion of a business plan for a startup eco-hotel

Intern Activities:

1. Completed a needs analysis
2. Gave follow-up interviews

Intern Achievements:

1. Creation of a complete business plan

Client: Neo-Juventud Youth Organization**Description:**

A very well respected youth group that has put into action many income generating activities with the help of Peace Corps and is now considering more activities and improving upon their existing projects

Client Needs:

In need of overall business development training and marketing strategy

Intern Activities:

1. Completed a needs analysis
2. Implemented a business accounting workshop
3. Implemented a business inventory management workshop
4. Created a marketing strategy

Intern Achievements:

1. Created a new slogan
2. Designed a new brochure
3. Trained ten people in accounting and inventory management
4. Created new promotional material
5. Created a new marketing strategy

Client: Artesanas de Palmar Women's Artisans Group**Description:**

A women's group that makes clothing for the local community

Client Needs:

In need of product promotion, organizational management and improvement of their customer service

Intern Activities:

1. Completed a needs analysis
2. Designed new publicity material
3. Implemented an inventory management workshop
4. Developed a product catalogue
5. Developed an invoice system for order management
6. Developed a customer service pamphlet to be used by all employees

Intern Achievements:

1. The women's group is now in an advantageous position to increase sales

Client: Casa Maria Amor Battered Women's Shelter**Description:**

A battered women's group interested in starting income generation activities to finance projects for their children

Client Needs:

In need of an income generation start-up assessment and publicity for their current business

Intern Activities:

1. Completed a needs analysis
2. Designed a business development step-by-step template
3. Developed promotional material for current business
4. Made recommendations for further business education workshops to be conducted by Soluciones Comunitarias
5. Designed customer follow-up material

Intern Achievements:

1. The women's organization will continue to receive business education workshops from Soluciones Comunitarias.

Client: Centro de Bordados Women's Weaving Group**Description:**

A small group of women weavers that are looking to amplify their market

Client needs:

Need to increase sales volume

Intern Activities:

1. Completed a needs analysis
2. Researched information on international online credit card payments
3. Contacted *10,000 Villages* for chance to link the organizations.

Intern Achievements:

1. The organization is now inspired and can see for themselves that they can compete in the international woven-goods market.

Client: Paraiso de Principal Natural Jam and Wine Producers**Description:**

A small town jam and wine producing facility interested in increasing profits

Client needs:

In need of increasing their profit margins and sales

Intern Activities:

1. Designed a new label
2. Researched cheaper packaging

Intern Achievements:

1. The company is now looking into new packaging found by the interns that will cut per unit costs by 50%

Client: Artesanas de Principal Weaving Association**Description:**

A group of women weavers that specializes in the "Panama Hat" style technique

Client needs:

In need of inventory management and product publicity

Intern Activities:

1. Gave an inventory management workshop
2. Designed a product catalogue

Intern Achievements:

1. The women's weaving group now manages their inventory more effectively
2. The new product catalogue, in English and Spanish, is ready to be printed and distributed

Client: Las Guacamayas Eco-tourism Group**Description:**

Small ecotourism group interested in attracting more clientele to the region

Client Needs:

In need of the creation of a business plan and to establish short and long-term goals

Intern Activities:

1. Completed a needs analysis
2. Completed a FODA analysis

Intern Achievements:

1. The group is now more organized and interested in collaborating with SolCom in the future to seek more business development counseling

CrediCapaz

Please visit “Key Program Components – Field Project Work” on our website to learn more about this program.

Guatemala

Client Needs:

Create a comprehensive microfinance program that can be easily implemented and can help create small loan access in rural communities

Intern Activities:

1. Created and completed surveys
2. Created CrediCapaz proposal ideas

Number of Surveys Completed: 24

Intern Achievements:

1. Designed and tested three different proposals (See Appendix C.1-C.2)
2. Created training mechanisms for entrepreneurs and SolCom personnel to help implement their proposals

Ecuador

Client Needs:

As in Guatemala, to investigate the feasibility of a comprehensive microfinance program that can be easily implemented and can help create small loan access in rural communities.

Intern Activities:

1. Attended educational sessions directed by SolCom personnel.
2. Studied and critiqued recommendations sent by fellow SEC interns in Guatemala.
3. Visited four community banks that use the ASCA model

Intern Achievements:

1. Learned about community banking and saw the first hand benefits of the model in communities

Newsletter and Website – “Soluciones Comunitarias”

Guatemala

Client Needs:

In need of the completion of a needs analysis and feasibility study for the newsletter

Intern Activities:

1. Created and completed surveys in four regions in Guatemala
2. Helped with distribution

Number of Surveys Completed: 10

Intern Achievements:

1. Distributed copies at 32 campaigns in over six regions in Guatemala
2. Helped determine new content for the newsletter

Ecuador

Client Needs:

In need of the completion of a needs analysis and feasibility study for the newsletter

Intern Activities:

1. Created and complete surveys
2. Helped to distribute the newsletter

Number of Surveys Completed: 25

Intern Achievements:

1. Distributed copies at 24 campaigns in four provinces of Ecuador
2. Helped determine new content
3. Helped re-design layout

VNGO - Donations

Donation Totals		
CrediCapaz	Total:	\$ 600.00
Breakdown Description	SolCom Pilot Project	\$ 300.00
	Caja de Ahorro y Crédito Zhucos	\$ 300.00
Centro Explicativo	Total:	\$ 600.00
	Chessboard	\$ 20.00
	Blenders for Peanut Butter Project	\$ 80.00
	Books/Materials/Overhead	\$ 500.00
APF	Total:	\$ 1,500.00
Breakdown Description	El Portal	\$ 400.00
	Mayan Select	\$ 200.00
	Neo-Juventud Youth Organization	\$ 200.00
	Casa Maria Amor Battered Women's Shelter	\$ 500.00
	Paradise de Principal Natural Jam and Wine Producers	\$ 100.00
	Artesanas de Palmar Women's Artisans Group	\$ 100.00
PSB	Total:	\$ 100.00
	Product Purchase	\$ 100.00
Total		\$2,800.00