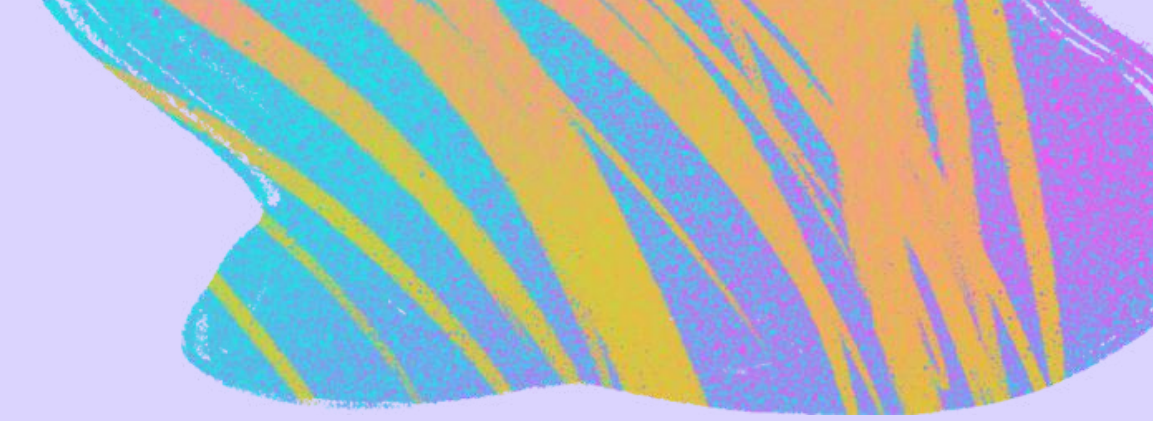


Uriel Cedeño

Yaris Contreras

Nancy Contreras

Emma Borggaard
Spencer Cheung
Eric Han
Chase Moran
Zach Kypreos



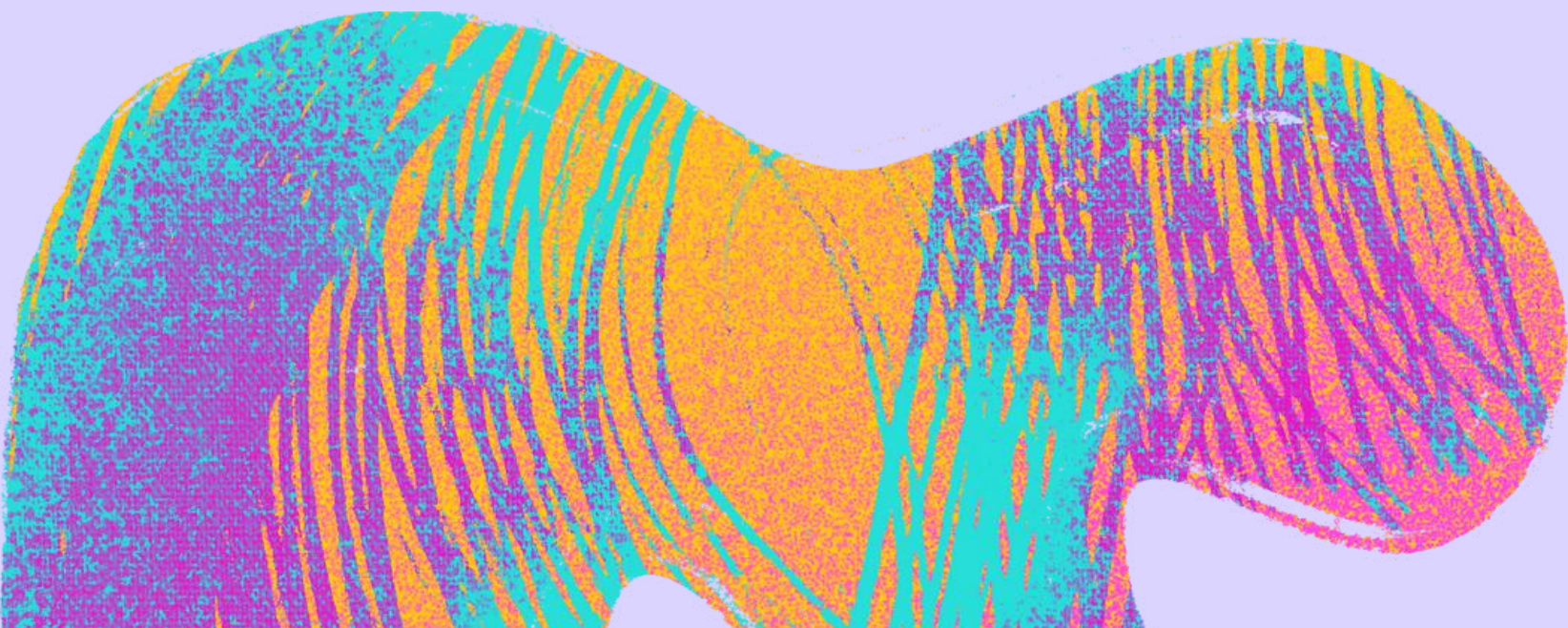
Client summary

- Family Business based out of home in Darién
- Customers in very remote Indigenous communities order basic essentials via WhatsApp
- Parumas in particular (parumas, perfume, jewelry, school uniforms, pants, kitchen accessories)
- Uriel or sister-in-law Nancy will travel to Panama city by bus to purchase items
- Once they get back, they assemble parumas, then travel to communities to deliver them next day



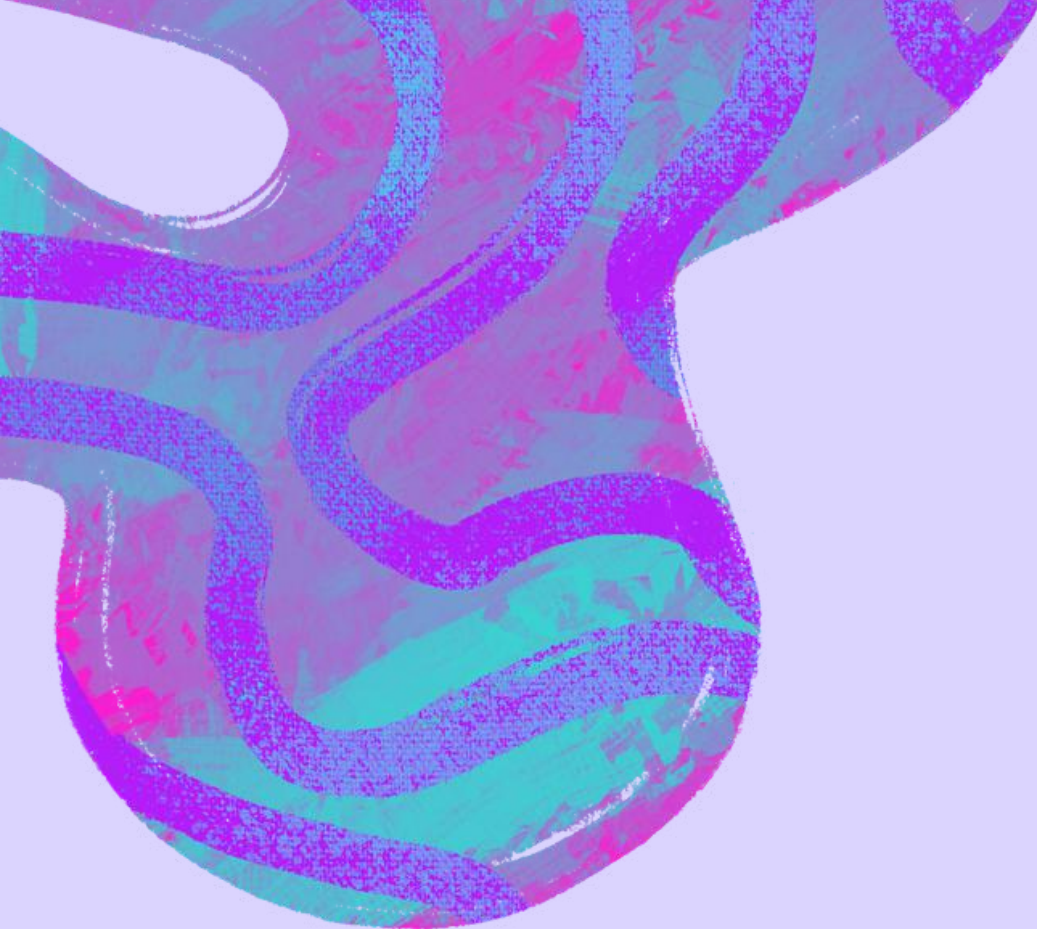
Goals:

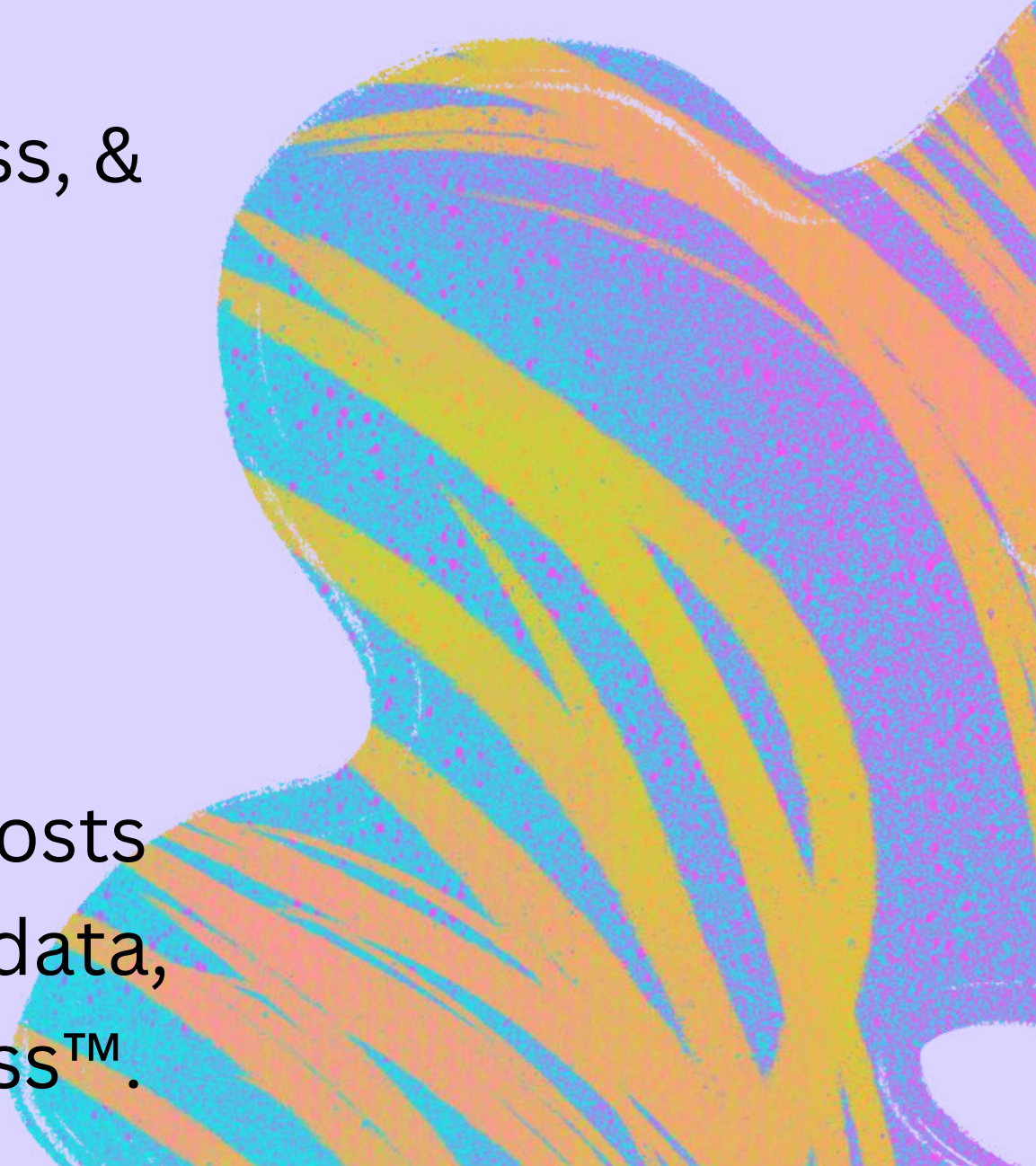
- Save money to purchase a car
- Increase savings without raising prices
- Expand customer base



What did your team learn about your client and their context that influenced what you recommended?

- Access to technology is much more limited than what we have in our everyday lives
- Financial literacy
 - Business savings = personal savings
- Family & business are interconnected and cannot be separated
 - all family members have at least a small role
- Advice & recommendations aren't always received in a positive way
- Travel expenses and distance are significant factors for a business based in a remote area

- 
1. Why do we think these deliverables are actionable?
 2. What could prevent the deliverable from being effective?
 3. What would the outcome be if the deliverables are successful?

1. Easy to use, valuable without specific numbers for the business, & can easily be implemented separately and over time
 - a. Building off of the systems they are already using
 2. Technological literacy & client willingness to try new things
 - a. Permission to sell from indigenous leaders
 - b. Customer access to technology
 3. Bigger client base from marketing materials, fewer traveling costs from new meeting point, consistent bookkeeping and savings data, and better catalog data for customers from WhatsApp Business™.
- 

Recomendaciones para su negocio

de Zach, Emma, Spencer, Eric,
Chase



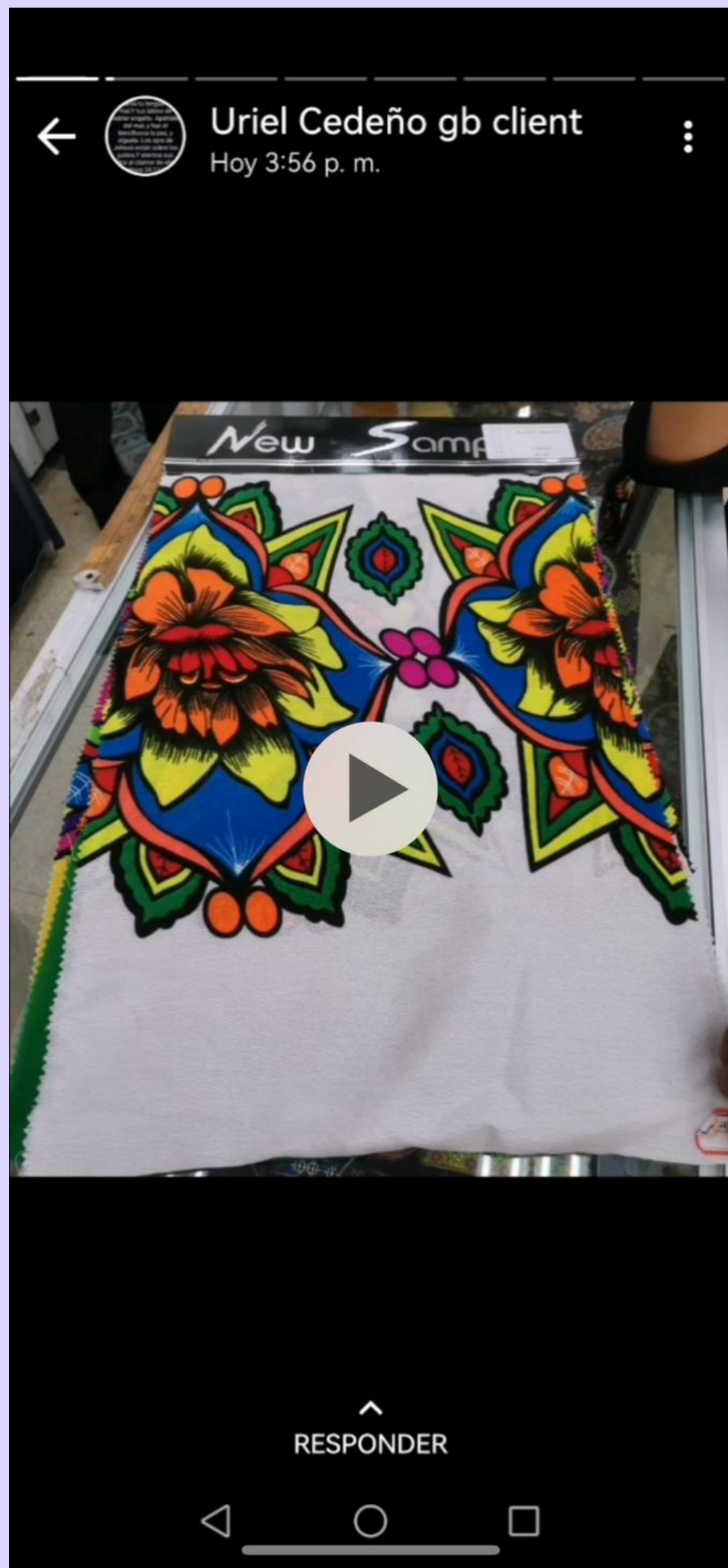
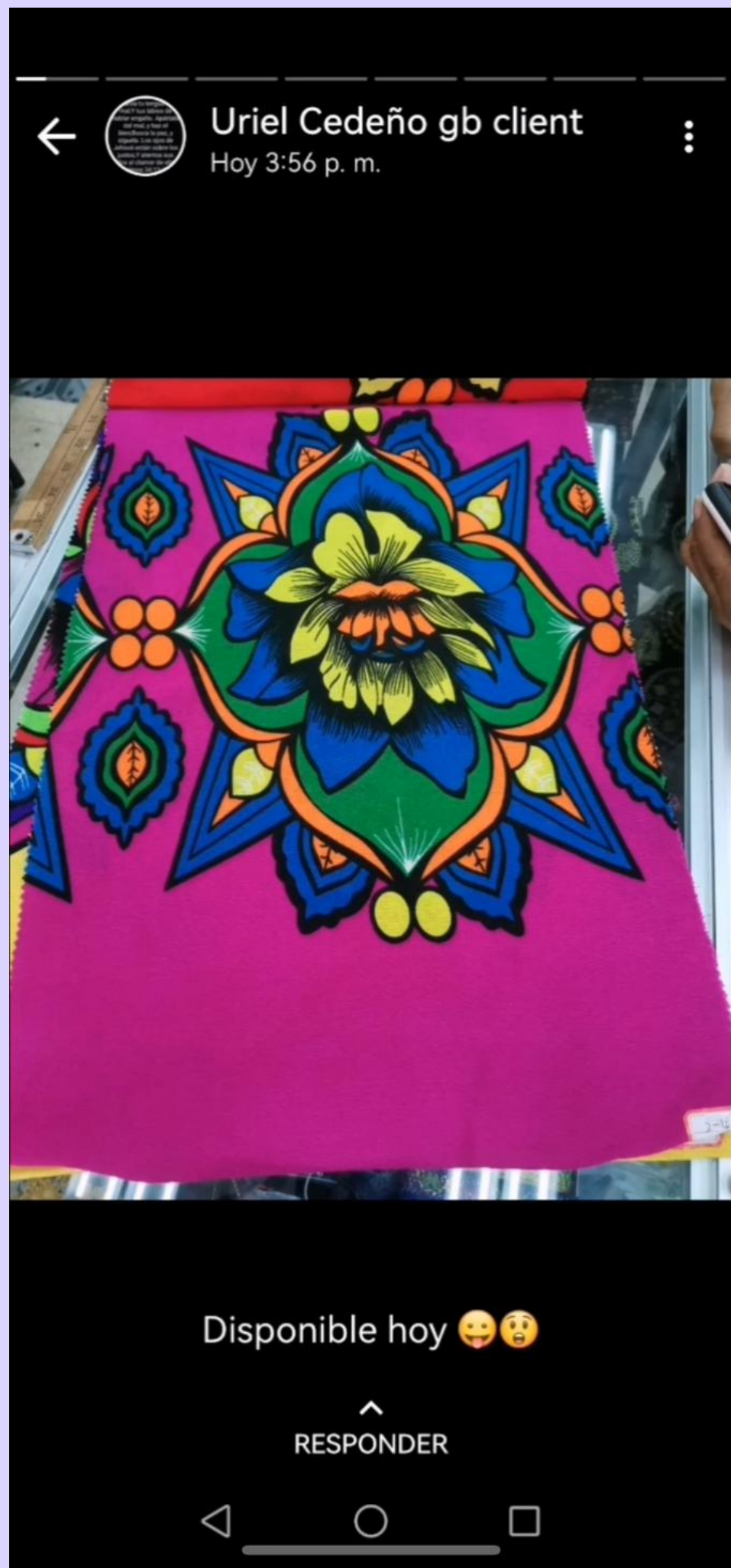
1. Better WhatsApp Status

Beneficios:

- More visual appeal for customers
- Makes customers want to watch
- Includes a promotion to increase sales



Antes



DESPUÉS


Uriel Cedeño gb client
Hoy 3:56 p. m.

DISPONIBLE
HOY!

Recomiende a un amigo y
ambos obtendrán \$3 de
descuento en su próxima
compra.


RESPONDER

Uriel Cedeño gb client
Hoy 3:56 p. m.



RESPONDER

Uriel Cedeño gb client
Hoy 3:56 p. m.



RESPONDER

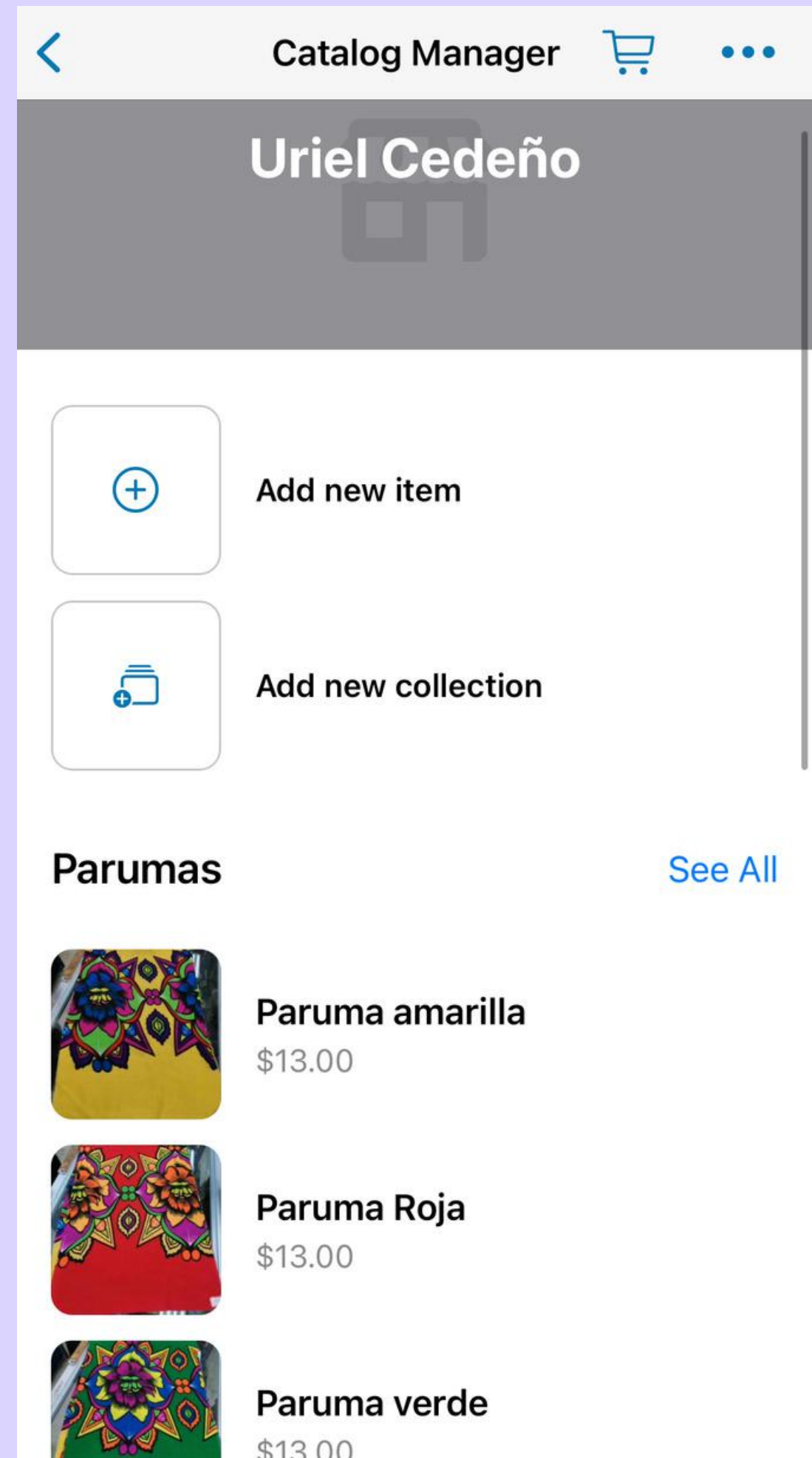
Su productos

- Enlaces a 3 plantillas de marketing
- Instrucciones para crear una cuenta de Canva y añadir fotos nuevos
- Por último: Instrucciones opcionales para crear el perfil de WhatsApp





WhatsApp Business



Transición a WhatsApp Business™



- Transición fácilmente con su cuenta de WhatsApp
 - Instrucciones

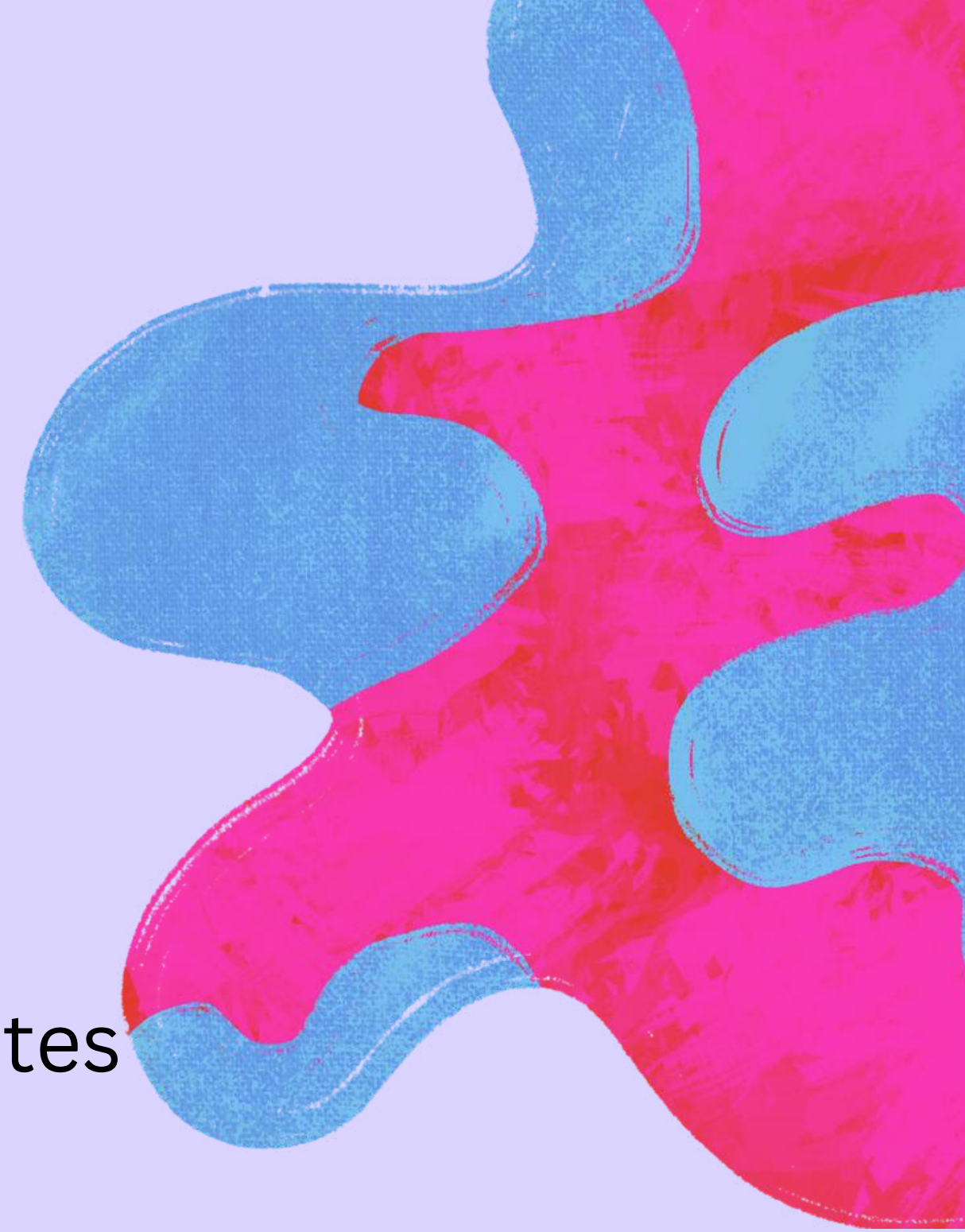
Beneficios

- catálogo para los clientes
- más organizado
- manera buena para inventario



Folletos de Marketing

- Fácil de imprimir (pdf/jpg/png), colocar, o repartir
- Un método excelente para ampliar la base de clientes
- Ampliar el alcance a otras comunidades rurales o urbanas





TRADITIONAL



HANDCRAFTED



HIGH-QUALITY

PARUMAS!



TRADICIONAL

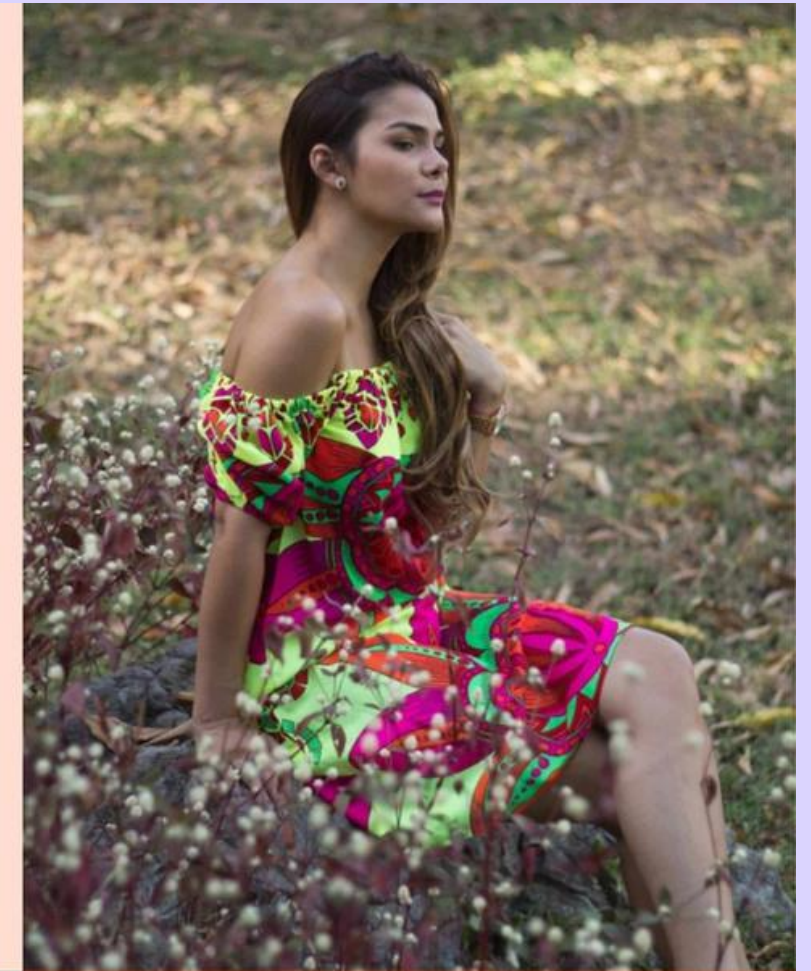


HECHO A MANO



ALTA CALIDAD

PARUMAS!



- MADE WITH PANAMA CITY FABRIC

- AVAILABLE IN A WIDE VARIETY OF COLORS



ORDER YOURS TODAY BY CONTACTING US ON WHATSAPP!

+507 - 6974 - 7297

Order Now



- HECHO CON TELA DE LA CIUDAD DE PANAMÁ

- DISPONIBLE EN UNA AMPLIA VARIEDAD DE COLORES



¡ORDENA EL TUYO HOY CONTACTÁNDONOS POR WHATSAPP!

+507 - 6974 - 7297

Ordenar Ahora



2. Sistema Electrónica de Finanzas

- demostración del Google Sheets
- El acceso del Google Sheets - cuenta de gmail

Productos Finales

1. instrucciones para crear una cuenta de gmail
2. el Google Sheet

Beneficios de Sistema Electrónica

1. No se puede perder o destruir
2. Aritmética fácil y automática.
3. Número automático para los ahorros del carro
4. Se puede cambiar fácilmente

3. Eficiencia de transportación


- Creation of a midpoint to reduce transportation costs
 - Have one member of a community pick up goods (discount for the person picking up and delivering)
- Utilization of an employee that can deliver goods (future)
 - Minimize time away from the family
 - Allow for larger orders from suppliers and to customers



4. Expansión de su Negocio

- Finding customers in the Panama City area via Whatsapp
 - Wholesalers
 - Indigenous groups
- Benefits
 - Reduction in transportation costs as they supply their goods in Panama City
 - Grab the attention of large buyers in the market for Parumas
 - Potential for finding international buyers with better profit margins





¿Preguntas o Comentarios?

