**III. Market analysis**

Active Patients

July 2017: 647

Demand

Marketing in 6 Departments of Nicaragua

Offer

Of Colors we paint the Life.

Silkscreen Workshop



**Marketing of Tosca Slippers**



**Competition Companies that provide Screen Printing services in the Departments adjacent to the Department of León where the Project is located**



**Marketing companies of Slippers in Nicaragua**



**Marketing Channel**



**IV. Project Objectives**

**Development Objectives:**

* Create an income alternative that strengthens the work of FLESNIC, directly supporting our patients with the creation of a workshop of screen printing of promotional items for the various companies and public in general as well as an exclusive collection, ready for marketing, which aims to Help improve the quality of socioeconomic life of patients by actively integrating into the marketing process and benefits this initiative generate through FLESNIC.

**Specific objectives:**

* Installation of Screen-Printing Workshop at the FLESNIC facilities.
* Production of promotional articles aimed at causing greater visibility of the applicant company.
* Include this project in the Strategies that strengthen the progress of FLESNIC in order to operationalize the articles in a more agile and secure.
* Motivate and carry out training to the patients for the commercialization of the elaborated articles.
* Promote and disseminate the different types of promotional items offered by FLESNIC. Emphasizing its social background by acquisition of these. It contributes to improve the quality of life of patients diagnosed with this pathology.
* Create a source of income for patients, not only as an economic benefit also as an Occupational therapy for their emotional well-being.
* Create an exclusive collection of FLESNIC for the general trade
* Create alliances with commercial establishments that promote the articles at no cost, as part of their social responsibility.
* Benefits directed to the patient with resources generated by the project to FLESNIC.

**V. Project Description**

**Project description**

FLESNIC through the creation of a Screen Printing Workshop and TOSCA flip-flops exhibition room with the logo of the foundation printed on them, is intended to provide a source of income for patients, giving them the opportunity to work to support themselves, they often do not allow them to perform their functions on a regular basis, many have had to abandon their jobs because they do not meet 100% demand with them. In the great majority they are of scarce resources or they live in extreme poverty. This will give us the opportunity to open a new income channel that will not only directly benefit the foundation to provide support to patients in their treatments but also to patients and families by creating a form of income, thus benefiting 150 patients directly and 497 indirectly.

**VI. BENEFICIARIES, AMOUNT AND LOCATION**

**Direct:**

Will be the 647 patients of FLESNIC, which in 90 percent correspond to women

**Indirect:**

1. Family of patients.
2. Guild or another group in poverty and extreme poverty that FLESNIC supports.
3. FLESNIC employees.
4. Total Beneficiaries

**Location**

Located in the city of León, Nicaragua

Cast Brisas de ACOSASCO 1st street.

**Period of Execution**

December 2017 to December 2019

**Location:**

In 16 cities in Nicaragua where FLESNIC patients originate

|  |  |
| --- | --- |
| **CITY** | TOTAL OF REGISTERED PATIENTS |
| Chinandega | 98 |
| León | 139 |
| Managua | 221 |
| Masaya | 20 |
| Matagalpa | 18 |
| Chontales | 4 |
| Rivas | 6 |
| Carazo | 14 |
| Nueva Segovia | 19 |
| Estelí | 57 |
| Granada | 18 |
| Boaco | 5 |
| Jinotega | 13 |
| Madriz | 5 |
| Rio San Juan | 2 |
| Costa Atlántica | 8 |
| **TOTAL** | **647** |

**VII. Goals**



**VIII. Financing**



**IX. Investment plan**



 **X. Financial Analysis Cash flow Quarterly to projection of one year.**









**XI. ACTIVITIES AND TASKS**

**1. Recruitment of Workshop staff** (September 2017) Head and graphic director. Graphic designer. Operators Promoter.

 **Chores:**

A) Stipulate salary according to the functions.

B) Post an advertisement and receive a resume.

C) Select curriculum and conduct interviews.

D) Contracting

E) Training.

**2. Conditioning of workshop area**. (October 2017)

**Chores:**

A) Purchase of 8-station Serigraphy Equipment, developing table and drying oven

B) Description of work areas for conditioning: Graphic or plan

C) Recruitment staffing includes: labor and materials.

D) Local Painting: purchase of paint, sandpaper, paintbrushes, thinner, squeegee,

 squeegee and labor.

E) Electric Power Installation Contract with the description of location of lamps and outlets.

F) Purchase of electrical inputs: electrical wire # in three colors, type, curves, connectors,

 unions, conduit tube, 4 x 4 box, 4 x 2 boxes, spark plugs, dampers, outlets.

G) Computer and printer purchase.

**3. Installation and Workshop Equipment**

A) Accommodation in each module.

B) Printing room (8 stations)

C) Developer

D) Drying Furnace

E) Occupational Health and Safety (labeling)

**Chores:**

A) Integrate in each area of ​​the furniture, tables and corresponding accessories.

B) Training of Workshop Workers

C) Deliver the materials used and keep a log of their use according to production.

D) Use of personal protection (aprons, guides, etc.)

E) Labeling of Occupational Safety Area.

**4. Exhibition and Sale Room.**

**Chores:**

A) Display area, display case, shelf or other.

B) List of Prices according to design and quantities.

C) Strategic Alliance with Serfosa for the training in the preparation and preparation of paper bags.

D) Reception of orders.

E) Receipt sheet of objects delivered by the customer (eg, if he brings the shirt) reception of objects.

F) Sampler.

G) Newsletter.

H) FLESNIC banner.

**5. Promotion of Screen Printing Services**

**Chores:**

A) Train a Sales Promoter.

B) Prepare a Flipchart: with elaborate products and creative ideas, including the presentation of FLESNIC, whose purpose is to collect funds to help the patient.

C) Price List established according to quantities

D) Planning of visits to companies

E) Visits to Members, FLESNIC magnosponsor and companies studied.

F) Present as part of the strategic alliances by highlighting the social part of the company.

G) Promotion in social networks to attract more companies that require this service.

H) Promote it at the government level as a possible buyer of services.

**6. Marketing of FLESNIC collection line, rough slippers and Packing Bags as a source of diffusion, recognition and entrepreneurship**

**Chores:**

A) Search sponsors for this collection.

B) Strategic Alliance with Tosca to raise funds by marketing different styles of sandals that will be personalized with the Flesnic logo. (Define Preferred Styles and Prices).

C) Strategic Alliance with Serfosa for the training in the preparation and preparation of paper bags.

D) Visiting companies that represent chains of stores to present the paper bags as an alternative to implement their Corporate Social Responsibility when buying our bags will disseminate the FLESNIC logo, thus joining a Diffusion campaign.

E) Press Conference.

F) Launching of the line at television, radio and national newspapers

G) Promotion in Social Networks.

**7. Dissemination and Awareness Campaign**

 **Chores**:

A) Flyer allusive to FLESNIC, is delivered by the retail purchases and poster for companies that are provided the wholesale service.

B) FLESNIC logo and general data printed on the lateral or inferior part of the bags.

C) Funding of donors in money and in product.

D) Recruitment of Volunteers.

E) Capturing Human Resources Professionals in the field of health and others.

**8. Promote the inclusion of patients in the project**

**Chores:**

A) Encourage them with motives to be integrated into the project,

B) Make a list of patients with their strengths to place them in the proper position.

C) Promote ambulatory sales among patients.

D) Train them according to the area of ​​work: operator, salesman, promoter etc.

E) Strategic Alliance with Pro Mujer to give training seminars on finance and personal business.

**9. Purchase of inputs and other materials**

**Chores:**

A) Silkscreen Inks

B) Development liquid

C) Mayan polyester fabric

D) Wooden frames

E) Acetate sheets.

(F) Recovery liquid

G) Spark plugs,

H) Coat rack and hangers

I) Other Materials:

• Cleaning products. (Detergent, mop, broom, disinfectant, pails, buckets, hose, towels to clean, wick of mop, chlorine, hand towel, toilet paper, alcohol.

• Miscellaneous products: stapler, ruler, pens, blank sheets, calculator, notebooks, flesyearbook 2018.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| ITEM | ACTIVITIES CALENDAR | COSTO | INICIA | FINALIZA | REALIZADO  |
| 1 | Recruitment of Workshop staff | U$ 0.00 | 08 September | 02 de October | Elena Díaz |
| 2 | Workshop Area Conditioning  | U$ 2750.00U$ 755.00U$ 531.81U$ 4,036.81 | 02 de October  | 20 de October | Johana Blandón  |
| 3 | Installation and Workshop Equipment | U$ 150.00 | 13 de November | 17 de November | Johana Blandón |
| 4 | Exhibition and Sale Room | U$ 200.00 | 18 de September 2017 | 20 de December del 2018 | Cecil Morales |
| 5 | Promotion of Screen Printing Services | U$ 600.00 |  18 September del 2017 | 20 de December 2018 | Cecil MoralesDavid FletesBelén Balladares |
| 6 | Marketing of collection line of FLESNIC T-shirts, Tosca Slippers and Packing Bags as a Source of diffusion, recognition and entrepreneurship. | U$ 3,211.68 | 18 de September 2017 | 20 de December of 2018 | Cecil MoralesDavid FletesBelén Balladares |
| 7 | Campaing of Diffusion and Sensitization. | U$ 1,200.00 | 20 de November | 31 Diciembre of 2018 | Johana Blandón |
| 8 | Promote the inclusión of patients in the Project. | U$ 0.00 | 05 de September del 2017  | 1 de December of 2017 | Cecil Morales |
| 9 | Purchase of Inputs and other products  | U$ U$ 1736.82 | 05 de October 16 de October | 10 de October 20 de October | Elena Díaz  |