



# SWIFT

SWAZILAND FAIR TRADE



# **The philosophy of SWIFT**

**Go to the people**

**Live among them**

**Love them**

**Learn from them**

**start from where they are**

**work with them**

**build on what they have**

**but for the best of leaders**

**when the work is done**

**and the task accomplished**

**the people will remark**

**WE HAVE DONE THIS OURSELVES**

**Lao Tsu 1013 BC**

History of Swaziland Fair Trade  
Started in 2007 by the only 3 World  
Fair Trade accredited Swazi companies  
Gone Rural, Tintsaba and Swazi  
Candles.

By 2008 SWIFT had 11 members

By 2012 SWIFT had 45 members

By 2017 SWIFT had 80 members





























# 83 SWIFT Handcraft SME's



The handcraft sector within Swaziland, and expansive as it is, can be categorized into four sectors.

With continued capacity building and market access initiatives, the key to economic sector improvements is to ensure progression from one level to the next, generating increased revenues and incomes, job creation and strengthened reputation of Swaziland handcraft.

Level 0

Level 1

Level 2

Level 3

**2795**

people,  
**97%**  
are women

**517**

new jobs

**30**

new micro  
enterprises  
being trained

**77**

registered  
businesses

over

**1800**

training hours  
provided

**25**

new businesses  
generated

**49%**

average sales  
increase

**47%**

increase in wages  
and producer  
income

**144**

peer educators

Since 2011...

**SWIFT**

SWAZILAND FAIR TRADE

# How We Do What We Do...

| Training | Trade | Social Programs | Marketing Support |







# Training

- In-Class Training (Business Basics to Business Growth)
- Follow Up Visits for Homework Implementation
- On-Site Best Practices in Action
- Company Mentoring for Level 1
- In Market Research Training
- One on One Coaching

How We Do It...

| **Training** | Trade | Social Programs | Marketing Support |



**Training modules start with Foundational Business Basics and progress into modules for Business Growth**

**Modules Include**

**Costing, record keeping, customer service, sales forecasting, production planning, marketing and product development.**

**Specialised modules include**

**Social media marketing, people management, retail training, merchandising, graphics and computer literacy, photography and customer retention.**



# In-Class Training

How We Do It...

| **Training** | Trade | Social Programs | Marketing Support |





# Follow Up Visit for Homework Implementation

How We Do It...

| **Training** | Trade | Social Programs | Marketing Support |





# On-Site Best Practices in Action

How We Do It...

| **Training** | Trade | Social Programs | Marketing Support |

Level 1 Graduates creating mood boards at Quazi Design



## Mentoring & Coaching

How We Do It...

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# GALLAGHER

Convention Centre



## In-Market Research Training

How We Do It...

| **Training** | Trade | Social Programs | Marketing Support |



# Trade



- Local and International Trade Events
- Buyer Visits/Linkages
- Corporate Gifts

How We Do It...

| Training | **Trade** | Social Programs | Marketing Support |





**MTN Bushfire 2013-2017**

How We Do It...

| Training | **Trade** | Social Programs | Marketing Support |

**2,450,337 ZAR**

Member Sales







# Buyer Linkages

How We Do It...

| Training | **Trade** | Social Programs | Marketing Support |

NY Now 2013



# Social Programs



- HIV/AIDS Peer Educator Program
- Ngwenya Mountain Bike Challenge
- Hope House

How We Do It...

| Training | Trade | **Social Programs** | Marketing Support |





# HIV/AIDS Peer Educator Program

How We Do It...

| Training | Trade | **Social Programs** | Marketing Support |

115 Peer Educators trained  
HIV Education reached 1,544 individuals





# Marketing Support



- Promotional Events
- Print Media
- Television
- Online/Social Media

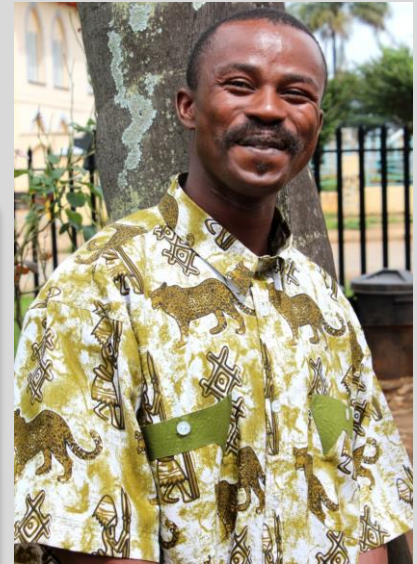
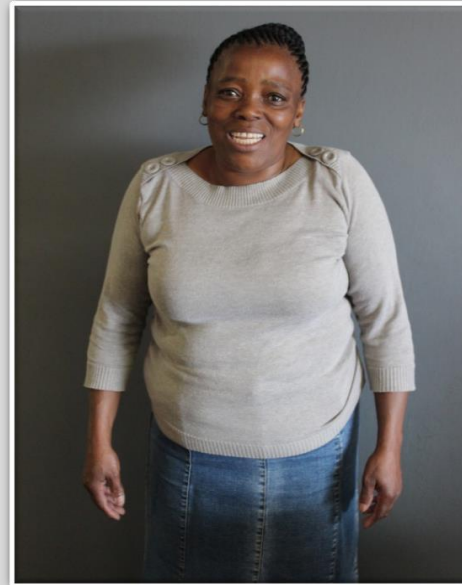
How We Do It...

| Training | Trade | Social Programs | **Marketing Support** |

# Member Success Stories



WONDERFUL HANDCRAFT



Spoko Design





**88 % Sales Growth  
Since 2011**

## **KEY LEARNINGS**

Product  
Development

*Wonderful Handcraft were connected with a Spanish buyer and the products featured at the prestigious Maison et Object trade show in Paris, resulting in an order for 100 bowls in 2017*

**WONDERFUL HANDCRAFT**





**103 % Sales Growth  
Since 2011**

**KEY  
LEARNINGS**

Calculating costs  
and yielding profit

Tracking sales and  
keeping records

**Pius  
& Sons**





**39% Sales Growth  
Since 2011**

“SWIFT has helped Golden Hands in many parts of the business operations; it’s like I have studied an MBA.”







**52 % Sales Growth  
Since 2011**

**KEY  
LEARNINGS**

How to brand our products  
and market our businesses

Peer Educator training has  
helped to be able to take  
care of herself and others





## 120% Sales Growth Since 2011

“The SWIFT program has moved Zoggs into a new dimension, where we are taken seriously within the Handcraft Industry”







**79 % Sales Growth  
Since 2011**

## **KEY LEARNINGS**

Importance of Quality

Branding of our Products and costing. We are now able to pay school fees for vulnerable children from our community as our profits have grown very well



# QUAZI DESIGN

**52% Sales Growth  
Since 2011**

“SWIFT have provided a high standard of thought provoking training sessions for their members”

