SHAKTI MILAN
Nepal
Just buying a sewing machine changes nothing

Buying a sewing machine to get in action was a beginning but not a change

"We need a concept" starting with a business idea & case and an end-to-end view

Collecting rice bags from a garbage seller (1. profiteur)

Cleaning and drying the rice bags (2. profiteur)

Design, measure and sewing the bags (3. profiteur)

Being aware of the target market because of brand, logo and most important quality
Marketing and Sales makes the difference

- It’s half the story and half the product
- Finding the right sales channels like Bag Party or Christmas Market
- Professional Retailer helps on fulfilment and shipping for online shop
- Be connected, listen and learn
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