

Income Generating Model

**Presented by Sunflower Group
At TWG meeting
28 Oct 2005**

Introduction

- **Established on 30th April 04**
- **Group members: 40 people**
- **Main activities:**
 - **Community outreach**
 - **Counselling in health and nutrition**
 - **Training courses related to HIV/AIDS prevention**
 - **Medical check-up, health care**
 - **Income generating activity**



Business factors' analysis

Reasons to open one tailor's shop ?

- Some members are the tailors but do not have a shop to do their business.
- Large market demand especially in the weather changing times, New Year occasion...
- Members working as tailors can support each others in the group
- Health condition of members is suitable for such kind of work

Reasons to open one tailor's shop ?

- When any member has to stay at home to take care of sick people in her family, other member could help manage her work.
- Profit may contribute to cover the fee for group meeting and activity
- The pilot income generation program for the PLWHAs with the support of volunteers who are affected by HIV/AIDS and kind-hearted people

We think about other factors

- Price and competitive advantages
- Good services for the clients included nice attitude to attracting people
- Tax
- Finding clients
- Promotion
- Know about fashionable style
- Delivery time
- Repair
- Client counseling
- Value added services

Objectives

- Improve the income to enhance access to the health care services.
- Contribute to the group development
- Take an opportunity for PLWHAs be more confident to live in the community and reduce the stigma and discrimination
- Enhance the self-esteem for PLWHAs
- Improve the tailoring technical skills for group members

Tailor's Shop Plan

Human resource

- 5 Sunflower group members (main tailors and assistants)
- 1 person in charge of designing and customer service

First Investment

From group members

- 1 industrial sewing-machine
- 1 common sewing-machine
- 2 overcast machines
- 1 iron
- 1 cutting-table

MEDICAL COMMITTEE NETHERLANDS-VIETNAM

- Shop rental fees
- Some equipment and machines

Dongda Dist. Red Cross

- Business legal status
- Help to find designer-staff for the shop

Shop's Management

- Monthly meetings with the designer to discuss the needs of the market/clients to gain the experience.
- In the first 3 months, Dong Da Red Cross will help the financial management then hand over to the staff who will be well trained on business management skills.

Difficulties

- Lower than profit margin at the 1st stage
- Not skillful tailors
- Lack of business management
- Branding issue

**We highly appreciate your
comment and support**

Thank you very much !