

Research Application Summary

Wax Connection Enterprise-Promoting African Outlook through Fibre Marketing

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Abstract

African fabrics are especially popular in Ghana, Nigeria and Senegal. However the materials used are not originally from these countries, but are said to have been created by Indonesia and the Dutch and printed in Europe. The materials gained high demand in West African market after the Slaves and Mercenaries recruits that took part in Indonesians army from West Africa went back home with the materials. In East Africa, the materials recorded high demand in the 20th century. However, the fabrics are not readily available despite the high demand and this calls for a bridge that can help avail these fabrics to those who need them. As a result, Wax Connection Enterprise which is privately owned by a student at Egerton University focuses on the supply and sale of quality African fabrics materials and products from African fabric such as unmade materials, dresses, T- shirts, shorts, shoes, ties, bags, scarfs, bow ties and sell these to wholesalers, retailers, supermarkets and individuals in Egerton University and the communities in Njoro sub-county located in Nakuru County in Kenya. The objective of the enterprise is to become a reliable supplier of quality and affordable African fabrics, and their products. The enterprise's vision is to become a leading supplier of quality African fabrics to retailers, wholesalers, supermarkets and individual customers within Nakuru County and beyond. The core values of the enterprise are; team work, commitment, competence, devotion, dedication and integrity. There is a high demand for quality African fabrics and its products in Kenya but there is poor quality materials in the market. Hence the enterprise seeks to provide quality African fabric and its products to meet the high demand within the County. The competitive advantage of Wax connection enterprise includes high quality product with affordable prices. The enterprise will offer door to door delivery to customers upon request. The enterprise seeks to raise a startup capital for the business worth Ksh. 100,200, which can be through loans, personal finance and/or funding from interested investors. The enterprise also seeks to promote the corporate social responsibilities by volunteering extra hours of work through voluntary training to customers who wish to know how to add value to the African fabrics. In addition, it will play a role of offering donations to the least advantaged people within the community and the needy children in orphanages. The Enterprise will also mentor other students to build their entrepreneurial skills.

Key words: African fabrics, Egerton University, Kenya, Wax Connection

Résumé

Les tissus africains sont particulièrement appréciés au Ghana, au Nigeria et au Sénégal. Cependant, les matériaux utilisés ne sont pas originaires de ces pays, mais sont dits avoir été fabriqués par l'Indonésie et les néerlandais et imprimés en Europe. Ces matériaux ont acquis une forte demande sur le marché ouest-africain après que les recrues d'esclaves et de mercenaires d'Afrique de l'Ouest qui ont combattu avec l'armée indonésienne l'ont ramené chez eux. En Afrique de l'Est, ils avaient enregistré une forte demande au XXe siècle. Cependant, ces tissus ne sont pas facilement disponibles

malgré la forte demande et cela nécessite un pont qui peut permettre de les mettre à la disposition de ceux qui en ont besoin. En conséquence, Wax Connection Enterprise, qui appartient à un étudiant de l'Université d'Egerton, se concentre sur la fourniture et la vente de tissus et produits en tissu africain de qualité supérieure tels que des matériaux non confectionnés, des robes, des chemises, des culottes, des chaussures, des cravates, des sacs, des écharpes, des nœuds papillon et les vend à des grossistes, des détaillants, des supermarchés et des particuliers de l'Université d'Egerton ainsi qu'à des communautés du sous-comté de Njoro situé dans le comté de Nakuru au Kenya. L'objectif de l'entreprise est de devenir un fournisseur fiable de tissus africains de qualité supérieure et abordables. La vision de l'entreprise est de devenir un fournisseur leader de tissus africains de qualité pour les détaillants, les grossistes, les supermarchés et les clients individuels dans le comté de Nakuru et au-delà. Les valeurs fondamentales de l'entreprise sont ; travail d'équipe, engagement, compétence, dévouement, dévouement et intégrité. Il existe une forte demande de tissus africains de qualité et de ses produits au Kenya, mais il existe des matériaux de mauvaise qualité sur le marché. Par conséquent, l'entreprise cherche à fournir du tissu africain de qualité et ses produits pour répondre à la forte demande dans le comté. L'avantage concurrentiel de « l'entreprise connexion Wax » réside sur la fourniture des produits de haute qualité à des prix abordables. L'entreprise offre une livraison porte à porte aux clients sur demande. L'entreprise cherche à mobiliser un capital de démarrage d'une valeur de 100.200 shillings kényans, à travers de prêts, de finances personnelles et/ou de financements d'investisseurs intéressés. L'entreprise cherche également à promouvoir ses responsabilités sociales en offrant des heures de travail supplémentaires par le biais de formations volontaires aux clients qui souhaitent savoir comment ajouter de la valeur aux tissus africains. De plus, il jouera un rôle d'offre de dons aux personnes les plus démunies de la communauté et aux enfants nécessiteux des orphelinats. L'Entreprise encadrera également d'autres étudiants pour développer leurs compétences entrepreneuriales

Mots clés : Tissus africains, Egerton University, Kenya, Wax Connection

Introduction

African fabrics, which are popular in countries of Ghana, Nigeria and Senegal are not originally from any of these countries. The materials are said to have been created by Indonesia and the Dutch and printed in Europe. The materials gained high demand in West African market after the Slaves and Mercenaries recruits that took part in Indonesians army from West Africa who liked the prints went back home with the materials (AFWCHI, 2015). The materials became adopted in the West African market because the Market women liked the beautiful patterns of cloths hence giving birth to African Fabrics in West Africa (AFWCHI, 2015; Taylor, 2018).

In East Africa, the materials became very popular in the 20th century and up to now, the unionist, designers and models display beautiful fabrics with different products which attract many people in East Africa (Mungai, 2007). However, the fabrics are not readily available despite the high demand, and this calls for a bridge that can help avail these fabrics to those who need them. As a result, Wax connection enterprise which is privately owned by a student at Egerton University, focuses on the supply and sale of quality African fabrics materials and products from African fabric such as unmade materials, dresses, T-shirts, shorts, shoes, ties, bags, and scarfs bow tie. These are sold to wholesalers, retailers, supermarkets and individuals in Egerton University and other individuals and enterprises in Nakuru County in Kenya.

Wax Connection realizing the opportunity to seize a market niche has joined force with an experienced international business team to develop and promote the fabrics. Currently there is limited supply of African fabric in the market and those who supply do it at high prices in Kenya. In addition,

most African fabric available in the market are of poor quality. Another challenge is that for those customers who wish to walk into a shop and come out with the products they need are not able to do so because the readymade products from African fabric are not readily available. There is need therefore to provide reliable supply of high quality African fabrics and its products at affordable but competitive prices to the market in Kenya and other East African Countries.

Objectives

The Vision of the enterprise is to become a reliable supplier of quality and affordable African fabric, and its product to the market in Kenya and beyond.

Activities

Already the following activities have been carried out:

- The business has been registered
- Importing African fabrics of made and unmade materials from countries that have high quality African Fabrics, i.e., Ghana, Nigeria, and Uganda.
- Importation of materials and products from other countries is on-going. For materials received designing is on-going to make the desired products
- Advertising the products online and displaying outside the shop.

The business management team comprises of the Director, Miss Draru Emily, with an intimate knowledge of the cultural and niche diversities, i.e., why social learning is essential for human adaptation. She has also undergone training in business management, economics, and human resource management and these will contribute to the success of the business

The marketing manager is Mr. Lawrence Cranes, who after a successful career in advertising has established his own Fashion and design agency. His first venture was in Muyenga tailoring institute a business institute located in Kampala and engages many youths. An innovative fashion designer, he will help in advertisement and design of various outfits.

The financial aspect is handled by Miss Flora Akiteng, an economist with background in business. She is a graduate of Kenyatta University with a Master degree in Financial Management.

Potential Impact of the business

The enterprise plans to promote a culture of embracing products made from African fabrics, and to add value to the fabrics by creation of different products that are unique and matches the current fashion. In addition, the target group of the enterprise will basically be the community and students of Egerton University and the population around Nakuru County at large. Subsequently, the enterprise will expand its activities across Kenya and wider East Africa. Basically, Wax Connection Enterprise is keen to train different customers and students within Egerton University and other outlets. In addition, the enterprise will play a role in offering donations to the less privileged people within the community and the needy children in orphanages. The Enterprise will also mentor young students to build their entrepreneurial skills. Above all, the enterprise seeks to promote Africanism.

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