



MARKETING LEATHER PRODUCTS

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REPRESENTING KNCCI

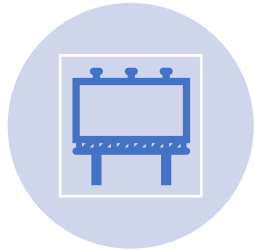
KNCCI

- The Kenya National Chamber of Commerce and Industry (KNCCI) plays a pivotal role in the **promotion and support of various sectors of the Kenyan economy**, including the leather sector. Here's a brief outline of potential roles and contributions of KNCCI in supporting the leather sector:
- **1. Advocacy:** KNCCI can advocate for favorable policies & regulations, and tax regimes to support the growth of the leather industry.
- **2. Networking Opportunities:** Organizing trade fairs, exhibitions, and business-to-business meetings, allowing stakeholders in the leather sector to showcase their products, learn from one another, and forge business linkages.
- **3. Capacity Building:** Through workshops, seminars, and training sessions, the Chamber can equip leather entrepreneurs with the necessary skills and knowledge to enhance productivity and competitiveness.

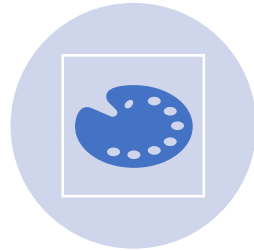
KNCCI

- **Market Access:** By creating linkages with international partners, KNCCI can facilitate the export of Kenyan leather and leather products to international markets.
- **Access to Finance:** Collaborating with financial institutions to develop favorable credit facilities tailored for businesses in the leather sector.
- **Research and Data:** Conducting and sharing market research relevant to the leather sector to aid businesses in decision-making and strategy formulation.
- **Public-Private Partnerships:** Facilitating collaboration between the private leather sector and the government, ensuring that public policies and interventions are aligned with industry needs.
- **Promotion of Value Addition:** Encouraging and supporting initiatives that promote the processing of leather into finished products within Kenya, thereby increasing the sector's value proposition.
- **Stakeholder Engagement:** Creating platforms for dialogue among all stakeholders in the leather value chain to address challenges and harness opportunities collaboratively.
- **Quality Standards:** Working with standardization agencies to ensure Kenyan leather products meet both local and international quality standards, thus boosting their market competitiveness.

OUTLINE



MARKETING



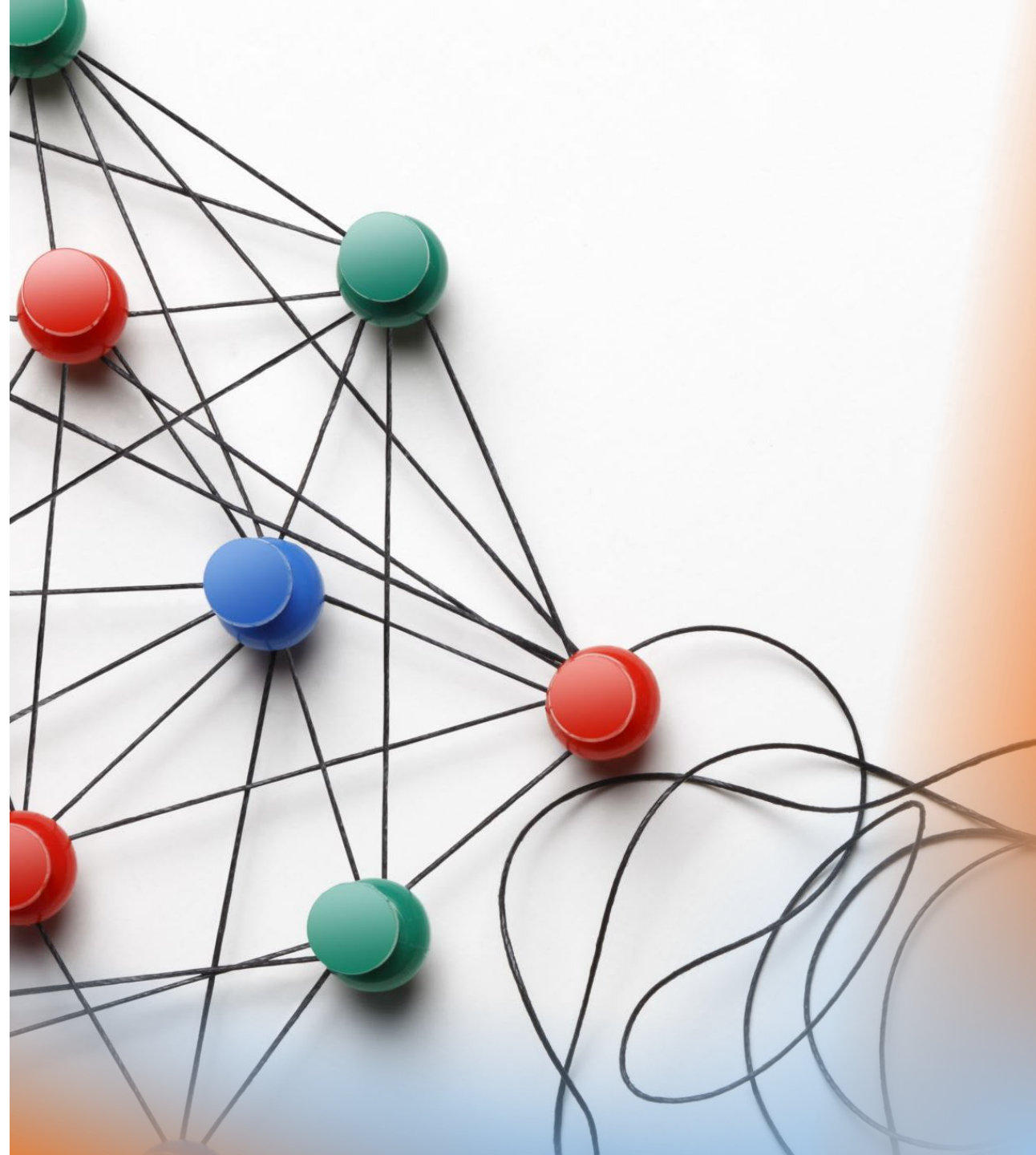
BRANDING



STRATEGIES



CUSTOMERS &
CLIENT EDUCATION





MARKET SIZE

- The **global leather goods market size** was evaluated at **USD 420 billion in 2022** and it is expected to hit around **USD 735 billion** by 2032 with a noteworthy CAGR of 5.76% from 2023 to 2032.
- <https://www.precedenceresearch.com/leather-goods-market#:~:text=The%20global%20leather%20goods%20market,5.76%25%20from%202023%20to%202032>

MARKETING

Understanding **target audiences** and **research**.

Demographics and Psychographics:

- Age, gender, income, lifestyle, attitudes aspirations .

Identifying **preferences, trends, and pain points (Needs)**

Values, interests, behaviors.

BRANDING:

- Creating a **distinct identity**.
- Building **recognition and loyalty**.
- Leather Industry's Branding Importance:
 - **Establishing trust in quality.**
 - **Differentiating from competitors.**



MARKET STRATEGIES

- **Ethical Sourcing:** Showcasing commitment to responsible practices.
- **Influencer Marketing's Power:** Leveraging influencers' reach and credibility
- **Online strategies :-** Visibility power ;Website, IG , FB
- **Content marketing**
 - Blog posts, articles, guides.
 - Educating customers on leather care, fashion, trends
 - Leather Styling Tips Blog Post.
- **Exhibitions and showcasing**

CUSTOMER & CLIENT EDUCATION

Story of impact in the leather sector

Durability- Let the story of fourth generation suffice

Hardy – Reliable for tough demands

Biodegradable – ecofriendly

Direct impact on livelihoods –On two parts

Source- slaughter animal small farmers support livelihoods

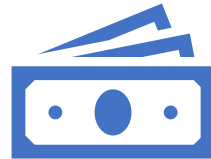
A large employer of artisans creating products

Industrialization - Growth opportunity in

CHALLENGES



Publicity – Investments have been low on leather story in Kenya entrepreneurs



Financing- Capital intensive business



Quality – Inability to maintain high quality



Consistency – Most tanneries are not able to give exact color shades



CONCLUSION

What sets your leather products apart.

- Quality, design, sustainability, craftsmanship.
- Handcrafted Luxury for the Modern Individual
- Eco-Friendly Elegance, One Leather at a Time.
- Competitiveness for mass market