



# **Bead Market Study**

**April 2015**

**Research conducted by Centre for Global Business**

## Executive Summary

This study, commissioned by Action Africa Help International, was aimed at strengthening community resilience and capacity to lead its own development. A focus on the bead market was settled on after the project inception meeting where the local Maasai women said that it is an area they would want to grow in. The research was carried out in April 2015 in Mara Region.

The study utilized a mixed methods approach employing both qualitative and quantitative techniques. Bead producers, bead dealers and bead consumers were sampled and their data collected through structured questionnaires.

The research established a reverse value chain flow with some beaded ornamentals being produced in Nairobi, main sources being Maasai market and Kariokor, and traded at the cultural villages and the park gates to the main market who is the tourist.

The leading determinant of demand at 35% is the quality and variety of designs. However, the local Maasai women were lacking in innovativeness which explained why beaded ornaments from the city found a place in the Mara markets. The leading cause of business failure at 20% was established to be lack of business skills.

Based on these findings, the following recommendations were made:

- i. Producing quality products
- ii. Creating and supporting a distinctive brand
- iii. Effective marketing
- iv. Access to knowledge as added value
- v. Business Networking:
  - *Adoption of an inclusive business model,*
  - Have Producers and buyers also interact through *intermediaries (brokers)* in the supply and/or demand chain.
  - *Market Linkage Exhibitions*

## **Acknowledgements**

Center for Global Business sincerely acknowledges Action Africa Help International for providing support in conducting the research and documenting it.

We also acknowledge all key informant respondents who participated in this research and later in the validation meetings. We hold you in high regard.

We further acknowledge the support we received from the various stakeholders, the Government departments and partner organizations. We are looking forward to have your support in the implementation of the project.

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## 1.0 INTRODUCTION AND BACKGROUND

Beads are among the most intriguing and important symbols in the African culture. The origin of beads and beadwork in Africa dates back to the beginning of any civilization documented in archaeological history, some say as far as 10,000 BC. While Africa is known to be the cradle of mankind, it is also where people first wore and made ornaments.

In ancient times, ornaments were made from naturally occurring materials such as bone, animal teeth, animal hair and feathers, sea shells, egg shells, wood, carved stone, seeds, sticks and dried grasses dyed with various compounds. These ornaments were referred to as trade beads because they were used in barter trade in exchange of other products. The discovery of glass in Egypt provided an entry point of glass beads in the beadwork industry among the Africans. Trade generally opened up Africa to more materials which they used in their beadwork. With time, African craftsmen have been improving their bead making techniques resulting to some of the most beautiful and unique ornaments in the world we see today.

In Africa, most of the beadwork still consists of the natural materials used in the ancient times which place emphasis on the beadwork's meaning. Katsande (2014) says that in contemporary times, beads are also produced from synthetic materials like glass, plastic and alloy metals. Today's sources for synthetic beads are China, Hungary, India and Poland.

Many communities in Africa were involved in creating beadwork. Depending on the community, the designs, colors and techniques used conveyed certain information about the community. In some communities, the type of bead used would also depict the social status of the wearer. Among the Zulu for instance, a particular necklace would tell where the wearer is from and they family they belonged to. Other beaded ornaments would be worn during certain occasions such as weddings or during events that marked rites of passage. The Maasai wedding collar, worn by women during weddings it to date still relevant in the practice of Maasai customary weddings.

There are so much African inspired ornaments out in the market today. The region and community of the craftsmen often have a lot to do with the final outcome of the product. With time, however, and the cultural exchange around the world, bead workmanship has been evolving to suit the market demands. Many people have learnt the skill of bead making and the practice, which was the pride of specific communities, has been learnt across different communities. A significant amount of beadwork is now being made without any cultural inclination or significance.

Since the practice of bead production and their sale has been a major source of income for many of the communities in Africa who still hold high their culture, this shift in the market trends has affected their livelihoods. The presence of many players at the production level has flooded the market resulting in markets competition.

The Maasai community has done a commendable job in working to preserve its culture. This study took a keen interest in surveying the market trends of the Maasai beaded ornaments. The presence of middlemen involved in the Maasai bead products value chain often result in minimal returns for the women who spend



a lot of time producing the bead products. This trend has resulted in interventions where individuals or organizations identify a group of women and link them directly to a ready market overseas so as to reduce middlemen and maximize on the profits.

Beads of Esiteti is one of such initiatives. The founder, Sauna Mistretta, has been working with the women of Esiteti since 2010, linking them to the international market to sell traditional Maasai beadwork in hopes of helping to preserve their culture while creating a sustainable income stream for them.

One of the ways they create market is by rallying bead consumers in the United States to host a bead party. Beads of Esiteti provides the host with a selection of distinctive glass beaded ornaments such as necklaces, bracelets and rings so that one can have an African bead market in their own home. They also provide a package containing: information on Beads of Esiteti, a three minute video to share with the guests, symbolism of beadwork, stories of craftswomen and an ornaments price list. The hostess is given a 5 strand beaded necklace made by the Maasai women.

The guests invited to the bead party are the target market. The home based parties are held throughout the United States creating awareness of the Maasai culture while providing a source of income for the Maasai community.

Supa Maasai is another organization that was founded by Teriano Lesancha, a local of Loodariak village. Supa Maasai creates and distributes Maasai beadwork directly to customers around the world while educating them about the Maasai people. Their bead products are sourced, produced and handcrafted by Maasai Women of Loodariak village in Kenya. The Supa Maasai model provides the women with fair wages and direct access to the market. A Cooperative has been set up for the women where they can employ economies of scale in the purchase of supplies and mass production to meet market demands.

### **1.1 Purpose and expected use of the survey**

The purpose of this study is to characterize the attributes of key players in the bead and beaded products industry and to map the bead market. The survey aims at examining their output, identifying the gaps there are in the production and market units.

These findings will lead to the development of a project whose overall goal will be to increase incomes from the bead market among the women in Mara participating in the Market and Enterprise development Programme. The project will work towards empowering value chain players in the bead value chain through various business innovations for sustainability, the interventions will be linked to already existing women groups.

### **1.2 Objectives of the survey**

The overall objective of the survey was to provide interventions that will add value to the beaded products, increase market access, and increase incomes of the women who engage in the trade.

The survey was specifically aimed at:

- Identifying constraints and opportunities that bead producers and dealers encounter.
- Establishing the approaches used in marketing the beaded products.
- Identifying existing women groups who are already in the bead handcrafting industry.
- Mapping the bead value chain.
- Design interventions for the bead handcraft industry to make it market driven and sustainable.

## **2.0 METHODOLOGY**

This section clarifies the methodology that was adopted in the conduct of this study. The methodology was exemplified by the applied research design, population of the study, sampling frame, sampling design, data collection and data analysis.

### **2.1 Research Design**

The design for this study was a descriptive survey design that employs mixed methods over multiple stages. It was a cross-sectional survey which attempted to collect data from Mara division bead value chain actors in order to determine the current enterprise development status of that division with respect to carefully identified variables.

Descriptive research is directed at making careful observations and detailed documentation of a phenomenon of interest. These observations are based on scientific methods and therefore are more reliable than casual observations. The purpose of a descriptive survey research is seeking to obtain information that describes existing phenomena by asking individuals about their perceptions, attitudes, behavior or values. Given that the objective of the study is first to determine the status of the bead value chain in Mara Division, and then determine the need for interventions, a descriptive survey design was found to be the best to fulfill the objectives of the study.

### **2.1 Target Population and Scope of the Study**

The scope of this survey was Mara division of the greater Narok County. According to the Kenya census survey report 1999, it is 4,662.7 km<sup>2</sup> lowland inhabited largely by pastoralist communities, its population according to the latest census report is 41,964.

The study focused on socio-economic information, sector specific information and other areas of concern to bead production and marketing in the division.

The population of study was drawn from bead value chain actors in existing Mara bead markets and extending to outlets of Mara beaded products around Nairobi. The major markets were the Mara park gates: Sekenani gate and Oolaimutia gate, Olpsimoru, Ngoswani, Naikarra and Aitong markets.

Other markets of interest that were tentative outlets for Mara products were Narok town and Nairobi's middle class markets: Kariokor, Maasai market, and high ends markets: Spinners web, Banana Box and Utamaduni.

## **2.2 Sampling Design and Sample Size**

The study units were the bead markets in the 4 wards in Mara Division. The respondents of interest were classified into bead producers, bead traders and bead consumers.

To achieve the desired level of quality of statistical data, the survey applied a random sampling process to identify bead dealers. For bead producers, the snow ball sampling was used whereby one bead producer referred the interviewer to fellow bead producers.

The market selection was done depending on the days the market is held in the region. This applied the systematic sampling method. The data enumerators used random sampling to identify respondents at different hours of the day as they conducted their businesses.

## **2.3 Data Collection**

Data was collected primarily using a questionnaire and supplemented by researchers' observations and informal interviews. Three different questionnaires were developed for this study: one for producers the other for consumers and the third one for traders. This study sought to collect both quantitative and qualitative data as it included both open and closed questions developed in line with the objectives of the research. The three questionnaires were pre-tested at the commencement of the study.

## **3.0 RESEARCH FINDINGS**

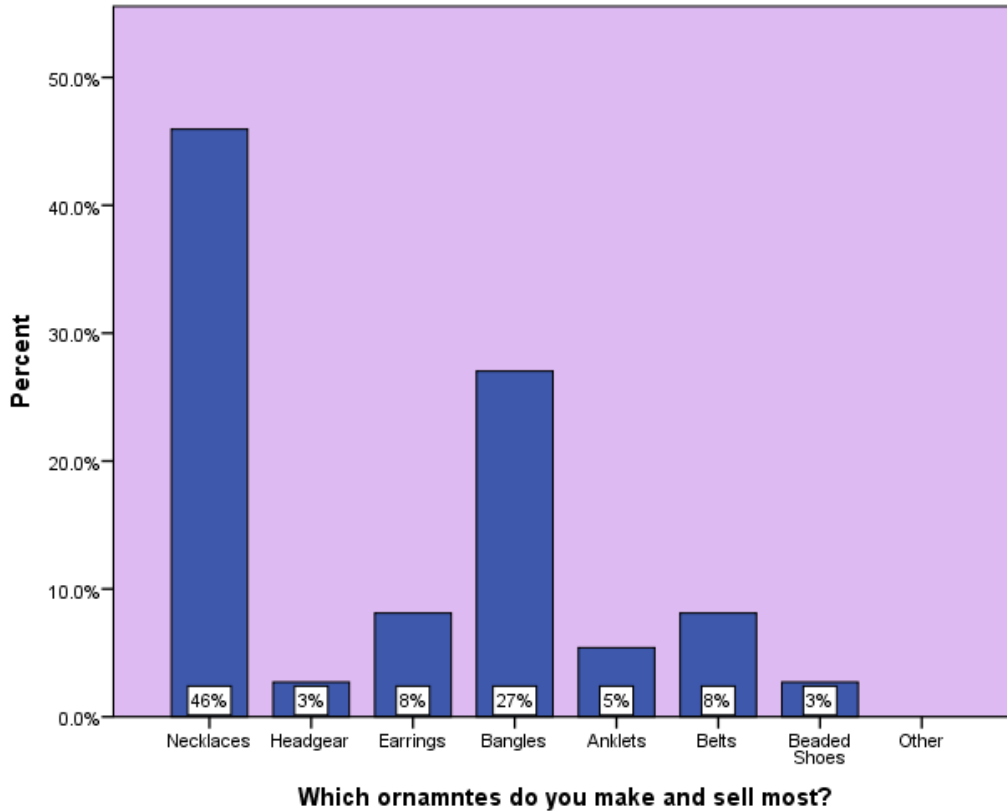
### **3.1 Bead Producers**

The respondents were sourced from all the markets in Mara region which are the Mara park gates: Sekenani gate and Oolaimutia gate, Olpsimoru, Ngoswani, Naikarra and Aitong markets.

#### **3.1.1 Most popular items**

The bead producers reported that necklaces (46%) and bangles (27%) are the most popular beaded items in the Mara region. Belts and earrings closely follow at 8% each.

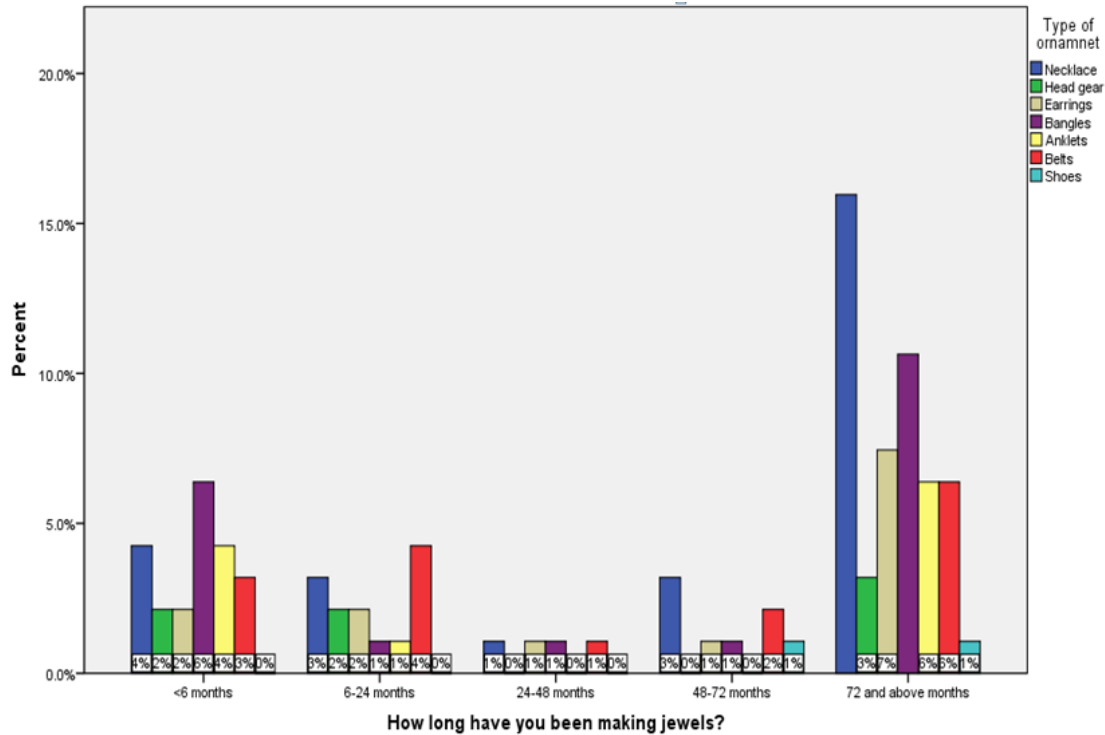
**Figure 1: Most popular items**



### **3.1.2 Length of doing business**

Necklaces have the longest history of production. 15% of the producers have been in the market for more than 6 years. The next oldest item in the bead production trade is the bracelet whereby 13% of its producers have also been in the trade for more than 6 years. Generally, the highest percentage of bead producers have been in this industry more than 6 years.

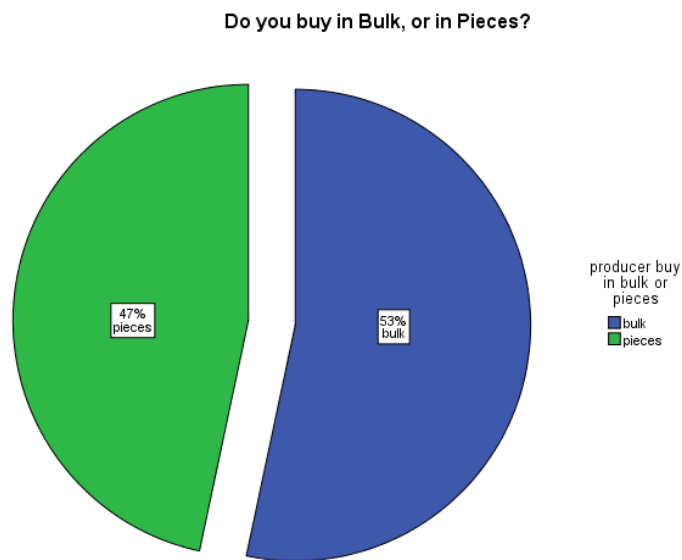
**Figure 2: Length of doing business**



### 3.1.3 Quantity of materials bought

More than half, at 53%, of the producers reported to buy the raw materials (beads) in bulk. There was a difference of 6% between the producers who buy their beads in bulk and those that buy them in pieces.

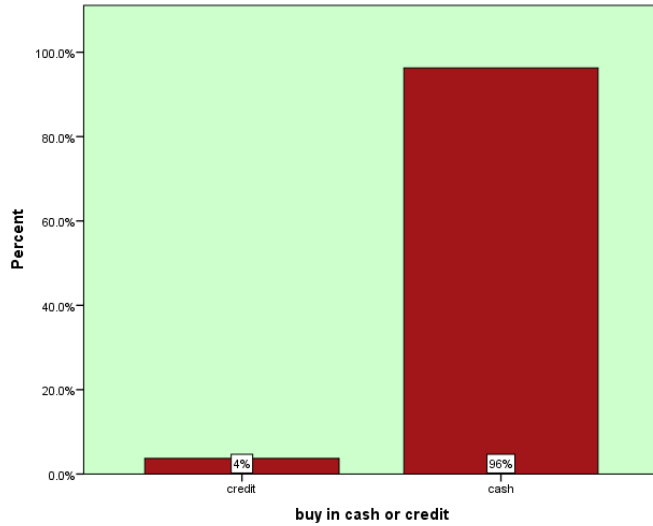
Figure 3: Quantity of materials bought



### 3.1.4 Mode of payment

A very low percentage (4%) of bead dealers have access to credit facilities. 96% of them have to buy beads in cash.

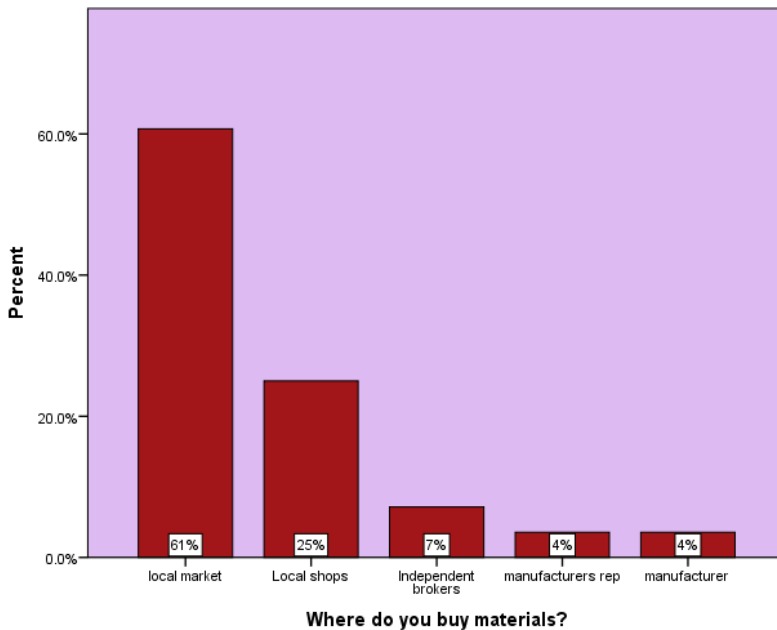
Figure 4: Mode of payment



### 3.1.5 Source of raw materials

Only 4% of producers have access to bead manufacturers. The leading percentage (61%) of bead suppliers are the local markets in Mara region. This is closely followed by local shops at 25%.

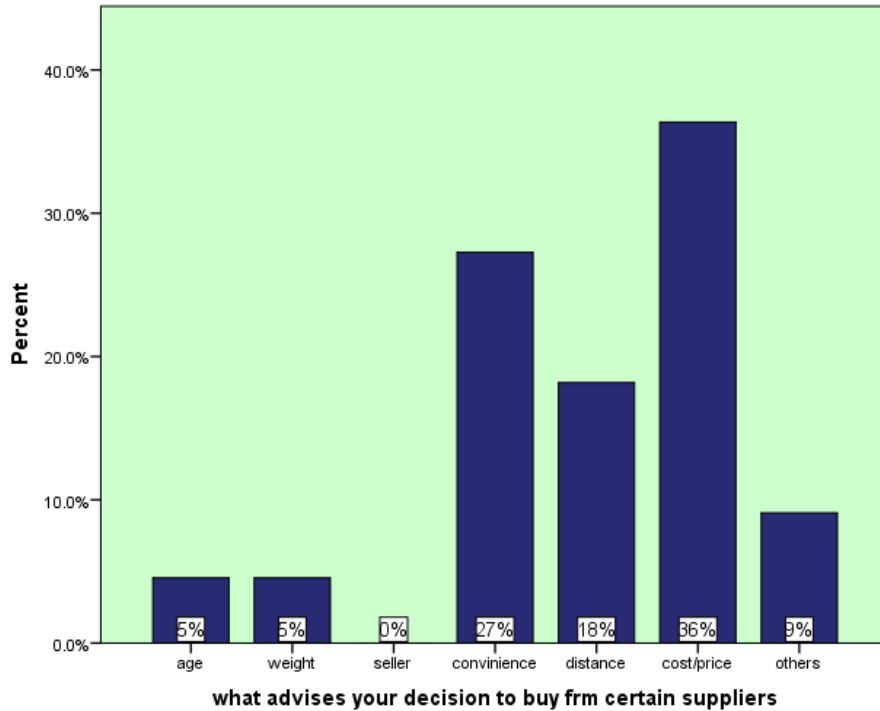
Figure 5: Source of raw materials



### 3.1.6 Determinants of market choice

The cost of beads is the leading (36%) factor influencing where bead producers buy their beads. This is followed by convenience at 27%. The distance between the producers and suppliers of the beads is also a significant factor reported by 18% of the respondents.

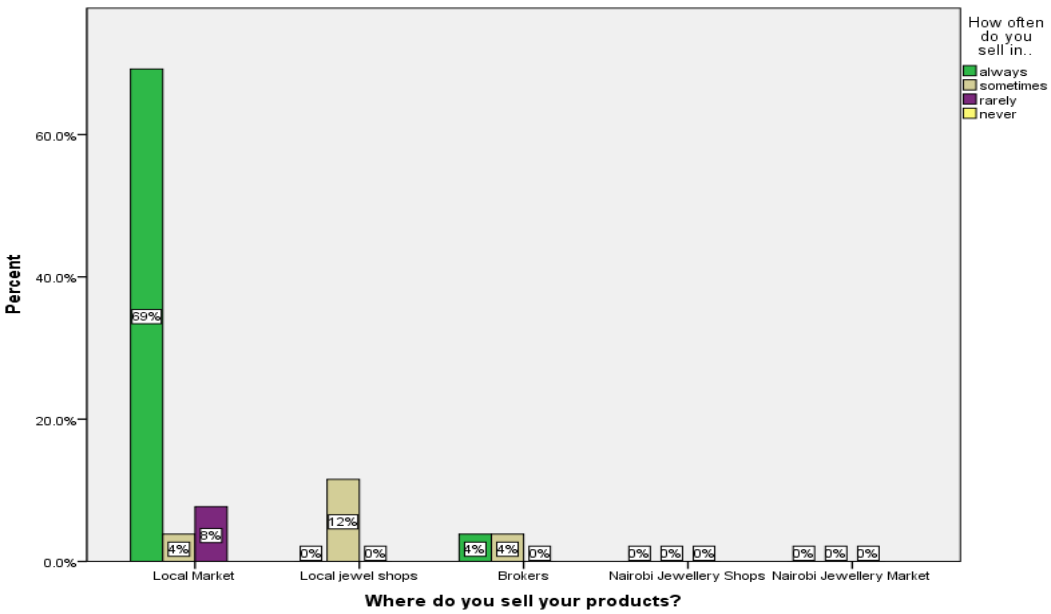
**Figure 6: Determinants of market choice**



### 3.1.7 Market

None of the producers interviewed sell their products in Nairobi markets. 69% of them sell in the local markets which is the leading market.

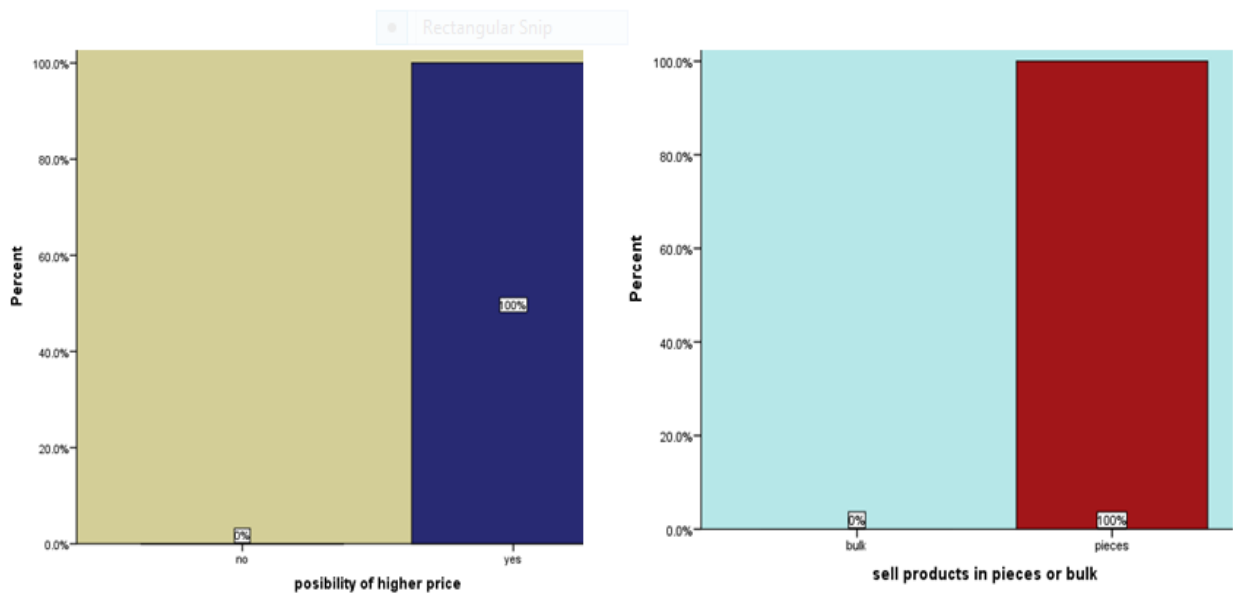
**Figure 7: Market**



### 3.1.8 Quantities and Price of sale

None of the producers sell their products in bulk. Moreover, all the respondents agreed that it is possible to have higher market prices for their products

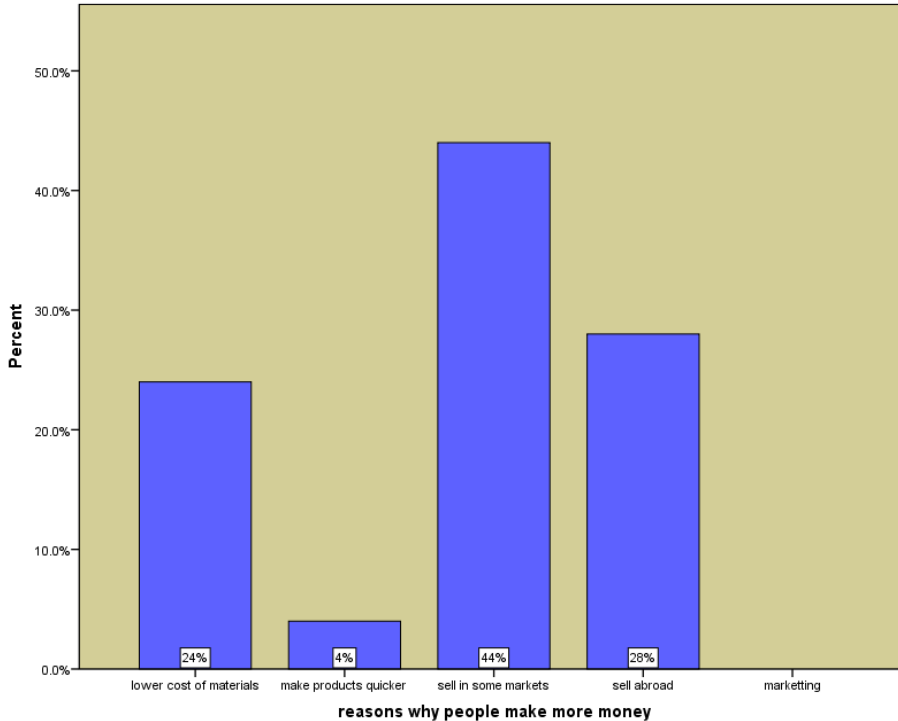
**Figure 8: Quantities and Price of sale**





### 3.1.9 How to make more money from beaded products

Figure 9: How to make more money from beaded products



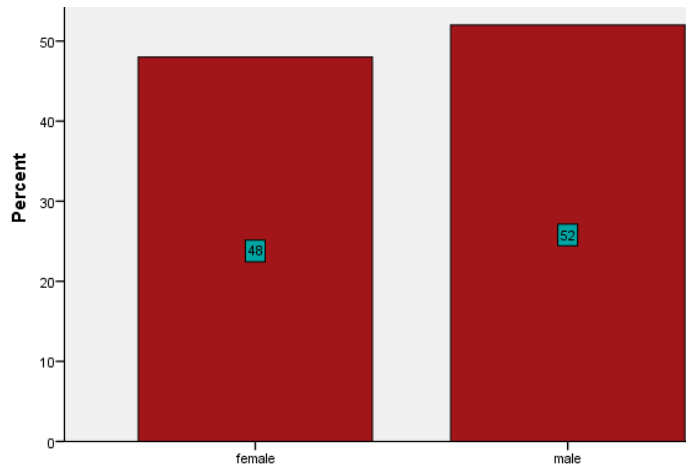
Accessing specialized markets, different from the local ones, was reported to be the leading possibility of getting better market prices for the beaded products. This was reported at 44%. 28% of the respondents said that selling their products abroad was the other reason that would make one get the most out of a sale. Accessing the raw materials at a cheaper cost was reported by 24% of the respondents as a factor that would also increase the profit margins.

## 3.1 Bead Traders

### 3.1.1 Gender of respondents

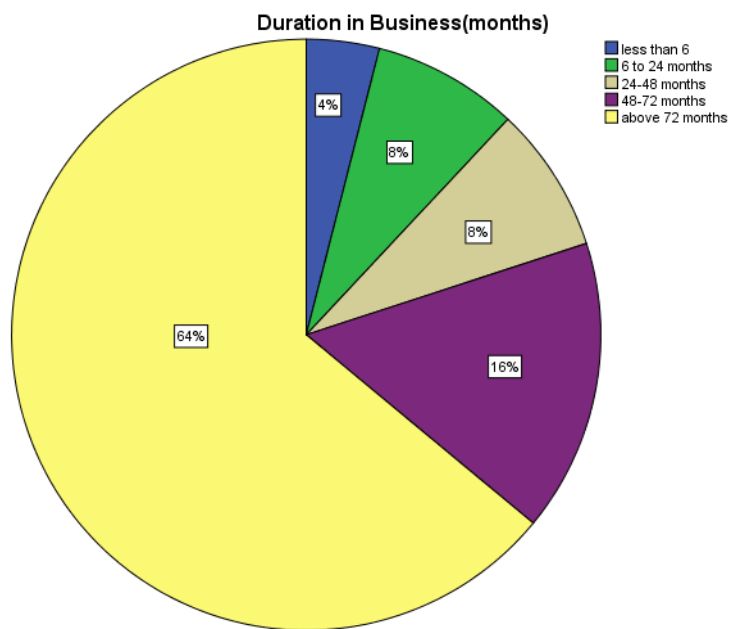
There were more male traders (52%) than female traders (48%). This is an interesting observation because bead production was almost entirely done by women.

Figure 10: Gender of respondents



### 3.1.2 Duration in business

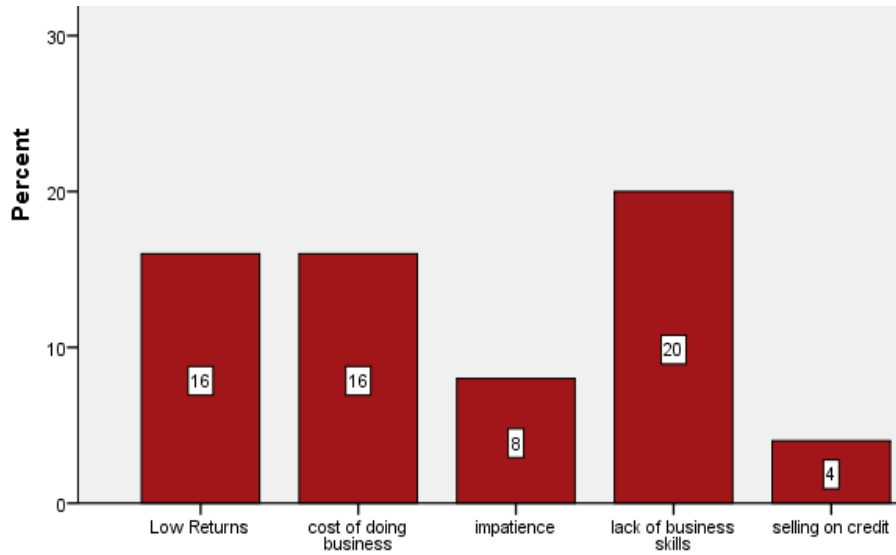
Figure 11: Duration in business



### 3.1.3 Reasons for business failure

Lack of business skills was a leading cause of business failure at 20%. The cost of doing business was also reported by 16% of the traders and low returns at 16%.

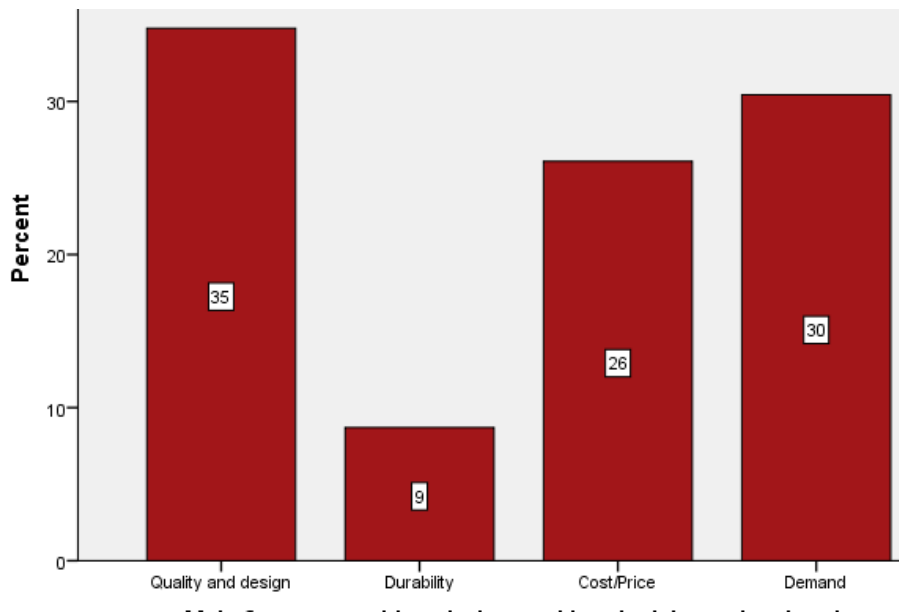
Figure 12: Reasons for business failure



### 3.1.4 Factors influencing sale of beaded ornaments

The quality and design of beaded products are the leading factors influencing the sale of these products reported at 35%. The demand of these products also determines their sale at 30% and their cost account for 26% of the sale.

Figure 13: Factors influencing sale of beaded ornaments



### 3.1.5 Challenges faced by traders

The challenges faced by traders were collected using a 10-point likert scale with 1 being very false and 10 being very true. In rural markets, lack of credit, high transport cost and lack of guarantee on the beaded products were rated as very true likert statements. Conversely, the respondents strongly disagreed with statements that there were language barriers and unfashionable products rural markets. The results for all the different bead market stakeholders are summarised in the Table 1 below.

**Table 1: Challenges and value addition**

	Rural Markets	Brokers	Manufacturers / Wholesalers	Urban Markets
Lack of variety	4.0	4.3	4.8	4.3
High Prices	4.1	4.1	4.1	4.1
Low quality	3.4	3.3	3.5	3.4
No guarantee	5.6	6.3	6.3	6.3
Late deliveries	3.7	2.0	2.0	2.0
No credit	6.8	6.4	6.8	6.8
Unfashionable	1.5	1.5	2.0	1.5
Aged items	3.7	3.7	2.8	3.7
High transport costs	6.7	6.8	6.3	6.3
Inaccessibility	5.4	5	5	5
Language barrier	2.8	2.8	2.8	2.8
Cultural Differences	3.2	3.3	3.3	3.3

For brokers, the greatest challenges facing bead products- brokers are high transport cost (6.8%) lack of credit (6.4%) and lack of guarantee (6.3%). However, they disagreed that the beaded products available were unfashionable, and on the statement regarding language barriers. The challenges being faced by brokers were similar to challenges being faced by manufacturers and wholesalers, and those experienced in urban markets, as illustrated in Table 1 above.

### 3.1.6 Levels of satisfaction of traders with producers

The levels of satisfaction of the bead dealers with their vendors and their products was also collected through a 10-point likert scale with 1 being very dissatisfied and 10 being very satisfied. The dealers were satisfied with their vendors with their responses averaging at 7.41 and they were also happy with the products supplied by the vendors with an average affirmation rating of 7.5 as summarized in Table 2 below.

**Table 2: Levels of satisfaction of traders with producers**

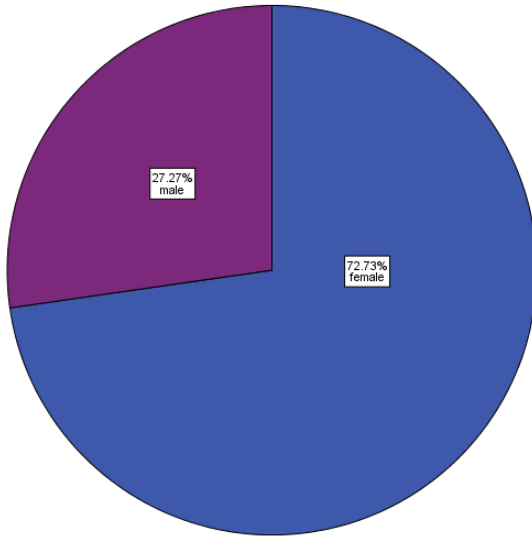
	Item	Mean
1	How the vendor satisfied the dealer	7.41
2	How the product satisfied the dealer	7.50

## 3.2 Bead Consumer

### 3.2.1 Gender

**Figure 14: Gender**

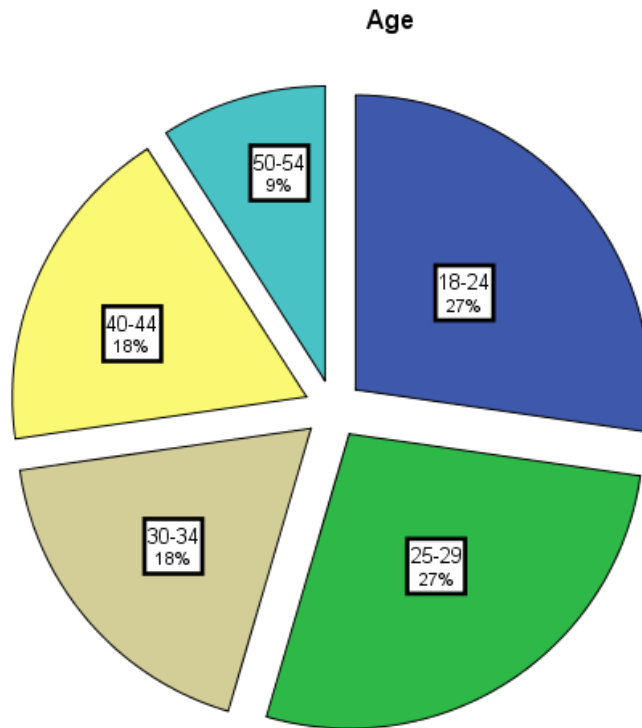
Women were the leading consumers at 72% with men accounting for the remaining 27%.



### 3.2.2 Age

There is a fair distribution of bead product consumers between age 18 and 60. However, the leading consumers are the youth aged between 18 and 29 accounting for 54% of all respondents. The lowest consumers are those aged 50 and above.

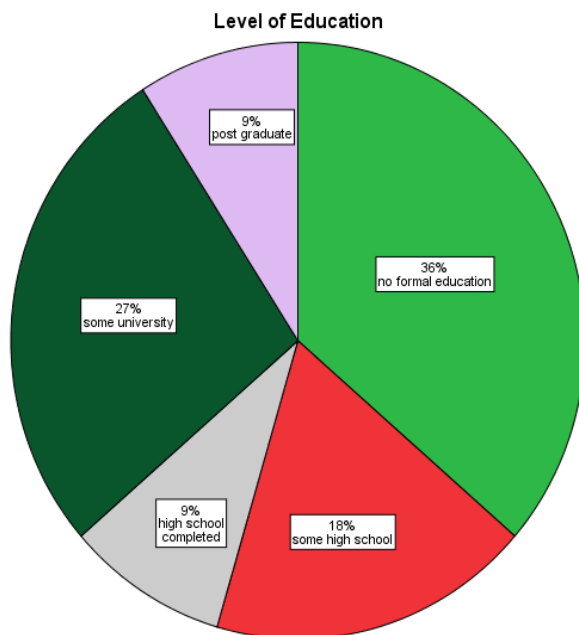
**Figure 15: Age**



### 3.2.3 Level of education

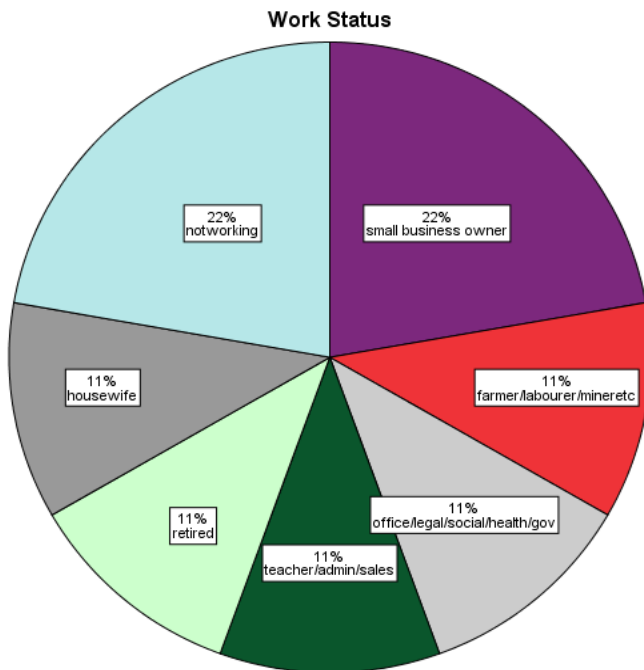
Those without formal education were the leading consumers of beaded products at 36%. They were followed by those with university education at 27% and those who have been to high school at 18%.

**Figure 16: Level of education**



### 3.2.4 Work status

Figure 17: Work status

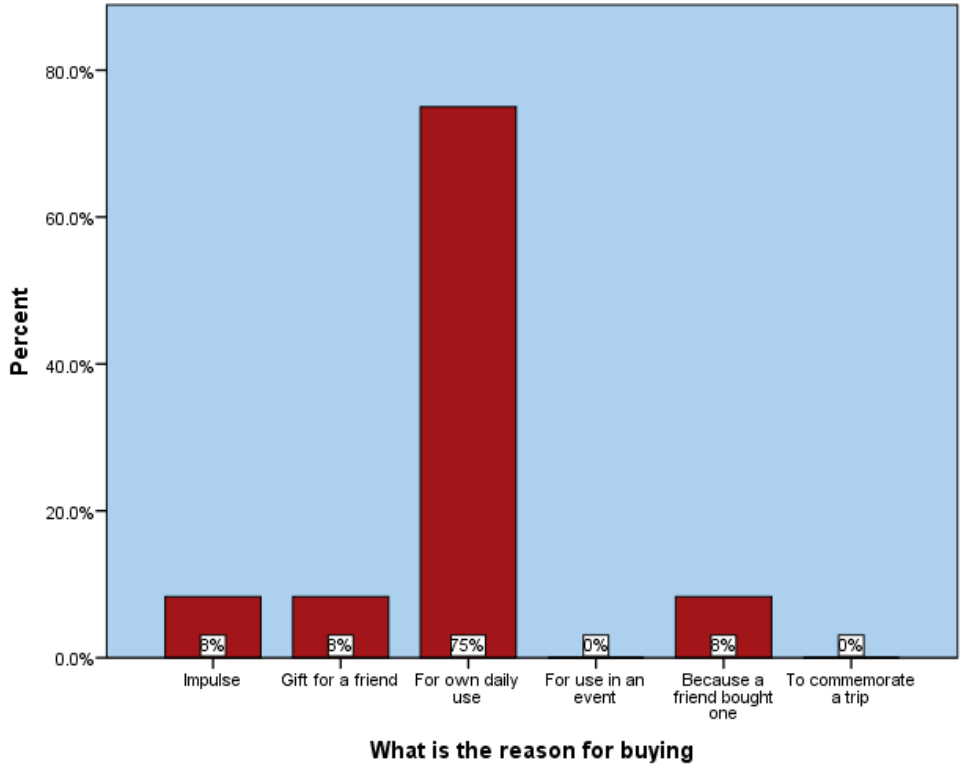


An equal percentage (22% each) of small businessmen and those unemployed are consumers of beaded products. Housewives, the retired and teachers/administrators also had the same percentage of 11 each, accounting for beaded products consumption.

### 3.2.5 Reason for buying

The leading and most significant reason of buying beaded products, at 75% was for daily use. Other reasons for purchase are impulse buying, gifts for friends and because a friend bought one each at 8%.

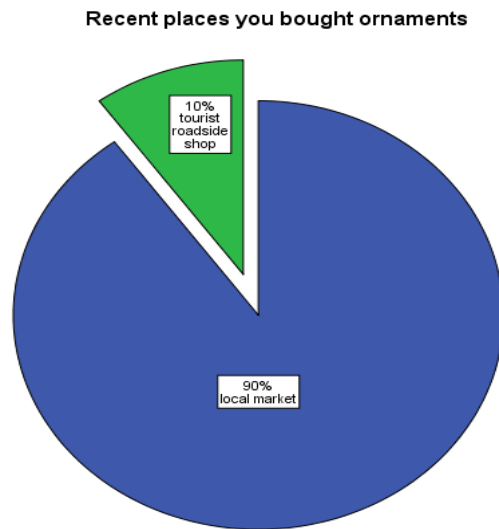
Figure 18: Reason for buying



### 3.2.6 Source Markets

Local markets are the main sources of beaded products for the participants who took part in this survey. Only 10% of the respondents shop in roadside tourist shops. The rest 90% shop in local markets.

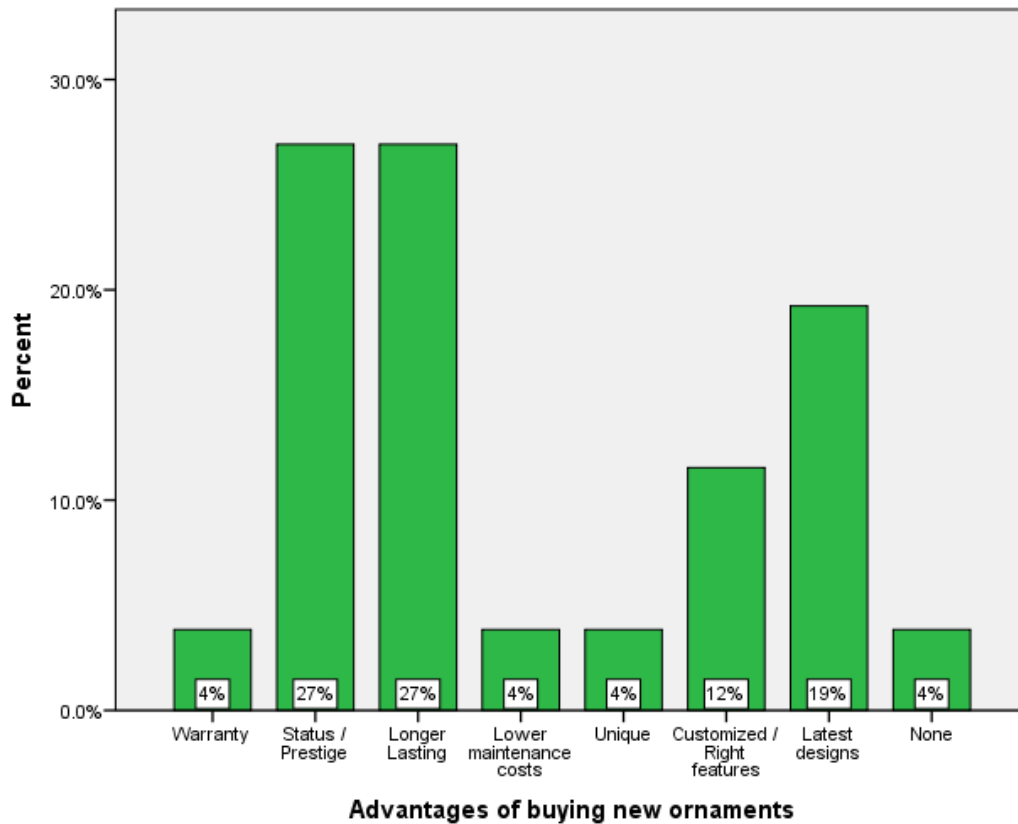
Figure 19: Source Markets



### 3.2.7 Advantages of buying new ornaments

Figure 20: Advantages of buying new ornaments





Bead consumers cited status/ prestige and durability as the leading reasons for buying new ornaments at 27% each. New designs followed at 19% and customisation at 12%.

### 3.3 BEAD MARKET MAPPING

#### 3.3.1 Descriptions of Bead Markets surveyed

##### 3.3.1.1 Nairobi End Markets: Spinners web, Utamaduni and Banana box)

This research sampled three high-end markets; Spinners web, Utamaduni and Banana box. The market structure in Utamaduni in Karen and Spinners web in Westlands is quite similar and their prices compare. They have provided a platform where individual craftsmen present their art work to be sold in this establishment.

There is control of quality, where the site manager inspects every product to see if it meets their agreed quality standards. If it passes that level, the craftsmen are then allowed to leave their products on consignment. In this market set up, there is a wide variety of products and the management sees to it that copyright is not infringed. They do not take products that are an imitation of what is already in their stores. For instance, if person X is known to supply a certain design of beaded belts, they cannot take the same design from any other supplier.

By the time of the study, and in their history, there were no products in their stores sourced from Maasai women from Mara Division. However, the manager was willing to get samples of any unique designs from the Maasai women and see if they meet their standards for consignment stocking.

In Banana Box, beaded ornaments were not very popular. The beads were being used for value addition. As such, it is used to decorate kitchenware such as cutlery, saltshakers, and sugar dishes among others.

### **3.3.1.2 Common markets: Maasai market/ Kariokor**

The Maasai Market in Kenya's capital, Nairobi, has become a household name across East Africa. It is also renowned by tourists today as a cultural souvenir center where they can shop for 'authentic' Maasai and African ornaments. This is not exactly the case since the market today, despite its Maasai brand which makes it draw numerous customers, Maasai market has nothing or very little to do with the Maasai. Notably, only a very small percentage of the traders are Maasai.

According to a study done by Ole-tiampati, (n.d), the Maasai market has a trader population of more than 400 on any given Tuesday, but there are usually only 10 Maasai traders. Beadworks resembling theirs, though not quite authentically Maasai, overwhelm the market. Undeniably, invoking these pastoral people's name has paid off, earning a bounty to some individuals, companies, and the tourism industry while exposing the Maasai and their close cousins the Samburu (Isampurr) to commercial exploitation.

This research found out that there was only one Maasai woman from Narok who trades at the Maasai market but was absent on the days of this study. Most people in this market either handcraft these ornaments themselves or have employed people who help them in mass production. Some continue with the crafting at the market and others work away from the market and only come to sell during market days.

The Kariokor market is also well known for Maasai products. It presented a slightly different business model. Production and sale of the items are done at one point. A good example is of the production

*Kioko is a bead dealer who operates in the markets in Mara region. Kioko who hails from Makueni district, has been in the field for 16 years. He was introduced into the business by the father, who now retired, had penetrated the area in the early 80's.*

*Kioko has now bought himself a motorbike which he uses to cover the vast distances in the Mara supplying the different markets. On the day the researchers met him, in Ololaimutia market, at around 3:00pm, he was packing his stock from the market to go and supply the cultural villages with some ornaments they had ordered.*

*He says that business is best during peak seasons when tourists have visited the Mara. Incidentally, he rarely sells the beaded ornaments directly to the tourists. After getting his beads from producers in Nairobi, he sells them to the Maasai women who display these products in the cultural villages where tourists visit and buy.*

*The market further takes an interesting twist during this season. Producers from Nairobi and other areas also penetrate the Mara, supplying the local Maasai women with beaded products at lower prices compared to traders like Kioko. This brings some competition, but the business still thrives*

of the Maasai sandal. The tyre is cut and shaped on one end and passed to the next person who appends the straps.

The next sitting is of a group of women who are coming up with different designs that will be used to decorate the sandal by the next person. The final stage is where the sandals are displayed for sale. This makes the whole production chain self-sufficient. Interestingly, the sandals are called Maasai just because they have beaded decoration.

### **3.3.1.3 Transit routes- Escarpment /Maai Mahiu**

The Maai Mahiu escarpment is known for its scenic beauty of the Rift Valley. This scenery has doubled up as a tourist attraction and some traders have taken advantage of it to stock beaded products. There are curio shops by the road that leads to Narok where traders sell beaded products. The study found out that traders on this transit route get their products from Maasai Market and Kariokor. A few items like simple necklaces are crafted on-site.

In Mai Mahiu, a little town near Naivasha on your way to Narok, the traders there reported to source their beaded products from Narok. However, they noted that they only get them during peak tourism season since their greatest market is the tourists.

### **3.3.1.4 Middle level markets: Narok town**

Narok town presented a rather interesting scenario. Being the nearest large town to the Mara Division, one would expect that their outputs are gotten from Narok's interior. Only 2 per cent of the traders reported to source their beaded products from the villages. There were three levels of bead traders identified in the market.

*Bead wholesalers-* there were traders who were operating solely on beads of different materials, shapes and color and other raw materials for beadwork. This includes things such as fishing lines, metallic chains and an assortment of pendants.

The next level of traders was of those that buy their supplies from these large wholesalers in Narok. They then repackage them into smaller packs for sale. However, some of these traders also source their products directly from Nairobi. They also have ready labor at their outlets such that all craftsmanship takes place in these shops. They make most of the bead products they sell.. It was interesting to find out that some of the beadwork from Nairobi still finds its way in such outlets, for instance, a simple, single strand beaded necklace is bought at KSh 20 in Nairobi and sold at Ksh 50 in Narok.

The other level of beadwork producers are the subsistence and small-scale craftsmen. These buy beads in small packs and make beaded ornaments for themselves.

Tourists are also a large target market for these products, although locals also consume a significant percentage.

### 3.3.1.5 Primary markets: Gates & Local markets

The Mara National Reserve has been such a significant aspect in defining the economy of Mara division. Maasai Mara game reserve is renowned for its wildlife and the Maasai community which has resisted western influence and managed to preserve its culture to a great extent.

There is a significant human encroachment near the Park gates. Maasai women make beaded ornaments from their homes and sell them at the gates. At the Ololaimutia, Sekenani and Nkoilale gates for instance, women are organized in groups where each group has specific days of the week where they are allowed to come and trade their products. Some of them continue with their craftsmanship at the gates as they wait for customers.

These bead products are also found in their local and regional markets. In a market day for instance, you will spot a trader with an array of beaded products. Despite the common expectation that these beaded products are a Maasai responsibility, there are other players in this market.

### 3.3.1.6 Village markets

In Nkoilale, the women have organized themselves and set aside a hut where they display their products. Each woman has table space in the hut where their products, either hand crafted or bought from Nairobi traders, are displayed. The target markets of these products are visitors who come to the Mara. The Maasai cultural centers, like the one in Ololaimutia, are also crucial outlets for the sale of the beaded products.

### 3.3.1.7 Primary producers- Individual/ groups

Mara Sopa has set aside as set of manyattas within the lodge where widows and single women do their bead craftsmanship. This brings them closer to their markets who are the tourists who camp at the lodge.

Karen Blixen camp in Mararianta has a women intervention programme. The camp has set up a structure where women from the community come and work from. The management provides the women with raw materials and designs. This has seen the women go miles in the production of more innovative beaded products. For instance, they model animals and weave them with beads. They have also come up with a unique beaded wine bottle covers. Their products are then displayed in the camp's gift shop with a tag that tells the story of the woman who crafted it. The



*Lemaiyo lost her husband to drunkenness five years ago. At 25, she has four children to take care of without formal employment. Her status qualified her to join the Mara Sopa programme of single women and widows who handcraft bead products.*

*Mara Sopa has set aside some manyattas within the hotel premises where single women and widows can come and make their beaded ornaments, having priority to sell them to the tourist putting up in the hotel.*

*Lemaiyo says that this arrangement has really benefited women like her whose only livelihood is dependent on the production and sale of beaded ornaments. During market days, she operates a makeshift shop to earn an extra coin.*

*She has two of her children in Siano boarding school. Although young, with the responsibility of taking care of three children, she is not considering remarriage. Instead, her focus is to develop herself and ensure that all her children receive quality education.*

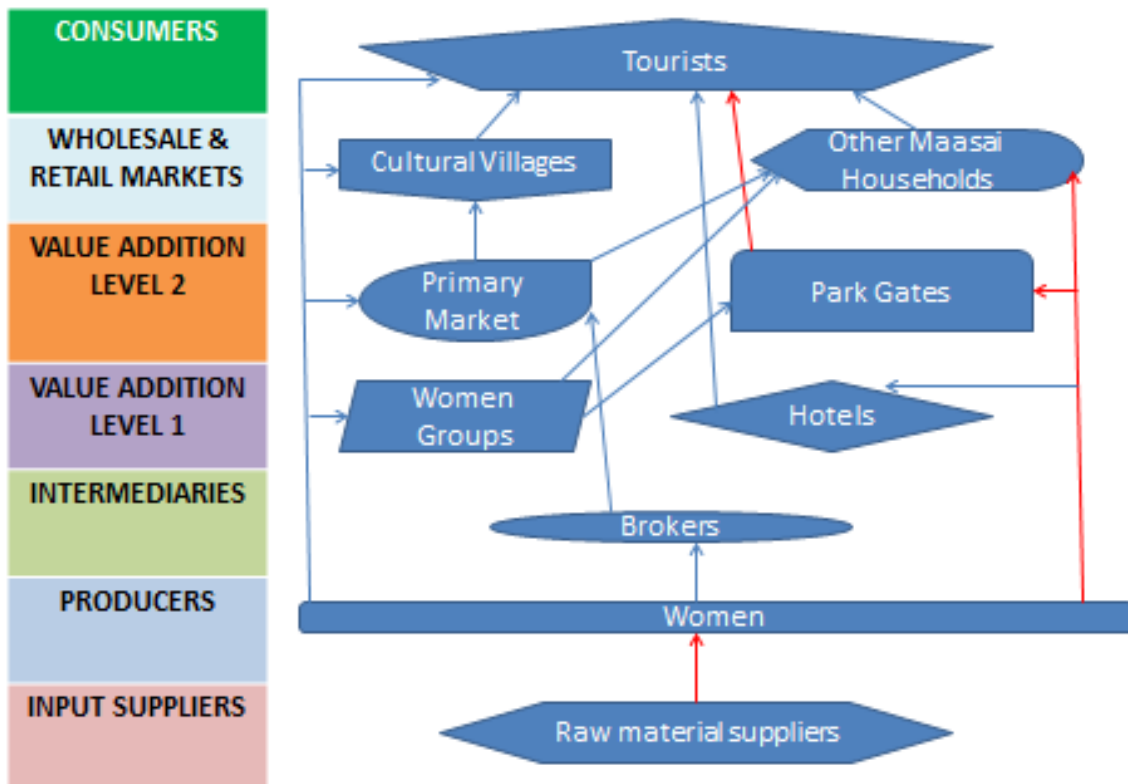
*The education she never got.*

management also helps export the products to their niche market which is in Holland.

Even so, there are independent producers who are not part of any group. These have specialized in what they do and sell their products to specific people.

### 3.3.2 Beads Local Model of Production and Marketing

Figure 21: Beads Local Model of Production and Marketing



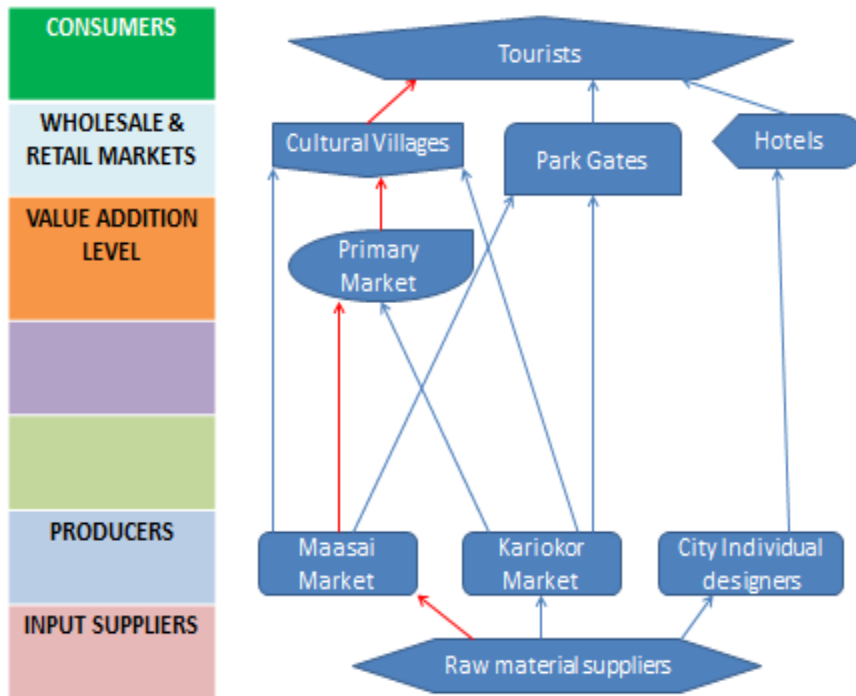
The main chain that local beaded products follow is indicated by the red arrows. From the local Maasai women who are the main producers, they are taken to the park gates where they are sold to both local and foreign tourists.

The other main channel that the beaded ornaments follow is from the local Maasai women organised either into women groups or individual producers, displayed in cultural villages where tourists buy.

Hotels get ready beaded products which they sell directly from their shelves to their customers.

### 3.3.3 Reverse Beads Production and Marketing Model

Figure 22: Reverse Beads Production and Marketing Model



While it is expected that the Maasai beaded ornaments come from the Local Maasai women, this study found out that there are instances, such as during peak seasons when the Maasai women get beaded products from the Nairobi Maasai market and display them in cultural villages for the tourists to buy. This is the main channel.

Kariokor and Maasai Market incidentally supply the Mara with “Maasai” ornaments which are either taken to the park gates or cultural villages where they are sold to tourists.

### 3.3.4 Key Observations

**Nature of bead market** – Bead products have a reverse flow. Some of the bead ornaments sold to the tourists in Mara region are hand crafted by the local Maasai women. The rest are sourced from the Maasai market in Nairobi and Kariokor market. These beaded products from Nairobi, produced by other communities are displayed in the Maasai cultural villages and sold to tourists disguised as authentic Maasai bead products.

**Better prices** - the research found out that it is possible to get better markets for the beaded ornaments. Beaded ornaments that are sold in high end markets and those that have direct links to markets abroad make more money from their products.

**Cause of business failure** - the leading cause of business failure was lack of business skills.

**Leading determinant of demand**- quality and designs were the leading factors influencing the sale of beaded ornaments. The research found out that the local Maasai women have a limited variety of their products. There is very little innovation.

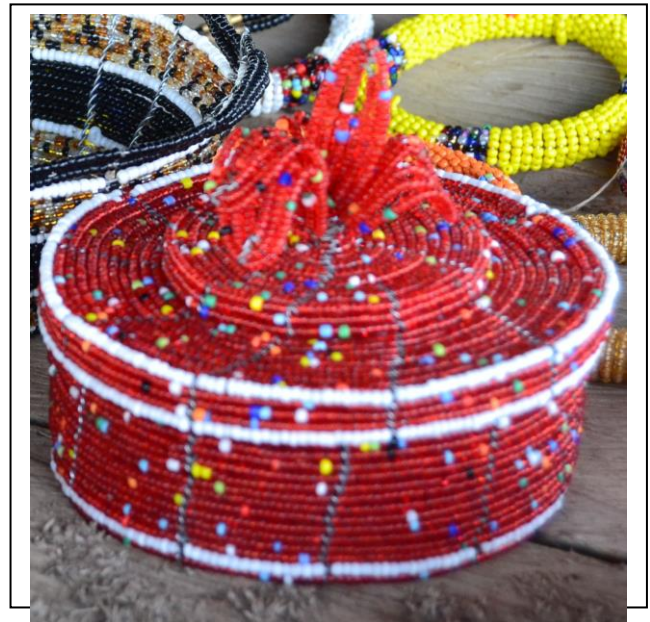
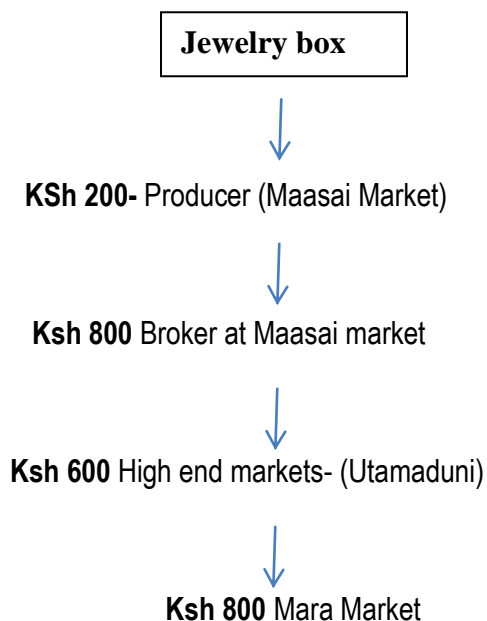
## Raw materials

The traders in Narok town as discussed above either source their raw materials from the large wholesaler shops in Narok town. Some source them directly from Nairobi.

In the interior villages of Mara division, there are traders who have specialized in selling strands of beads during market days to the Maasai women. These reported to get their beads from Narok. The case was quite different in Olposimoru, the town bordering the Kenya Tanzania boarder. Bead craftsmen there reported to source their beads from Tanzania.

Other than beads, the Maasai women in Mara Division get used leather and plastics as a base onto which they sew beads to come up with beautiful Maasai necklaces.

### 3.3.5 Cost Analysis



This study mapped the price changes in the different markets. This jewelry basket is an example of one of the products that are sold in the Mara markets yet produced in Nairobi. The production cost in Nairobi is 150 and sold for Ksh 200. Traders in Nairobi make good profits because they sell them in bulk. At the same market, brokers sell the same basket for Ksh 800.

High end markets in Nairobi like Utamaduni sell the same box at Ksh 650. When the jewelry box gets to the Mara, it is sold for Ksh 800, mostly to tourists. Despite the common belief that high markets are expensive, one can actually get better deals than in rural and local markets.

**Maasai Wedding  
Necklace**

↓  
**Ksh 1500** Maasai Producers at Maasai Market

↓  
**Ksh 1800** by traders at Maasai Market

↓  
**KSh 2000** by Local Maasai women in Mara **(to local tourists)**

↓  
**Ksh 4000-5000** By Local Maasai Women to **(foreign tourists)**



The Maasai wedding necklace, which is a large trademark of the Maasai culture sells at a higher price in the Mara. The local women, who are the producers, when selling them to foreign tourists make the most out of their sale. It goes for between Ksh 4,000 to Ksh 5000 but retails at Ksh 1,500 in the Nairobi market. This is the reason they cannot go all the way to Nairobi to trade this item when they have better markets locally.



### 3.3.6 Production Table

Item	Production time	Production cost (Ksh)	Selling price (Ksh)	Profit (Ksh)
<b>Maasai Wedding Necklaces</b>	3 days	Beads@ KSh 540, thread @KSh 50, chain @Ksh 50, leather @ KSh 500 labour @KSh 300) = <b>1440</b>	1500	<b>60</b>
<b>Earrings</b>	3 pairs a day	(2 strands per pair of earrings @Ksh 30, Wire @Ksh 20, labour @KSh30)  = <b>Ksh 80</b>	100	<b>20</b>
<b>Belt</b>	1 day	(Leather Ksh 600, beads 6 strands @Ksh 90, Labor Ksh 100)  = <b>KSh 790</b>	800	<b>10</b>
<b>Bangles</b>	2 days	(six strands of beads at 15 each (Ksh 90), 5 M of wire @ Ksh 20, labour Ksh 50)  = <b>Ksh 160</b>	250	<b>90</b>

This analysis clearly shows that there is need for intervention at the production level. The women put in many hours of work that do not show for the returns they get from their sale. Some training on business skills to help them make better decision on market prices will help them make reliable profits.

### 3.3.7 SWOT analysis

#### 3.3.7.1 Strengths

The strength of the Maasai beaded ornaments is that they are a brand in themselves. Given that these ornaments are considered an important expression of the African culture and heritage, and more so, the Maasai culture, they will continue to be a favorable souvenir irrespective of the person who made them. Authentic Maasai beaded products are more durable compared to imitations.

#### 3.3.7.2 Weaknesses

**Lack of patent rights-** There are no patent rights for new innovations in the bead industry. Wanjiru Maina, a trader who has been in the Maasai market for more than 20 years reported that once a producer comes up with a new design, it is quickly copied and reproduced by the next market day.

**Lack of variety-** There is a general lack of variety of innovative designs. Since the women in the Mara are not exposed to the world's trends and other cultures, they lack the innovativeness that would lead them to produce other designs or other useful beaded products.

**Competition-** beadwork craftsmanship requires human labor which is available everywhere. This makes the value chains self-sufficient wherever a beadwork station is established. This has created a lot of competition in the market of bead products.

**Language barrier** stands as a major challenge between the women traders and tourists who visit the Mara. For instance, at the Ololaimutia gate, only one woman among the ones who were trading could speak Swahili leave alone English.

#### 3.3.7.3 Opportunities

**Value addition-**The bead is now being used as a value addition component other than just being used to make traditional ornaments. There are beaded sandals, beaded hand bags, some cutlery is today being decorated with a bead or beads. The future of this is to get more creative and innovative designs and approaches.

**New designs-** The establishments that this research visited where there were outside interventions revealed that the women have potential and are open to new designs. A good example is the interventions

*Wambui, a bead ornament designer working in Talek has managed to break the odds. The mother of two, who comes from Narok town has a shop in Talek center where she makes unique designs of beaded ornaments and sells to locals. Besides her own labor, she gets young idle men from Narok town and trains them on the skill.*

*Onyango is a beneficiary of this training. He has now broken away, setting up his own production shop. When you go to Talek shopping centre seeking a bead products shop, you will be led to either Wambui or Onyango's shop.*

*This youth to youth initiative has broken the tradition that men cannot involve in the art of bead making. These young men earn a living from their involvement in bead production.*

at the Karen Blixen Camp. The women there come up with key holders, wine poppers and wine bottle covers all made from, or decorated with beads. When presented with a model, they are able to replicate it.

#### **3.3.7.4 Threats**

China, the world's factory, has not been left behind in the bead industry. While Kenya produces hand crafted products, china has industrialized their production. This translates to mass production which in turn means low selling costs, which competed with the local costs.

#### **3.3.8 Conclusion**

There is great potential in the sale of beaded ornaments. With the Maasai being renown for preserving their culture, the bead being the center of it, Maasai ornaments has become a trademark for any beaded product.

Innovativeness that will birth new and unique designs, alongside different ways of using the bead will go a long way in propelling the sale of beaded products. The Maasai women, adopting an entrepreneurial spirit, and having interventions that will enable them to come up with different designs will see them succeed this trade.

#### **4.0 LESSONS LEARNT AND RECOMMENDATIONS.**

Globalization of markets, coupled with the use of internet, has given consumers worldwide unlimited choice. This has increased the challenges faced by producers in successfully producing and marketing their products. The rapidly changing tastes of consumers, add further constraints for producers and marketers. It is a growing challenge for most businesses to provide newer, better and more attractive products that catch the eye and retain the interest of the consumers.

Craft items like bead production and market are part of this market environment. The real challenge is to be more resourceful, creative and innovative than the competitors in all aspects of business, from conceiving new ideas and transforming them into products, to marketing them in an efficient manner and earning a reasonable profit on the investment made.

The Maasai bead products, like crafts, are hand-made, with products that are culturally rooted, whose distinctive quality is an aesthetic appeal that is judged largely by the eye. Some of them also have functional and useful features like use in wedding functions. The bead making skill is mainly learnt in the family and community setting.

The project interventions will be geared towards;

##### **4.1 Producing quality products**

Quality bead products imply that the consumer perceives it to be better than competing products because of its functional or technical attributes and/or because of its outward appearance and style. Such a perception could be reinforced by a lower price for the customer or by greater success (and profit) for the bead producers.

*Recommendation-* AAH to facilitate a designer or design house to set quality standards in bead production for the target markets.

##### **4.2 Creating and supporting a distinctive brand**

It is not always possible to ascertain the quality of a product by merely looking at it or even by examining it closely. Bead products are no exception to this fact. Some of the qualities of the product may be ascertained only by using or by experiencing it. A consumer may not be able to make a rational choice between competing bead products without using or experiencing all of them. This is generally not a practical action. It is possible to overcome this problem if the consumer has reason to trust the claims of a particular producer or provider. The producer needs to achieve market recognition and respect for themselves and their products. This is done by creating and nurturing an enterprise image linked to its products, producer or the business. The process of doing this is called **branding**. Branding in turn, depends on creating and using a distinctive trademark

*Recommendation-* AAH to facilitate a designer or design house to create a collective mark of Mara Bead Brand. This will include product development and adaptation on issues like design based on market research findings and prototype making, product costing and pricing (based on market research and production realities), market testing of products, business cycle development (sequencing of processes which become standard operating procedures), product promotion and product launches.

It is not always easy for individual crafts people like bead producers to obtain consumer recognition and customer loyalty. Gaining access to retail stores, local markets and distribution networks and making their work known among consumers requires a significant investment. Producer groups can develop a joint marketing campaign for their products using collective marks. A collective mark denotes the common origin of the product from those individual producers. They are used to show membership in an organization or association. Such an association may itself be an incentive to some consumers to buy a product bearing the collective mark. Collective marks are often used to promote products that are characteristic of a given region. The mark not only helps market such products, but also provides a framework of cooperation between local producers.

#### **4.3 Effective marketing**

Effective marketing creates a demand for a product. To be effective, the marketing plan and strategy must be based on sound and continuous bead market research so that the needs of the bead consumers are fully understood. Only then should time, skill, and other resources be invested in creating, testing, replicating and marketing new bead products. This will ensure that while bead consumers needs are expectations are fully met (or even exceeded), at the same time bead producers and dealers of the products are also able to reap a reasonable profit on the net investment made.

*Recommendation-* AAH to drive/facilitate studies on market trends, market channels, market outlets and consumer segments. AAH can also facilitate physical and virtual marketing platforms for the branded items in partnership with actual producers and designers.

#### **4.4 Access to knowledge as added value**

Knowledge is continually becoming the key resource for building durable competitive advantage in the continuously evolving business environment. Knowledge is critical input for creating value. In the current bead market, the creativity and innovation of the producers is stolen, imitated and produced by other producers and traders as soon as it hits the market. This immediately reduces the income that the innovator gets because of reduced business transactions. In the end, they too choose to copy. This stifles new product development in the bead market. The other challenge is employees. Producers need to share techniques and skills with employees. This is done in a relationship of trust. However, reports from the market say that most workers serve for an average of one year before they open similar businesses and use all the knowledge they learnt. The problem here in legal jargon is 'infringement of intellectual property rights'. There is need to protect designers ideas, concepts, designs know-how etc.

*Recommendation-* AAH needs to look for ways to safeguard the local knowledge base and innovations of the bead producer's new products. This can be done using different arrangements. Contractual relationships can reasonably safeguard the loss or leakage of knowledge to competitors. Working to set an intellectual property right process to provide a legal framework of ethical conduct to enable orderly using and sharing of knowledge should also be surveyed. Intellectual property protects knowledge resulting from human ingenuity, creativity and inventiveness through legal controls.

Other essential ingredients include access to raw materials, financial capital, good distribution networks, special skills, appropriate production processes, and technology

These are the essential elements that give any business competitive advantage and higher profits.

## **4.5 Business Networking**

### *1. Adopt an inclusive business model*

Consumer behavior influences the behavior of the producers, and the other way round. In Northern Mara, bead production and marketing is linked to hotels that have adopted **an inclusive business model**. Basecamp foundation and Karen Blixen camp are examples of companies using the inclusive business model, including hiring employees from the local community. They facilitate bead production by employing trainers and also introducing innovative functional products. Physical markets co-exist with virtual markets based on online promotion and e-commerce. In South Mara, marketing is at community level and on market days.

*Recommendation:* AAH to link to the model by supporting new product development and marketing with institutional staff. The camps are engaged in individual branding of the producers as a marketing strategy. Branding of women groups and communities can also be surveyed

### *2. Intermediaries*

Producers and buyers also interact through **intermediaries (brokers)** in the supply and/or demand chain. These intermediaries at times play a financial role in production. They supply beads to women groups, to make specific products and designs they have orders for. The cost of raw material is deducted from the buying price when they pick the goods. This model is working well in Naikarra market and the neighboring community.

*Recommendation:* AAH to link with the intermediaries to find ways to increase their efficiency and effectiveness in supporting women to increase their income from bead making. AAH to use the intermediaries to introduce new designs and new market development.

### *3) Market Linkage Exhibitions*

There is challenge of correctly matching the needs of the consumers to products on offer. Most consumers want functional products. The consumers are value culture plus other aesthetical values. The producers are

stuck on traditional cultural products. As in all businesses, the consumer is king. Understanding this consumer who is more discerning, who can source online from a global market will determine product development and innovation.

*Recommendation:* Facilitate a reality shows/ programs, online platforms e.t.c where producers and consumers can link and dialogue for consumer driven production. The consultants have talked to Elimu TV, one of the newly licensed TV channels and they are willing to produce such a program. Organizing 'bead days) linked to up-market outlets can also facilitate this dialogue.

### **Innovative ways to use the bead**



**APPENDIX 1: BEAD CONSUMER QUESTIONNAIRE**

**Questionnaire**

**Bead Consumers**

**Part 1; general information**

- Ornaments are a major part of social expression; would you say that they are important to you?

Important	
Yes	No

- Can you remember the very first ornament you ever bought and where you bought it?

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- Most people buy both locally manufactured ornaments (A) and imported ornaments (B), how would you rate your satisfaction with either? (circle your answer)

A. Very dissatisfied							Very satisfied		
-01	-02	-03	-04	-05	-06	-07	-08	-09	-10

B. Very dissatisfied							Very satisfied		
-01	-02	-03	-04	-05	-06	-07	-08	-09	-10

- Thinking about locally made ornaments, which among the following do you normally buy? Please rank them beginning with the one you buy the most in column 2



	Multiple mention	Rank order
Necklaces		
Head gear		
Earrings		
Bangles		
Anklets		
Belts		
Beaded shoes		
Decorated fabrics		
Others (Specify); .....		

**Part 2: buying ornaments**

5. Whenever you buy ornaments, what is the reason for buying?

	First mention ( <b><i>Single mention</i></b> )	Other Mentions
Impulse		
Gift for a friend		
For own daily use		
For own use in an event		
To support a friend in business		
Because a friend bought one		
To commemorate a trip		
To take advantage of a sale		
To take advantage of a windfall income		
Other (SPECIFY) .....		

6. What are the usual motivators for buying one and not the other among your choice ornaments?

	Not at all important					Absolutely essential				
<b>Emotive, expressive, make/brand</b>										
Comfortable to wear										
Easy to handle / clean										
Reputation of maker										
Reputation of dealership/ shop										
Quality of after-sales service										
Quality of workmanship										
Quality of materials used										
Innovative design										
Masculine design										
Feminine design										
Being admired by other people										
Reparability										

7. What other reasons can you think of?

.....

.....

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.....

.....

.....

8. Thinking about buying a jewel that is brand new, i.e. off the shop/market, what do you think are the **greatest benefits or advantages** to you, if any, of purchasing a new jewel? Please give me up to 5 benefits.

	First mention ( <i>Single mention</i> )	Other Mentions
Warranty or guarantee		
Status or prestige		
Longer lasting		
Lower maintenance costs		
No history / no one else has used it		
Get exactly what you want / right features - customize		
Modern most recent designs		
Other (SPECIFY) .....		
No benefit to buying new		
Don't know/Not Sure		

9. Thinking about your 3 most recent ornaments purchases, where out of the following options did you buy them from (9A), did you buy in cash or credit (9B)? By piece, set or bulk (9C)?

9A. Vendors			9C. Bulk or Pieces or Set		
			Pi	Se	Bu
Local market					
Tourist roadside shop					
Up town shops			9B. Cash or Credit		
Down town shops					

Maasai market			Ca	Cr
Others .....				

**Part 4; Notable challenges**

10. In the above markets, many customers like you have cited some challenges associated with each, have you ever experienced them in the following markets (10A) how major or minor do you believe the following challenges are to customers like you(10B)?

	10A.				10B.									
	Vendors				Minor challenge					Major challenge				
	Town shops	shops	Massai market	Local market	1	2	3	4	5	6	7	8	9	10
Lack of variety														
High prices														
Low quality														
No guarantee														
Late deliveries														
No credit														
Un fashionable														
Aged items														
Distance to market														
In accessibility														
Language barrier														

Cultural differences															
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11. Now considering the challenges you have just listed, which market would you prefer to buy from?

	Always	Sometimes	Rarely	Never
Local market				
Local jewel shops				
Brokers				
CBD jewelry shops				
Maasai market				

DEMOGRAPHICS – KENYA		CIRCLE CODES ON THIS PAGE	
			Would you please tell me what standard of education you have?
<b><u>AGE</u></b>	Would you please indicate to me which of these age categories you fall into:	<b><u>STANDARD OF EDUCATION</u></b>	
	18 – 24 Years .....01		NO FORMAL EDUCATION.....01
	25 – 29 Years .....02		SOME PRIMARY EDUCATION .....02
	30 – 34 Years .....03		PRIMARY COMPLETED.....03
	35 – 39 Years .....04		SOME HIGH SCHOOL .....04
	40 – 44 Years .....05		HIGH SCHOOL COMPLETED.....05
	45 – 49 Years .....06		SOME UNIVERSITY .....06
	50 – 54 Years .....07		UNIVERSITY DEGREE COMPLETED. ....07
	55 – 59 Years .....08		ANY OTHER POST HIGH SCHOOL EDUCATION08
	60 + Years.....09		POST GRADUATE .....09
		<b><u>GENDER</u></b>	OTHER (SPECIFY).....10

<b><u>WORK STATUS</u></b>	
Working as a trader (formal or informal) .....	1
Working as a plumber, electrician, mechanic, tradesman, etc .....	2
Working as a small business owner .....	3
Working as a farmer, labourer, miner, etc .....	4
Working as an officer, legal, social, health, government, etc.....	5
Working as a teacher, administrator, sales rep, etc .....	6
Working in some other job (Specify) .....	7
Student .....	8
Unemployed .....	9
Retired/ Pensioner.....	10
Housewife .....	11
Other not working (Specify) .....	12

<b><u>MARITAL STATUS</u></b>	
Male .....	1
Female .....	2
Married/living together .....	1
Single/Unmarried.....	2
Separated/divorced/widowed .....	3

**End of Questionnaire. Thank you for taking time to complete this questionnaire.**

**APPENDIX 2: BEAD DEALERS QUESTIONNAIRE**

**Questionnaire**

**Beads dealers**

**Part 1: general information**

1. For how long have you been in this business?

< 6 Months	
6 – 24 Months	
24 – 48 Months	
48 – 72 Months	
72 Months +	

2. From your experience, where would you say the best ornaments come from?

Place 1	
Place 2	
Place 3	
Place 4	
Other (Specify) .....	

3. Many people try their hand at this business, what do you think are the reasons a lot of them fail within their first year?

Low returns	
Forced out by business wrangles	
Frequent relocation by authorities	



Costs of doing businesses	
Impatience	
Lack of business skills	
Fashion changes before stock sell out	
Selling on credit	
Other (Specify) .....	

4. Of all available ornaments out there, which ones do you prefer to have in stock? If more than one, please rank them by preference in column 2.

	Multiple mention	Rank order
Necklaces		
Head gear		
Earrings		
Bangles		
Anklets		
Belts		
Beaded shoes		
Decorated fabrics		
Others (Specify); .....		

**Part 2; buying stocks**

5. When you buy your stocks, do you buy in bulk or by pieces (4A)? Where do you normally buy (4B) and do you buy from the same vendor all the time (4C)?

		<b>4A. Bulk or Pieces</b>	
<b>4B. Vendors</b>		<b>Bu</b>	<b>Pi</b>
Local market			
Specialist merchants			
		<b>4C. All the time</b>	

Wholesalers general			<b>Yes</b>	<b>No</b>
Bead manufacturers				
Rural producers				
Others .....				

6. What if anything, would you say was the **main factor** contributing to your final decision to buy?

Brand/make	
Durability	
Practicality	
Cost/Price	
Other (Specify) .....	

7. Thinking of when you go to buy supplies, what any other factors determine your decision to buy?

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8. On a scale of 1 to 10, where 1 is very dissatisfied and 10 is very satisfied, how satisfied are you with your vendors (7A)? and their products (7B)

7A. Very dissatisfied								Very satisfied		

7B. Very dissatisfied								Very satisfied		

9. Normally what does a batch of the following ornament types consist of? Is it in kilos of weight or number of pieces?

	Necklaces	Head gear	Earrings	Bangles	Anklets	Belts	Shoes
Number of pieces							
Kilos							
Other ..... ...							

10. Costs are an important part of any business, when you think of the suppliers you buy from, what is the average price of a batch of the following ornaments?

	Necklaces	Head gear	Earrings	Bangles	Anklets	Belts	Shoes
Local market							
Local shops							
Brokers							
Nairobi markets							
International markets							

**Part 3: Challenges and value addition**

11. In any market when dealing with vendors, there are challenges, how do you rate the following challenges?

	11A.				11B.									
	Vendors				Very false <span style="float: right;">Very true</span>									
	Rural jewelers	merchants	Manufacturers	Local bazaar	1	2	3	4	5	6	7	8	9	10
Lack of variety														
High prices														
Low quality														
No guarantee														
Late deliveries														
No credit														
Un fashionable														
Aged items														
High transport costs														
In accessibility														
Language barrier														
Cultural differences														

12. Do you feel like these challenges can be overcome? And who is best placed to help overcome them?

12B. Who should overcome		12A.Can overcome?	
		Yes	No
The central government			

County government		
Members associations		
NGOs		

13. How can they be overcome?

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14. What kind of improvements can be done on jewels before selling them to final consumers?

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15. Some traders say that value addition is one way of overcoming market challenges, when you buy from the following vendors, do their products always need to be made better? (15A), would you say they need a lot of improving or slight improvements (15B)?

15A. Need Improvement	
Yes	No

		15B.									
		Slight improvement					Lot of improvement				
		1	2	3	4	5	6	7	8	9	10
	Rural jewelers										
	Specialist merchants										
	Bead Manufacturers										
	Local bazaar										
	Urban jewelers										
	Road side jewelers										
	Jewel importers										

**Part 4: selling ornaments**

16. As an ornaments trader, who would you say are your best customers?

	Always	Someti mes	Rarel y	Neve r
Young people				
Couples				
Caucasian customers				
Asian customers				
Indian customers				
Corporate customers				
Others .....				

17. Most businesses in Kenya are better in some months or days of the week, is the ornaments business one of them? If so, when are the worst and best times for making sales?

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18. Some traders have shared with us some characteristics they have spotted in some of their customers, do you agree with their descriptions?

<b>Young ladies</b>	<b>True</b>	<b>False</b>
Spend a lot of money at every purchase		
Committed to a sale		
Buy with fashion changes		
<b>Young couples</b>		
Buy regularly		
Buy many items every time		
Pay in cash		
<b>Foreign tourists</b>	<b>True</b>	<b>False</b>
Spend a lot of money in purchases		
Keen on quality		
Buy several items at once		
Buy frequently		

<b>Local tourists</b>		
Buy many items at once		
Not fussy about quality		
Pay more and on time		
Buy regularly		
<b>Institutions</b>	<b>True</b>	<b>False</b>
Buy many items every time		
Spend more with every purchase		
Pay in cash		
Make repeat purchases		
Very fussy about quality		
<b>Middlemen</b>		
Buy everything		
Pay in good time		
Spend a lot with every purchase		
Pay in cash		

19. The export market is considered very difficult to understand, do you export ornaments?

Export	
Yes	No

20. Customers abroad normally buy in batches, what is the average price of the following ornaments in the export market?



	Necklaces	Head gear	Earrings	Bangles	Anklets	Belts	Shoes
Average price							

21. Some traders like yourself get supplies from makers in villages; do you know any such suppliers?  
What is the average cost of a batch of the following at village level?

Village vendors								
Yes	No							
		Necklaces	Head gear	Earrings	Bangles	Anklets	Belts	Shoes

DEMOGRAPHICS – KENYA		CIRCLE CODES ON THIS PAGE	
			Would you please tell me what standard of education you have?
<b><u>AGE</u></b>	Would you please indicate to me which of these age categories you fall into:	<b><u>STANDARD OF EDUCATION</u></b>	
	18 – 24 Years ..... 01	<b><u>N</u></b>	NO FORMAL EDUCATION..... 01
	25 – 29 Years ..... 02		SOME PRIMARY EDUCATION ..... 02
	30 – 34 Years ..... 03		PRIMARY COMPLETED ..... 03
	35 – 39 Years ..... 04		SOME HIGH SCHOOL..... 04
	40 – 44 Years ..... 05		HIGH SCHOOL COMPLETED ..... 05
	45 – 49 Years ..... 06		SOME UNIVERSITY ..... 06
	50 – 54 Years ..... 07		UNIVERSITY DEGREE COMPLETED..... 07
	55 – 59 Years ..... 08		ANY OTHER POST HIGH SCHOOL EDUCATION..... 08
	60 + Years ..... 09		POST GRADUATE..... 09
			OTHER (SPECIFY) ..... 10

**WORK STATUS**

- Working as a trader (formal or informal) ....1
- Working as a plumber, electrician, mechanic, tradesman, etc .....2
- Working as a small business owner .....3
- Working as a farmer, labourer, miner, et...4
- Working as an officer, legal, social, health, government, etc.....5
- Working as a teacher, administrator, sales rep, etc .....6
- Working in some other job (Specify) ...7
- Student .....8
- Unemployed .....9
- Retired/ Pensioner.....10
- Housewife .....11
- Other not working (Specify) .....12

How many people, including the respondent usually live in this household?

**SIZE OF HOUSEHOLD**

WRITE IN NUMBER:

.....

**GENDER**

Male ..... 1

Female .....  
2

**Market**

Do you normally operate out of this market? Yes / No

Write name of market.....

Do you also operate in another place? Yes / No

Write name of place:

.....

**MARITAL STATUS**

Married/living together .....1

Single/Unmarried .....2

Separated/divorced/widowed....

**NUMBER OF CHILDREN UNDER 15**

How many children, under the age of 15, usually live in this household?

WRITE IN NUMBER : .....

**End of Questionnaire. Thank you for taking time to complete this questionnaire**

**APPENDIX 3: BEAD PRODUCERS QUESTIONNAIRE**

Questionnaire Bead Producers

**Part 1: General information**

**Instructions; Tick or fill in details in the blank space corresponding to your answer**

1. Which of the following ornaments do you make? Please rank them starting with the one you sell the most (column 2)

	Multiple mention	Rank order
Necklaces		
Head gear		
Earrings		
Bangles		
Anklets		
Belts		
Beaded shoes		
Others (Specify); .....		

2. Where did you learn the skill? .....

3. (3A) What name have you given to each of the ornaments that you sell the most, what do you make it out of (3B)?

Names (3A)	Name 1	Name 2	Name 3	Name 4	Name 5	Name 6
<b>Components (3B)</b>						
1. Component 1						
2. Component 2						
3. Component 3						
4. Component 4						
5. Component 5						
6. Component 6						

4. How long have you been making the jewels

	Necklaces	Head gear	Earrings	Bangles	Anklets	Belts	Shoes
< 6 Months							
6 – 24 Months							
24 – 48 Months							
48 – 72 Months							
72 Months +							

**Part 2: buying supplies**

5. In order to better understand your business model, tell us where you buy materials (5A)? Do you buy them in bulk (5B) and do you pay in cash or credit (5C)?

5A. Business Model		5B. Piece or Bulk	
		Pi	Bu
Local market			
Local shops			
Independent brokers			
Manufacturer's representative			
Manufacturer			

5C. Cash or Credit	
Ca	Cr

6. Of the various markets, which one do you mostly buy from and why?

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7. When you buy from various places, how much money do you spend on one Kilo\* of component?

	Local market	Local shop	Independent broker	Manufacturer's representative	Manufacturer	Others
<b>Components</b>						
Component 1						
Component 2						
Component 3						
Component 4						
Component 5						
Component 6						

8. How often do you buy materials, approximately how much material do you buy each time?

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9. In your own experience, where do the best beads come from?

Place 1	
Place 2	
Place 3	
Place 4	
Other (Specify) .....	

10. What advises your decision to buy from certain suppliers?

Age	
Weight	
Seller	
Convenience	
Distance	
Cost/Price	
Other (Specify) .....	

**Part 4: designing and selling jewelry**

11. Designing jewelry can be time consuming, how long would you say it normally takes you to finish the following? Is it hours, days or weeks?

	Necklaces	Head gear	Earrings	Bangles	Anklets	Belts	Shoes
Hours to make							
Days to make							
Weeks to make							

12. Where do you sell your products (12A)? Do you sell them by piece or wholesale (12B)?

12A	Always	Sometimes	Rarely	Never
Local market				
Local jewel shops				
Brokers				
Nairobi jewelry shops				
Nairobi jewelry market				

12B.Piece or Bulk	
Pi	Bu

13. If you sell in different markets, what is the average price for one of the following in each market?

	Necklaces	Head gear	Earrings	Bangles	Anklets	Belts	Shoes
Local market							
Local shops							
Brokers							
Nairobi markets							
International markets							

14. What factors do you think determines market prices and in what way?

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15. Do you think it is possible to sell the same products at a higher price (15A), are there people who make more money from the same jewels that you sell? (15B), what do you think they do in order to make more money? (15C)

15C Reasons		15A. Possible or Not	
		Ye	No
Lower cost of material			
Make products quicker			
Sell in some markets			
Sell abroad			

**15B. Make more money**



Marketing			Ye	No

16. In your own words, what can be done to make ornaments sell for a higher price to more people?

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17. In your own words, what makes jewels sell for a lower price than is possible?

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18. Each market presents unique challenges; would you say that the following challenges are present in the following markets? (18A) To what extent are these problems bad for business? (18B)

<b>18A.</b>	<b>18B.</b>		
Markets	Bad		Very bad



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DEMOGRAPHICS - KENYA		CIRCLE CODES ON THIS PAGE	
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	30 – 34 Years.....03		PRIMARY COMPLETED ..... 03
	35 – 39 Years.....04		SOME HIGH SCHOOL..... 04
	40 – 44 Years.....05		HIGH SCHOOL COMPLETED ..... 05
	45 – 49 Years.....06		SOME UNIVERSITY ..... 06
	50 – 54 Years.....07		UNIVERSITY DEGREE COMPLETED..... 07
	55 – 59 Years.....08		ANY OTHER POST HIGH SCHOOL EDUCATION08
	60 + Years.....09		POST GRADUATE..... 09
			OTHER (SPECIFY) ..... 10

**WORK STATUS**

Working as a trader (formal or informal) .....1

Working as a plumber, electrician, mechanic, tradesman, etc .....2

Working as a small business owner .....3

Working as a farmer, labourer, miner.....4

Working as an officer, legal, social, health, government, etc.....5

Working as a teacher, administrator, sales rep, etc .....6

Working in some other job (Specify) .....7

Student .....8

Unemployed .....9

Retired/ Pensioner.....10

Housewife .....11

Other not working (Specify) .....12

How many people, including the respondent usually live in this household?

**SIZE OF HOUSEHOLD**

WRITE IN NUMBER:  
.....  
....

**GENDER**

Male ..... 1

Female  
.....  
2

**MARITAL STATUS**

Married/living together.....1

Single/Unmarried .....2

Separated/divorced/widowed .3

How many children, under the age of 15, usually live in this household?

**NUMBER OF CHILDREN UNDER 15**

WRITE IN NUMBER : .....

**End of Questionnaire. Thank you for taking time to complete this questionnaire.**

#### APPENDIX 4: TIME SCHEDULE

<b>Month &amp; Activity</b>	<b>March</b>	<b>April</b>	<b>May</b>	<b>May – June</b>
Questionnaire Development, Sampling				
Data Collection				
Data cleaning, analysis, and Interpretation				
Reports Compilation				

#### Appendix 5: Terms of Reference