



Product Development for Lao SMEs

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Your Export Product Range

- Strengths of your business
- Opportunities in the market

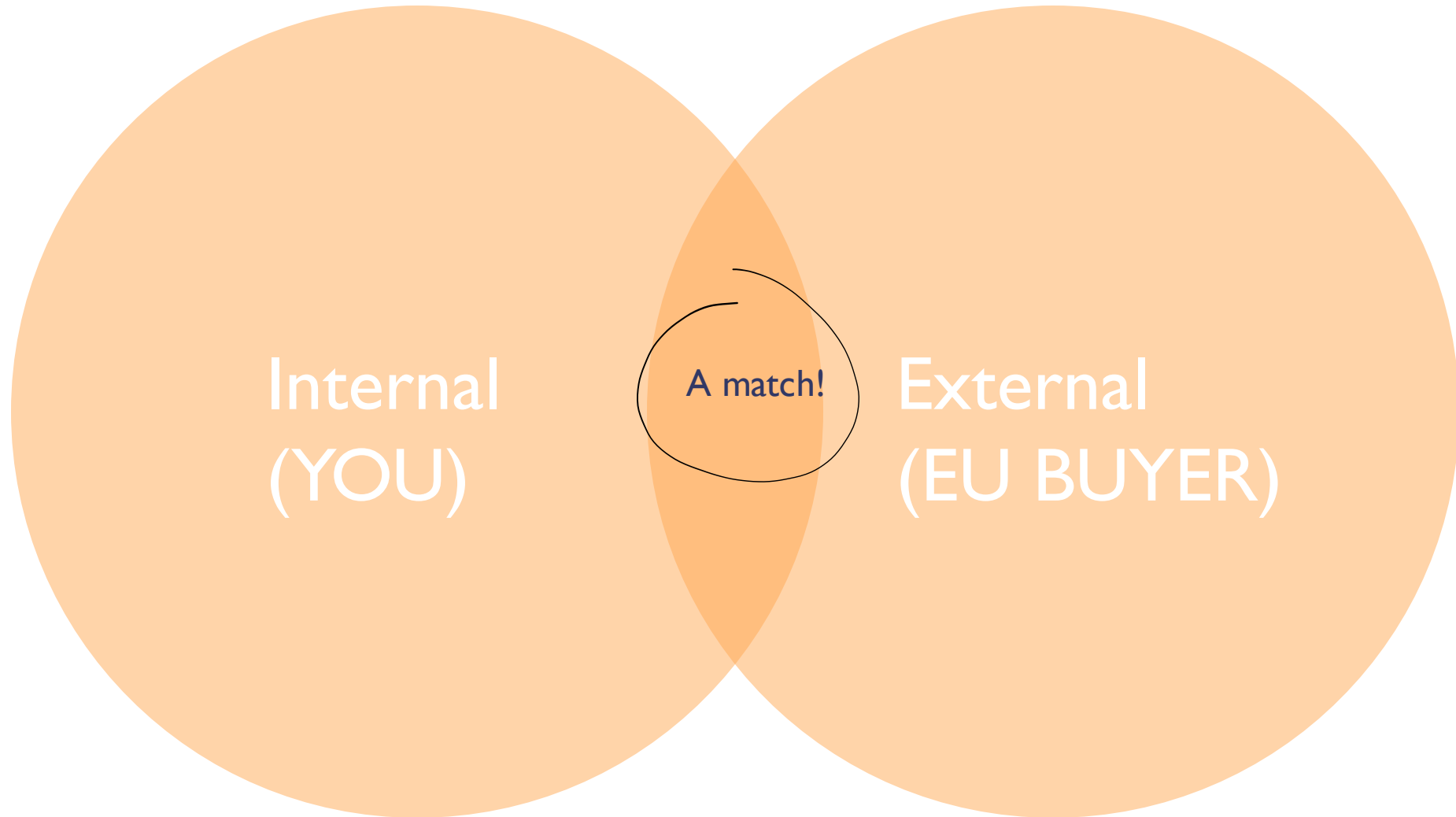




B to B

Selling Business to Business (not to a consumer)

Your way into the European market





Internal – your business

Your business – what to identify?

- raw materials
- techniques
- inspiration
- distinctive features
- different from others
- bestsellers
- your ‘signature’ pieces?

> Design Signature



Nikone
Laos

@nikone



External – the European market

The Market – what to identify?

- Consumer needs
- Product trends
- Type of customer
- Competitors

> **Target buyer**





Nijhof

“People spend a lot of time at home, and change decoration like a wall paper or a cushion. Then they feel like they have a new house”
Jeannette, Nijhof

Consumer Need: Home Sweet Home

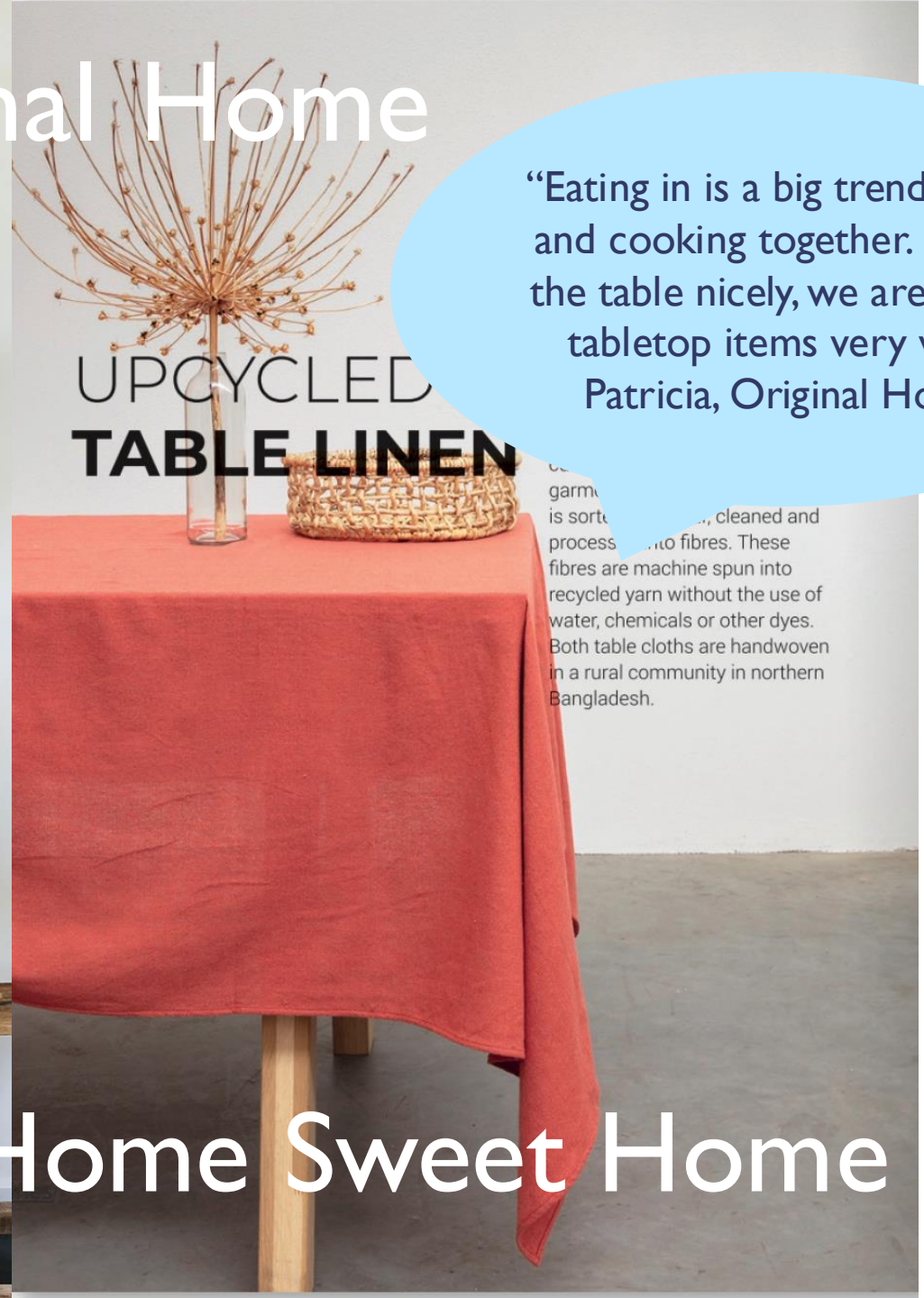
Dille & Kamille

“In the last year, we saw a lot of focus on home and garden. Organizing, cleaning, tidying”

Lieke, Dille & Kamille

Consumer Need: Home Sweet Home

Original Home



“Eating in is a big trend, dining and cooking together. Setting the table nicely, we are selling tabletop items very well”
Patricia, Original Home

UPCYCLED
TABLE LINEN

garment is sorted, cleaned and processed into fibres. These fibres are machine spun into recycled yarn without the use of water, chemicals or other dyes. Both table cloths are handwoven in a rural community in northern Bangladesh.

Consumer Need: Home Sweet Home

Helma Interior



Consumer Need: Home Sweet Home

Dille & Kamille

“Gardening, growing your own food for health and wellbeing is important ”

Lieke, Dille & Kamille

Consumer Need: Wellness



Nijhof

“People want to feel good and healthy. We sell home perfumes, body care products and scented candles”

Jeannette, Nijhof

Consumer Need: Wellness

Helma Interior



Consumer Need: Wellness

Museumshop World Cultures

“Spiritual awareness,
meditation and yoga are
huge trends”

Mimi, Avocado Store

Consumer Need: Wellness



The image shows a variety of home textiles. In the foreground, there's a large, textured brown blanket with some white embroidery. Behind it, several pillows are visible, including a large white one with a subtle pattern and a smaller brown one. To the left, there are more pillows and blankets, some with tassels hanging down. The overall aesthetic is warm and textured, suggesting a focus on tactile comfort.

Zenza

“Revitalising the home,
triggering the senses
(texture) and creativity”

Patricia, Original Home

Consumer Need: Wellness

Nijhof

The image shows a retail display for Nijhof, a brand of home decor. The display is arranged on dark, tiered shelves. On the top shelf, there is a large yellow ceramic vase with dried flowers, a woven basket, and a white ceramic candle holder. The middle shelf features several white ceramic candle holders of different shapes, a stack of white plates, and a small white figurine. The bottom shelf has a stack of white pillows, a glass jar, a small framed picture, and a set of white ceramic mugs. The background is a blurred retail store environment.

“Consumers are looking for experiences – the retail theatre”

David, View Magazine

Consumer Need: Play!

Dille & Kamille

“We buy certified goods, like BSCI or GOTS, FSC. If a supplier does not have a good rating yet, we help them to improve”

Lieke,
Dille & Kamille

Consumer Need: Sustainability



Nijhof

GOOD &
MOJO

“Sustainability is important, and so is storytelling. When a product is sustainable, we communicate it.”

Nijhof

Consumer Need: Sustainability

Dille & Kamille

“We help consumers in living a sustainable lifestyle. For example in plastic-free and zero waste cleaning products.”
Mimi, Avocado Store

Buiten eten,
picknicken,
wandelen...
het buitenleven
doet ons goed!

Consumer Need: Sustainability

Sources for Market Information?

- Magazines
- Shops – online and physical
- Trade fairs – and their online market places
- [CBI Market Intelligence Platform](#)

> **Take notes!**



[Home](#) > [Market information](#) > Home Decoration and Home Textiles

Exporting home decoration and home textiles to Europe

The European market for home decoration and home textile products is growing. A large share of imported goods is from developing countries. There are many opportunities in the mid to high-end markets. Products that add value have more opportunities across the sector.

[Find market r](#)



Know yourself and your market?
Make a plan to develop your products!

Your Export Product Range Plan

Product Range

- Cushion Cover 50 x 30 cm
- Cushion Cover 50 x 50 cm
- Throw 140 x 200 cm

Shawl

Product Range

- Product 1
- Product 2
- Product 3
- Product 4
- Product 5
- Product 6

Product Range

- Product 1
- Product 2
- Product 3

- Colourway 1
- Colourway 2
- Colourway 3
- Colourway 1
- Colourway 2
- Colourway 3
- Colourway 1
- Colourway 2
- Colourway 3
- Colourway 1
- Colourway 2
- Colourway 3
- Colourway 4
- Colourway 5
- Colourway 6

Product Range

Her Works
Laos



Can be larger or smaller

Product Range



Can be larger or smaller





Why Product Development?

- To increase sales
- To offer existing customers new products
- To attract new customers
- To offer choice and variety of product
- To build on the success of good selling products
- To replace products which are not selling well
- To differentiate the range from the competition
- To be in line with (seasonal) trends
- To utilize new raw materials, new techniques, or new technology



TAEC
Laos

Nikone
Laos

Ock Pop Tok
Laos

@ockpoptok

@nikone

@TAEC

PD for Diversification

Design Brief



- The importance of describing the desired objectives of a product/ product range to a designer
- Whether you are designing yourself, an in-house designer or an external designer
- Creative flexibility within parameters
- Design brief should include all the relevant details, such as material, technique, colour palette, price point, dimensions, technical requirements, and legislation (hello MAR HS)
- Take time to present your business and design signature. Present your market research, product review, and explain what has made you decide to develop these products.

Design Brief – specifications

- Material
- Technique
- Dimensions
- Technical requirements
- Target price
- Moodboard
- Colour palette



Design Brief

product range

cushion covers, throw and blanket
cotton

material

technique

handwoven textured

pattern

zig zag

colour ways

3 - off white, terra cotta,
navy blue

dimensions

50 x 50 cm

30 x 50 cm

140 x 200 cm

200 x 200 cm

specifications

AZO free chemical dye

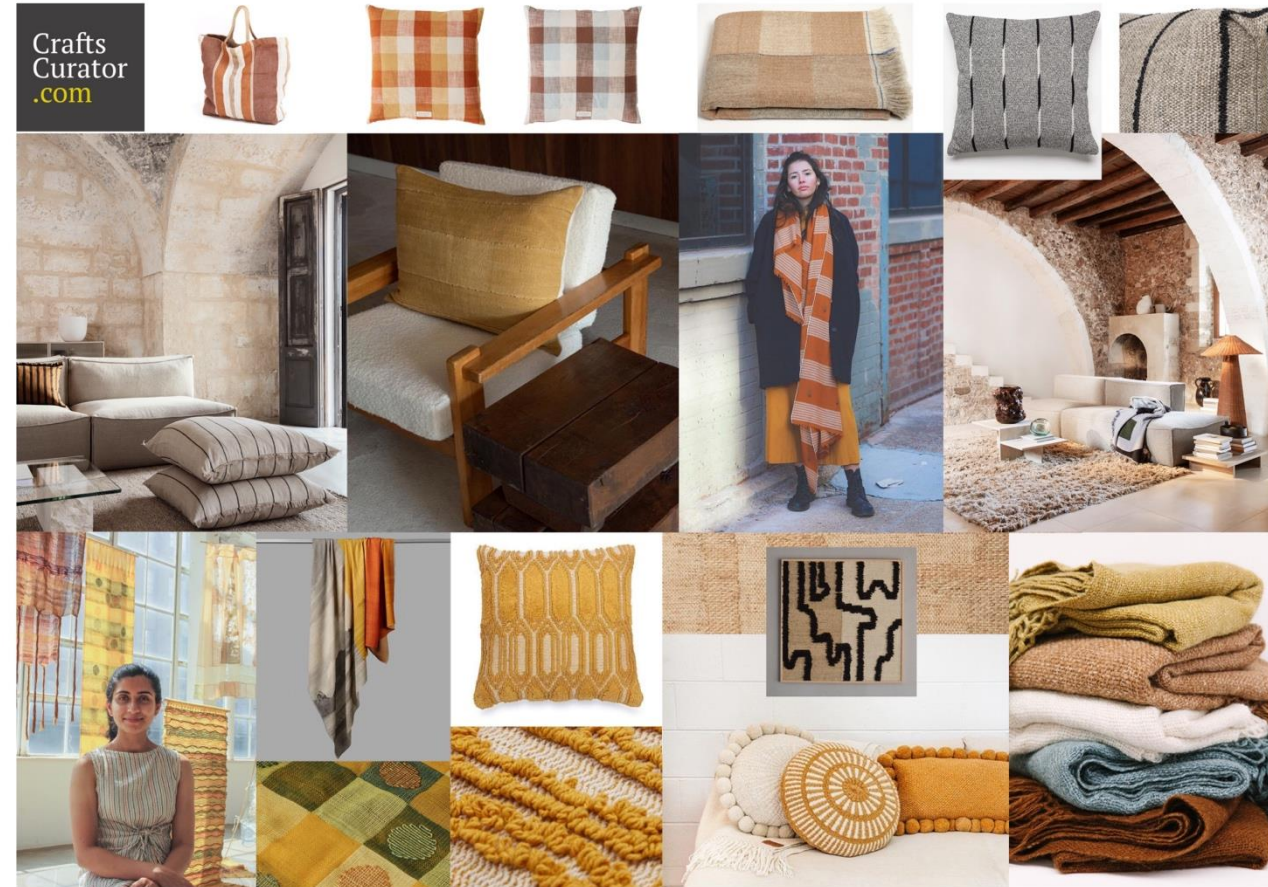
target price

€ 10 - 35 FOB

Design Brief – moodboard



- Images your style group
- Images your design signature
- Images market research
- Images product trends
- Product ideas – colour, pattern, shape, finish
- Maybe images of your own product



Design Brief – colour palette



- Your colours as part of your design signature
- Moodboard or selected images
- Colour information from trend agencies



The power of experimentation

- Develop swatches and try-outs in your own workshop throughout the year
- Ask your producer group for any new materials or techniques
- Keep these try outs and swatches in a file and write down specs



Working with producer groups

- Invest in design. It is part of costing!
- Make sure your producers/ artisans understand your business and goals. Make sure they know the difference between experimentation, sampling and producing. Discuss compensation for these 3 activities in detail. Make sure they understand 'their' investment, and see they are rewarded for what they deliver.





Product Development Steps

- Make sure the design brief is clear, and you have decided on your range structure (how many ranges, how many products)
- Start sketching or visualizing the product. Start with the 'head' of a range, the most eye-catching item. Once you are pleased, you can design the other products in the range. Design more than you want to end up with.
- Develop a first set of samples (prototypes). Cost them, check requirements.
- Evaluate first samples with your team. Decide on what works and what to improve.
- Develop 'promotional samples', generally minimum 2 of each product, with labels, tags and packaging included. You need to be sure these samples can be produced in the required volume, in this exact quality.
- Start promoting! These samples will be used for display in your showroom or on a trade fair. They will be used for photography, too. Make a price list and/or catalogue.



Tai Baan Crafts
Laos

Good luck!

@taibaancrafts



Lao Handicraft
Association

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