



Advertisement for a Beadworks Product Design Consultant

Jan 2024

Background

BeadWORKS is a handicraft business that harnesses the rich beading tradition of the women of northern Kenya. A key strategy for BeadWORKS in 2024 is innovation. This includes:

- Increase revenue by developing and launching customer-oriented new products for our existing customers and to attract new customers.

General Objectives of the Project

To collaborate with existing customer/partners to create new products, and to develop designs that would appeal to new customers in international markets especially USA and Europe.

Role of the Consultant- Designer

Please read up on our mission and product design limitations based off our website www.beadworkskenya.com; we do not produce any non-beaded products that will not contribute to increased income for the women in our communities.

The consultant is expected to perform the following duties:

1. Gain an understanding of the capabilities of the beading women and leather team to ensure practical designs.
2. Review and improvement of our existing products line.
3. Identify new designs to appeal to potential lead customers who have a sales potential of at least USD 20,000 in sales per product.
4. Come up with two new concepts for five products ranges (gifts and accessories, pet line, homewares, bags and belts; within a retail price range of USD 80 to 120).
5. Document the costings of new designs.
6. Launch the products to market, including photography and marketing, targeting the previously identified customers to achieve sales.

Deliverables

At least 10 new product designs.



Timeframe

Over 2024.

Most collaboration will be virtual. Consultant will not be required at NRT Trading offices in Kenya for all those days.

Required experience

1. Previous product design experience in international market especially US/Europe retail industry and contacts with US retailers.
2. Intimate knowledge of, and exposure to, American and international design preferences and in-depth knowledge of emerging trends.
3. Communication skills to be able to avoid miscommunication.
4. Mathematical skills to price out the designs.

Bidding for the assignment

Consultancy should be priced in an estimate of days needed, and fee per day. Any additional costs for travel to Kenya will be paid for by Beadworks, as agreed mutually in initial planning and scoping of the assignment.

Bidding for the assignment

Interested and suitably qualified consultants shall send their bids by email by Feb 10th 2024 to trading@nrt-kenya.org. Bids to include:

- (1) Consultant profile and previous work portfolio.
- (2) Suggested workplan.
- (3) financial quotation.