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CONCEPT PAPER

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INABANGA.BULI PROJECT

Community Based Product Development & Local Designer Program In support to the Inabanga BULI Project

I. BACKGROUND

The development of micro, small and medium-sized enterprises (MSMEs) has long been regarded as crucial for the achievement of broader development objectives, including poverty alleviation, economic development and the promotion of more democratic and pluralist societies. Support for SME development interventions has increased substantially over recent decades and stakeholders have accumulated considerable experience in this field. However, recent years have seen major shifts in the approaches adopted.

Support for MSME development varies in numerous ways. The range of services that were supported, included credit access, widened substantially to include individual organizational counseling, facilitation of market access, the development of networks and clustering, the provision of information in a variety of areas, such as equipment, technology and markets, as well as physical facilities and shared services.

One area that needs to be strengthened to ensure project sustainability for craft-based manufacturing ventures is product design and development anchored on a strong technology and market base. Thus, a community-based product development project under the Inabanga BULI Project is considered necessary to broad stroke this development initiative covering 20 micro, cottage and small craft producers.

This product development technical assistance initiative seeks to provide existing and potential project beneficiaries with services in product and package design and development to create and sustain their competitive edge in the domestic and export markets.

Product development encompasses all activities from generating ideas to applied research on materials, processes, and technologies to full-scale introduction of a product to the market.

Product development is a continuous process. New product lines and color trends should be developed to meet the ever-increasing and discriminating market demands. Considering also that indigenous crafts and ethnic food products should anchor on the local culture and arts, it has been considered to develop locally based designers that embody the heart and soul of the locality.

Thus, in tandem with this product development initiative will be a Local Designer Program where select local (Inabanga) designers will be trained and will act as understudy on this program in order for them to have a direct on hand experience on product design and development.

Apart from these development strategies will be a host of other technical support to include design library establishment, show/exhibit exposure and product exhibition.

II. TECHNICAL ASSISTANCE, COORDINATION AND COVERAGE

The project will be managed by the Local Government Unit of Inabanga through its OTOP Center, however, it will be assisted by the Department of Trade and Industry and the First Consolidated Bank Foundation, the two (2) main stakeholders of the industry. This initiative will cover loomweaving projects in the 50 barangays of the municipality.

III. OBJECTIVES OF ASSIGNMENT

The primary goal is to assist the different Homestyle and Living producers whether community based or firm level (*Home furnishing, Gifts, Toys and Housewares and Holiday Decors*) in the municipality in designing and developing products that would fit their target market and their manufacturing capacities at the same time upgrade their existing product packaging. Secondly, the project is designed to develop locally based designers that would in the long run be tapped as product designers for local craft producers.

The specific objectives of the program are the following:

1. Provide the Homestyle and Living Producers in the municipality with design consultancy services from Manila and Cebu's established designers/design experts at the same time upgrade product packaging and designs on select producers in the area of coverage;
2. Apprise the target beneficiary groups with product development cycle and orientation on product and color trends;
3. Provide one-on-one consultancy to project beneficiaries on Colors and Trends for 2008 - 2009 at the same time come up or upscale packaging designs for ethnic food products;
4. Establish the importance of product design and development in the whole process;
5. Showcase the new/developed products during a show/fair/exhibit;
6. Develop and equip a select team of local (Inabanga) based designers on product design and development;
7. Establish a Design Library to house design books, publications, magazines and other materials to be used by local designers and producers and a personal computer complete with design software(s);

IV. QUALIFICATIONS/EXPERTISE REQUIRED

The service provider(s) should be companies or institution(s) that have experience in undertaking community-based product development initiatives. Apart from this, individual designer(s) must be (a) graduate/s of Bachelor in Fine Arts, major in Industrial Design, Bachelor of Science major in Industrial Design or any related course/s, preferably with a Master's Degree or PhD in the field related to industrial design.

The consultant/firm must have:

- ✓ Extensive experience in product design and development for international and local fairs, design consultancy and community-based product development;
- ✓ Extensive client portfolio on the following product lines: raffia-based products; gift, toys and houseware (GTH), bamboo-based furniture and fixtures, natural baskets and accessories, pandan-based mats, bags and decorative materials;
- ✓ A vast exposure in community-based product development and design consultancy works;
- ✓ An extensive experience in pricing and costing of indigenous products, marketing and promotions;
- ✓ A wide network with professional affiliations;
- ✓ Ability to prepare designs using any of the following programs: Adobe Photoshop, Adobe Illustrator, Adobe PageMaker, Corel Draw, Rhinoceros, 3D Studio Max, Macromedia Flash, Macromedia Director, Fruity Loops and Sound Forge, Dreamweaver, Premiere, Quark Xpress, Illustrator, 3D Studio Max.

V. PROJECT COMPONENTS

There are two (2) major project components. However, project sub-components are being introduced in the project to ensure project sustainability, as follows:

1. **PRODUCT DESIGN AND DEVELOPMENT** – extension of product designs and design forecasts including market trends to the identified project beneficiaries.

Sub-components:

- a. **Product Prototyping** – design collections prepared by the designers will be developed and made by the producers themselves through product prototypes;
 - b. **Product Exhibitions** – prototypes from the design collections will be exhibited in a regular trade fair and exhibitions;
 - c. **Package Label Design** – offer advice regarding the most appropriate materials, sizes and configuration for packaging. Production of labels containing all necessary product information.
2. **LOCAL DESIGNER PROGRAM** – capacitating local designers on the essentials of product design and development.

Sub-Components:

- a. **Design Library** – establishment of a design library that will house design books, publications, magazines and other materials. DTI-Bohol will provide a space for this where the local designers and producers can readily access designs and other information;
- b. **Trade Show/Exhibit Exposures** – local designers will be exposed to regional and national shows and exhibitions to broaden their appreciation on this field (e.g. National Trade Fair, CITEM Fair, Cebu X);

VI. SCOPE OF WORK

The project has two (2) major components: (1) Product Design and Development, and (2) Local Designer Program.

PRODUCT DESIGN AND DEVELOPMENT COMPONENT - has four (4) Phases, namely: Phase 1 – Project Assessment and Review, Product Development Orientation and Design Trends and Color Forecasting. Phase 2 – Design Consultancy, Phase 3 – Supervision and Prototyping and Phase 4 – Product Showcase and Road Side Display Set-up.

Phase 1 – Project Assessment and Review, Product Development Orientation and Design Trends and Color Forecasting. Project overview, methodology, coordination, client-design consultant – project coordination, program orientation, advanced product development, design trends and color forecasting.

Phase 2 – Design Consultancy - research and market study, technical and trends information generation, one-on-one design consultancy for crafts and packaging materials for ethnic food products, presentation and submission of designs.

Phase 3 – Supervision and Prototyping – presentation of initial outputs, checking of samples and prototyping.

Phase 4 – Product Showcase and Road Side Display Set-up - display of final products in special setting during a show, fair or exhibit, concept and design of exhibition systems, actual fair set-up and municipal based road display center set-up.

The consultant/advisor will be responsible in undertaking but not limited to the following:

1. Upgrade, diversify and create new products (design collections) and ensure its production and introduction to the market;
2. Evaluate market information, consumer preferences, industry profiling, product trends and forecasts;
3. Prepare design briefs and project timetables;
4. Assist in the identification of target markets, price ranges, competitors, and transport requirements;
5. Prepare product catalogues on the different product collections developed.

LOCAL DESIGNER PROGRAM COMPONENT - has three (3) phases, namely: (1) Product Design and Development Appreciation, (2) Designer Exposure and Apprenticeship, (3) Product Designing and Adaptation. During the course of the Local Designer Program, the consultants will also be working with the local academe in the development of a design curriculum that would later be offered as a regular course in select schools in Tagbilaran City.

Phase 1 – Product Design and Development Appreciation - program orientation, advanced product development, design trends and color forecasting;

Phase 2 – Designer Exposure and Apprenticeship – actual designing exposure with Cebu-based designers/consultants to local craft producers;

Phase 3 – Product Designing and Adaptation - select local designers will be made to come up with certain product collections to be given to local craft producers and ensure its adaptation.

VII. DURATION OF CONSULTANCY ENGAGEMENT

The project would run for one (1) year. The designers/consultants will be responsible in pre-programming their visit to the communities/projects based on the agreed project phasing-in schedules.

VIII. DESIGN TEAM

A design team will be hired and constituted with a minimum number of three (3) to handle the community-based product design and development program. Team composition would include expertise in the following: furniture, gifts, toys and houseware, wearables, and fashion accessories.

IX. OUTPUTS PER COMPONENT

PRODUCT DESIGN AND DEVELOPMENT COMPONENT –

Phase 1 – Project Assessment and Review, Product Development Orientation and Design Trends and Color Forecasting. Project overview, methodology, coordination, client-design consultant – project coordination, program orientation, advanced product development, design trends and color forecasting:

1. A detailed assessment report on the status/inventory of the existing products to include but not limited to the following areas: level of skills including the product conversion capability, availability of materials, availability of tools and equipment, level of skills in terms of weaving, bleaching and dyeing;
2. Project schedule of activities;
3. Orientation and coordination report;

Phase 2 – Design Consultancy - research and market study, technical and trends information generation, one-on-one design consultancy, presentation and submission of designs:

1. At least 4 design collections per client/firm (summer, fall, autumn, winter);
2. Market study report on the focused product lines outlining existing and probable markets;
3. Color forecasts and trends per product collection;
4. Product profiles per firm/company;
5. Product catalogue on all product collections.

Phase 3 – Supervision and Prototyping – presentation of initial outputs, checking of samples and prototyping:

1. Ensure that 80% of the products in the collection will be converted into product prototypes.

Phase 4 – Product Showcase and Road Side Display Set-up - display of final products in special setting during a show, fair or exhibit, concept and design of exhibition systems, actual fair set-up and municipal based road display center set-up.

1. Assistance in the setting up and display of 6 roadside display centers in six (6) towns of FOCAS 1;
2. Assist in the conceptualization and design of exhibitions systems, booth display and/or special setting as the case maybe in at least 1 provincial fair, 1 regional fair and 1 national fair.

LOCAL DESIGNER PROGRAM –

Phase 1 – Product Design and Development Appreciation - program orientation, advanced product development, design trends and color forecasting:

1. Qualification and expertise assignment of local designers taking into consideration their field of expertise;
2. Mentor assignments;
3. Briefing reports (program orientation, product development cycle, design trends and color forecasting)

Phase 2 – Designer Exposure and Apprenticeship – actual designing exposure with Cebu based designers/consultants to local craft producers:

1. Actual field visits together with the local designers;
2. Handholding of local designers.

Phase 3 – Product Designing and Adaptation - select local designers will be made to come up with certain product collections to be given to local craft producers and ensure its adaptation:

1. Ensure that local designers can come up with at least one (1) product collection (minimum of 10 designs) per firm;
2. Ensure that design collections will be converted into product prototypes (at least 80%).
3. Assist in the mounting/exhibition/launching of the design collections made by the local designers in at least 1 trade fair/exhibit;

X. DELIVERABLES

COMPONENT	DELIVERABLE(S)
<i>Product Design and Development</i>	
	<ul style="list-style-type: none">Phase 1 - Project Assessment and Review, Product Development Orientation and Design Trends and Color Forecasting.
	<ul style="list-style-type: none">Phase 2 - Design Consultancy including product labels
	<ul style="list-style-type: none">Phase 3 - Supervision and Prototyping
	<ul style="list-style-type: none">Phase 4 - Product Showcase Participation and Road Side Display Set-up - display
<i>Local Designer Program</i>	
	<ul style="list-style-type: none">Phase 1 - Product Design and Development Appreciation
	<ul style="list-style-type: none">Phase 2 - Designer Exposure and Apprenticeship
	<ul style="list-style-type: none">Phase 3 - Product Designing and Adaptation
	<ul style="list-style-type: none">Establishment of Design Library
	<ul style="list-style-type: none">Curriculum Development

XI. PROJECT SUSTAINABILITY

This project is designed to be sustainable even after the one-year technical assistance. The inclusion of certain sub-components to include the design library and twinning with the academe are specific strategies that would ensure the project will still be up and running even after the project would have ended after a 12-month handholding and guidance period.

Added to those mentioned above, the following activities and networking strategies will be pursued:

1. Enlist the support and assistance from the Bohol Arts and Cultural Heritage (BACH) Council and the academe in project implementation including but not limited to the following: selection of local designer participants, twinning with local academe, and others;
2. Come up with MOA and/or agreements with prospective local designers as to responsibilities;
3. Come up with standard rates to be imposed if firm/group will avail the services of the local designer(s) after the project period.

XII. PROJECT COOPERATORS

This project is a joint effort of the Local Government Unit of Inabanga, the Department of Trade and Industry – Bohol Provincial Office, the First Consolidated Bank Foundation, the Bohol United Woven Raffia Producers Association and other stakeholders of the industry. blairpanong.dtibohol

XIII. BUDGET

COST ITEMS	AMOUNT
1. Professional Fee (Lump Sum)	500,000.00
2. Travel Expenses, Food and Accommodation of Designers	170,000.00
3. Supplies and Materials	350,000.00
4. Technology Trainings/Workshops and Focused Group Discussions	200,000.00
5. Design Exhibit and Set-up	100,000.00
6. Design Library including computers, design softwares and furniture and fixtures	150,000.00
7. Local Designer Program	100,000.00
TOTAL COST	P 1,570,000.00

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