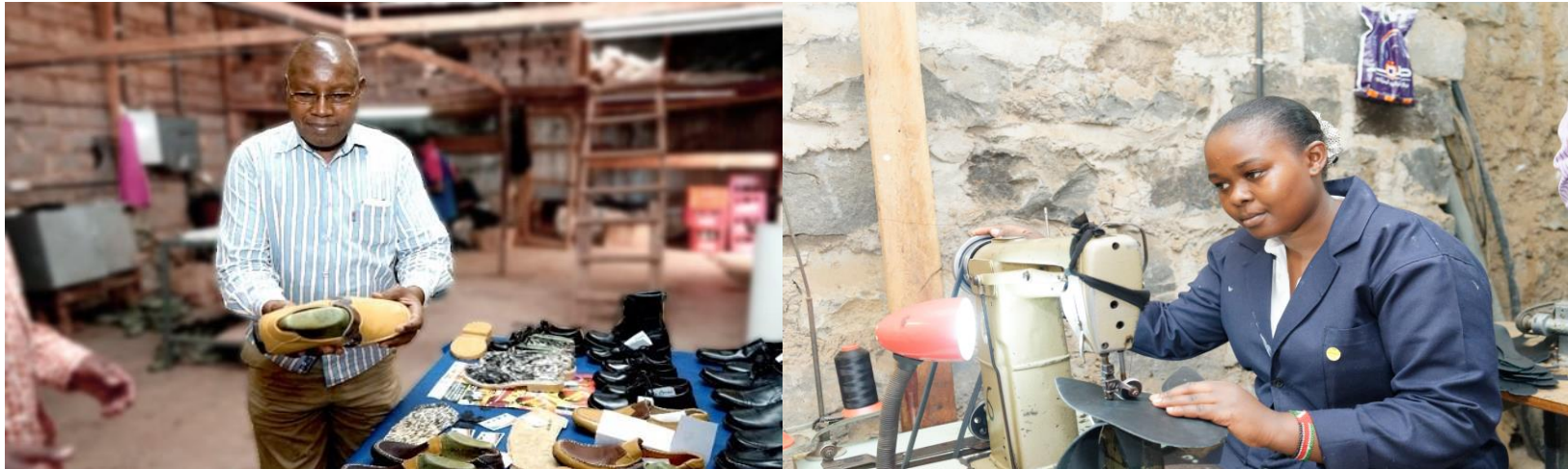


# CHAMPION SHOES & GENERAL CLOTHING LTD.



# Introduction

- ▶ Champion shoes is a leading shoe manufacturing factory situated in Thika town, Kenya, which has been in business for over 15 years.
- ▶ However, “we really did not know how to do this business” up until the Switch Africa Green (SAG) project came into the picture.
- ▶ SAG was an “eye opener” for us as it sought to equip MSMEs like us with both **technical skills** in footwear and leathersgoods production as well as **administrative skills**.

# Benefits from SAG

- ▶ Exposure to a footwear expert through networking activities.
- ▶ Collected samples for analysis by KEBS that resulted in quality assurance, better production, costing and pricing.
- ▶ Production of eco-friendly products from quality leather which saved us from incurring further losses through a product recall in February 2016.
- ▶ Training on skills like costing, cut-value, waste management, need for clustering, and good stitches .





# Impact 1: Quality Assurance

- ▶ The aspect of quality is addressed at each level of the production process from the actual purchase of leather to the final output prior to packaging.
- ▶ We have **trained two (2) artisans** on quality footwear production.
- ▶ Attended a **ten (10) day training** on quality assurance.
- ▶ We now have a **supervision section** where the finished shoe is critically checked for any stitching or gluing issues.

## Results

- ▶ Substantial reduction in waste (70%) through **proper cutting practices** and **reusing the offcuts** in making of other products.



# Impact 2: Employment creation

- ▶ The supervision section at the factory has created **four (4) jobs**
- ▶ The firm has employed an Accountant, as a result of the trainings on record keeping offered under the Project

# Impact 3: Waste reduction and reuse

- ▶ As a result of training, the firm has expanded its product line and is currently producing *sandals, dog collars, key holders and other small items from leather offcuts*

## Results

- ▶ We maximized our returns
- ▶ Profits used to meeting our overheads



# Impact 4: Clustering and resource Optimization

- ▶ We have opened our doors to other MSMEs who wish to utilize their machines and equipment during idle time.
- ▶ Adopted the three phase power plan especially when we have large orders.

## Results

- ▶ Idle time of our machines has reduced
- ▶ Profit earned from other MSMEs as we charge a fee for the use of these machines
- ▶ This has resulted in about 40% reduction of our energy bills

