



TEXFAD

Bwebajja, Uganda  
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# What Does TEXFAD Do?

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- ❖ Vocational training and business incubation in the textile industry
- ❖ Sections within TEXFAD
  - ❖ Handicrafts
  - ❖ Weaving
  - ❖ Tailoring
  - ❖ Textile design
  - ❖ Charcoal briquette making
  - ❖ Paper making
  - ❖ Candle making
  - ❖ Sanitary pad making
- ❖ Teaches how to utilize waste, such as banana fiber and fabric offcuts, into commercialized products



Products made by TEXFAD

# What I Did: Marketing and Partnerships

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- ❖ Generated marketing strategies
  - ❖ Analysis of target customers
  - ❖ Changes to website and social media marketing strategies
  - ❖ Analysis of prices and how to maximize profits
- ❖ Attended meetings with other agribusiness incubators
- ❖ Wrote grant applications
- ❖ Contacted other organizations about collaborations and partnerships
- ❖ Took pictures used for social media pages
- ❖ Created PowerPoints detailing the process of production

# What I did: Innovation in Crafts

- ❖ Worked in the craft department when I didn't have a specific marketing assignment
- ❖ Innovated new designs based on the buying tendencies of customers that I observed
- ❖ Improved previous designs to minimize time and materials used
- ❖ Trained other students
- ❖ Things I made:
  - ❖ Coasters
  - ❖ Pencil holder
  - ❖ Phone case
  - ❖ Photo frame
  - ❖ Jewelry box
  - ❖ Window blinds
  - ❖ Wall hangings
  - ❖ Handbags
  - ❖ Handwoven cloth and rugs
- ❖ Some products I made I was even able to sell!





# Rewarding Aspects

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- ❖ Getting to create and sell original work
- ❖ People really believed in what they were doing
  - ❖ Addressed many problems in Uganda, such as job creation, waste management, youth employment, encouragement of the arts
- ❖ Growth of skills in myself and other interns and incubatees
  - ❖ Was able to see Joy, an incubatee, graduate from the program and move back to Kenya to start her own business
- ❖ Friends! (both Ugandan and other Princeton students)
- ❖ Exploring different parts of Uganda and the cultural aspects that came with it

# Impact on the Organization

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- ❖ Gave new marketing strategies to help improve the organization
  - ❖ Suggestions for how to improve the website/where they could learn how to manage websites
  - ❖ Suggestion on setting prices to maximize selling
- ❖ Created new innovations to be produced and sold
- ❖ Created partnerships with other organizations
  - ❖ Dare Women's Foundation
  - ❖ Period Menstrual Movement
- ❖ Wrote grant applications
- ❖ Developed company accounts for crowdfunding websites





# Impact on Career Choices

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- ❖ Enjoyed working in a creative setting
  - ❖ I would like to work in the economic department of the art sector
- ❖ I would consider traveling to other countries to work
- ❖ I found working a job that had more of a social impact rather than a focus on making money to be very rewarding

# Personal Growth

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- ❖ Learned a lot about marketing and the process of starting a business
- ❖ Really found out what it felt like to feel and look very different
- ❖ Lack of internet encouraged me to spend time *doing* things
- ❖ I (kind of) learned to cook

