



MA TE SAI

Introduction



Location: Laos

Industry: Artisan Products

Founded in 2010

Image Credit to Ma Te Sai

A member of Fair Trade Laos, Ma Te Sai works with artisans from rural Laos in bringing their traditional crafts to the wider market. This effort ensures that tourist dollars go beyond Luang Prabang to support local families. Additionally, Ma Te Sai plays a central role in preserving local handicraft and artisanal traditions.

Social Intervention and Impact Created

Ma Te Sai acts as an intermediary between Laos' local artisans and the market. The enterprise works to ensure the continuation of skills development for local artisans and strive to develop all products within the villages. In addition, it also educates local artisans on modernising their product offering to cater to the wider market. As a result of this effort, local artisans enjoy a stable income.

Business Model

Ma Te Sai's product offering range from fashion accessories to home decor. The bulk of sales is derived from the purchase of souvenirs by tourists visiting Laos.



Project Scope

Ma Te Sai is interested in exporting its products. Students are thus tasked to come up with feasible marketing models that will allow Ma Te Sai to extend its reach beyond Laos

Useful Links and Resources

Company Website: www.matesai.com

Facebook: <http://www.facebook.com/mate.sai>

Instagram: @matesai