



NUSA BERDAYA

Introduction



Location: Indonesia

Industry: Body Care

Founded in 2015

Image Credit to Nusa Berdaya

Nusa Berdaya is a social enterprise that aims to alleviate poverty amongst farmers and women in rural Indonesia. The enterprise focuses on integrating agricultural products into their body care products, thus adding value to the raw material. Nusa Berdaya is led by the Fair Trade philosophy.

Social Intervention and Impact Created

Through its training programmes, Nusa Berdaya builds capacity amongst farmers to process raw seaweed into powder. This powder is then converted into bar soaps by impoverished women in rural areas. Whilst increasing farmers' income by an average of 500% and women's income by 33%, Nusa Berdaya also has minimal carbon footprint.

Business Model

Nusa Berdaya currently has 17 distributors for its products, with its customers largely being European tourists. The enterprise records a 50% month-on-month growth throughout 2016 with 6000 soap bars sold.



Project Scope

Nusa Berdaya wishes to leverage on digital marketing to attract more tourists to Nusa Penida to purchase their products. Additionally, the enterprise is looking to establish partnerships to expand into the European market.

Useful Links and Resources

Company Website: www.nusapenidasoaps.com

Facebook: <http://www.facebook.com/Nusa-Berdaya-818727838259854>

Instagram: @noesasoap