



# THE BATIK BOUTIQUE

## Introduction



**Location:** Malaysia

**Industry:** Gifts & Fashion Accessories

**Founded in** 2013

**Image Credit to** The Batik Boutique

The Batik Boutique (TBB) is a social enterprise created to disrupt the cycle of poverty by equipping artisans with marketable skills, job training and sustainable employment. TBB trains women from low-income backgrounds to sew hand-made gifts and fashion accessories made from a traditional Malaysian fabric called batik. While TBB takes enormous pride in the high quality handmade fashion, gifts and home goods that the artisans create, people matter most.

## Social Intervention and Impact Created

TBB's social impact reaches women living in urban poor settings with an average of 5 dependents. The company works alongside these women to set goals and provide avenue for dignified source of income. The women in TBB are paid 40% above minimum wage, providing them with opportunities to disrupt the cycle of poverty. In 2015, a sewing centre was established in the community in which the artisans live to make working more convenient and eliminate the need for transport and childcare.

Today, nearly 200 artisans work with TBB to gain a fair, sustainable income and marketable skills.



## Business Model

TBB competes in these 4 market segments:

- Wholesale to Fair Trade companies
- ASEAN corporate and government Organisations
- Tourist/expat retail customers
- OEM manufacturing for U.S. or ASEAN brands under their label

TBB plans to increase its brand presence in ASEAN countries and abroad.

## Project Scope

TBB hopes to enter the Singapore market through its corporate gifts product line. Students are thus tasked to conduct market research and launch relevant campaigns to introduce TBB.

## Useful Links and Resources

Company Website: [www.thebatikboutique.com](http://www.thebatikboutique.com)

Facebook: <http://www.facebook.com/thebatikboutique/>

Instagram: [@thebatikboutique](https://www.instagram.com/thebatikboutique)