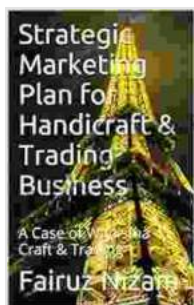


# The Case Of Wanisma Craft Trading: Unlocking the Secrets of Business Success in Papua New Guinea

Nestled amidst the vibrant tapestry of Papua New Guinea, Wanisma Craft Trading stands as a beacon of hope and empowerment. This remarkable business venture has not only achieved commercial success but has also transformed the lives of countless women in the community. Their story is a testament to the transformative power of entrepreneurship, cultural preservation, and unwavering determination.



## Strategic Marketing Plan for Handicraft & Trading Business: A Case of Wanisma Craft & Trading

by Fairuz Nizam

★★★★☆ 4.5 out of 5

Language	: English
Text-to-Speech	: Enabled
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Lending	: Enabled
File size	: 2399 KB
Screen Reader	: Supported
Print length	: 74 pages
Item Weight	: 16 ounces
Dimensions	: 6.14 x 9.21 inches



## The Genesis of Wanisma Craft Trading

Wanisma Craft Trading was founded in 2006 by a group of dedicated women led by Christine Mawakeni. Driven by a desire to improve the livelihoods of women in their community, they identified traditional crafts as a potential source of income generation. With limited resources but an abundance of passion, they embarked on a journey that would forever change the destiny of their fellow women.



### **Preserving Cultural Heritage Through Craftsmanship**

Wanisma Craft Trading recognizes the profound significance of traditional crafts in Papua New Guinea. These crafts, passed down through generations, embody the rich cultural heritage of the country. By focusing on producing high-quality, authentic pieces, Wanisma Craft Trading not only

generates income but also contributes to the preservation and celebration of this cultural legacy.



A captivating display of Wanisma Craft Trading's intricate and colorful traditional crafts, showcasing the beauty and artistry of Papua New Guinean culture.

### **Empowering Women Through Entrepreneurship**

At the heart of Wanisma Craft Trading lies its unwavering commitment to empowering women and fostering economic independence. The organization provides training and employment opportunities to women, enabling them to acquire valuable skills and generate sustainable incomes.

By participating in the business, women gain a sense of purpose, financial autonomy, and the ability to provide for their families.



### **Building a Thriving Business**

Wanisma Craft Trading's success is not solely attributed to its social mission. The organization has also demonstrated remarkable business acumen, establishing a sustainable and profitable enterprise. Through strategic partnerships, innovative marketing initiatives, and a commitment to customer satisfaction, Wanisma Craft Trading has built a strong brand and expanded its reach to markets both domestically and internationally.



Wanisma Craft Trading's thriving business, proudly displaying their exquisite crafts at a trade show, reflecting their success and the impact they have made.

### **Impact on the Community**

The impact of Wanisma Craft Trading extends far beyond its financial success. The organization has played a pivotal role in revitalizing the local economy, creating employment opportunities, and instilling a sense of pride in the community. The income generated by the business has enabled women to invest in education, healthcare, and other essential services for their families, improving the overall well-being and quality of life in the community.



The Case Of Wanisma Craft Trading is a compelling story of entrepreneurship, cultural preservation, and social impact. By empowering women, preserving cultural heritage, and building a thriving business, this organization has transformed the lives of countless individuals and made a profound contribution to the community. Their unwavering dedication and innovative approach serve as an inspiration to all who seek to create positive change in the world.

### **Call to Action**

If you are passionate about supporting women's empowerment, cultural conservation, and sustainable business practices, consider partnering with Wanisma Craft Trading. Your support can help them expand their reach, create more opportunities for women, and continue their journey of transforming lives in Papua New Guinea.

Visit Wanisma Craft Trading's website

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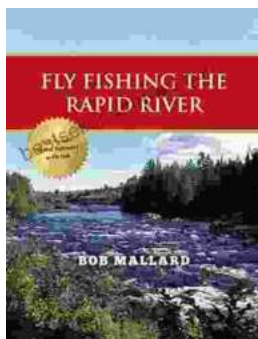
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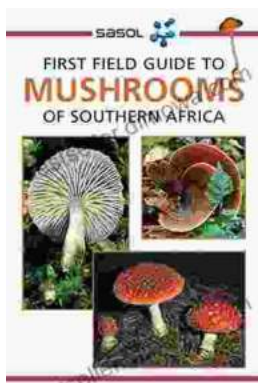
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