

Why Bhavana

The projects we develop for our clients are tailored to their program objectives and mission. Our model is outcome based, creating sustainable change in the regions where we work.

- We have expertise in delivering government-funded programs and have a clear understanding of reporting and funding requirements.
- We work closely with our funding partners to reach their goals. We collect specific outcome measurements for each project to track economic, environmental, and social impacts. Our focus on impact ensures positive returns on investment.
- We deliver programs on-site where there is need and opportunity.
- We offer trainings with an unparalleled level of rigor. Our team of international experts and trainers has complementary skills and business experience to meet our clients' need.
- We monitor the progress of each project and provide updates and reports that are tailored to meet our client's needs and requests.
- We cultivate unique partnerships between organizations with varied interests and develop dynamic and innovative teams to advance a shared vision for all stakeholders.
- We have an established track record of facilitating successful matches with Fortune 500 companies. We have worked with companies, government organizations, and non-profits such as; Anthropologie, Eileen Fisher, The Kellogg Foundation, USADF, USAID, Urban Inc., West Elm, and World Market.



We facilitate successful business matches between Fortune 500 companies and emerging women-led businesses throughout the world.

Business Relationship Facilitation We facilitate trade and foster business growth by increasing market exposure and competitiveness for women-led enterprises. Bhavana links US companies and SME's in emerging economies, bringing them together to create business opportunities they otherwise may not have identified.

Buyers Sourcing Trips We facilitate trade through sourcing trips throughout the world. From source to market, our comprehensive approach includes:

- Intensive recruitment,
- Identification and evaluation of partners,
- Creation of strategic plans, and
- Facilitation of trip logistics.

Brand Development We enhance women-led enterprises' market presence through training, setting marketing goals, and building capacity.

Market Coaching and Mentoring We mentor women-led enterprises' to navigate the challenges of conducting business. Through needs assessments, planning, and goal setting, we identify their growth potential.

Training Programs We offer comprehensive technical, business, and leadership training programs to help women-led enterprises develop market critical skills to create sustainable employment opportunities.

Product Development Training Our trainings cover a full range of services from design instruction for fashion and home, to fabric development, pattern making, and sewing.

Business Skills Training Our business skills training curriculum includes:

- Operations management,
- Costing structure and price negotiation,
- Purchase order and international contracts, and
- Import/export logistics.

Train the Trainer Our TOT curriculum identifies trainers who exhibit leadership skills and, after completing the program, return to their communities to transfer their knowledge to others.

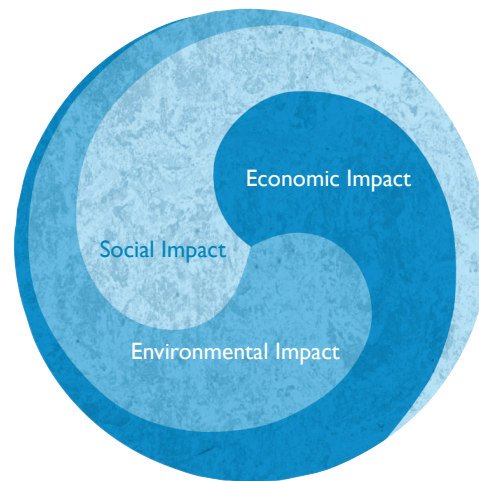
Brand Strategy and Trend Direction Our brand strategy and trend direction curriculum includes:

- Product evaluation and market positioning,
- Price point strategy and consumer demographics, and
- Market research and international trends.



We believe that business, social, and environmental outcomes are equally necessary for positive global impact.

- We introduce emerging companies to the US market creating socio-economic benefits in both regions of the world.
- We pioneer business models that integrate social impact within the partnership.
- We develop procurement criterion that incorporates our impact measurements as benchmarks for success.



Impact of Preserving Traditions for Sammy Handmade

220%
increase
in sales

waste water
treatment
program
created

72
new permanent
weaving
positions

reported
increase in
self confidence
& self worth



"Preserving Traditions" is a project that Bhavana facilitated between the social enterprise Sammy Handmade in Ethiopia and Eileen Fisher, a US luxury apparel brand. The Sammy Handmade products include hand-woven and embroidered textiles created to conserve the Ethiopian handloom weaving tradition for the modern world. The business relationship that began in 2012 continues to this day, allowing both companies to benefit from the impact this partnership has created.

"It was really a privilege to have Eileen Fisher's top executives come to Ethiopia. The visit taught us how to upgrade and take our company's standards to a higher level."

Sammy Abdella, Sammy Handmade in Ethiopia

A message from our CEO

At Bhavana, we have a deep conviction that business has the potential to change lives.

Through our work with women, we experience the power of business to transform. Their work ethic, vision, and confidence to improve their lives and impact their communities inspires the work we do. We believe in their future and together we work smarter, with mutual respect, and for lasting impact when facing the issues of global inequality.

Our beliefs, our relationship to the problem, can act either as a barrier or a bridge to solutions. This insight leads Bhavana's approach to our work with women in the developing world. We simply share what we know, be present, and respect their vision for their own solutions. We walk together supporting each other towards the outcome, step by step. As we have seen over time, this is an effective approach that leads to impactful change.

We do not profess to have all the answers. What we do know is women work hard for their families, they believe in themselves, they have amazing resiliency in the most difficult circumstances. We believe in this reality. We believe in them.

We need more people, companies and institutions to believe the same. Together we can act as a catalyst for change. Join us.

Best wishes,



Llenay Ferretti

