

❖ Development Instructor in the Clothes & Shoes Sales

Job Description - March 2008

Dear Development Instructor!

This job description starts with an introduction to Humana People to People's Clothes and Shoes Sales in Southern Africa. After that, you will read about what your job as a Development Instructor at a Clothes and Shoes project will be, with practical examples of what that entails within the two main types of positions: Working in the Retail sector and working in the Wholesale sector.

The Clothes and Shoes Sales are projects that boost economic activity in the countries where they operate, create thousands of jobs, and generate significant funds for the social projects within Humana People to People. As a Development Instructor working in Clothes and Shoes, you will be working hands on to improve the sales in different ways and secure that the projects reach their income goals as they have planned. This will have a direct impact on the development work in the country where you are working.



***Welcome as a Development
Instructor in Clothes and Shoes!***

1. Clothes and Shoes Sales in Southern Africa

In Africa, in the countries where members of Humana People to People work, there is still a great need for clothing at affordable prices, and thus there is a market and a need for second hand clothes and shoes.

To explain the idea of the Humana People to People Clothes and Shoes Sales, we will quote from the Humana People to People Charter:

“Collection of second hand clothing, sorting of the clothing into categories and selling of the clothing. We operate this activity from Cape to Cairo. We hereby turn zero value into considerable value, enabling us to launch many of our programs and to keep them running through the years. We recycle clothing and shoes from people who have a surplus thereof to people in lack thereof. We protect the environment as a result of this recalculation in the walk-in-closets, in the chain production and in the dumping grounds”

The clothes and shoes projects in Africa inject economical energy into the local business environment. Every time there are goods available for purchase, the local economy is strengthened. The incitement for people to produce a surplus, for example from agriculture, and get this surplus realized in cash for use at the local market, is boosted by the fact that there are goods such as second hand clothes to purchase.

The process, from the arrival of the container with the second hand clothes and shoes in the harbour and until the last item has been sold on the market place or in a shop, creates a large number of jobs and self-employment. Altogether the clothes and shoes sales in Humana People to People create more than 1.000 jobs in 5 countries in Southern Africa. The people in these jobs are trained in business skills to improve their trade and their surplus.

The surplus from the sales of the second hand clothes and shoes are used to cover the expenses of other development projects in the country, run by the Humana People to People member association. Some of the proceeds derive from the clothes and shoes being donated by Humana People to People member associations in Europe, and some of it derives from the further processing of the clothes and shoes in Africa.

In fact there is a long chain of “doing good” with the second hand clothes and shoes. It starts in Europe giving people the possibility to practice Solidary Humanism by donating their used clothes to Humana People to People. The handling of the clothes and shoes leaving Europe and being shipped to Africa creates jobs on both continents. Furthermore the selling of the clothes and shoes in the African countries creates the opportunity for local business people to run their own business and make a living, thereby stimulating the local market. Finally, the surplus from the sale of the clothes and shoes in Africa contributes funds to some of the Humana People to People projects such as Child Aid, schools and the fight against HIV/AIDS.

The member associations of Humana People to People in Europe as well as in Africa work towards the same goals, and they use their cooperation within the movement to coordinate the optimal use of the resources of the second hand clothes and shoes.

The clothes and shoes sales projects in Africa use different methods for their trade:

1. Humana People to People Wholesales, where the clothes and shoes arrive in big 150-400 kg bales and are sold as they are to medium-sized businesses.
2. Humana People to People Sorting Centers, where the clothes and shoes arrive in big 150-400 kg bales. The bales are opened and every piece is sorted into 25 categories. Each category is then packed in small bales that can be carried by one person, and sold to small business dealers selling on the market places.

3. Humana People to People Retail Shops, where the best quality clothes and shoes from the sorting process are displayed and sold piece by piece in a chain of shops.

In some countries you will find all methods represented. Some countries specialize in one or two methods according to what is most beneficial for the outcome.

2. Your job as a Development Instructor in Clothes and Shoes Sales

As a Development Instructor in Clothes and Shoes Sales, there are two types of positions that will be described below, each in its own right.

- * **The first is:** Development Instructor in the Clothes and Shoes sales - Retail.
- * **The second is:** Development Instructor in the Clothes and Shoes sales - Wholesale.



Job Title 1:

Development Instructor in the Clothes and Shoes Sale, Retail

Earning the money as planned

As a Development Instructor in the Clothes and Shoes Sales Retail sector, you will work with a number of shops and assist their managers in meeting their sales and income targets. You will also be responsible for improving how the customers are informed about how the money raised from the sales is used. The job is challenging, and your input aims to increase the results. Here are some examples of the tasks involved.

Improving the sales

The task is to visit the shops biweekly or monthly, introducing new ideas and methods for improving the sales. There are many different ways of doing this, and what is needed varies from shop to shop, depending on what is already being done.

You will be doing market investigations in order to find out how the products compete with others in the market, comparing quality and prices.

You will be doing customer investigations in order to find out how the customers like the shop and whether they are satisfied with the service they get and the products they buy there. You will look into who the customers are and find out if other groups should be targeted. You will evaluate if the shop needs to be better known to the public in the area.

And you will train the staff to do an even better sales effort.

Visiting a shop, you will examine everything: looking into the quality of the display, whether the clothes are priced correctly, whether the shop is attractive, orderly, and clean, and the clothes are presented in the best possible way to make it easy for customers to find what they are looking for.

After making the market investigation and examining the shop, you will cooperate with the staff and agree upon the improvements to be made. It is important that you work well with the staff, listening to their experiences and assisting them concretely so they feel that they get assistance in improving their results.

Some improvements can be made straight away such as making a better display, putting up posters all over town, improving the system for how the stands with the clothes are organized, and teaching the staff to improve their customer service.

Improvements that involve money must be agreed upon with the Project Leader. Such improvements could be maintenance of the shop, equipment to be bought, a change in the pricing policies of the clothes, or a sales campaign to reach a new group of customers.

Big and small Sales Campaigns

The task is to develop ways of making good sales campaigns.

Using the experiences from your shop visits, you plan, organize and implement sales campaigns. The task involves implementing new marketing strategies and analysing the results. It also involves developing and improving the shops' marketing materials, for example with posters and leaflets, and planning and implementing marketing programs and special offers on the local radio.

Information about the beneficiaries of the funds raised by the clothes and shoes project

The task is to improve the ways in which the customers learn about and understand how the surplus earned from the Clothes and Shoes sales is used for running other development projects. This involves visiting some of the other development projects such as Child Aid, Hope, TCE and Children's schools, interviewing the people at the projects, taking photos, and producing information material for the shops.

Assisting with analyzing sales, control and auditing

The task is to assist in compiling and analyzing the sales records, carrying out stock-taking and auditing records.

When you are visiting the shops, you will control various books and take stock according to instructions from the project leader. You will get involved in record-keeping and analyzing the sales records from the various shops. And you will be able to see the improvements from the efforts you made together with the shop staff.

Job Title 2:

Development Instructor in the Clothes and Shoes Sale, Wholesale

Earning the money as planned

As a Development Instructor in the Clothes and Shoes Sales Wholesale sector, you will work with wholesale outlets selling 45 kg and/or 400 kg bales to other retail sellers, working closely together with the Project Leader. As with the Development Instructor in the Retail sector, you will be working with improving the sales to enable the outlets to earn the money they have planned.

Here are some examples of the tasks involved in working in the Wholesale sector of Clothes and Shoes.

Quality Control

You will assist in performing quality control of the bales according to instructions from the Project Leader. The quality control takes place at the sorting centre, at the sales outlets and sometimes also while visiting customers. The results from the quality control are used in a continuous dialogue with the overseas sorting centre from where the bales have been sent to secure a consistent high quality of the products.

Improving the sales

The task is to invent good marketing methods. You will create, produce and distribute materials presenting and promoting the

products with their quality, variety and prices, and also informing the customers about what the surplus from the clothes is used for. You will take photos, make layouts for pamphlets, create good advertisements, write letters, and much more.



Customer care

You will be doing market investigations in order to find out how our products compete with others in the market, comparing quality and prices.

You will be doing customer investigations in order to find out whether the customers are satisfied with the products they bought and how they recover their expenses. You will look into who the customers are and find out if other groups should be targeted. You will evaluate if the outlet needs to be better known to the public in the area.

Sales Campaigns

The Task is to develop the best and most efficient marketing methods and organise sales campaigns.

Using the experiences from your market and customer investigations, you work together with the Project Leader to plan, organise and implement sales campaigns. The task involves implementing the best marketing strategies and analysing the results. It also involves developing marketing materials such as posters and leaflets, and planning and implementing marketing programs and special offers, for example through the local radio.

Information about the beneficiaries of the funds raised by the Wholesale Project

The task is to improve the ways in which the customers of the Wholesale learn about and understand how the surplus earned from the Wholesale is used for running other development projects. The task involves producing information material for the Wholesale.

Assist with analysing sales, control and auditing

The task is to get involved in record-keeping and to assist the Project Leader in compiling and analysing the sales records, carry out stock-taking and auditing records.

3. How do you qualify yourself for the position in Clothes and Shoes Sale?

- * You qualify yourself as a Development Instructor by carrying out the program at your DRH school. However, here are some basic skills you should prepare yourself for when choosing a position as a Development Instructor in Clothes and Shoes Sales:
- * Train yourself in organizing, leading and carrying out practical actions and productions and solving practical problems.
- * Prepare yourself practically and theoretically within the areas of business such as marketing methods, sales and promotion campaigns

and sales statistics. Get to know second-hand businesses in your area and find out more about this kind of business.

- * Train yourself in knowing a lot about the products - clothes and shoes - and their quality: Find out about fashion, fabrics, materials, brand names, manufacturing and quality, and find out about second-hand clothes in particular.

- * Practice producing marketing and information materials such as posters, pamphlets, and letters.

- * If you are going to a Portuguese speaking country, it is important that you are diligent in learning Portuguese, since people don't speak English. You may also learn some greetings and phrases in the local language.

- * Be prepared to guard the clothes and shoes against waste and theft. It is one of the big challenges in Clothes and Shoes Sales to organize good control systems so that the employees are not tempted to steal or become corrupt. The better the control systems, the less corruption. Everybody in the Clothes and Shoes project must be alert and willing to fight theft and corruption.

- * As a Development Instructor you may be traveling to one outlet and work there for 2-4 weeks, and then go on to the next one for another number of weeks. Living conditions are varied and full of surprises. You must be physically fit, energetic and persistent.

- * Take a stand to how you will keep yourself in good health while you are a Development Instructor, and prepare yourself for this. It is an important prerequisite for you to be able to do good work and have a good experience as a Development Instructor.

About the overall structure for the Project Period

The Project Period lasts 25 weeks comprising the following periods and elements:

Period 1: The first 6 weeks

You are received at the project and introduced to the people, the project and your job. You work in your position.

Golden Cut Meeting

After 6 weeks you and your project leader make an evaluation of the program so far. You present your results, discuss how your work has progressed, incorporate necessary changes and you agree on the plan for the rest of the period.

“Task Force Week”

The “Task Force Week” is a practical action where all Development Instructors in the area or in the country join forces to move a certain task. It is planned by the country- or area leadership. The “Task Force Week” can be placed at any time during the project period where it fits best in the plans of the projects.

“Week of Experience”

During “Week of Experience” you will make a travel of your own choice within the country. The plan for the week is agreed upon by you and the project leader before going. The “Week of Experience” will take place during the project period where it fits best in the plans of the projects.

Period 2: 15 weeks

In these 15 weeks you continue working in your position. By the end of the period you will make an evaluation and a final report to be presented for and discussed with your Project Leader and other relevant people. Finally you will hand over your responsibilities before you leave for your Camp Future Period.

Weekends

The weekend activities are planned by the Project Leader, the Project Council and you. Here is an example of how the monthly weekend plan could look like:

- * Project Weekend at the project with a special activity, action or event together with the students, staff and Development Instructors.
- * Cluster Meeting. In a Cluster you find two to five projects in the same area who are working together. On the monthly Cluster Meeting all Development Instructors meet with key persons from the Cluster to discuss the achievements from the past month and make plans for the coming month.
- * Building Weekend is a common program where buildings or outdoor areas are maintained or renewed. Project Leaders, Development Instructors and other key people organize the Building Weekends and people at the projects are invited to participate.
- * A weekend of your own individual choice.

Reports

As a Development Instructor you shall present and discuss the following reports:

1. Week report
2. Monthly report
3. Midway report
4. Final report
5. "Week of Experience" report



What to do next

This booklet is a general project description for a Development Instructor working in Clothes and Shoes. Use it to get a general picture of the objectives and structures of Clothes and Shoes and an overview of what your job as a Development Instructor in Clothes and Shoes will be like. Having read this, you can decide whether you would like to be a Development Instructor within Clothes and Shoes, and from here you can get started to qualify yourself for the work within this specific project type and you can prepare yourself for the country you will work in.

Your next step will be to prepare a presentation of yourself to your Project Leader. You will do this as a part of your preparation for the Midway Meeting three months into the training program. The presentation will be qualified by your team, your teacher and your headmaster, after which you will send it to your Project Leader.

Your Project Leader will then send you a Work Plan presenting the specific project where you will work and the position you will fulfill at that project. You will thus receive your Work Plan approximately 2 months before you leave for the project, giving you time to prepare yourself specifically and get into the details of your position before you leave.

We wish you the best of luck with your training!



**Many greetings from
HUMANA PEOPLE TO PEOPLE**