

Project Description:

August 31<sup>st</sup>

Mujeres Activas de Potrero (MAP) is a women's social enterprise that sells handbags and other sewn goods. It was established to create social and economic empowerment among the women of Potrero. I have been brought into my position as the Social Enterprise Coordinator to do a complete financial and product overhaul of enterprise operations. In order to have a platform for the women to sell their goods, The Shop was opened in 2013. Unfortunately, the organic nature of MAP and The Shop's growth has created a business without a concrete business foundation. Thus, they have found difficulty in breaking even and maintaining a robust program.

Throughout the past two months I have created multiple break-even calculations to apply in order to fairly pay the women while maintaining financial buoyancy. I have determined the best model along with our new standard product mix based on historic sales, fixed expenses, current trends, and social norms. I have also collaborated with our vendors to assist in their product design and pricing strategy. Additionally, I have established a new system of accounting by which we can tie together sales, inventory, wages payable, and other expenses. Now I am focusing on rebranding and exploring new programs to recruit more women into MAP. Amidst this work, I have been able to break even the three months that I have been here, months that are historically in the red.