

EXPORTING BASKETS

Presented by Mawuli Akpenyo, CEO

Delata Ghana Ltd

On 19th October, 2016

Delata Ghana Ltd

- **Direct Exports – Assorted Handicrafts (but specializes in Bolga Baskets)**
- **Export Agency Services – Buyers**
- **Shipping Services – Buyers & Producers**

Background - Bolga Basket Exports

- **Bolga basket is one of the most successful export craft product in Ghana**
- **The GNTC story - 1988-89**
- **From a simple Bolga Round basket product to multiple products**
- **Hard working and committed producers, mainly women with a culture of love**
- **Baskets have a good future if the pricing is controlled and more designs introduced**

Organizing Village Production – The Weavers

- **Production in different villages and communities – over 10 villages and far apart, varying skills**
- **Weavers mostly illiterates and semi-illiterates – limited appreciation of measurements, new shapes, designs and colors**
- **Baskets woven as part-time income generating venture**

A Group of Weavers



The Leaders of the Group



Hamper baskets



Round basket and Baby Bassinet



Pot basket & Shoulder bag



Oval basket & U Shopper basket



Straw fans



Organization of production groups

- **Producers organized into groups by Village and Community**
- **Groups elect their Leaders to handle money and master craft person to handle quality issues**
- **Contracting Agents appointed to coordinate production in the various villages and communities**

Quality Control based on Quality Points

- **Sorting of plaited straws – poles, body,**
- **Dyeing – mixing of colors**
- **Specifications – base, diameter, length, width, height, etc.**
- **Specifications – base, diameter, length, width, height, etc.**
- **Cutting of straw spikes**
- **Joining of handles – reinforcement with chord and leather**

Challenges in Production Management

- Most producers are illiterates or semi-illiterates so sometimes have problems with accurate measurements**
- Weaving baskets still a part-time venture so interruptions during farming seasons and funerals seasons**
- Pricing of baskets still arbitrary and not scientific thus affecting export pricing**

Packing Baskets for shipment

- **Baskets must always be packed dry to prevent molding**
- **Dry bags and / silica gel must be used in container shipments**
- **Wholesalers – packed tight in polysacks,**
 - Could load 3600 pcs Round baskets per 20' Container
 - Straw baskets have a unique property of shapes of baskets deformed due to packing restored by spraying with water
- **Retail Chain Stores – packed in cartons**
 - Could load only about 700 pcs per 20' Container

Mode of shipment- Air Freight

- Freight based on volume weight not actual weight (1.0 cbm = 167 kilos)**
- Could be cost effective if pressing of basket is allowed**
- Has advantage of short transit period – for urgent shipment**
- Has disadvantage of baskets not fumigated**

Mode of Shipment - LCL

- **LCL – Less than Container Load (Volume)**
- **Longer transit period than full container load shipments**
- **Has higher freight than FCL**
- **Fumigation possible but may be borne by the basket exporter**
- **Damages may occur in deconsolidation and transit shipment**

Mode of Shipment - FCL

- **FCL – Full Container Load (Volume shipping)**
- **Relatively the cheapest freight**
- **Transit period determinable**
- **Safety of products assured**
- **Baskets can be effectively fumigated**

Export Regulations & Certification

- **Register with Narcotics Board / National Security**
- **Register with GCNET - LOC**
- **SOLAS - VGM**
- **Museum Permit**
- **Phytosanitary Certificate**
- **Fumigation Certificate**

Export Regulations & Certification – cont'd

- **Certificate of Origin (GSP or EUR 1)**
- **Packing in uncertified wooden packaging**
- **Palletizing on uncertified pallet**
- **Import Freight Security Filing (IFS 10 +2)**

Managing Buyers' Orders

Types of Services to a Buyer

- **Producer / Exporter**
- **Export Agent**
- **Shipping Agent**

Managing activities – Producer/Exporter

- **Receives orders and organizes production**
- **Does the quality control**
- **Does the packing**
- **Does Invoice & Packing List**
- **Loading in Container**
- **Delivers to the Freight Forwarder**

Managing activities – Export Agent

- **Receiving orders and giving out the orders to producers**
- **Receiving and managing deposit payment**
- **Quality control and assurance**
- **Order delivery timeliness**
- **Packing and Packaging**
- **Export Documentations & Shipping – with Freight Forwarder**
- **Receiving payment after shipment**

Managing activities – Shipping Agent

- **Picking up cargo from producer**
- **Packing products**
- **Preparing Invoice & Packing List**
- **Delivering cargo at Port**
- **Shipping with Freight Forwarder**

Basket Export Challenges

- **Delay in shipment – due to production**
- **Delivery quality and specification discrepancies**
- **Chargebacks**

Thank you !!!