

Project Information Sheet
Conference Project Brief number 22



**Private Sector Investment: The
Saxon Triangle**
“Best of Craft” production and sales
promotion

Description:	Create an efficient business mechanism for marketing crafts and other traditional products from the Saxon “triangle” region
Beneficiaries:	Area craftsmen and suppliers
Project Implementer:	BTF – Bran Srl
Co-implementer:	Local private sector
Timespan:	12 months
Estimated Cost:	150,000 dollars
Partners:	Private sector
Origin:	BTF – Bran Srl



August 2004

Proposal overview

Five BTF-Bran srl Projects are proposed for inclusion.

- 1a. 'High End' rural inn development in Bran and Sibiu
 - \$225,000 for "The Inn on Balaban"
 - \$ 963,000 for "The Inn in Sibiu"
- 2b. Water Treatment micro-solutions for villages and remote sites
 - \$140,000 for a demonstration project of 'distiller' technology
 - \$3-5,000,000 for local assembly and sales start-up
3. Walking Maps covering Sibiu/Sighisoara/Bran/Fundata
 - \$95,000 for digital base and initial printing
4. 'Best of Craft' production and sales promotion
 - \$150,000 to create inventory and initiate sales promotion

Each *Project* has the following qualities: initial investment by BTF, job creation, promotion, environmental improvement, and short-term action (contingent on funding support).

Attached *Project Briefs* follow the format and guidelines provided by MET/Gaia.

Background

BTF is a trademarked logo representing the highest quality and standards of products and services in Romania. BTF-Bran srl is a Romanian-owned company located in Bran. Investments over a two-year period in each of these four project categories exceed \$250,000 for market studies, land acquisition, professional services, and product or site development. The company maintains offices, banking accounts with ING, and legal counsel in Bucharest.

Project #4 – Crafts and furniture marketing

1. Title of the Project: “Crafts and furniture marketing”

2. Location of the Project and Area of Coverage

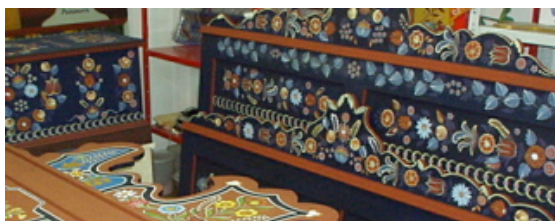
The ‘Saxon Triangle’ bounded by Sibiu, Sighisoara, and Brasov and the valley from Bran to Fundata would be the principal area represented by the best examples of traditional crafts and furniture reproductions.

3. Justification

As travellers visit the Saxon Triangle in greater numbers demand will increase for traditional products. This can be met through faithfully reproduced **traditional craft products such a pottery, textiles, tiles, and furniture**. What is missing is a sales and marketing method that allows promotional and sales costs to be allocated across a broad enough product line. For this reason it is proposed that a marketing sales company – focused on only the best quality of reproductions – be established to purchase and sell regional crafts and furniture.

The company – **BtF-Bran, srl** – will select products, contract for exclusive representation, engage in purchase or consignment inventory, promote sales, and make all shipping and payment arrangements. This would free any one individual producer, often a small enterprise or even a single individual, from having to focus on the marketing and sales.

Two examples, among others, of products that could be marketed in this manner are ‘tiles’ and reproduction ‘Saxon’ furniture.’



Saxon reproduction



Tiles

4. Objectives of the Project

- The long-term objective is to create an efficient business mechanism for marketing crafts and other traditional products from the Saxon Triangle region.
- Immediate objectives are to fund the start-up of such a business.

5. Activities of the Project

- Identify marketable products (within the Saxon Triangle)
- Prepare proposal with budget and timetable
- Gain funding support for initial inventory, promotion materials, web site, and initial sales
- Gather, promote, sell and ship the products

6. Inputs

- Human – makers of traditional products (to be determined)
- Material – creation of product inventory
- Financial – demonstration project loan and/or subsidy needed (\$150,000)

7. Requirements from outside the project

Local – partnering with local producers through exclusive representation agreements
National – support from appropriate administrative officials in the event external funding (EU, WB or other) is funnelled through government channels

8. Calendar of Activities

December thru February 2005 – Prepare proposal for funding

February thru May 2006 – Funding decision cycle

June-November 2006 – Developing inventory, promotion materials, and initial sales

December and beyond – Distribution and marketing

9. Budget

EXPENSES

Acquisition of inventory	\$ 75.000
Preparing of promotion mtl	
Web site, etc	\$ 35.000
Staff salaries	\$ 25.000
Overhead (tel, mngmt)	\$ 15.000

Other issues to be considered and answered in preparing this sheet:

Who should or could be the implementing agent/applicant?

BTF-Bran sr. (Bran, Romania) in partnership with local craft suppliers

To whom should the application be submitted?

EU (Sapard, ISPA), WB, Banks, investors

What is the scope of the project? Local, regional?

Regional covering the Saxon Triangle and Brasov area

How does the project fit in the global strategy?

n.a.

How does it contribute in improving the situation?

Job creation (3 jobs during company start-up)

Provides demand for local craft products

Who are the actors to be involved in its implementation and who are the direct beneficiaries?

Implementor:

BTF-Bran, srl in Bran (owner, investor, manager)

Beneficiaries:

- Area craftsmen and suppliers

Project #2 – Affordable Water Treatment

1. Title of the Project: “Affordable Water Treatment”

2. Location of the Project and Area of Coverage

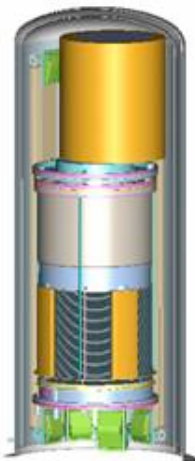
Selected communes within the ‘Saxon Triangle’ bounded by Sibiu, Sighisoara, and Brasov
Examples: Bran, Malencrav, Viscri, Biertan

3. Justification

The tourism potential of a region or locality is bounded by at least one ‘sine qua non:’ hygiene. In that regard, clean water for drinking, washing, and cooking is the most basic and waste treatment the next. At present, the ‘triangle’ zone is hampered by inadequate water treatment in small localities with questionable drinking water quality from wells and crude septic waste treatment (human and animal) often with direct flow into streams and rivers or crude septic systems. Any effort to attract western tourism and word-of-mouth repeat business will be affected by the quality of water

Affordability of ‘clean water’ and ‘waste treatment’ solutions is another sine qua non. Any proposal to provide central piping and treatment is too costly for village communities to afford. While a number of alternative micro-solutions are on the market, none is as effective as distillation. This method of cleansing incoming water or treating outgoing waste, is now accessible in small, affordable distillation units. Other than the cost of purchase and minimal installation skill, on-going electric energy charges are the only cost.

The units proposed for installation by BtF-Bran, sr., weigh less than 50 kg; they process approximately 80 litre per hour, and at a cost of Euro 0.0015 per litre. This would allow single or multiple houses or pensions to be supported by one unit; a town could provide clean drinking water at minimal cost or an entrepreneur could buy a unit and sell clean drinking water locally. Restaurants or small industries (farms or food processing) could process incoming water or outgoing waste cost-effectively.



Cut-away of distiller (1 meter high; 45 cm wide)

4. Objectives of the Project

- The long-term objective is to develop a market for the clean water ‘distiller’ in Romania with special emphasis on rural sites (pensions, villages) and on growing suburban housing developments with no centralized water or waste services. The long-term goal is to develop a market large-