

# Overview

Since July 2024, the **Powerful Means Initiative (PMI)** has partnered with the **Hammes Notre Dame Bookstore** to bring artisan products from Uganda and Nepal to the heart of campus. This collaboration bridges the gap between global partner organizations and the Notre Dame community, supporting student experiential learning while providing financial empowerment to our partners at **Saint Bakhita Vocational Training Center (SBVTC)** in Uganda and the **Association for Craft Producers (ACP)** in Nepal.

Through this unique consignment partnership, the Hammes Bookstore has provided essential retail space and strategic oversight, helping to align these unique products with consumer preferences.



In partnership with Notre Dame and the Archdiocese of Gulu, **Saint Bakhita Vocational Training Center** re-launched in November 2021, creating the Innovation Scholars program to reimagine vocational education for girls in a poverty-stricken region of northern Uganda. Led by Mendoza College of Business Professor Wendy Angst, Notre Dame and Saint Bakhita students collaborate on entrepreneurial innovations, engaging with the community to ensure a broad, positive impact and financial security for young women, the school and the region.

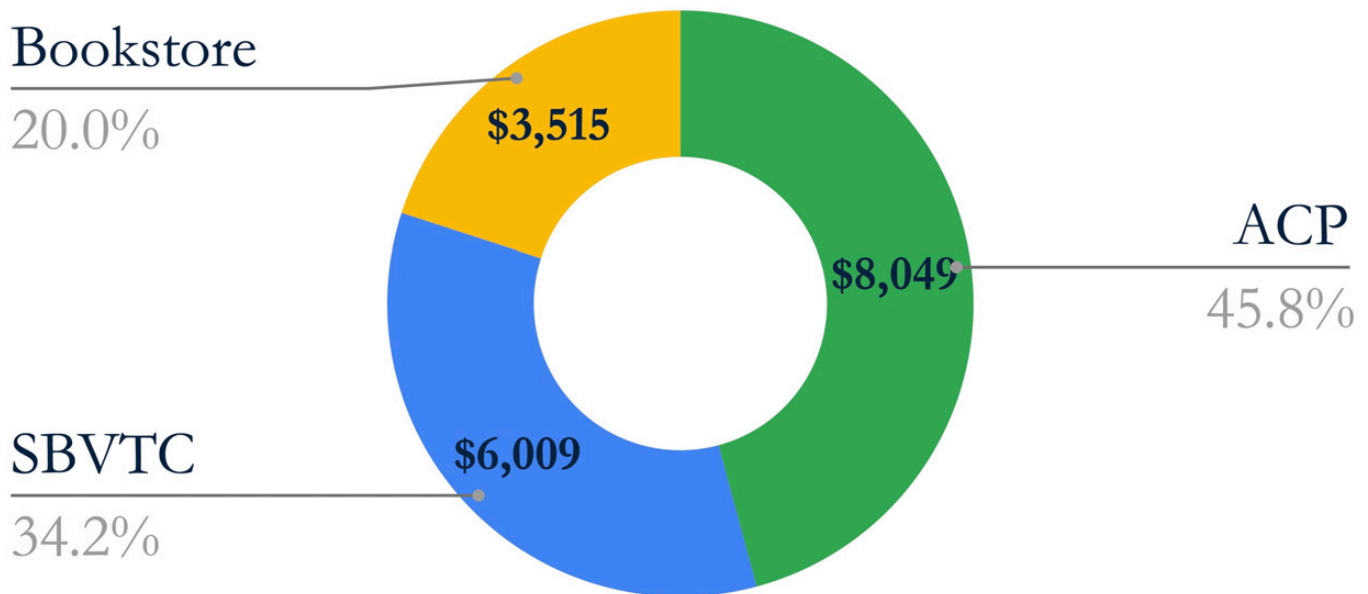


Artisans worldwide struggle to compete in the global market because they lack knowledge of contemporary consumer lifestyle needs. Since 2007 Professor Ann-Marie Conrado has been bringing art and design students to Nepal each summer to collaborate with the **Association for Craft Producers** in designing new handicrafts. Bringing modern aesthetics and contemporary trends, students are opening up new markets globally for fair trade products, revitalizing the handicraft sector in Nepal while connecting service to learning in inspiring new ways.

# Impact & Financial Highlights

In its first 18 months, the PMI bookstore display has demonstrated significant market success, generating over \$17,500 in gross earnings.

- Total Gross Revenue: \$17,572.52.
- **Direct Support: \$14,058 of total earnings directly supports our global project partners.**
- Partner Impact:
  - **ACP (Nepal): \$8,049** net revenue (45.8% of total).
  - **SBVTC (Uganda): \$6,009** net revenue (34.2% of total).
- **Operational Support: \$3,515** (20%) in commissions supported bookstore operations.



## Key Retail Learnings

This collaboration has served as a "living lab," providing invaluable insights into international social enterprise and retail management:

- **Mission-Driven Marketing:** For our campus audience, the "Notre Dame story"—including themes of faith and the university's global mission—is the primary draw. Effective products act as a tangible "piece of ND" for visitors.
- **Design for Connection:** Strategic use of Notre Dame colors and a limited color palette significantly enhances the connection between the customer and the product.
- **Operational Simplicity:** We found that limiting product variations (such as color options) simplifies inventory management and makes the shopping experience less overwhelming.

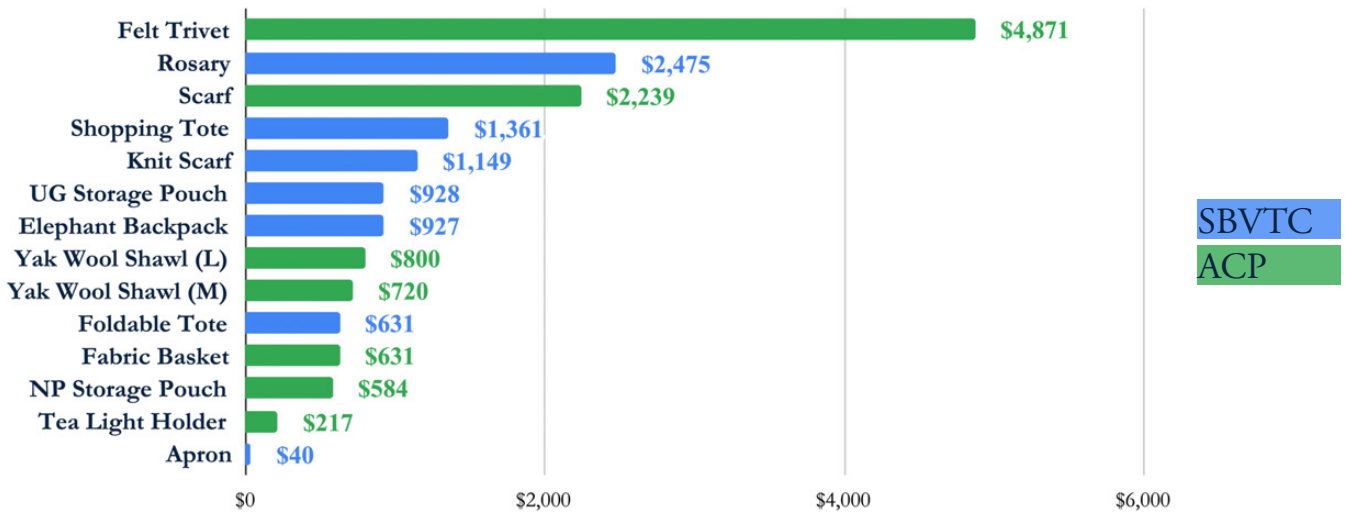
# Product Performance

Our diverse product line resonates deeply with the bookstore's primary audience of alumni and visitors.

Top grossing product	<h2>Felt Trivet</h2> <h1>\$4,871</h1> <p><i>gross revenue</i></p>	Top selling product	<h2>Rosary</h2> <h1>248</h1> <p><i>units sold</i></p>
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Other popular items include the scarves (\$3,388 in gross revenue and 78 units across variants) and the storage pouches (\$1,512 in gross revenue and 132 units across variants).

## Revenue by Product



## Units Sold by Product

