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USAID'S EXPORT PROMOTION PROGRAM FOOTWEAR FACTORY EVALUATION AND DEVELOPMENT POSSIBILITIES

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El Salvador Footwear Factory Evaluation

INDUSTRIAS BLANDON

Facilities

- A small family operation established in 1980
- Manufacturing primarily by hand
- Production capacity of 300 pair per day (questionable)
- Clean facilities, cramped with insufficient ventilation
- Quoted \$8.50 to \$9.00 for woman's Mary Jane type with PU sole
- Good workmanship

Comments

- Could produce for export if the proper market were found
- \$\$ required for factory equipment
- \$\$ required for product development and production equipment

Suggestions

- Further evaluate market opportunities

DICAME

Facilities

- A mixture of automated and antiquated equipment
- Outsole injection molding machines (Estimate new molds at \$1,000.00 per size)
- Production capacity of 500 pair per day (questionable)
- Filthy facilities, cramped with confusing production flow
- Quoted \$12.00 for men's tube moccasin 2.0-2.2mm leather. Competitive price.
- Poor quality

Comments

- At one time this was probably a well organized productive facility
- Could not produce for export at this time
- Current management unable to operate a business

Suggestions

- Not to be considered for export at this time

INDUSTRIAS DE CALZADO CHEGUEN

Facilities

- Manufacturing primarily by hand
- Production capacity of 150 - 300 pair per day
- Hand sewn at a prison
- Dirty facilities with poor equipment and processes
- Quoted \$14.00 for a split suede driving moccasin
- Fair workmanship

Comments

- Could not produce for export at this time

Suggestions

- Not to be considered for export at this time

INDUSAZA

Facilities

- A small family operation
- Manufacturing PVC woman's shoes primarily by hand
- Production capacity of perhaps a few pair daily
- Filthy facilities, cramped with confusing production flow
- Unacceptable workmanship
- Facility is for sale

Comments

- Could not produce for export at this time

Suggestions

- Not to be considered for export

INDUSTRIAS DE CALZADO MORALES

Facilities

- A small operation with good management and personnel
- Manufacturing by hand
- Production capacity of 100 pair per day
- Clean facilities
- Quoted \$15.00 for woman's dress shoes, high heel with leather sole
- Very Good workmanship
- Needs finesse in finishing
- Has a pattern/style department

Comments

- Could produce for export if the proper market were found
- \$\$ required for product development and production equipment

Suggestions

- Further evaluate market opportunities

WENDY

Facilities

- Large automated manufacturing facility, producing for 30 years
- 6,000 meters with room for expansion
- Production capacity of 2,000 pair per day
- Clean, well laid out facilities,
- Quality of previously made product is very good
- Factory has been closed for one year

Comments

- Could produce for export if the proper market were found
- \$\$ required for product development and production equipment

Suggestions

- Further evaluate market opportunities

CALZADO GUERRERO

Facilities

- Manufacturing primarily by hand – machine cutting
- 18 employees
- Hand sewing done in homes
- Dirty facilities, disorganized with poor equipment and processes
- Good workmanship

Comments

- Could not produce for export in this location
- Management was quite knowledgeable and interested in receiving guidance

Suggestions

- Not to be considered for export at this time

FIBRESA. Fibras Recicladas

Facilities

- A unique facility producing finished leather board from recycled blue leather trimmings
- Product can be used as wall/floor tiles and can be custom cut, embossed and finished

Comments

- Could produce for export if the proper market were found
- Market limited to one's imagination

Suggestions

- Further evaluate market opportunities

HUEZO TALABARTERIA

Facilities

- A small, one room five man operation
- Manufacturing shoes and leather goods by hand
- Can produce a few pair per day-other produces in the same neighborhood
- Cramped dirty facilities
- Quoted \$25.00 for a men's demi boot with straps
- Good workmanship

Comments

- Could produce for export if the proper market were found
- \$\$ required for product development and production equipment

Suggestions

- Further evaluate market opportunities

CASART

Facilities

- A well laid out leather goods training facility
- Great cutting, skiving, splitting and sewing equipment
- Clean, well lighted facilities with good lay out

Comments

- Could produce for export if the proper market were found
- \$\$ required for product development and production equipment

Suggestions

- Further evaluate market opportunities

EL CHARRO

Facilities

- Facility has been closed for a year
- Produced fair quality cowboy and riding boots, using regular and exotic leathers
- Would start production with order of 500 pair
- Don' Adrian is an extremely colorful owner

Comments

- \$\$ required for product development and production equipment

Suggestions

- Possible opportunity at some future date

INDUSTRIAS FENIX

Facilities

- A family operation manufacturing for 20 years
- Manufacturing semi automated-hand lasting
- Production capacity of 200 - 300 pair per day
- Super clean, well organized facilities with room for expansion
- Quoted \$14.00 for woman's heeled dress shoes, leather upper/lining, PU sole
- Good workmanship
- Large development/design team

Comments

- Could produce for export if the proper market were found
- This is an "A" grade Salvadorian facility
- \$\$ required for product development and production equipment

Suggestions

- Further evaluate market opportunities

El Salvador Footwear Factory Development Possibilities

POTENTIAL FACILITIES

- BLANDON
- CASART
- EL CHARRO
- FENIX
- FIBRESA
- HUEZO
- MORALES
- WENDY

PROJECTS

- Riding
- Small Leather Goods
- Hand Sewn Boat Shoes
- Hand Made Woman's Shoes
- Orthopedic Shoes
- Exotic Cowboy Boots
- Leather Board
- Other opportunities to be determined

INDIVIDUAL PROJECT COST ASSUMPTIONS

Riding

- \$3,000.00 Boot last samples and patterns. Children-women
- \$ 200.00 Sample hardware for riding accessories
- \$1,000.00 Sample outsole mold
- \$400.00 Fed Ex samples and supplies to El Salvador
- \$4,500.00 Total estimate

This would allow us to build samples and get proper price quotations to determine whether or not to go forward with production development that would require additional funding

Small Leather Goods

Search for a potential customer or potential customers interested in developing the manufacture of small leather goods in El Salvador

\$200.00 Fed Ex samples to El Salvador

This would allow us to build samples and get proper price quotations to determine whether or not to go forward with production development

Hand Sewn Boat Shoes

Prepare equipment to make a sample and get a proper price quotation. I got a little ahead of myself and have ordered a last and pattern for this project from China. Solid development cost estimates will be available early February but the following is a current estimate:

- \$500.00 Last sample and pattern
- \$200.00 Air shipment from China
- \$2,000.00 Supplies including sewing jig, thread, needles, miscellaneous supplies and awls
- \$400.00 Fed Ex supplies to El Salvador
- \$?????.?? Hand sewing technician for proper instruction
- \$3,100.00 Estimated total

This would allow us to build samples and get proper price quotations to determine whether or not to go forward with production development that would require additional funding

Hand Made Woman's Shoes

Search for a potential customer or potential customers interested in developing this product as made at Morales.

- \$500.00 Last sample and sample shoe
- \$300.00 Fed Ex to El Salvador
- \$ 00.00 Estimated total

This would allow us to build samples and get proper price quotations to determine whether or not to go forward with production development that would require additional funding

Orthopedic Shoes

Search for a potential customer or potential customers interested in developing this product in El Salvador. I have some ideas but am not sure of a cost estimate to develop a program.

Exotic Cowboy Boots

Initial volume would be quite small so this would perhaps be a project for someone like Huezo.

- \$500.00 Boot last sample and sample boot
- \$300.00 Fed Ex to El Salvador
- \$ 800.00 Total estimate

This would allow us to build a sample and get proper price quotations to determine whether or not to go forward with production development that would require additional funding

Leather Board

I believe there is a tremendous opportunity with this product in the building and design fields, primarily in custom homes. A very professional catalog must be developed that shows the varied possible applications. This is a good opportunity for Emma to “show her stuff”. Finished tiles should be sent to me for lab testing as soon as possible. These tiles will be tested for abrasion resistance, water absorption, flex, bonding characteristics, etc. Actual tests to be performed will be determined after I meet with some tile, carpet and design professionals. Any lab tests that have already been performed should be sent to me, in English.

- \$2,000.00 estimated cost of lab tests
- \$500.00 determine proper legal classification for the material for marketing purposes

TIME REQUIREMENTS

It is quite difficult for me to estimate the time required for these projects as each one is quite unique. Some will involve travel within the United States, networking to locate interested potential customers as well as travel to El Salvador to help with the sample assembly of some of the products.

Perhaps for budgeting and approval we should pick a number and see how quickly we can work through some of these.

February is pretty well booked for me and March is a little busy but I could work on projects in parallel to some of the other things I am doing.

Extra assistance by a hand sewing expert will be required to produce the initial sample.