

MeProLand
Assignment 4
Group I: Women/ Community Center



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(Social) Enterprise or charity / community based organizations

Hiya - Community based organization – Rasun/ Arjan, Jordan - 2022 – I Founder: Am Turki – Main activity: a café/ center for exchange and education of women.

Mission Statement

We want to create a safe place for women and their kids, which has a space for education, exchange, and events. Through our business we want to support local women, their businesses and employment by providing a space for networking and offering their own produced goods.

Key-Partner s

Women-owned businesses, funders, municipality , NGOs, and the community marketing group.

Key Processes

Event management and scheduling, recruiting, training and educating, cook, serve and sell food and other products. Advertising.

Key Resources

Know-how trainers, space provided, support of volunteers, local women, and memberships.

Value Proposition

First women center/ café in Rasun and Arjan, where local products and services are being supported, women are to become more educated; through skill sharing, working space, and a marketplace for their products. Also, a kids area is being provided with greenhouse, multifunctional room for events to take place through renting, and a silent workspace.

To spread the word; we'll have different social media platforms, special events, online-shops, WOM, etc.

Key-Products & -Services

Empowering women through education, providing them with job opportunities, programmes for entertainment, and most importantly a café, to enjoy their time in a safe space.

Channels

Marketplace for selling their products, online-shop, space provided, social media, WOM, and special events.

Customers

Women owned businesses, locals and tourists (digital nomads).
Ex. Um Ahmad, Um Mahmoud and Nazek, trainers, women/ kids of the community.

Beneficiaries

Women and families of the Rasun/ Arjan community, who are also offering their goods and services at the center.

Cost-Driver

Building the house (furniture, construction, bills, etc.), salary for employees, marketing, raw materials (groceries for the café),

Revenue-Driver

Membership and Workshops fees and income from the cafe, sales of products, rent of the event room, and fundings.

Customer & Beneficiary Input

Customers – profiling products and services, training, buying from the marketplace and online-shop. Beneficiaries – visiting the place, taking part of the activities, driving the network.

KPI (Key Performance Indikator)

Unemployment rates, income rates, number of events in the building, number of memberships, profits from the cafe, number of women empowered, and fundings.

Social & Environmental Impact / Impact on Beneficiaries

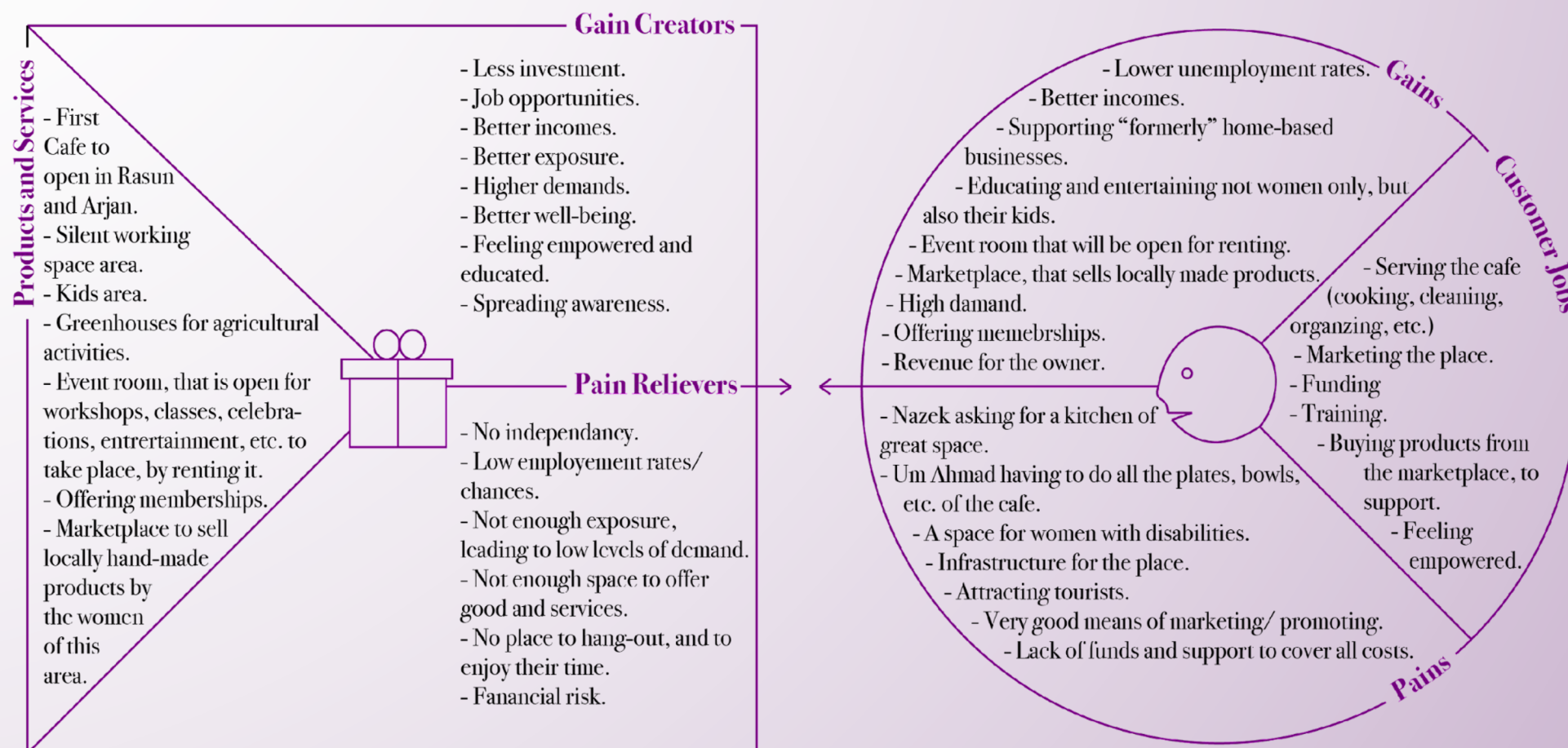
Sustainable cities and communities, Gender equality, economic growth and decent work.

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VALUE PROPOSITION





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1. What characterizes the value added by the company?

- Educating women and supporting women employment, through skill sharing, working space, and marketplace for products.

2. What makes it "different" or "special"; why do customers/ beneficiaries become "fans"?

- First women center in Rasun and Arjan, where local products, businesses and women are being supported. And, a kids area is provided.

3. What are the (3 to 5) most relevant offers you create for the customers/ beneficiaries?

- A Café.
- Multifunctional rooms for events to take place, through renting.
- Silent Workspace.
- Kids area with greenhouse.
- Marketplace for local products,

4. Which are your channels to present and deliver your offers?

- The location and space of the café/ center, WOM, social media platforms, special events and projects, marketplace, and online-shop.



CUSTOMERS



- Women Owned Business -

Nazik is living in Ajloun and has her own business there. The Business is working well. They want to expand, to become more noticed and have a higher profit. Sadly, are that don't have the financial resources and the right location. What's positive is, they have a lot of know how. They can cook traditionally, serve offers perfectly and even sell their homemade products. They are certified trainers and educators and would like to expand their business and have more employees. The Women Community Center is the perfect spot for offering workshops and selling their products.



Nazek, 35 years old.

- International Tourist -

Mary is from Germany. She just finished her Bachelors degree in IT and got a part time job at a technology company. She can work remotely if she wants to. The negative part of working remotely is getting lonely, bored from home and the cold weather. She decides to book a "workcation" in the middle east. Her travel guide recommends her going Jordan. She will have a relaxing stay, with a lot of nature in the mountains of Ajloun. She can work at the Café and Workspace of the Women Community Center and after working she can join a relaxing Yoga Session also right there. Maybe she can be convinced to come by every summer and give some Programming Workshops for the Women of Ajloun.



Mary, 24 years old.



BENEFICIARIES



- Families of Ajloun -

Zeena and Reem are Mariam's Kids. Mariam finished her studies in Mechanical Engineering, got married and had 2 Kids. Because it became a real headache, was to manage family and work life and there was a lack of good job opportunities. She became a stay-at-home Mother. Reem and Zeena are getting older now and more independent. She wanted to start working again, so she can help for the family income. She's lucky the new Women Community Center is opening soon. With the good Wi-Fi that will be provided, the silent workspace and the big garden with activities for kids She can spend a lot of time there with her kids and manage her new job while working remotely. Maybe she can also take some language courses in English so she can start working more internationally.



Mariam, 40 years
old.

Zeena, 13 years old.

Reem, 11 years old.

- Young Women of Ajloun -

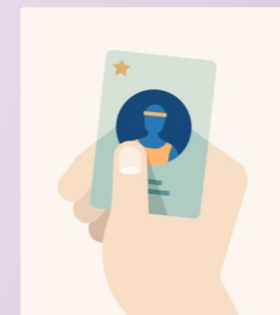
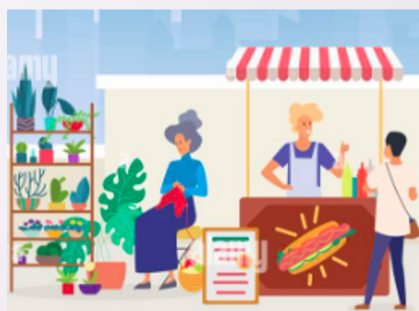
Jasmin would like to do something in her free time, get a healthier lifestyle and go to the gym. Sadly, she doesn't feel safe at the public gyms in her town, they were man dominated and she feared the reactions of her community. She decides to go to the taekwondo courses at the new Women Community Center and it's directly near by. She will feel empowered through the sport she is doing. At the same time, she hopes for exchange with peers from the sports and the café. She can make new friends, is gaining more confidence and knows how to defend herself.



Jasmin 24 years
old.



KEY PRODUCTS AND SERVICES



First café to open, for women only, in Rasun and Arjan.

- This café will be served by Nazek (Um Mahmoud) in terms of foods and drinks.
- In terms of the plates served, they will be produced by Um Ahmad for her skills and talent in pottery. The cafe will include a silent area as a workspace.
- Also , a marketplace where local products will be sold.
- The center will not work without having women employed and supported.
- Meanwhile, a kids area is provided, with greenhouses.
- A multifunctional room where events can be held in there, through rents and reservations. That includes, workshops, classes, personal events.
- Finally, memberships will be offered as an option for the costumers of the community.



KEY PRODUCTS AND SERVICES

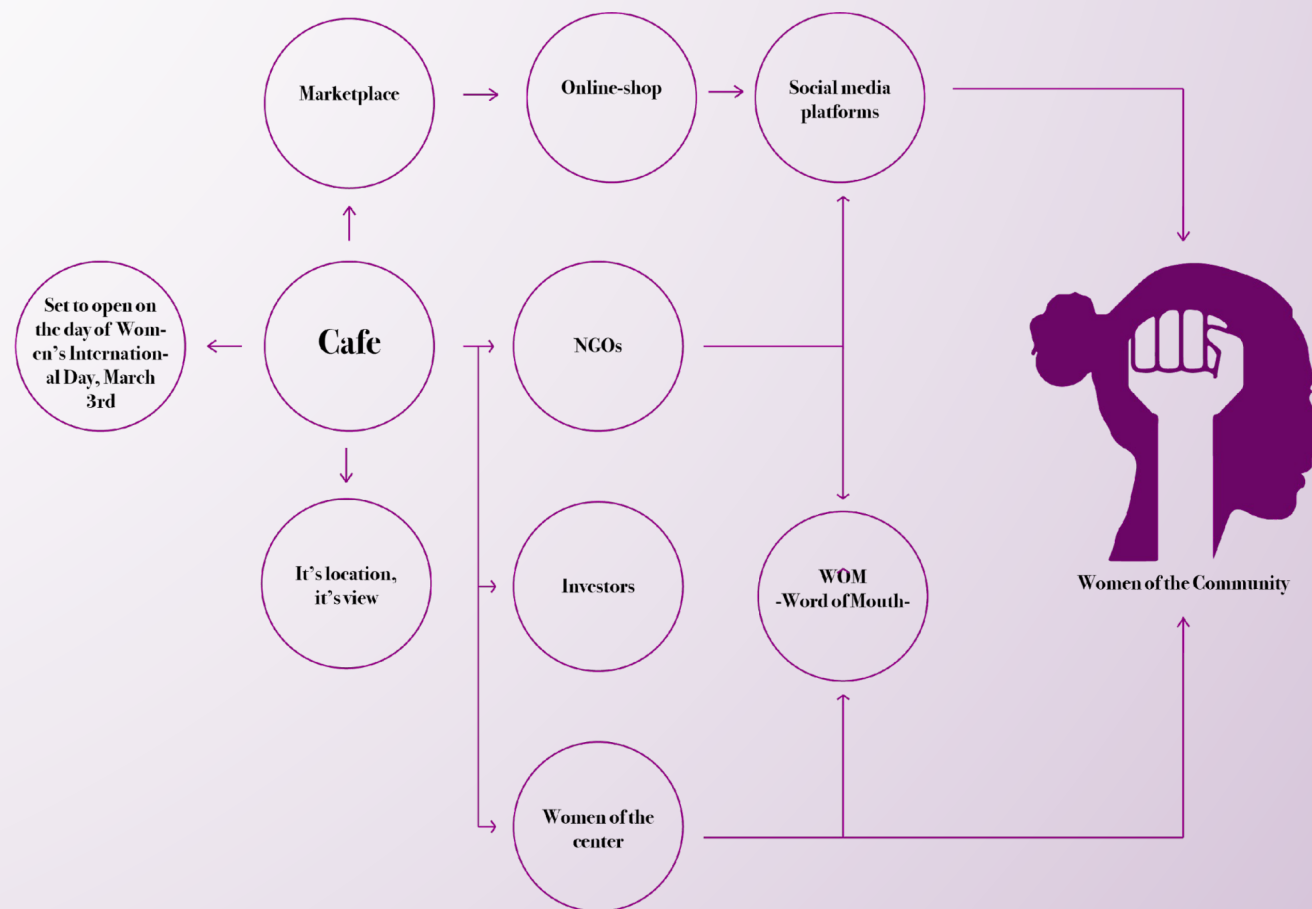


Schedule

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Morning	Yoga	Cooking Workshop	Language Course	Yoga	Cooking Workshop		
Afternoon			Pottery	Sewing Class	Free for any events to ake place	Free for any events to ake place	Kids Play
Evening	Yoga	Make up Class	Boxing Class	Yoga			Cinema



CHANNELS





KEY PROCESSES



General Management

- Fundraising
- Finance
- Advertising
- Recruiting
- Eventmanagment

Multifunctional Room

- Scheduling
- Education
- Freetime activities (Yoga, Boxing, Taekwondo)

Café and Marketplace

- Purchasing
- Prepare offers
- Sell offers



KEY RESOURCES





KEY PARTNERSHIPS



NGOs and Donators



- Education and Jobs for Women.



- Fundings
- Money and Material

Women Owned Businesses and Female Educators



- Space for their own business.
- Professional advice
- Revenue



- Know how
- Network
- Products and services





KEY PARTNERSHIPS



Municipality



- More jobs and free time activities for local woman and tourists
- Better infrastructure



- Network
- Fundings
- Marketing

Touristic Sights and Information Center



- Activities for tourists (workspace, gardening, yoga courses, sports)



- Advertisement
- Network





KEY PERFORMANCE INDICATOR (KPI)



Unemployment rates:

Women unemployment rates are expected to decrease, since the center/café will hire women to work in it. For example as, baristas, waiters, janitors, training, etc.

Income rates:

Women and families are expected to have a better living, with the success of the center; financial wise, since they will have monthly salaries.



Number of events in the building:

Since a multifunctional room is offered for rent, where different events can take place; number of people renting the room will indicate the high demand over the place.

Number of women empowered:

The success of women and their businesses, the exposure, and exchange between women, the awareness, are all indicators of whether women are becoming empowered, or not.



SOCIAL AND/OR ENVIRONMENTAL IMPACT



With our Women Community Center, we create a safe space for social exchange in the community. Through the educational courses we will provide education opportunities with a higher quality. The Women community center will offer Job opportunities as well as helping women to find Jobs, work remotely in our workspace and help them through our advice with career development. We will encourage economic gender equality.

4 QUALITY
EDUCATION



5 GENDER
EQUALITY



8 DECENT WORK AND
ECONOMIC GROWTH



11 SUSTAINABLE CITIES
AND COMMUNITIES

