

A close-up photograph of a woman's hands weaving a vibrant, multi-colored striped textile on a traditional wooden loom. The stripes are in shades of red, yellow, and purple. The woman is wearing a red garment with a colorful geometric pattern. The background is a simple, rustic setting.

# JDE&I CASE COMPETITION APRIL 2022

# WPES

WOMEN  
POWERED  
EQUITY  
SOLUTIONS

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# WHO ARE WE



**TAYLOR BRAINARD**

3rd Year Student - She/Her  
Organization and Innovation  
Management and Marketing  
Advertising Agency Intern



**ISHA AGARWAL**

3rd Year Student - She/Her  
Computer Information Systems and  
Organization & Innovation Management  
1st generation Indian American



**ISHA SAHASRABUDHE**

3rd Year Student - She/Her  
Accounting and Computer Information Systems  
1st Generation Indian American



**ANDREA MORALES**

4th Year Student - She/Her  
Organization & Innovation Management  
and International Business  
International Student from El Salvador  
Hispanic/Latina



# WHO IS TELA

## STIMULATING PERUVIAN ECONOMY & SUPPORTING ENTREPRENEURS

Teach Peruvians weaving skills to support  
and maintain local business

## AUTHENTIC & AFFORDABLE PERUVIAN PONCHOS

Tela's ponchos are not only designed but  
also made in Perú.  
Tela pays their weavers living wages but  
do not exorbitantly mark up their  
ponchos.



# PROBLEM STATEMENT

How can Tela align their leadership team and clearly define their brand's core identity to differentiate themselves against its competitors?



# MAJOR AND MINOR PROBLEMS

Causes and symptoms of each other



MISALIGNMENT

NO BRAND

NO POSITIONING STRATEGY



# RESEARCH



## HOW TO DEVELOP A POSITIONING STRATEGY

Identify what makes your organization unique

Compare strategy to competitors - differentiate

Understand what is important to your customers

## HOW TO UTILIZE DEI IN YOUR POSITIONING STRATEGY

Consult the identities you aim to uplift

Be aware of nuanced situations that may affect your shareholders

Avoid performative activism

# POTENTIAL POSITIONING STRATEGIES



## **COST LEADERSHIP**

Affordability will be the focus of any marketing efforts. This is the only differentiated strategy.

## **COMBINATION OF ALL**

Affordability, Social Responsibility, and Authenticity will all be incorporated in the positioning strategy.

## **PERSONAL & AUTHENTIC**

Center the mission to create an authentic brand and connect the customers to the mission and weavers to create a personal experience



# POTENTIAL POSITIONING STRATEGIES - EXPLAINED

	Advantages	Disadvantages
COST LEADERSHIP	Differentiator	Not a brand Creates disloyal customer base
COMBINATION	Includes all foundational elements in branding	Too complex to understand & incorporate everything
PERSONAL & AUTHENTIC	Centers Peruvian arts and culture Personal connections creates loyalty Unique strategy	Nuanced strategy

# RECOMMENDED POSITIONING STATEMENT

Tela will use a dual sided approach: authenticity and connection. They will center their mission and bring focus to their founder to create an authentic brand. They will connect with their customers to share Peruvian art and culture and to create a loyal customer base.



# OUR RECOMMENDED POSITIONING STRATEGY



## PERSONAL

Connecting all of our shareholders under our mission.

Building relationships between weavers and customers.



## AUTHENTIC

Being transparent about our passion for our mission to support Peruvian entrepreneurs and contribute to the Peruvian economy.

Centering Alejandra as the figurehead of the brand.

Emphasizing that the ponchos are made locally in Perú, by Peruvian artisans

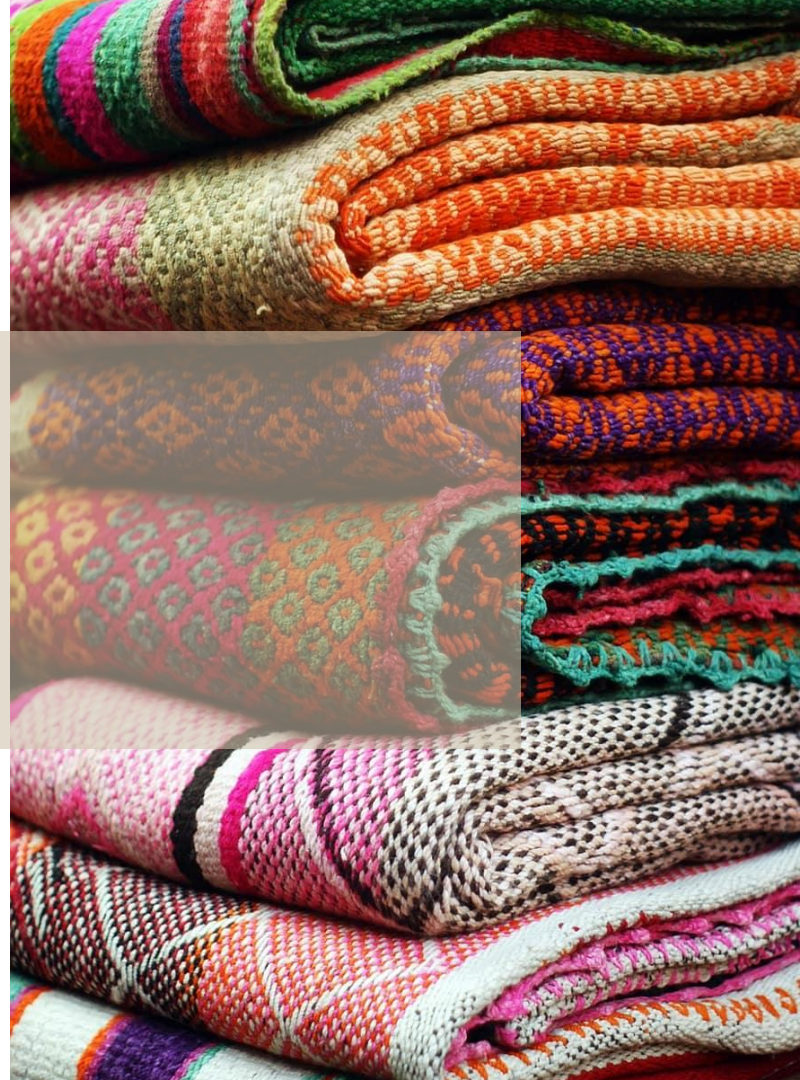




**BY PERÚ  
FOR YOU**

# MISSION STATEMENT

Supporting Peruvian  
entrepreneurs by bringing  
hand crafted ponchos to  
the world.





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# HANDWOVEN STORIES

## Meet Edmundo,

Edmundo lives in the town of Chimbote which is located on the northern Peruvian coast.

Edmundo and his wife, Brigida, have been married for over 30 years and have four children and six grandchildren.

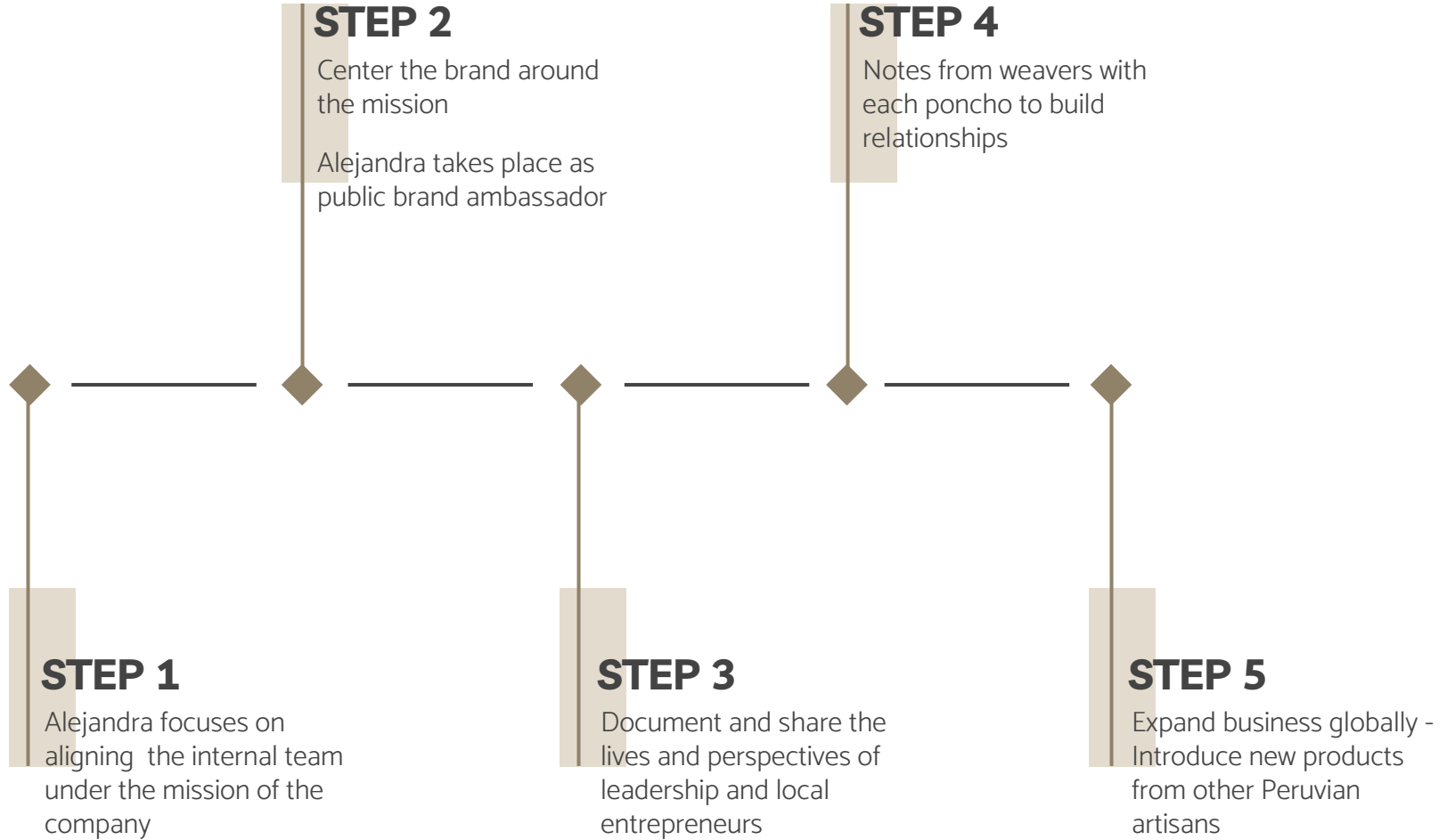
Edmundo has been weaving traditional Peruvian textiles for the majority of his life and has a passion for keeping the tradition alive for generations to come.

When he is not weaving ponchos for Tela, Edmundo weaves traditional Peruvian blankets. If you would like to learn more about his business or buy a blanket from Edmundo, you can visit his website [lamantatejida.com](http://lamantatejida.com) ([thewovenblanket.com](http://thewovenblanket.com)).





# IMPLEMENTATION PLAN



# JDEI & BUSINESS INITIATIVES

## WHY WE CHOSE THIS SOLUTION



### ONE

Public brand representative is a female presenting CEO

Brand representative = easy recall and brand recognition

### TWO

Brand promotes peruvian culture and art

Brands formed from traditions do not go out of style



### THREE

Amplifying the voices of Perú on a global scale

Connected customers are repeat customers



# PERSONAL EXPERIENCES VALIDATE THIS SOLUTION

## TAYLOR

Experience working in an ad agency gave insight into effective positioning strategy

## ISHA A.

Being a part of WIBA has allowed me to see the importance of prioritizing diverse perspectives .

When I went to India, I saw the talent and hard work of the artisans, and realized that it is important to help promote local culture and art all around the world.

## ISHA S.

Growing up in El Salvador and being able to interact with people from different cultures, has helped me better understand international markets.

## ANDREA



# RESOURCES

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THANK YOU



SPECIAL THANKS TO NEW BELGIUM  
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THIS CASE COMPETITION



WPES  
WOMEN  
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