

The Guardian, Monday February 9, 2015

Tanzanian handcraft makers strike new niche market in salons

By Correspondent
Getrude Mbago

IN an effort to look for better local market for their products, handcrafts and carvings makers have recognised areas where they can get more customers.

The success has come after they struggled they have been waging for a long time as they searched for a local market without triumph.

Speaking at the launch of the artworks exhibitions during the weekend in Dar es Salaam, the exhibitions Coordinator, Rehema Chachage said they conducted a research and found out that saloons

are one of the good areas they can sell their products.

Chachage said, most people do not prefer to visit where artwork operators work. However with such a new finding, those engaged in the industry are now sure of increasing their sales, he said.

"We thought deeply on how we local entrepreneurs engaged in

artworks can find market within the country. It is when we came with this idea that saloons are very good place for us to promote and sell our products," said Chachage.

She mentioned some of the saloons which they are going to start with as MA Barbershop, Hawa Salon, Preshaz Salon and Eric Haircutz all located at Msasani in

the city.

She also urged Tanzanians to cultivate the habit of consuming local goods because their quality has improved much.

"To think that locally produced commodities are of inferior quality is now increasingly becoming a myth," she observed.

She said when Tanzanians

purchase local products, they help build the country's economy, boost local businesses and therefore help to create more jobs.

"Tanzanians have to be proud of buying products produced by fellow Tanzanians so as to promote the local market as well as improve the country's economy," she said,

For her part, one of the

exhibitions participants, Dolphin Buysee said, such chance will lift them from one step to another because they expect to promote their products of art works.

"I am happy to get this chance because this will make me sell more as these areas are visited by many potential customers," she said.

<http://vijanatv.blogspot.com/2015/02/tanzanian-handcraft-makers-strike-new.html>