

Leavey School of Business, SCU

Global Fellows Program

Placement

Name of organization & website URL:

ASILA

www.asilashop.com

Contact person :

- Manal Elattir

Location of Organization:

- Country: Morocco
- Region: Rabat
- Street Address: 13, Residence Al khadra, Guich oudaya
- City, Postal Code: Temara, 12000

Description of organization (history, mission, focus):

ASILA is a social enterprise that partners with women entrepreneurs in the handicraft sector to create a new luxury style that fosters high end ethical luxury, empowers women and girls and preserves Morocco's craft heritage.

ASILA invests in women leadership, boosts their handicraft businesses and connects them to international market to support them in their process of becoming strong economic agents that have a voice in the community away from being little income-generating initiatives. Its programs include empowerment caravans, business skills and design workshops and leadership programs.

Currently, ASILA is focusing on boosting the MARKET ACCESS by reaching to direct customers through an ecommerce platform www.asilashop.com and seeks to connect to boutiques and stores (both online and physical) in the United States, Europe and Australia. ASILA also seeks to expand its women empowerment program through more partnerships with international organizations.

How many interns can you accommodate this year?

(Minimum of two students per location)

2

Please Answer the Following Questions for EACH Available Job:

Job Description(1) : What will the student intern be doing?

Marketing, ecommerce and sales Intern

- Develop and implement Marketing Strategy/plan for the ecommerce platform: www.asilashop.com,
- Help manage and oversee the online marketplace and sales channels,
- Support day-to-day operations both online (ecommerce platform) and offline (private sales)
- Figuring out new and innovative initiatives to engage the funnel customers and analyze ways in which to improve the conversion funnel,
- Contact local concept stores to sell Asila items. And follow up with boutiques about the wholesale catalogues sent,
- Market research for development of posts for social media,
- Engage with relevant social media trends and popular platforms to expand and enrich Asila's outreach,

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- Interact with the women artisans and capture their Stories about their lives, challenges and struggle and communicate these stories on the website blog,
- Assist the team in updating the ecommerce site with the product information and the women artisans craft information,
- Researching paid advertising and create advertising content (AdWords, facebook Ads...)
- Take part in Asila workshops with women artisans and sales events and assist as needed in logistics and organization.

Job Description (2) : What will the student intern be doing?

Fundraising and partnership building Intern

- Support and scale the “Buy her Product, Fund her ambition” Campaign,
- Engage in highlighting the stories of the women artisans from the campaign above as well as from the participants in the “women who lead” project,
- Research funding and grant opportunities and organize in Excell shet with deadlines and requirements,
- Edit existing presentation documents of Asila and draft new ones as needed for fundraising efforts,
- Contact appropriate international organization to seek potential partnerships towards women empowerment projects,
- Keep communication and networking with existing partners through drafting newsletter and email updates,
- Research and draft list of blogs that are related with ethical luxury and women empowerment and make first contact,
- Elaborate an online crowdfunding campaign plan and set up dates for launching,
- Source funds and research lists of funders and organizations that support women empowerment and ethical fashion,
- Capture content for promotional video for campaign.
- Take part in Asila workshops with women artisans and sales events and assist as needed in logistics and organization,
- Interact with the women artisans and capture their Stories about their lives, challenges and struggle and communicate these stories on the website blog.

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What helpful talents and/or skills should the student intern possess, if any, including major (business, engineering, etc.)?

- Experience and familiarity with social media outlets including but not limited to Facebook, LinkedIn, Instagram, etc
- Strong desire to learn along and engage passionately,
- Solid understanding of different marketing and sales techniques,
- Skill with MS Office/Excell/Adobe Photoshop
- Ability to research extensively,
- Excellent Written skills,
- Ability to embrace intercultural dialogue with others,
- Project development and management.

What would a typical day be like in the office?

Typical day

Breakfast

Review of the weekly goals

Briefing with team around day tasks

Work independently on tasks (marketing strategy/social media/lists...)

Meet women artisans to capture their courageous stories for blog.

Meet with other Moroccan students and engage in intercultural discussions.

Meet as a team to talk about what was done and discuss the day.

Free time

Dinner

What is your date preference for students to work with you?

(Fellows are expected to spend 6 to 8 weeks working with an organization – ideally late June-August)

I would prefer that its not into late august. Months of June and July and beginning of August. I usually travel with the family around August.

What is appropriate attire for internship (office) and within your region?

Interns can wear what comforts them to the office as long as it is respectable. It is preferable that during work time and during the visits of the women, not to wear shorts or short skirts. You are not required to wear a head scarf or anything like that.

Do you regularly have interns working with you? Will there be other interns working with the SCU Global Fellows?

I will only have SCU Global fellows this year.

If there is a mandatory language requirement, what language and how fluent must the fellow be?

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The official languages in Morocco are ARABIC FRENCH & BERBER. English is spoken only by highly educated people.

For our scope of work, we don't require the fellows to know French or Arabic. They will be working with English. For their tasks to write stories, for instance, hearing the women artisans they will work with other Moroccan students translating to them.

LOGISTICS:

What are housing options and costs? Will you be able to recommend or provide housing for the interns?

There is usually furnished apartment rental in the city. It is safe, close to everything. You can practically walk everywhere. The cost varies. It can go from 600 to 900 dollars per month for a 2 or 3 bedroom apartment.

Please provide an estimate of other costs that the interns will need to pay for themselves. What does it include (meals, transportation, etc)?

Estimates per month:

- Food \$500
- Lodging (for 2 to 3 bedrooms apt) \$600 - 900
- Transportation (to and from airport, during the day) \$80
There is an equivalent of UBER in Morocco called CAREEM and it's very convenient.
- Other (Utilities, water/electricity) Approximately(\$50)
- Travel variable

What is the nearest airport (with airport code)?

Rabat Airport

What is the weather between late June and early September?

Warm/Hot/sunny.

What are some possible weekend excursions/activities for young people?

Lots of amazing cities to visit from Chefchaouen, Marrakesh, Fez, Essaouira, Merzouga, Ouarzazate, Tangier...

Activities include: Hiking in the atlas mountains, camel riding in desert, the beach, surfing/kitesurfing, bowling, shopping at the mall or shopping at the souk!