

JALLA BOARD

FALL 2017

FreshSight's first internationally-based client

THE CLIENT

Jalla is a Finnish social enterprise that was founded in December 2016. The company is on a social mission of integrating refugees, immigrants and other long-term unemployed back into society by providing them with employment opportunities. Jalla believes that these opportunities will allow their target group to integrate better in the society.

Currently, Jalla sells three products – longboards ('Jallaboards'), earrings and bags. All three are handmade by refugees and are of a very high quality, made with sustainable materials. The company is managed by six passionate people who employ their skills and experiences to further social impact in the society.



THE BRIEF

The FreshSight team were asked to investigate and advise on diversifying Jalla's income stream. This would include:

- Carrying out market research on similar companies
- Finding suitable B2B opportunities
- Proposing corporate partnerships
- Developing a strategy for entering international markets.

RECOMMENDATIONS

On the basis of Jalla's profile and market environment research, as well as what was discussed during the Initial and Interim Client Meeting, the team has proposed recommendations to help provide Jalla the platform to achieve these goals. Thus, FreshSight recommends that Jalla firstly focus on building the organisation's brand and market presence in established markets. FreshSight would advise Jalla to pursue partnerships, B2B opportunities and international markets only as the next step. Furthermore, it is recommended that Jalla apply for funding opportunities in the process once the brand and products have been solidified.

