



# Report

WP 4.5.

Sustainable business model for Leather centres - AAST

Author: CIAPE, AAST

March 2021



AAST, CIAPE	Deliverable: WP4.5.
INNOLEA	Version: final
Sustainable business model for Leather centres – AAST	Issue Date: 09/03/2021

### Revision History

Version	Date	Author	Description	Action	Pages
1.0	18/02/2021	AAST	Creation of the document	C	14
1.1.	09/03/2021	CIAPE	Update of the document	U	16

(\* ) Action: C = Creation, I = Insert, U = Update, R = Replace, D = Delete

### Disclaimer

This project has been funded by the Erasmus+ Programme of the European Union.

The information and views set out in this publication are those of the author(s) and do not necessarily reflect the official opinion of the European Union. Neither the European Union institutions and bodies nor any person acting on their behalf may be held responsible for the use which may be made of the information contained therein.

Reproduction is authorized and the source provided is acknowledged.

All rights reserved

Copyright ©INNOLEA Consortium, 2017-2021



AAST, CIAPE	Deliverable: WP4.5.
INNOLEA	Version: final
Sustainable business model for Leather centres – AAST	Issue Date: 09/03/2021

## Table of Contents

1	Introduction .....	4
1.1	Description of the deliverables.....	4
1.2	Proposed structure of the document .....	4
2	Sustainable business model of the leather center at AAST- Leather innovation centre .....	5



AAST, CIAPE	Deliverable: WP4.5.
INNOLEA	Version: final
Sustainable business model for Leather centres – AAST	Issue Date: 09/03/2021

## 1 Introduction

### 1.1 Description of the deliverables

*Built on a Canvas business model; CIAPE, the German Arabic Chamber in Egypt, Al-Balqa Applied University and the Arab Academy for Science Technology and Maritime Transport will create a sustainable business model for leather centres. The graphic representation will be accompanied by a descriptive text and will be available in an electronic format. It will be disseminated to relevant stakeholders. The business model elaborated will be further demonstrated by mentioning it in the guidelines.*

### 1.2 Proposed structure of the document

The document represents the Canvas Business Model for the leather center developed at AAST university (leather innovation centre). It was built based on the guidelines provided by CIAPE, prepared in spring/summer 2020, then updated based on the feedbacks collected during the piloting of the leather center and finalised after the roundtables with inputs from relevant stakeholders.



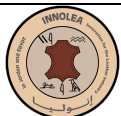
## 2 Sustainable business model of the leather center at AAST- Leather innovation centre

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITION	COSTUMERS RELATIONSHIPS	COSTUMERS SEGMENTS
<p><i>National partners:</i> all interested parties of the leather industrial sector that can cooperate with the center such as: Tanneries owners, Producers, Suppliers of raw leather, Training centres, Universities that have educational program for leather industry, Universities that have the same centre (SVU South Valley University), Alexandria Chamber of leather industry</p> <p><i>International partners:</i> International universities and Institutes that concerned with developing leather industry</p>	<p><i>Leather Test services for the industry:</i> The centre will deliver the services for tests that the manufacturers shall do before exporting raw leather to different countries. Each test will be conducted according the ISO standards relevant to each test. Furthermore, the centre will provide the manufacturers with official certificate for the required tests</p> <p><i>Training and Workshop Services:</i> The centre will deliver technical and managerial training courses to all of the employees, supervisors and managers in the industry. The main purpose of the training service is to develop and enhance the knowledge and skills for all calibres in the leather sector</p> <p><i>Consultancy and Technical Support Services</i> The centre will offer technical and consultancy services for</p>	<p>The importance of the innovation leather centre originated due to the shortage of such centres in the market; that can support and offer testing, training and consultancy services to leather producers and to all stakeholders of the leather industry - mainly in Alexandria.</p>	<p><i>Feedback System:</i> The centre will implement a specific procedure to continually track customers and learn more about their feedbacks regarding the delivered services.</p>	<p><i>BtoB:</i> The centre targets exporting companies of leather products and tanneries that export raw/ crusted leathers to Europe, Asia and USA and also need different types of tests in order to check the quality of their products. Moreover, they need consultation and training services to improve their performance in the sector.</p> <p><i>BtoC:</i> The centre targets individual customers (workers, supervisors, tanneries / production managers, etc...) that need training programs in design and fashion in addition to managerial courses to upgrade and enhance their knowledge and performance.</p>



AAST, CIAPE	Deliverable: WP4.5.
INNOLEA	Version: final
Sustainable business model for Leather centres – AAST	Issue Date: 09/03/2021

	<p>the leather business sector in order to help the stakeholder solve the current problems and develop their business through identifying opportunities for further improvement. In addition to that, these services aim at enhancing the competitive advantage of the Egyptian products through offering special courses in design and leather fashion</p>			
	<p><b>KEY RESOURCES</b></p> <p><i>National partners:</i> The Egyptian government and the Egyptian universities and research centres</p> <p><i>International partners:</i> Universities from outside Egypt</p> <p><i>Human Resources:</i> There is an organizational structure for the centre that guarantees the sustainability of</p>		<p><b>CHANNELS</b></p> <p><i>Communication:</i> Facebook page, Website, Collaboration Platform, Periodical Events, Conference and Workshops</p> <p><i>Logistics:</i> Arranging a visit to the center for testing and training, as well as arranging a visit to</p>	



AAST, CIAPE	Deliverable: WP4.5.
INNOLEA	Version: final
Sustainable business model for Leather centres – AAST	Issue Date: 09/03/2021

	<p>the centre itself and the efficient delivery of services. The organizational structure includes at least: a center director, a coordinator and an engineer or lab technician; who are responsible for conducting the tests for the industrial sector and deliver the training courses. Moreover, the center can attract part-time trainers/experts for the training courses and consultancy services</p> <p><i>Physical Resource:</i> The lab is located at AASTMT in Abu kier campus. The lab is equipped with all instruments and specific equipment that are needed for conducting the different types of tests. Moreover, the lab includes all ISO standards, instruction manuals and books that provide the trainee and lab technicians with the complete and detailed test procedures.</p>		<p>companies and tanneries for consultancy</p> <p><i>Sales:</i> Facebook page, Website, Collaboration Platform, Fairs, Face to face interviews</p>	
--	---	--	--	--



"The European Commission's support for the production of this presentation does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein."

AAST, CIAPE	Deliverable: WP4.5.
INNOLEA	Version: final
Sustainable business model for Leather centres – AAST	Issue Date: 09/03/2021

	AASTMT can provide the lab with other resources that are needed for training course such as classroom and stationery			
<p style="text-align: center;"><b>COSTS</b></p> <p style="text-align: center;"><i>Variable costs:</i></p> <ul style="list-style-type: none"> <li>- Operational costs</li> <li>- Material costs</li> <li>- Trainers/ part-time employees</li> <li>- Maintenance costs</li> <li>- Cost of utilities such as electricity, gas or water.</li> </ul> <p style="text-align: center;"><i>Fixed costs:</i></p> <ul style="list-style-type: none"> <li>- Employees' salaries</li> </ul>		<p style="text-align: center;"><b>REVENUES</b></p> <p style="text-align: center;"><i>The sources of revenue will be as follow:</i></p> <ul style="list-style-type: none"> <li>- Grants</li> <li>- Offering training services</li> <li>- Conducting tests for tanneries and industries</li> <li>- Offering consultancy services</li> </ul>		

