

Award Report
Business: Charlie's

Dear World Connect US,

My name is Karla Jaimes and I am the owner of Charlie's. We make hair accessories by hand for women of all ages (baby, toddler, little girls, teenagers, moms, etc). I would like to begin by saying a huge thank you! Last year wasn't too easy on us but thanks to your support through the \$500 prize, I was able to regain confidence and continue to work for my dreams with my business called "Charlie's". I would say the most significant change after I won the prize, was that I felt more empowered about the plans I have for my business. It also gave my family validation that the vision I have for the business is one that other people are willing to support. And for my team, it meant that they are going to continue to have a job and a way to bring food to their families' tables.

There are two goals that I set for 2020 with my business:

1. Brand improvement
2. Say goodbye to plastic bags

For the first one, I had quotations from a company in Costa Rica who makes embroidered tags for clothing (something I can't find in Nicaragua), and tags that I will add to the products we make so our customers are able to know where they got their favorite hair accessory and we can encourage customer loyalty and we can have more returning customers.

For the second, I want to start using alternatives to plastic bags. So I came up with a plan to make our own fabric bags for the hair accessories we sell and give the customers the added value of having a discount on their next purchase if they reuse their bag. Also, our gift wrapping option is going to be made of paper (boxes and bags), instead of anything plastic. The main reason for this goal is to make a small contribution to the climate crisis and the misuse of plastic. And overall, add more value to our already unique and valuable product.

Therefore, with the prize I won, I am happy to report that I was able to purchase the following:

1. Our first run of clothing tags (1,000 units)
2. The branded ribbon and fabric for the first 100 fabric bags
3. Fix the sewing machine that wasn't working to be able to elaborate the bags

And aside from that, I was able to make alliances with two friend entrepreneurs who work with fabric and who will donate their leftover fabric so we can reuse it for our bags. I truly believe that this was an opportunity that may not always come, and I'm very grateful that I was one of the recipients of such honor. Thank you again for empowering not just me but the two women who work with me on the production of our product and for believing in us!