

### Femeen Crafts International

#### Company facts

Year established	2008
Head office location	Las Piñas (Metro Manila)
Ownership	Locally owned
Factory location(s)	Las Piñas (Metro Manila)
Full-time employees	15
Part-time employees	15
Total annual sales (all products)	\$150,000

#### Sales & output: Christmas decorations

Annual sales	\$130,000
Share of total sales	87%
Annual export sales	\$91,000
Total monthly capacity	10,000 pieces
Average monthly output	5,000 pieces
Capacity utilized	50%
Average monthly exports	3,500 pieces
Export ratio	70%
Major export customers	Lilian Vernon, Neiman Marcus, Bloomingdale's (US)

#### Capability

##### Materials used

Metal	Yes
Wood	Yes
Paper	No
Plastic	No
Fabric	Yes
Other natural materials	Yes

##### Exports by product

Wall-mounted decorations	40%
Tabletop ornaments	30%
Outdoor decorations	30%
Christmas tree ornaments	–

##### Exports by market

United States/Canada	50%
European Union	40%
Europe (non-EU)	–
Asia-Pacific	10%
Middle East	–
Other	–

### Galleria Crafts

#### Company facts

Year established	1980
Head office location	Manila (Metro Manila)
Ownership	Locally owned
Factory location(s)	Manila (Metro Manila)
Full-time employees	25
Part-time employees	15
Total annual sales (all products)	\$300,000

#### Sales & output: Christmas decorations

Annual sales	\$240,000
Share of total sales	80%
Annual export sales	\$216,000
Total monthly capacity	20,000 pieces
Average monthly output	10,000 pieces
Capacity utilized	50%
Average monthly exports	9,000 pieces
Export ratio	90%
Major export customers	Myers (Australia), Portico (Spain), Spice Co. (Japan)

#### Capability

##### Materials used

Metal	Yes
Wood	No
Paper	Yes
Plastic	Yes
Fabric	No
Other natural materials	Yes

##### Exports by product

Wall-mounted decorations	–
Tabletop ornaments	35%
Outdoor decorations	–
Christmas tree ornaments	65%

##### Exports by market

United States/Canada	15%
European Union	50%
Europe (non-EU)	–
Asia-Pacific	35%
Middle East	–
Other	–