

# The final consultancy project report for Peacock Shoe Company presented.

Addis Ababa June 8, 2015: the final consultancy project report for peacock Shoe Company presented on 8<sup>th</sup> June 2015 at the company's meeting Hall.

According to the information from Leather Industry Development Institute (LIDI) Footwear Technology Directorate the consultancy service was started on December 25, 2014 after a memorandum of understanding signed between LIDI and Dire Industries PLC. /Peacock shoe Factory. /



The main objective of the project was to increase the competitiveness of the factories through the application and consulting of effective and efficient ways of production and marketing products and enable them to put up sustainable capability to produce global competitive foot wear products as the document from the directorate stated.

The two parties were agreed that to practice the service for 90 working days starting from the signing of the agreement. But for different reasons it extended for 5 months / 110/ working days as presented on the report.

According to the report the consultancy services were provided by focusing on productivity improvement and marketing & merchandizing activities. And all the activities were took place in collaboration with LIDI consultants and Peacock improvement team.

As stated on the report activities such as gap assessments, different trainings, restructuring the company outlet, PDC up gradation, preparation of different materials and documents, sample preparation etc... Were parts of the project.



At the final consultancy project report presentation program LIDIS's Product & Productivity Coordination Sector head Ato Berhanu Negus said that LIDI gives great attention for capacity building works. This helps the institute to provide effective consultancy services by its own professionals.

He added that, to meet the goal seated on the start of the project, all concerning bodies should have work hard for the implementation of the projects outputs.

A Peacock Shoe Company General Manager Elias Bedada and Other Management members on their behalf says that, they believe that the project helps them produce quality products and become more competitive in the global market. Therefore we eagerly follow the implementation of the outputs of the project, they said.