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KASANDY

Where Creativity, Craftsmanship, Impact & Design Meet

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Kasandy | Locally Global

Line of business:

- Retail

Products used:

- ICT250





Summary

Kasandy | Locally Global is a fair trade shop located in Vancouver, British Columbia. Jackee Kasandy is an immigrant from Kenya and the founder of the business. She left behind her career of over 18 years in marketing and advertising to follow in her mother's and grandmother's footsteps and pursue entrepreneurship. The store carries products made by artisans from countries around the world. The Moneris® ICT 250 terminal is being used to process payments.



When I look back, I am thankful each day that Kasandy | Locally Global empowers artisans to continue their work and provide for their families.



-Jackee Kasandy, Founder & Owner of Kasandy | Locally Global

Background

What comes to mind when you think about an artisan? You're likely imagining an individual designing a product because of their natural interest in creating. However, for artisans across the globe, it is much more than that. Many use their passion to simply survive. Jackee Kasandy aims to tell the stories of artisans through her business Kasandy | Locally Global.

Kasandy | Locally Global is a fair trade store founded in 2016, in Vancouver, BC, with the primary goal of building awareness about lives of artisans from East Africa and around the world. The fair trade process ensures makers in developing countries have sustainable and equitable employment opportunities. Additionally, the business is committed to giving artisans the opportunity to expand their reach and craft products tailored to the contemporary style of the store.

Kasandy is an immigrant from Kenya who has been living in Canada for over 20 years and is the co-founder of the Black Entrepreneurs & Businesses of Canada Society. When she came to Canada, she entered with a dream to follow in the footsteps of her mother and grandmother and pursue entrepreneurship one day. She worked in the corporate world of marketing and advertising for over 18 years after completing university in Kenya (And furthered her education when she arrived in Canada). She was part of teams that launched products for major brands across Canada.



Throughout Kasandy's career, she really enjoyed portraying her passion for fashion by dressing up each day for work. Nevertheless, she didn't want to just follow all of the North American trends, it was just as important to her to incorporate statement accessories from the African culture into her closet. When she walked into work, the accessories made by Kenyans and East African artisans captured the attention of those around her. Her friends and colleagues were curious to know where she purchased her wardrobe. It was the constant compliments and interest in borrowing the African pieces that sparked an idea in Kasandy in 2015. She knew it was time to leave her career and open a business to help the struggling artisans in Africa and across the world have a marketplace to substantially increase their reach and income.

Growing up in Kenya exposed her to the lives of artisans. She was drawn to their love for creating colourful products and at the same time, watched them struggle to put food on the table for their families. She wanted their work to be seen and help them make a living off their effort and talent. Her goal was to do this while selling quality products that are not only ethically sourced, but also handmade, carefully crafted and designed to last.

The business journey began with Kasandy getting on a plane, going to East Africa and bringing home pieces to test her business concept. At that time, she knew she wanted her business to be more than just importing items to Canada and selling them. She wanted to personally get to know makers and work closely with them by designing the pieces that they would create for her store. "I work with artisans who share the same values as I do and work in a medium that aligns with the products I want to sell." When she travels and sees an artist's potential, Kasandy will have a conversation with them and most of the time, it results in new products added to the store.



Kasandy | Locally Global sources products from countries across the globe including Kenya, Ghana, Uganda, Rwanda, Swaziland, Nepal, Australia, Ecuador, Peru, Palestine and Bangladesh. "When you purchase a product made in Kenya for example, you should feel like you are buying a product that is made here. You are buying local on a global level."

Kasandy designs about 70 per cent of the products and 30 per cent of them are designed by artisans. All of the products sold are what she would use in her life as she wants the business to reflect what she really cares about. Inventory is broken down into several categories including jewelry, home products, bags, clothing and accessories. Jewelry, candles and makeup are made in Canada.



Purpose

“Customers love hearing about the inspiring stories of the artisans as it adds that much more meaning to the items they purchase.” For Kasandy, one that stands out is the journey of her leather maker, Michael. When he was growing up on the streets of Kenya as a young boy, he found a piece of leather. He taught himself how to create items such as bags from it and continuously learned different techniques as he grew up. She knew his creations fit right into her vision. She talked about her business ideas with him and today Michael makes all of the ethically sourced leather goods for Kasandy | Locally Global. Her only request for him was that he hire women to give them the opportunity to learn about producing and crafting with leather. Today, he has eight women working for him. Kasandy trained him and they worked together to create high quality leather products through Kasandy’s design and Michael’s artistic hand.

“It has been so amazing to witness his growth and see the final products on the shelves of my stores,” she says. Through working with Kasandy, Michael has been able to make a reliable living and has had a better quality of life. “The best gift to give developing countries is the aid of opportunity,” she says.



Why Moneris?

As the business continued to grow, Kasandy needed a reliable solution that allowed her to accept credit and debit from her customers. She had heard from other businesses that Moneris® was a good option and started looking into the various choices for her business. She decided on a countertop terminal. The terminal allows her to offer her customers multiple payment options, be it chip & PIN or contactless, which allows her to be as accommodating as possible for her customers.



Looking Forward

Since opening, the store has seen steady growth. The plan is to expand stores to Toronto, Montreal, Ottawa and Calgary. Kasandy is looking forward to growing inventory and has aspirations of increasing her online sales. For now, she is grateful for the business journey she has been on. "When I look back, I am thankful each day that Kasandy | Locally Global empowers artisans to continue their work and provide for their families."





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