

# WOOL-PRODUCTION

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# DESCRIPTION OF THE PROJECT

- ◉ Assignment in enterprenourship.
- ◉ Worked from ideas that woke following our trip to Finland:
  - Tourism:
    - Utilization of horses.
    - Introduction to national parks.
  - Exotic foodmaking.
  - Wool-industry.
- ◉ We tried to adjust those ideas to our, Icelandic, community.

# OUR LONG-TERM GOAL

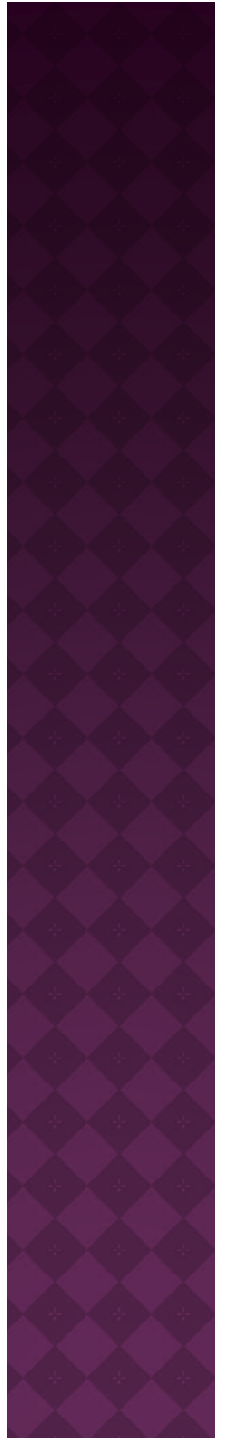
## ◉ Our goal:

- Developing the wool-industry in Iceland.
- Take better advantage of wool in general.
- Create employment opportunities.
- Preserve cultural ways of processing wool.
- Utilise new ideas in the handicrafting-industry.



# THE ECONOMUSÉE ORGANIZATION

- ◉ Methodology that our local enterprenourship firm have newly been presenting.
- ◉ Wide-ranging template for the handicraft-industry.
- ◉ The goals of the economusée organization:
  - Preserve traditional handicraft.
  - Strengthen self-sufficient inheritance.
  - Meeting the needs of the present.
  - Assist the participator in becoming financially independent.
  - Develop the cultural and learningtourism.



# ECONOMUSÉE CONTINUATION

- ◉ To get access to Econonomusée's methodology you have to fulfill certain conditions, for example:
  - Be a business in personal property.
  - Have the possibility and urge to innovate the business further.
  - Operate the business throughout the year, and remain open for the public at least 4 months.
  - Have ambition to show great business-temper.
  - Operate the business in areas, and in buildings, that stand up to Econonomusée's quality requirements.



# TARGET MARKET & THE BUSINESS

- Target market:

- Tourists, primarily abroad:
  - Show them the the manufacturing process.

- The business:

- Production all the year.
  - Open for customers from April till September.
- The customer, gets to see the product during the manufacturing process:
  - Gets to test the manufacturing process himself, if he wants.
- The business will be located in Hornafjörður, Iceland:
  - On a very accessible and good area.
  - Maybe in partnership with some of the local businesses or people.

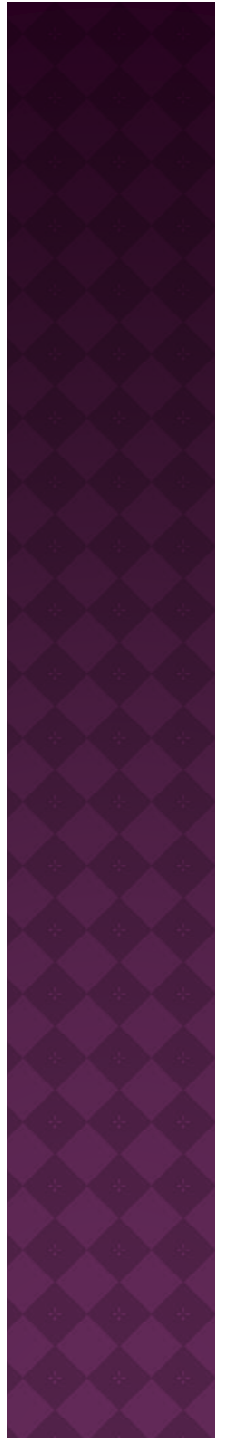


# COMPANY DIVISIONS

- ◉ According to Economusée methodology the company parts into 6 divisions:
  - Reception:
    - Where we welcome our customers.
  - Work shop:
    - Where our products are designed and produced.
    - The customer gets the option of trying out our manufacturing process.
  - Introduction area for the handicraft:
    - Where the customer is educated about the history of the handicraft and the production process.

# COMPANY DIVISIONS

- Introduction area for handicraft updates:
  - Modernization of the handicraft.
- Information Center:
  - Area where the customer gets to know detailed information about the handicraft and other connected subjects.
- Shop:
  - Where the handicraft products are for sale.
  - There might even be other products of Economusée.
  - Products will also be available on our website.





# METHODS

## ◉ Manufacturing Processes:

### ■ Old, traditional methods:

- Spinning wheel (rokkur).
- Carding.
- Knitting.
- Crocheting.
- Fulling.

### ■ Also modern methods:

- Modern fulling.
- Mechanical methods.



# MATERIALS

- Information about sheep wool:

- Sheep's pelt.
- Devided in many colors.
- Catagorized by quality.
- Worst category often disqualified.

- Our goals:

- Optimise 3rd class wool.
  - for it is the cheapest.
- Comparison:
  - KG price:
    - M-2 wool is 0,4€. (3rd class wool).
    - Lamb-wool is 4,5€.
    - Wasted-wool 0,1€. (gladly tossed) - expensive to clean.



Hvít kind.

# PRODUCTS

- ◎ The company's products:
  - Original, high class and useful.
  - Try to unify past designing methods, from the past, with the modern designing methods.
  - Help making wool more fashionable.