

Establishment of Thuja Label: Development Prospects for the Marketing Practices of the Handicraft of Essaouira's Marquetry

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Abstract : The woodwork of thuja in Essaouira is one of the main crafts in Morocco. Certainly, marquetry reflects both cultural and artistic identity of the city, considering the talent and ancestral knowledge of craftsman working in marquetry. Yet, the production units encounter a considerable number of difficulties among which insufficiencies within marketing practices. Consequently, it is obvious that major improvements are needed, and supportive solutions must be provided in order to improve the Essaouira's marquetry, as a symbol of the entire province. Thus, the establishment of Thuja Label is a necessary measure that would be the key to ensuring sustainability of this vital craft. The main purpose of this paper is to study marketing practices' current state of the production units in the marquetry of Essaouira, therefore to recommend remedial actions likely to raise them up to the required functional level.

Keywords : craft, marketing practices, marquetry, thuja label

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