www.ebay.com



www.zulily.com



www.etsy.com

Competitors



College students

Personas



Fellow DIY-ers



**The Pinterest User**

**Emerald Clover Crafts is an online boutique that showcases handmade jewelry and various diy crafts. As an online boutique, this enterprise that caters to people who want to own handmade and unique items. This site also serves for the crafter to expand her market and presence in the craft world.**

This Site is an expansion of an Etsy shop by the same name that is now its own online boutique.

## Emerald Clover Crafts