

5-Case.

Artisan Craft is based in San Francisco and specializes in selling exclusive handcrafted items. There are more than 3,000 artisans registered on the platform, offering a wide range of products from jewelry to furniture and decorative items. The platform offers not only standard products, but also the ability to customize any product at the request of the client. Customers can customize existing products by changing their color, size or materials, or order completely unique products by providing their own sketches and ideas. The average order value on the platform is \$800, and total monthly sales reach \$700 thousand. The platform also actively uses innovative interaction methods, such as AR (augmented reality) to preview products in the client's interior before purchase. Upon completion of the project, clients can leave feedback on the work of the craftsmen, which helps to increase trust and transparency in the purchasing process.

Questions:

1. Artisan Craft 's business model?
2. What technological and marketing innovations does the company implement in its activities?
3. What are the benefits and risks for manufacturers participating in the Artisan Craft project?