

CRAFTS CREATION

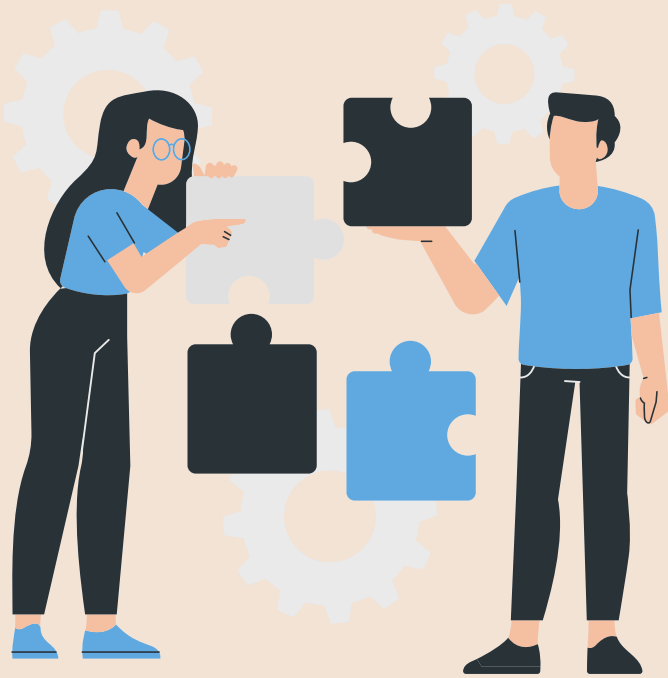
All crafts came together



This cute handmade product is ideal for gifts or decorating your home for any occasion.

SHOP NOW

Problem Statement



In this technical era, our art and craft industry still uses traditional methods, which we modernise while also organizing this unorganized sector and creating jobs for craftsman and artisans

Objective

- We will provide a platform to the artisans and craftsman to sell their products in a bigger market.
- People will get more authentic and purer item in cheaper price point.
- We will provide jobs in artisans field in upcoming years.
- And lastly these all products are available in all over the India.

About Our Startup



We are developing an e-commerce website or app for startups that will feature a variety of arts and crafts products made by real craftsmen and craftspeople. Every single piece is handmade and handcrafted with authenticity. Also, the pricing is relatively reasonable compared to other products.

Business Model

Source of
Funding



Utilization of
Funding



Profit
Utilization



Sources of
Revenue

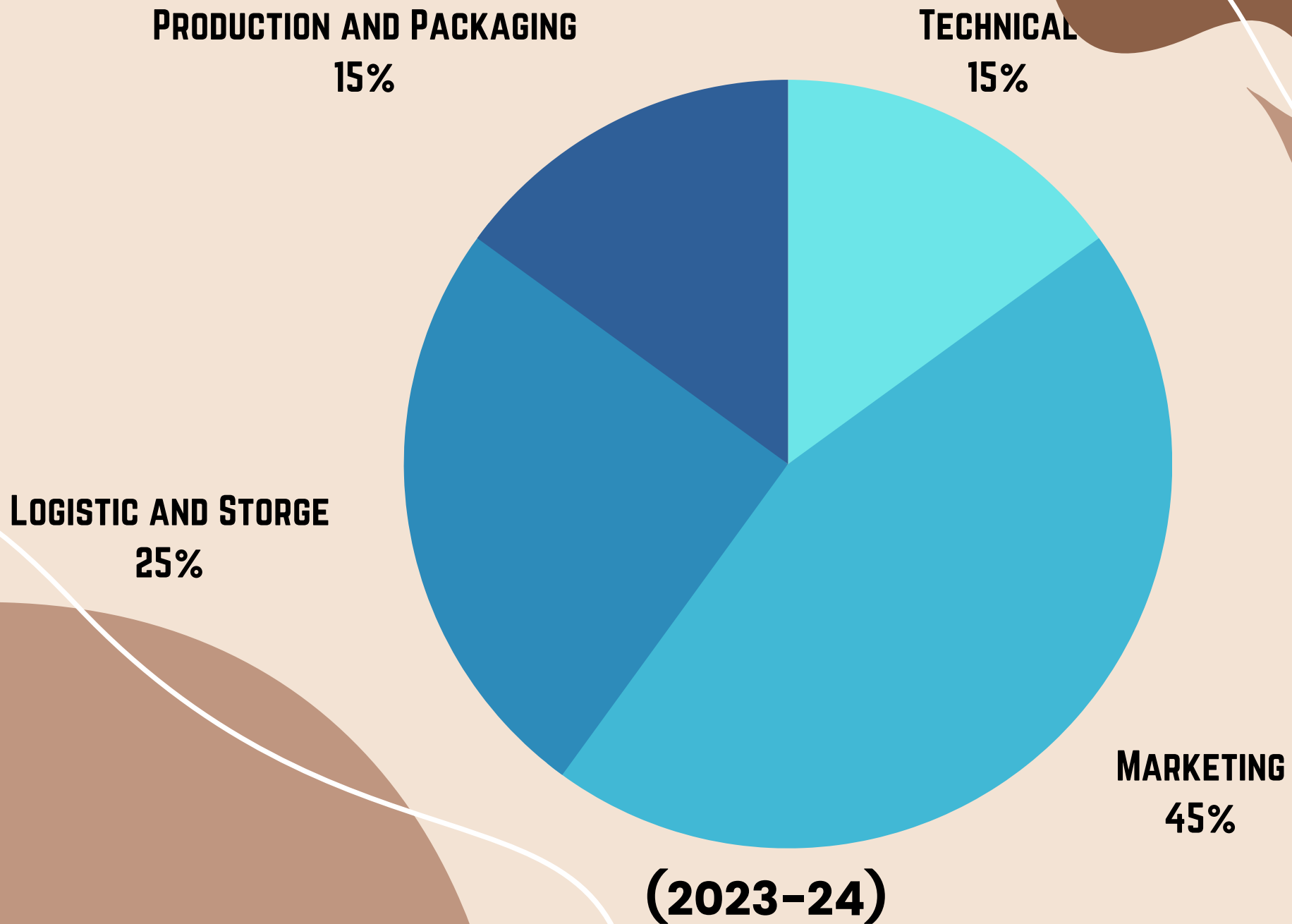
Source of Funding



Two sources of funding are being used by us:

1. Own money spent on roughly (5 lakhs)
2. We obtain a funding of approximately 15 lakhs from investors, the government (TBI), or our university. To do this, I dissolve the equity of approximately 10-15%.

Budget for Startup



Budget In Detail

Technical:- Here, the technical department's money is used to develop and maintain the website as well as for the purchase of domains and hosting as well as for data storage facilities like AWS cloud.

Marketing:- We spend money on marketing activities like website advertising as well as offline and online marketing.

Logistic and Transport:- Here, we invest our financial resources in transportation services to deliver our products from the manufacturer to the consumer. Also, we invest money on building tiny storage facilities to keep our goods for a while.

Production chain and Packaging:- We invest some of our money into the procedure to manage the production supply chain and the product packaging.

Sources of Revenue

1. Website Selling: At the beginning, 30–40% of our business's revenue was derived from the sale of products on our own website. These sales improved day by day as client traffic rose, which led to a rise in revenue.
2. Offline selling: At first, we sell our items mostly online through trade fairs, where we can do so quickly and efficiently while also building a customer base that will be useful in the future. From this, we anticipate initially making between 50–60% of our revenue.
3. Product exports: After we fully integrate into the Indian market, we will also enter the global market by exporting these products, which are in high demand worldwide.

Profit Utilization

We put part of our earnings to use here:

1. To increase production and satisfy the demand for Indian art and craft around the world, we invested about 15% of our profit.
2. In order to ensure that our product reaches their consumer without delay, we are investing 20% to create a global supply network.
3. We are spending about 30% of our budget on marketing and branding improvements in order to expand our consumer base.
4. Since 10% of our products are in the technological sector, our site's upkeep and security should be strengthened.
5. The remaining 25% will be used to improve storage facilities and transportation, which will shorten delivery times and encourage product storage.

USPs of Business

1. We offer genuine handcrafted goods that are manufactured by actual artisans.



2. When a product is unavailable to the general public because it is found in a tribal community or has a small market we bring it straight to their attention.

3. We put all of the goods produced by the art and craft industries in front of the public so that they are simple to purchase and after that, we can make the prices so reasonable that middlemen can afford them as well

Current market cap of Art and Craft Industry in India as well as in World

The Indian art and craft market is currently worth Rs 32000 crore, and between 2023 and 2028, it is expected to grow annually by 7.7%.

In 2021–22, India will export art and craft products worth around Rs 36102 crore, and from 2021–2027, we anticipate a growth rate of 5.6% for the global market.

Let's talk about the global market; it is currently worth RS 63.15 lakh crore and is expected to grow by 5.66% between 2021 and 2028.

India currently contributes 2%, and in the next ten years, we anticipate a growth of around 5%. We have a fantastic opportunity to win this market since we have everything we need; we simply need to use it effectively.