

Estrategia de Comunicación para el Modelo de Negocio Pembertty en la Fabricación de Velas Artesanales en Colombia

1. Executive Summary

The Colombian artisanal candle market presents a vibrant and growing sector, fueled by an increasing consumer interest in handmade and unique home décor items.¹ Within this landscape, the "Pembertty" business model distinguishes itself by focusing on the intricate art of candle carving ("talla de una vela") and empowering customers through education, offering not just a finished product but the means to create it themselves ("ofrecer el cómo para que los usuarios (clientes) operen el qué"). This report aims to analyze the Colombian artisanal candle market, delve into the unique value proposition of the "Pembertty" model, and propose a comprehensive communication strategy designed to effectively propagate the "pembertty" brand language. The ultimate goal is to establish Pembertty not only as a provider of exceptional candle carving education but also as a reliable supplier of high-quality paraffin and specialized molds ("Ser un proveedor de insumos de parafina y moldearía"). Key findings indicate a diverse market with established brands focusing on various aspects such as natural ingredients and unique scents¹, alongside an existing demand for candle making education, including courses specifically on carved candles.⁶ The recommended communication strategy emphasizes a multi-channel approach leveraging digital platforms and content marketing to showcase the artistry and technique of candle carving, highlight the dual offering of education and supplies, and build a strong community around the "pembertty" brand. The primary recommendations focus on consistent brand messaging, active community engagement, and a strategic approach to pricing and packaging to ensure sustainable growth as both an educator and a supplier in the Colombian artisanal candle market.⁹

2. The Landscape of Artisanal Candle Making in Colombia

- 2.1. Overview of the Colombian Artisanal Candle Market:

The Colombian market for artisanal candles is experiencing a surge in popularity, reflecting a broader trend where consumers are increasingly drawn to handcrafted items that offer a touch of individuality and artisanal quality.¹ This growing interest is evident in the increasing number of Colombian brands dedicated to crafting unique candles.¹ The market showcases a diverse range of materials employed in candle making, with soy wax gaining prominence for its environmentally friendly properties and clean burning characteristics.² Paraffin wax remains a widely utilized option due to its versatility and affordability, making it suitable for various candle types.² Additionally, other natural waxes like palm wax and coconut wax are also used, catering to different

preferences and applications, including massage candles.¹³ The product offerings within the Colombian artisanal candle market are extensive, encompassing scented candles designed to enhance ambiance, decorative candles serving as aesthetic elements in home décor ¹, and specialized candles such as massage candles formulated with skin-safe ingredients.⁶ Furthermore, there is a growing demand for candles with unique and creative designs, indicating a consumer appreciation for artistic expression in candle making.¹ This multifaceted market, with its variety of materials and product types, suggests a consumer base with diverse needs and preferences, creating opportunities for businesses like Pembertty that offer a niche focus.

- 2.2. Analysis of Existing Colombian Artisanal Candle Brands:

Colombia boasts a vibrant ecosystem of artisanal candle brands, each with its own distinct value proposition. For instance, Taller de Hierbas specializes in candles made with vegetable wax and responsibly sourced natural essences, packaged in amber glass containers.¹ Nido focuses on high-quality fragrances and uses local products for their hand-poured candles, offering various shapes and sizes in glass or ceramic vessels.¹ Outpost & Co. distinguishes itself with hand-poured candles in unique metal and recycled amber glass containers, featuring rustic styles with wooden wicks.¹ Essenza Luminosa emphasizes eco-friendly natural wax from sustainable crops, hand-made in Colombia and packaged in reusable fabric bags.¹ La Veranera ⁴ offers a collection of scented candles with vibrant colors, citrus notes, and a focus on storytelling, including personalized options and sets designed as tributes to loved ones. These examples illustrate that existing brands often highlight aspects such as natural and sustainable practices, unique and high-quality fragrances, distinctive packaging that enhances the product's appeal, and personalized options to cater to individual customer needs. The pricing strategies observed ¹ indicate that artisanal candles generally occupy a premium price point compared to mass-produced alternatives, reflecting the handcrafted nature and quality of ingredients. Many of these brands maintain an online presence through their own e-commerce websites ⁴ and are likely active on social media platforms, leveraging visual storytelling to showcase their products and connect with customers. The strategies employed by these established brands suggest that Pembertty can differentiate itself not only through the unique art of candle carving but also by emphasizing the educational journey and the empowerment it offers to customers.

- 2.3. Identification of Potential Competitors in Candle Making Education and Supply:

Beyond brands selling finished candles, the Colombian market also features entities offering candle making education and supplying raw materials. Several organizations provide workshops and courses on artisanal candle making. Comfenalco Antioquia, for example, has offered workshops on artisanal candle making aimed at developing manual skills.²⁰ Tienda Compensar provides a range of candle making courses and workshops, including options focused on general artisanal candle techniques and even specialized courses on "velas talladas" (carved candles), indicating an existing interest in learning this specific art form.⁶ Universidad Pontificia Bolivariana offers a

comprehensive course on the elaboration and decoration of artisanal candles, covering various waxes and decoration techniques.¹³ Art schools like La Rueda also provide courses on decorative candle making, encompassing different techniques and types of paraffin.²² In terms of suppliers, several companies cater to the needs of candle makers. Velas e Insumos León is a prominent distributor of candle making supplies in Bogotá and Colombia, offering a wide array of paraffins, waxes, fragrances, and molds.¹⁴ Fina Parafina, located in Medellín, also supplies insumos for velas, including soy wax.²⁵ Cl J&J, based in Antioquia, offers a comprehensive range of materials for candle and velon manufacturing.²⁶ International suppliers like Gran Velada provide an extensive catalog of molds and other candle making materials.²⁷ Moldeamos.com is an online retailer specializing in silicone molds, including those suitable for candle making, and also offers paraffin gel.²⁹ Asha's Candle Enterprise in Bogotá is recommended as a supplier of quality candle making materials.¹⁶ Additionally, online marketplaces such as Mercado Libre and Amazon host numerous sellers offering paraffin waxes and various types of molds.³¹ It is worth noting that some entities, like Velas e Insumos León ¹⁴, are involved in both supplying materials and selling finished artisanal candles, positioning them as potential competitors should Pemberty also decide to market finished carved candles. The existence of established educational programs, including those focused on carved candles, suggests a receptive audience for Pemberty's educational offerings. Furthermore, the presence of multiple suppliers for raw materials indicates a readily available supply chain that Pemberty can leverage for its own supply business. Pemberty can strategically position itself by offering a distinct and specialized pedagogical approach to candle carving and by potentially establishing partnerships with existing suppliers to ensure a consistent and high-quality source of materials.

3. Deep Dive into the "Pemberty" Business Model

- 3.1. Core Value Proposition: The Art and Technique of Candle Carving:
The essence of the "Pemberty" business model lies in its unique value proposition: "Somos un conjunto ordenado de técnicas interdisciplinarias para diseñar, a través del arte, la talla de una vela." This statement underscores a structured and methodical approach ("conjunto ordenado de técnicas") that integrates various disciplines ("interdisciplinarias") to achieve artistic expression ("a través del arte") specifically through the act of carving candles ("la talla de una vela"). This emphasis on "talla" or carving as the primary artistic medium distinguishes Pemberty from other artisanal candle businesses that may focus more on scent combinations, container aesthetics, or general decorative elements. The focus on candle carving as an art form is not entirely novel in the Colombian market, as evidenced by the existence of intricate hand-carved candles offered by brands like Iluminarte ¹⁸ and the visual appeal of carved candles showcased on platforms like Pinterest.³⁸ Moreover, the availability of dedicated "velas talladas" courses offered by institutions like Tienda Compensar ⁶ indicates a segment of the market that is already interested in learning this specific craft. Pemberty's value proposition, however, goes beyond simply creating carved candles; it centers on the systematic teaching of the techniques involved, making this intricate art accessible to a wider audience. This approach holds significant appeal for individuals who are not only

drawn to the beauty of carved candles but also desire to learn the skills and techniques to create such art themselves. The emphasis on a structured and interdisciplinary approach suggests a learning experience that combines artistic inspiration with technical proficiency, potentially attracting a niche market of individuals who appreciate both the creative and the methodological aspects of craftsmanship. The presence of carved candles available for purchase on platforms like Mercado Libre 36 and eBay 40 further suggests a consumer appreciation for the unique aesthetic of this art form, indicating a potential market for both finished carved candles and the education to create them.

- 3.2. Offering the "How": Empowering Customers Through Education:

A defining characteristic of the "Pembertty" business model is its commitment to "ofrecer el cómo para que los usuarios (clientes) operen el qué." This signifies a strategic decision to empower customers by providing them with the knowledge and skills ("el cómo") necessary to engage in the art of candle carving, enabling them to create their own carved candles ("el qué"). This educational focus transcends the traditional model of simply selling finished products, positioning Pembertty as a facilitator of artistic expression and a provider of valuable skills. To achieve this, Pembertty can explore various educational formats to cater to different learning preferences and accessibility needs. In-person workshops offer a hands-on learning experience with direct guidance from instructors and opportunities for interaction with fellow enthusiasts.⁶ Online courses provide flexibility and allow individuals to learn at their own pace from anywhere with internet access.⁷ Step-by-step tutorials, potentially delivered through video platforms like YouTube 2 and TikTok 17, offer easily digestible learning content. Additionally, downloadable guides or manuals ⁵⁴ can provide structured learning paths and serve as valuable resources for students. By offering these diverse educational resources, Pembertty taps into the growing DIY trend and caters to individuals seeking a creative outlet and the satisfaction of producing their own unique artistic pieces. This focus on empowerment can also foster a strong sense of community among learners ⁵², where individuals can share their creations, exchange ideas, and support each other's artistic development. The educational aspect of the "Pembertty" model creates a deeper and more meaningful engagement with customers, building a stronger connection with the brand than simply purchasing a finished product.

- 3.3. Strategic Potential of Becoming a Supplier of Paraffin and Molds:

The aspiration to "Ser un proveedor de insumos de parafina y moldearía para seguir ofreciendo arte" represents a strategic extension of the "Pembertty" business model. This ambition is logically aligned with the core value proposition of empowering customers through education. By becoming a supplier of paraffin and molds, Pembertty directly provides the necessary "qué" (materials) that customers need to effectively utilize the "cómo" (carving techniques) they learn through Pembertty's educational offerings. This creates a synergistic ecosystem where Pembertty guides individuals in the art of candle carving and then provides them with a reliable source for the essential materials required to practice and further develop their skills. This transition to

supplying raw materials holds significant potential for generating a recurring revenue stream. Customers who have invested in learning Pembertty's carving techniques are likely to prefer purchasing their paraffin and molds from the same trusted source, ensuring compatibility with the methods they have learned and potentially benefiting from Pembertty's expertise in selecting appropriate materials. Several potential suppliers of paraffin and molds exist in Colombia and internationally.¹⁴ For paraffin, Pembertty could consider suppliers like Velas e Insumos León ¹⁴ and Fina Parafina ²⁵ in Colombia, or explore international options depending on quality and cost considerations. For molds, suppliers such as Moldes_Silicona_Cutterprint ⁶⁸ in Colombia, along with international platforms like Gran Velada ²⁷, Amazon ³³, and Etsy ³⁴, offer a wide variety of options. Pembertty should carefully select the types of paraffin best suited for carving, considering factors like hardness and pliability. For molds, basic pillar molds ³⁴ and other simple geometric shapes would likely be ideal for carving practice. By controlling the supply of these key materials, Pembertty can ensure quality and consistency for its students and customers, further solidifying its position as a comprehensive resource for candle carving. This vertical integration strengthens the brand's value proposition and fosters greater customer loyalty.

4. Crafting a Communication Strategy for the "Pembertty" Brand

- 4.1. Defining the Target Audience:
To effectively communicate the "pembertty" brand message, it is crucial to clearly define the target audience. The primary audience likely consists of individuals who possess an inherent interest in arts and crafts, those who enjoy engaging in DIY projects, and consumers who seek unique and personalized elements for their home décor. This group is often characterized by a desire for creative expression and a hands-on approach to making things. Additionally, individuals who find therapeutic benefits in creative activities or who are drawn to mindful practices may also form a significant part of the target audience. Beyond individual consumers, secondary target audiences could include event planners who are looking for distinctive and customizable decorative items for events, or businesses seeking unique corporate gifts or team-building activities centered around creative crafts. Understanding the motivations and interests of these target audiences is essential for tailoring the communication strategy and selecting the most appropriate channels and messaging to resonate with them. These individuals are likely to be active on visual social media platforms and may seek out online tutorials or in-person workshops to learn new skills and pursue their creative passions.
- 4.2. Core Elements of the "Pembertty" Brand Language and Desired Perception:
The "pembertty" brand language should be carefully crafted to convey the core values and unique aspects of the business model. Key messages that should be consistently communicated include the artistry inherent in candle carving, the structured and methodical technique involved, the high level of craftsmanship that is both taught and achievable, the fostering of creativity in individuals, the empowerment that comes from learning a new skill, and the overall joy and satisfaction derived from creating unique art through candle carving. The desired perception of the "pembertty" brand is that of an

expert and authority in the specialized art of candle carving. Pembertty should be seen as a provider of high-quality, structured education that makes this intricate craft accessible to learners of all levels. Furthermore, Pembertty should be perceived as a reliable and trusted source for the necessary materials and tools, ensuring that students and enthusiasts have access to everything they need to pursue their passion.

Consistency in brand language and visual identity across all communication channels is paramount for building brand recognition, establishing trust with the target audience, and creating a cohesive and memorable brand experience.⁹ The language used should be sophisticated enough to reflect the artistic nature of the craft yet accessible and encouraging to individuals who are new to candle carving. The overall tone should be inspiring, supportive, and focused on celebrating the creativity and skill of both the instructors and the students.

- 4.3. Communicating the Artistic and Technical Aspects:

Effectively communicating the artistic and technical aspects of candle carving is crucial for attracting and engaging the target audience. To showcase the artistic potential, Pembertty should invest in high-quality visuals, including professional photographs and videos of intricately carved candles.¹⁸ These visuals should highlight the level of detail, the unique designs that can be achieved, and the overall beauty of the finished carved candles. Platforms like Instagram and Pinterest, which are visually oriented, would be particularly effective for this purpose. To explain the "ordenado conjunto de técnicas interdisciplinarias" (ordered set of interdisciplinary techniques) in a clear and engaging manner, Pembertty can develop step-by-step tutorials and demonstrations led by skilled artisans.⁵⁵ These tutorials can be delivered through various formats, including video (on platforms like YouTube and TikTok) and written guides with accompanying images (on the blog and website). Utilizing visually appealing infographics or diagrams can also help to break down complex techniques into easily understandable steps. It is important to highlight the intersection of art and technique in the "pembertty" methodology, emphasizing that while artistic vision is important, the ability to create stunning carved candles also relies on learning and applying specific skills and techniques in a structured way. The communication should convey that the "pembertty" approach makes this art form accessible to individuals who may not consider themselves inherently artistic, by providing a clear and methodical framework for learning and practice.

- 4.4. Highlighting the Dual Offering: Education and Supplies:

A key element of the communication strategy should be to clearly and consistently highlight Pembertty's dual offering of both education and supplies. All communication materials, whether they are social media posts, website content, or workshop descriptions, should emphasize that Pembertty not only teaches the art of candle carving ("el cómo") but also provides access to the necessary high-quality materials ("el qué") in the form of paraffin and molds. The convenience and value of learning the "pembertty" methodology and then being able to readily purchase the specifically recommended paraffin and molds from the same trusted source should be a central theme in the messaging. This integrated approach simplifies the process for customers

and ensures that they have access to materials that are compatible with the techniques they are learning, ultimately leading to better results and a more satisfying creative experience. Consider offering bundled packages that combine educational resources, such as a basic candle carving tutorial (either physical or digital), with a starter kit containing a block of suitable paraffin and a beginner-friendly carving tool or a basic mold. This can lower the barrier to entry for new learners and encourage initial engagement with both the educational and supply aspects of the business. The communication should clearly articulate the benefits of this integrated approach, emphasizing the ease and efficiency of obtaining both the knowledge and the materials from a single, reliable source.

5. Tactical Communication Channels and Approaches

- **5.1. Leveraging Digital Platforms:**

Establishing a strong online presence is essential for reaching the target audience and showcasing the visual nature of candle carving. A professional and user-friendly website should serve as the central hub for all "Pembertty" information, providing detailed descriptions of the business model, comprehensive information about educational offerings (workshops, online courses, schedules, pricing), and an easily navigable e-commerce section for purchasing paraffin and molds.¹⁰ The website should feature high-quality images and videos prominently, showcasing both the intricate beauty of carved candles and clear demonstrations of the carving process. Social media platforms offer powerful tools for visual storytelling and community engagement. Instagram is ideal for showcasing the artistry of carved candles through captivating images and short videos, highlighting student creations, and announcing upcoming workshops and courses.⁶³ TikTok's format is well-suited for short, engaging videos that demonstrate quick carving techniques, convey the satisfaction of artistic creation, and highlight trending candle styles,¹⁷ effectively driving traffic to the website for more detailed information or course sign-ups.²⁵ Pinterest provides a platform for visual inspiration, allowing Pembertty to create visually appealing boards showcasing different styles of carved candles and various carving techniques, with links back to the website for educational resources and supplies, effectively targeting craft enthusiasts and DIYers.³⁸ Facebook can be utilized to build a community page for sharing more detailed updates, promoting events, fostering discussions among students, and potentially running targeted advertising campaigns to reach specific demographics interested in arts, crafts, and DIY activities.

- **5.2. Content Marketing:**

Creating valuable and informative content is crucial for attracting the target audience, establishing Pembertty as an authority in candle carving, and nurturing leads. Regularly publishing engaging blog posts on topics related to the history of candle carving, detailed explanations of different carving techniques,⁵⁵ beginner-friendly tips and tricks, inspiration for advanced carving projects, and interviews with accomplished candle carving artists can draw organic traffic to the website. Developing a comprehensive library of high-quality tutorials covering a range of candle carving techniques, from foundational skills to more advanced methods, is essential. These

tutorials should be offered in both video format, hosted on platforms like YouTube and Vimeo and embedded on the website, and in written format with clear, step-by-step instructions and accompanying images on the blog and as downloadable PDFs. For more in-depth learning, Pembertty can create comprehensive ebooks or downloadable guides that focus on specific carving styles, such as floral motifs or geometric patterns, or delve into advanced carving techniques. These can be offered as premium content for purchase or as valuable lead magnets in exchange for email list subscriptions, helping to build a database of interested individuals for future marketing efforts.

- 5.3. Workshops, Online Courses, and Community Forums:

Offering a variety of learning formats caters to different preferences and accessibility needs within the target audience. Organizing and hosting in-person candle carving workshops in accessible locations across Colombia, potentially starting in major cities like Bogotá and Medellín which show a strong interest in artisanal crafts ⁶, provides a valuable hands-on learning experience. Consider offering different levels of workshops, catering to absolute beginners as well as individuals with some prior experience in carving or candle making. Developing structured online courses that provide a comprehensive learning experience in candle carving, covering foundational techniques, proper tool usage ⁷, design principles, and more advanced carving methods ⁷, allows for greater reach and flexibility for students. Utilizing a learning management system (LMS) can facilitate course delivery, student progress tracking, and communication. Creating an online community forum or group, hosted on the Pembertty website, a dedicated platform like Discord, or even a private Facebook group, provides a space where students and enthusiasts can connect with each other, share their carved creations, ask questions, exchange tips and advice, and build a supportive network around the "pembertty" brand.⁵² This sense of community can significantly enhance the learning experience and foster long-term engagement with the brand.

- 5.4. Communicating the Availability of Supplies:

It is crucial to seamlessly integrate information about the availability of paraffin and molds into all educational content. During in-person workshops, instructors should clearly mention and ideally demonstrate with the specific types of paraffin and molds that are best suited for the "pembertty" carving techniques. Similarly, online courses and tutorials should include dedicated modules or sections that discuss the recommended materials and where they can be purchased, with a direct link to the Pembertty website's e-commerce section. Creating a dedicated and easily accessible e-commerce section on the website for purchasing paraffin (offering different quantities and potentially types tailored for carving) and a curated selection of molds (including basic shapes ideal for carving practice and potentially more specialized molds designed by Pembertty) is essential. Each product listing should include detailed descriptions, high-quality images, transparent pricing, and clear information regarding shipping options and delivery across Colombia. Offering attractive starter kits that bundle a basic candle carving tutorial (either in physical or digital format), a block of suitable paraffin wax, and a beginner-friendly carving tool or a basic mold can significantly lower the barrier to entry for new learners and encourage them to try the

craft.

- 5.5. Potential Collaborations:

Exploring strategic collaborations can significantly expand Pembertty's reach and build brand credibility. Partnering with local artisans, craft stores, or community centers to host joint candle carving workshops or to offer "pembertty" educational materials and supplies through their existing channels can tap into established audiences interested in artisanal crafts.¹⁰ Collaborating with educational institutions, such as local art schools or vocational training centers, to potentially integrate candle carving using the "pembertty" methodology into their curriculum or to offer specialized workshops under the Pembertty brand can provide access to a motivated student base. Reaching out to relevant influencers in the DIY, art, or lifestyle space on popular social media platforms can be an effective way to reach a wider audience and leverage their existing credibility to promote "pembertty" workshops, online courses, and supplies.⁹ These collaborations can take various forms, such as sponsored posts, joint live demonstrations, or affiliate partnerships, allowing Pembertty to tap into the influencer's established follower base and build brand awareness among a relevant demographic.

6. Recommendations for Brand Propagation and Growth

- 6.1. Implementing the Communication Strategy:

To effectively implement the outlined communication strategy, Pembertty should develop a detailed and consistently updated content calendar. This calendar should schedule posts for all relevant social media platforms, outline topics and timelines for blog articles, plan the production and release of new tutorials, and schedule announcements for upcoming workshops and online courses. Investing in professional-quality photography and videography is crucial for visually showcasing the artistry of carved candles and clearly demonstrating the carving techniques. Active engagement with the online community is paramount. This includes promptly responding to comments and messages on social media, actively participating in the online forum by answering questions and offering encouragement, and fostering a sense of connection and support among "pembertty" enthusiasts. To gauge the effectiveness of the communication strategy and identify areas for improvement, it is essential to implement tracking mechanisms to monitor key performance indicators (KPIs). These metrics should include website traffic, social media engagement rates (likes, shares, comments), the number of sign-ups for workshops and online courses, and the sales figures for paraffin and molds. Regularly analyzing these metrics will provide valuable data to inform future communication efforts and ensure that the strategy is achieving its intended goals.¹⁰

- 6.2. Maintaining Logic, Coherence, and Objectivity:

Throughout all communication efforts, it is vital to ensure that the messaging aligns logically with the core value proposition of the "pembertty" model, which centers on a structured yet artistic approach to candle carving. Information regarding candle carving techniques and the availability of supplies should be presented in a clear, logical, and easy-to-understand manner, avoiding jargon or overly technical language that might alienate beginners. Maintaining an objective tone in all communications is also

important. The focus should be on highlighting the tangible benefits of the "pembertty" approach to learning and creating carved candles, as well as the quality and suitability of the paraffin and molds offered. Objectivity builds trust and credibility with the target audience, assuring them that Pembertty is a reliable source of both education and supplies.

- **6.3. Building Brand Loyalty and Fostering Community:**
Cultivating brand loyalty and fostering a strong sense of community among "pembertty" customers and students can lead to significant long-term benefits. Encouraging user-generated content is a powerful way to achieve this. Pembertty should actively invite customers to share photos and videos of their own carved candle creations on social media platforms using a dedicated brand hashtag. Featuring these customer creations on Pembertty's own social media channels and website not only provides social proof and inspires others but also makes customers feel valued and appreciated. Offering exclusive content, such as advanced carving tutorials or special discounts on supplies, to loyal customers can further strengthen their connection with the brand. Actively participating in the online community forum by providing support, answering questions, offering constructive feedback, and celebrating student achievements can create a welcoming and engaging environment that encourages continued learning and brand advocacy.
- **6.4. Considerations for Pricing and Packaging:**
Developing a strategic pricing strategy for workshops, online courses, paraffin, and molds is crucial for balancing profitability with market competitiveness within the Colombian context. Researching the pricing of similar educational offerings and candle making supplies from competitors (as outlined in Section 2) will provide valuable benchmarks. Pembertty should consider offering tiered pricing for its educational content, with introductory courses priced more accessibly and more advanced or specialized courses priced accordingly. For paraffin and molds, the pricing should reflect the quality of the materials while remaining competitive with other suppliers. Developing attractive and functional packaging for the paraffin and molds is also important. The packaging should not only protect the products during shipping but also align with the overall aesthetic of the "pembertty" brand, reinforcing its image as a provider of high-quality artistic resources.

7. Conclusion

The "Pembertty" business model holds significant potential within the Colombian artisanal candle market by uniquely combining comprehensive artistic education in the specialized craft of candle carving with the convenient provision of necessary supplies. The recommended communication strategy, which emphasizes a strong digital presence, valuable content marketing, diverse educational formats, and seamless integration of supply offerings, is designed to effectively reach the target audience and establish Pembertty as a leader in this niche. By consistently implementing this strategy, maintaining a clear and coherent brand language, actively building a loyal community, and strategically approaching pricing and packaging, Pembertty can successfully propagate its brand, empower a new generation of candle carving artists, and achieve sustainable growth as both a distinguished educator and a

reliable supplier in the vibrant Colombian artisanal candle market.

Valuable Tables:

1. Competitive Analysis of Colombian Artisanal Candle Brands

Brand Name	Primary Products/Services	Value Proposition	Pricing (Range)	Online Presence
Taller de Hierbas	Vegetable wax candles with natural essences	Natural, responsibly sourced ingredients, artisanal production	\$30 - \$65	Website, Social Media
Nido	High-quality fragrance candles in various containers	High-quality fragrances, local products, handmade in Colombia	\$45 - \$240	Website, Social Media
Outpost & Co.	Hand-poured candles in unique recycled metal and amber glass containers	Rustic style, recycled materials, wooden wicks, varied scents	\$50 - \$80	Website, Social Media
Essenza Luminosa	Natural ecological wax candles in reusable fabric bags	Eco-friendly, natural wax from sustainable crops, handmade in Colombia, variety of themed collections	\$48 - \$63	Website, Social Media
La Veranera	Scented candles with vibrant colors and citrus notes, personalized options and sets	High-quality ingredients, storytelling through words and refranes, personalized and gift-oriented offerings	Not specified	Website, Social Media
Pabilo home	Hand-made paraffin candles in a variety of colors and sizes	Focus on creating warmth and connection, hand-made in Colombia, wide	\$20 - \$103	Website, Social Media

		variety of options		
Jom & Co.	Hand-made soy wax candles, including decorative "Cloudzzy" collection	Artisanal, soy wax, unique decorative collection	\$42 - \$120	Website, Social Media
Smells Like Edén	Black glass container candles with unique and sensual aromas, refill option available	Focus on deep pleasure and exquisite fruit scents, unique and sensual aromas, refill option	\$80	Social Media (implied)
Öri Essence	Hand-made soy wax candles with fragrances inspired by earth elements, include crystals	Artisanal, soy wax, inspired by nature, include crystals for different intentions, glass or ceramic containers	\$90 - \$110	Website, Social Media
Zoe Studio	Aesthetic design vegetable soy wax candles in different shapes, sizes, and containers	Aesthetic designs, vegetable soy wax, handmade in Bogotá, nationwide shipping	\$22 - \$60	Website, Social Media
Zorro y Jaguar	Products with a high environmental awareness, including beeswax candles	Environmentally conscious, unique beeswax texture and burning experience	\$45 - \$88	Social Media (implied)

2. Comparison of Potential Suppliers of Paraffin and Molds

Supplier Name	Location	Products Offered (Paraffin)	Products Offered (Molds)	Contact Information
Velas e Insumos León	Bogotá, Colombia	Paraffin (various types including block, gel, liquid), soy wax (various types), coconut wax, palm wax,	Wide variety of molds for candles and soaps	Website: velaseinsumosleon.com, Facebook, Instagram, Whatsapp

		beeswax		
Fina Parafina	Medellín, Colombia	Paraffin (various types), soy wax	Not specified	TikTok: @fina.parafina, Phone: 3148344534
CI J&J	Antioquia, Colombia	Paraffin (various types), palm wax, waxes for containers	Not specified	Website: cijyj.com, Phone: +(604)448-77-92, Whatsapp: 3202141507
Gran Velada	Spain (International)	Paraffin (various types), soy wax, beeswax, palm wax, gel wax, additives	Extensive catalog of silicone, plastic, metal, and methacrylate molds for various candle shapes and themes, including customizable options	Website: granvelada.com/es/ , Phone: 976 86 74 74, Email: soporte@granvelada.com
Moldeamos.com	Colombia (Online)	Paraffin gel	Wide variety of silicone molds for candles and other crafts	Website: moldeamos.com, WhatsApp (on website)
Asha's Candle Enterprise	Bogotá, Colombia	Soy wax (various types), paraffin wax, palm wax, massage wax	Not specified	Website: ashasenterpriseinsumosparavelas.com/ , Phone: +57311 806 8055, Email: ashascandle@gmail.com, WhatsApp (on website), Facebook, Instagram
Mercado Libre (Various Sellers)	Colombia (Online)	Wide range of paraffin waxes (solid, liquid, gel) and other waxes	Extensive selection of molds made from silicone, plastic, and other materials in various shapes	Website: listado.mercadolibre.com.co

			and sizes	
Amazon (Various Sellers)	Global (International)	Wide range of paraffin waxes and other waxes	Extensive selection of silicone, metal, and other molds for candle making	Website: amazon.com
Etsy (Various Sellers)	Global (International)	Various types of paraffin and other waxes	Wide variety of unique and handmade molds for candle making, including plastic and silicone options	Website: etsy.com

3. Comparison of Educational Offerings in Artisanal Candle Making (Colombia)


Provider Name	Course/Workshop Name	Focus	Format	Key Topics Covered	Price (if available)
Comfenalco Antioquia	Taller de velas artesanales	General artisanal candle making	In-person	Creating unique pieces, developing manual skills	Free (for affiliates A & B)
Tienda Compensar	Curso de velas artesanales	General artisanal candle making	In-person	Theory, materials, formulations, silicone and metal molds, gel candles, marbled, layered, mosaic, massage candles, dried flowers, dessert-style, wax melts	\$71.200 - \$241.200 COP
Tienda Compensar	Curso de velas talladas	Candle carving	Online/In-person	Materials, design selection and scaling, design transfer, carving and volumetry, painting,	Not specified

				finishing and lacquering	
Universidad Pontificia Bolivariana	Curso Elaboración y Decoración de Velas Artesanales	General artisanal candle making	In-person	History of candles, tools, materials, paraffin wax, components, colors, forms, myths, 7-color candle, energy, chakras, mysticism, rituals, palm wax candle, soy wax candle, entrepreneurship orientation	\$605.000 COP
Escuela de artes La Rueca	Curso de velas decorativas (básico, avanzado, dulces, Buda, pintadas, gel, reciclaje)	Decorative candle making, various techniques	In-person	Basic: 10 techniques with solid, liquid, and gel paraffin. Advanced: 10 complex techniques. Dulces: Novelty candles for parties. Buda: Special molds with LED and fiber optics. Pintadas: Decorating any candle type by hand painting. Gel: 10 techniques with gel paraffin. Reciclaje: Using recycled materials as	\$150.000 - \$420.000 COP

				molds.	
Alquimia Natural	Curso presencial Velas	Soy wax candles	In-person	Soy wax for aromatizing, containers, molds, bar air fresheners, oil burner air fresheners, linen sprays, reed diffusers. Types of waxes, soy wax properties, melting point, additives, colorants, decoration, fragrances, essential oils, wicks, containers, formulation.	\$420.000 COP
Titinas.co	Curso de velas artesanales!	General artisanal candle making	Online	13 modules, 50+ classes, 11 hours of content covering the entire process of making and selling artisanal candles.	\$290.000 COP

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