

Bandhuari

Women's Project



The Bandhwari Project pays Bandhwari women to make cloth products based on incoming demand; the income is very important to the women

Key Takeaways

Bandhwari Project Business Model:

- 1) Orders for products are received or more inventory becomes needed
- 2) Bandhwari women hand-make the products
- 3) The Project pays the women per product made
- 4) The women's income pays for their children's private education, an essential use

- Bandhwari women rely upon consistent product orders/demand to help meet their children's educational needs
- The Bandhwari Project can provide orders for products during demand dry spells, building up inventory for a later time



However, the project has yet to find a steady source of demand and thus has been able to provide only limited income to the women

Existing Channel



- Demand from students, student sales on-campus



- Demand from tour groups

Strengths & Complications

- Student social media marketing has proven effective
- Demand and shipping are irregular
- Students do not stay with the project for very long before graduating
- The Project has full control over the sales process
- Demand levels are relatively low and inconsistent

Key Takeaways

- Higher demand means more work and more pay for the women of the project
- Currently used channels have their strengths, but provide irregular demand
- The Covid-19 pandemic has worsened demand from either source, leaving the Project in need of stronger demand



The Bandhwari Project can emphasize marketing its key products on specific, carefully chosen channels in order to achieve increased demand



Product



Bullseye



Scrunchies



Sari Bags
Creme inner lining
Name change according to key words



Yoga Bags
Experiment with just canvas as well as sari
Include pocket on the side



Key Takeaways

- These “top three” products are most likely to increase profit quickly when pushed through the recommended channels
- Scrunchies are low risk and are consistently trending. They give people the option to feel like they contribute to a cause without emptying their bank accounts, while receiving a useful and desired item
- Yoga Bags are a needed and desired item for the potential buyer. Sourced from India and sold with the story of the women, lead to a authenticity and social credibility of the buyer



Novelty



Tote bags
Reversible with canvas
Include logo printed on canvas



Crossbody bags
Include inner pockets



Makeup bags
Wide bottom to stand on its own
Logo tag sewn inside

Key Takeaways

- These products will sell, but should be a secondary focus to the bullseye products
- Easy to sell to target market and through suggested channels



Best Practices -

Utilize more of the recycled sari material in every product

Canvas is a valuable second material and will create a more desired aesthetic in certain products (yoga bags, tote bags)

Products suggested to focus on are low risk, high reward

Choose colors/patterns that are rich and vibrant, less bright and neon



Place



Two Main Channels

F A I R E

- Faire is a company that helps retailers find and buy wholesale merchandise for their stores.
- Main Advantages
 - Go-to place for artisan wholesale
 - Mobile-friendly
 - Can sell directly from India
- Entry Requirements
 - 25% commission on opening customers
 - 15% commission on reorders
 - 3% credit card fee
 - Quality photos of products
 - Nice cover photo of women



Etsy

Etsy, Inc. is an American e-commerce company focused on handmade or vintage items and craft supplies. These items fall under a wide range of categories, including jewelry, bags, clothing, home décor and furniture, toys, art, as well as craft supplies and tools.

- Main Advantages
 - Larger and more well-known American market
 - Easier for new buyers to find
- Entry Requirements (see [here](#))
 - Every product sold must be unique - defined as handmade, vintage, or a craft supply
 - Professional cover, listing, and photos
 - Must list as “wholesale” to be found by target



Smaller Possible Channels

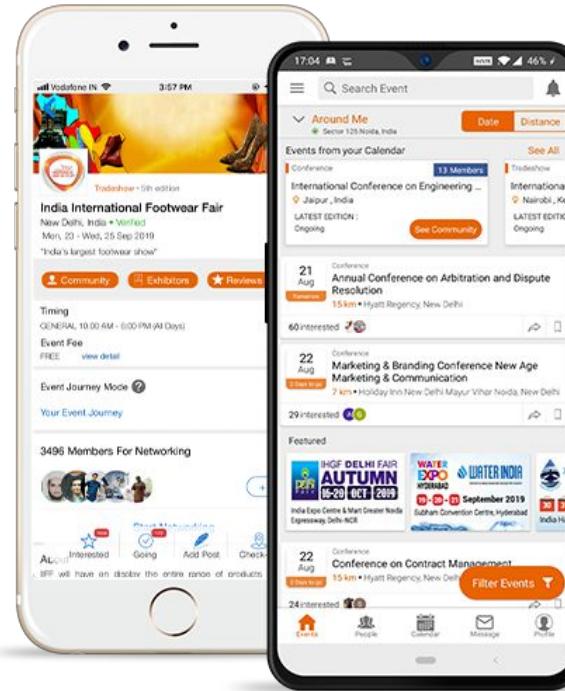
Conferences/Conventions (see database [here](#))

- Health and wellness
- Yoga
- Fair trade certification
- International education
- Social impact
- Women-run businesses

Boutiques

- Yoga chain stores
- Nurseries
- Fashion boutiques selling accessories

*Requires direct contact/sales team→ possibly an intern responsibility to send out advertisements introducing brand & make it easier to find.



Wholesale Shipping Options

Fulfillment Centers

Fulfillment centers are for outsourcing shipping and inventory management to a central US location (particularly helpful for Faire)

Recommended Options

- ShipBob
- Cart.com
- HOJ

Direct Shipping

Directly ship and manage all orders from India location

- DHL
- Yakut.com
- On point express.com
- Aircourier



Price



Best Practices – Market Pricing

	Market Pricing		Recommended Pricing	
	Wholesale	Retail	Wholesale	Retail
Scrunchie	\$1.50	\$3	\$2	\$3
Saree Bag	\$8 - 12	\$16 - 22	\$10	\$20
Yoga Bag	\$20 - 30	\$35 - 57	\$27	\$50
Tote Bag	\$14 - 20	\$24 - 38	\$17	\$32
Crossbody Bag	\$5- 8	\$10 - 15	\$7	\$14
Make-up Bag	\$4 - 18	\$10 - 34	\$15	\$30

*Pricing for one unit.

Key Takeaways

- When developing and introducing new products, research those products already existing on Faire and Etsy to establish pricing.
- Pricing picked from the top third of the current market pricing
- Price in the higher third of the market to show to the consumer the high-quality nature of the product



Best Practices – Pricing Structure

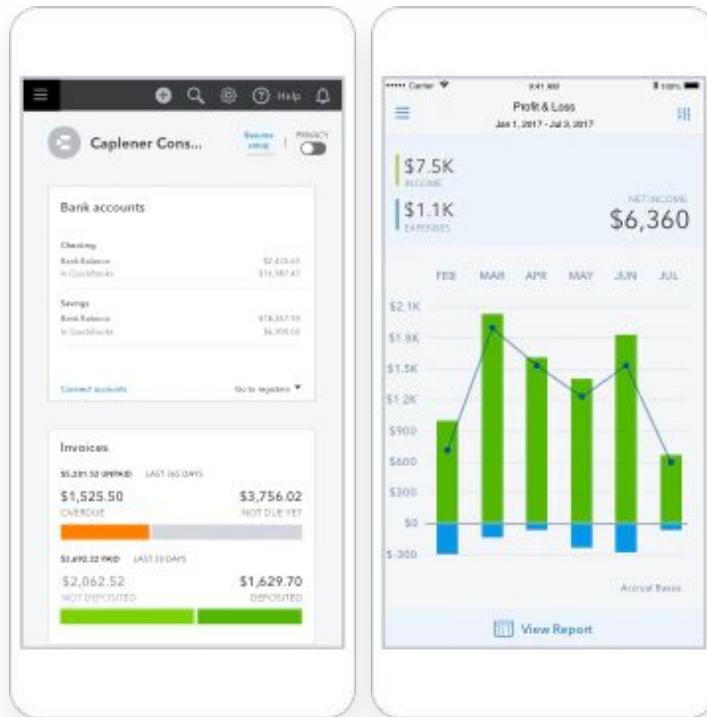
0-99 items	Full retail price
100-199 items	10% discount
200-299 items	15% discount
300-399 items	20% discount
400+ items	25% discount

Key Takeaways

- **WHOLESALE:** When setting your wholesale price, multiply your cost of goods by two. This ensures your wholesale profit margin is at least 50%.
- Cost of Goods = shipping cost + cost of labor + cost of material + distribution fees
- **CONFERENCES:** When selling items by volume for conferences, give a discount off the retail price, we provided an example of a step model. When listing the bulk pricing, list the price, not the percent off.



Best Practices - Taxes and Accounting



Key Takeaways

- TARIFFS - Tariff on textile imports from India in fiscal year 2021 was 1.3%
- SYSTEMS - Scheduled and consistent reviews of revenues and expenses are needed, as well as a system (digital or on paper) that tracks products sold, revenues received, and expenses incurred.
- Easy-to-use tracking systems
 - QuickBooks Online
 - Excel mobile app



Promotion

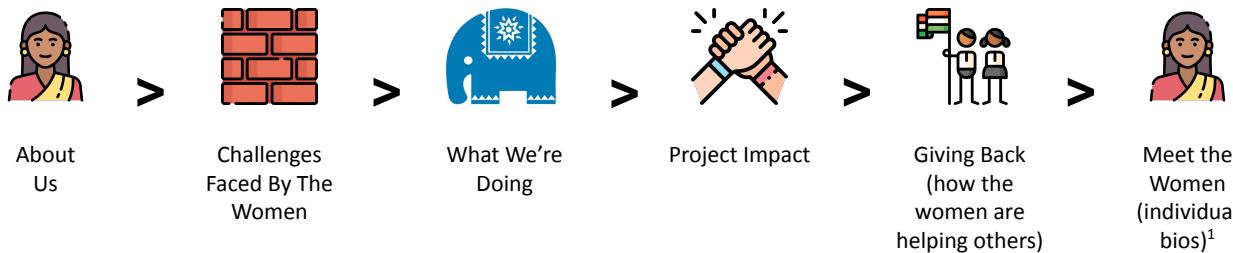


The Bandhwari Project can effectively tell its story on its website by maximizing positive emotion and emphasizing what the women are doing to help others

Suggested Guidelines

- Focus on the women's story, not the village's overall situation
- Keep the discussion of the challenges the women face
- Portray the women as heroes, show how they're helping others after the project helps them
- Emphasize the good that the project is doing for them, since people love a positive story

Example Website Flow



Key Takeaways

- People are more willing to support a project that they believe will be successful in helping people
- American and other consumers love stories of hardworking, passionate underdogs and will buy products with those stories
- The Project can promote the image of proactive women who are acting to shape their own futures with help from the foundation

1: See Appendix 1 for example individual bio template



Bandhwari Project tags can maximize buyer engagement by telling both the foundation's story and the story of the woman who made the product

Example tag design:



(An example of a personal tag. Each one will be the story of the individual woman)



Key Takeaways

- Use 2 tags: one general tag for each Bandhwari product, one tag with the woman who made the bag
- Adding to existing tag storytelling to maximize their chances of connecting with the consumer; those who are not as affected by one side of the story may connect with the other
- First-world consumers love stories about hardworking underdogs



The Bandhwari Project can easily set up an effective Faire account by inputting key information about the company and its products

Important Areas

"About Us" company description¹

Product descriptions¹

Product Tags¹

1: See Appendix 1 for examples of what to include in these areas

11:47

Vintage Kantha Quilt Blankets, Boh...

Aloha!

We're so happy you found us!

We create useful zero waste accessories using beautiful factory scraps.

Based in the Hawaiian Islands, we support small family Artisan factories worldwide with our small batch runs.

We invite you to learn more by visiting our website: www.bytheseorganics.com

Mahalo Nui Loa!

Handmade Eco Friendly Organic

Social Good Women Owned

Small Batch Not on Amazon

11:39

Description Dimensions

Our Vintage Kantha Quilts are crafted by female artisans in villages throughout India, Liv Rocks sells and represents their original Kantha artwork. Generations of women have passed their skills to their daughters to keep this traditional art-form alive so your purchase helps this to continue. Each Liv Rocks hand-made Kantha quilt is 100% original and no two are alike. These are TRUE VINTAGE Kantha Quilts. This means there will be imperfections, possibly some discoloration in places however we do our best to check each one before sending it to your home. All quilts have been thoroughly cleaned, washed and packaged prior to shipment for cleanliness.

* Reversible with complementary designs on both sides

* Approx. 60 x 45 inches

* 100% cotton

* Machine wash cold in gentle cycle separately / Hang to Dry

* Imported from India

Save Share

11:48

Kantha Tote

Estimated Delivery Aug 13-18

Description Dimensions

Pre order for August 27th

Handmade, all are one of a kind. Made from layers of upcycled 100% cotton saris. Kantha stitching makes these bags feel so luxurious! 2 straps fit over your shoulder or at your side. You will love this soft bag for everyday use.

Reversible, two patterns in one tote, pocket inside.

100% cotton.
Size 15" x 17"

these come in assortments of warm and cool tones.

Save Share

Products You Might Also Like

Recently Viewed

Key Takeaways

- Inputting a few key pieces of information is all that is necessary to create a Faire account
- A professional profile with good storytelling will give Faire better access to wholesalers; this has been accomplished by other international small businesses
- BYU students are happy to help with account creation & setup

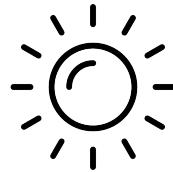


Bandhwari can use its product photography to convey quality, cleanliness, and professionalism, adding an image of product legitimacy to its compelling story

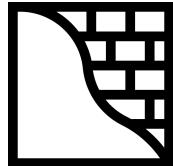
Best Practices Include:



Clean lens



Natural lighting



Blank wall or other clean background



Pictures from multiple angles for each product



Hiring a professional photographer is a great option

Key Takeaways

- Buyers make decisions about which products to buy based largely on product visuals, among other priorities
- Natural lighting: will enhance the products visually
- Use a background that will not distract from the products
- Multiple angles: help buyers know what they are buying through multiple photos/ angles of each product



Key Takeaways



Product

The Project can maximize revenue by focusing on making a narrow range of its best-selling/most popular products



Place

Faire.com and Etsy.com are the Project's best channel options; each one has potential to provide consistent revenue to the Project



Price

The Project can streamline its finances by implementing a consistent way to track revenue and expenses for legal and tax documents



Promotion

Build personal connection between the Project's consumers and products by focusing on the women's stories. Convey the high quality of products through quality photographs.

Appendix

Suggestions for promotional text

Individual Woman's Bio Example:

- Hello and namaste! My name is [name] and I have been working in the Bandhwari Women's Project since 2014. Since joining, profits from the project have helped me provide for my children's needs and send them to [school name] in our village (it's a step above the government school). They have also helped me to learn valuable trade skills. It is so meaningful for me to see my children having access to increased educational opportunities. My village community and I are very grateful for your support, and we hope you will be satisfied with our quality work in the Bandhwari Women's Project.

Faire account creation materials:

- 1-paragraph brand story:
 - "Hello and namaste! We started the Bandhwari Women's Project in 2005 out of a deep respect for the working mothers we saw around us in the Bandhwari village, Haryana, India. Urban development, restrictive gender roles, and the prevalence of child marriage can limit women's educational and vocational opportunities. Our mission is to empower the Bandhwari women to rise above these challenges by helping them develop skills and provide them with additional income that will help their children get access to improved education. We also provide a clean space for the women to gather together in their community to build bonds of friendship and unity as they create these beautiful handmade products. We're so glad you're joining us on our journey to support these women and their goal of providing quality education for their children. Your customership is making a real difference in real lives, helping increase dignity and empowerment across multiple generations of Bandhwari women."
- Product Descriptions: include item weight, dimensions, and materials used
- Tags: "Not on Amazon", "Handmade", "Recycled", "Women Owned", "Social Good"

Suggestions for product images



Suggestions for product images (continued)



Suggestions for product images (continued)

