

MomCraftz Presentation

Brigham Young University

Starting in 2020, MomCraftz has paid local working mothers to make cloth products based on incoming demand; the income is very important for them

Business Model:

- 1) Orders for products are received or more inventory becomes needed
- 2) The mothers hand-make the products from macrame and other materials
- 3) MomCraftz pays the mothers per product made
- 4) The women's income goes to support their families and allows their children to pursue an education rather than helping out at home
- 5) MomCraftz provides educational support to children as well

Key Takeaways

- MomCraftz is a relatively young charity
- MomCraftz women rely upon consistent product orders/demand to have needed income
- MomCraftz can provide orders for products during demand dry spells, building up inventory for a later time

However, MC products aren't sold in the US market yet, keeping demand low and resulting in lower-than-necessary income for the women

Existing Channel

- Friends and Family
- Demand from tour groups (like ours)

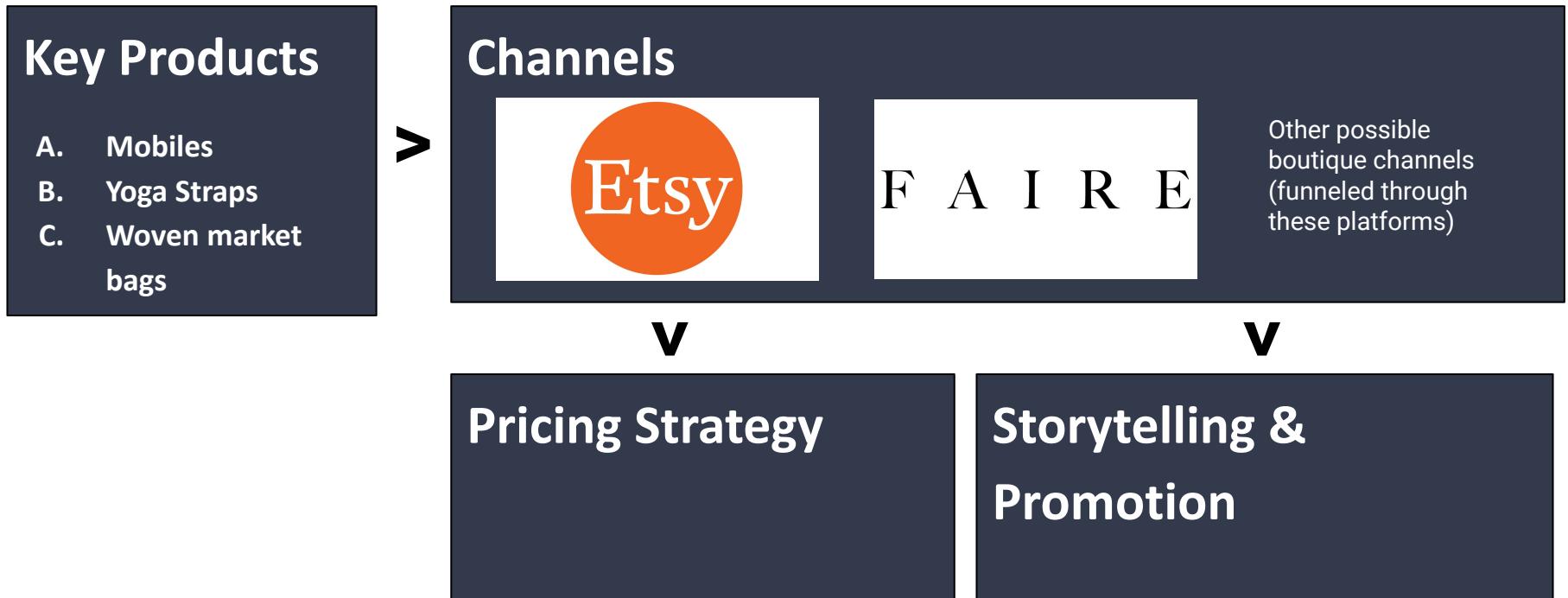
Strengths & Complications

- MomCraftz has full control over the sales process
- Demand levels are both 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 low levels of demand
- The Covid-19 pandemic has worsened demand, leaving MomCraftz in need of much stronger demand

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



Product



Bullseye



Mobiles

Wooden beads

Blue, whites, grays, creme colors

Elephants, sheep, bunnies, water theme



Yoga Straps

Use wooden rings from plant hangers



Market Bags

With creme inner lining

Key Takeaways

- These “top three” products are most likely to increase profit quickly when pushed through the recommended channels
- Mobiles are well made already and would increase sales and can be sold at a very high price if made with neutral or monochrome colors and the right animals
- Yoga straps are a needed and desired item for the potential buyer. Sourced from India with good quality, lead to a authenticity and social credibility of the buyer
- Market bags also sell to the ideal potential buyer as a multipurpose best selling item

Novelty



Wall Hangings



Table Runners



Plant Hangers

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
- These products, other than plant hangers, are more difficult but more customizable so you can charge more

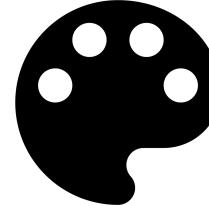
Best Practices

There is a lot of potential in learning to create these different products

Neutrals and monochrome color palettes will sell at a higher rate

Products suggested to focus on are low risk, high reward

Attention to detail: Sand the wood rings, and invest in stronger frames



Place



Channel Research

Goal of new international channels

- Find markets where target buyers will look

Why not Amazon?

1. Story: Amazon buyers don't care about the storytelling and background
2. Price: Amazon buyers care about lowest price
3. Shipping: MomCraftz cannot compete consistently with other businesses on Amazon when shipping from India.



Two Main Channels

F A I R E

Faire is a company that helps retailers find and buy wholesale merchandise for their stores.

- B2B (Wholesale)
- 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
 - Set minimums on price and quantity number
 - Quality photos of products
 - Nice cover photo of women

Etsy

Etsy, Inc. is a company focused on handmade or vintage items and craft supplies.

- B2C (Direct to consumer)
- 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

Smaller Possible Channels

Boutiques

- Types
 - Yoga chain stores
 - Baby accessories and clothes
 - Women-run artisan stores
 - Nurseries (plant hangers)
 - Fashion boutiques selling accessories
- Send samples from your scrap materials to specific boutique owners.
 - This gives potential customers the opportunity to touch and feel the products making them more likely to purchase

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



Crowdfunding

- **Who:** Find angel investors to donate by reaching to your Facebook friends and our Instagram followers
- **What:** Raise money to finance sending small samples to potential buyers
- **Why:** Potential buyers are 100x more likely to buy and invest when they have tangible incentives
- **How:** Register on GoFundMe, the most recognized platform with lowest fees.

Why should people donate?

People who donate will be given an Etsy discount code to buy a product



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



Faire Pricing

	Market Pricing Faire		Recommended Pricing Faire	
	Wholesale	Retail	Wholesale	Retail
Mobile	\$17 - 40	\$28 - 80	\$33	\$75
Macrame Yoga Strap	\$8.50 - 15	\$28 - 64	\$12	\$36
Woven Market Bag	\$16	\$25 - 35	\$16	\$30
Wall Hanging	Large: \$30 Medium: \$10 - 18	Large: \$60 - 70 Medium: \$18 - 35	Large: \$30 Medium: \$16	Large: \$67 Medium: \$32
Table Runner	Detailed: \$25-45 Simple: \$15-22	Detailed: \$45-82 Simple: \$30-45	Detailed: \$35 Simple: \$18	Detailed: \$70 Simple: \$38
*Plant Hanger	\$15-23	\$25-60	\$20	\$40

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

*Wholesale Pricing does not do custom orders

**Prices are per unit.

Etsy Pricing

	Market Pricing Etsy	Recommended Pricing Etsy
Mobile	\$50-120	\$80
Macrame Yoga Strap	\$20 - 40	\$35
Woven Market Bag	\$14 - 30	\$25
Wall Hanging	\$35-150	\$90
Table Runner	\$23 - 60	\$46
*Plant Hanger	\$11 - 15	\$13

Pricing Research

Etsy (retail price)



Macrame Yoga Mat Carrying Strap Holder Yoga...
★★★★★ (65)

\$45.00 FREE shipping

Ad by Etsy seller

+ Add to cart

More like this →



Macrame Yoga Mat Strap, Macrame Yoga Mat ...
★★★★★ (3,250) ⭐ Star Seller

\$31.89 \$39.86 (20% off)

Ad by Etsy seller

More like this →



Macrame Yoga Mat Strap| Yoga Strap| Blanket ...
★★★★★ (177) ⭐ Star Seller

\$18.00 FREE shipping

Ad by Etsy seller

More like this →



Macrame Yoga Mat Strap, Macrame Yoga Hold...
★★★★★ (270)

\$25.09

Ad by Etsy seller

More like this →

Bestseller in: "mobil" →



Dino mobile/ Dinosaur mobile...
NivasCollection

★★★★★ (2,025)

\$55.00

FREE shipping



Boho mobile Neutral baby mo...
Babycarestudio

★★★★★ (448)

\$65.00

\$72.22 (10% off)

FREE shipping



READY TO SHIP! Baby mobile,...
ChilDreams

★★★★★ (618)

\$69.30

\$77.00 (10% off)

FREE shipping



Baby Mobile with sleeping be...
Kindesglueck

★★★★★ (308)

\$84.57

Etsy Search for anything

Summer Clothing & Accessories Jewelry & Accessories Clothing & Shoes Home & Living Wedding & Party Toys & Entertainment Art & Collectibles Craft Supplies Gifts & Gift Cards

← Back to search results



TikTakDesignCo ⭐ Star Seller 8,420 sales ★★★★★
Baby Mobile Neutral Sheep, Nursery Mobile, Farm Crib Mobile, White Crib Mobile, Baby Boy Mobile, Felt Ball Mobile, Felt Mobile Girl Baby

\$84.06+

Local taxes included (where applicable)

Pay in 4 installments of \$21.01. Learn more

Add a Matching Garland *

- Select an option
Mobile Only (\$84.06)
Mobile + 2m Garland (\$100.55)
Mobile + 3m Garland (\$110.12)

Selling fast! Only 1 left, and over 20 people have it in their cart.

Buyer Tip: This seller consistently earned 5-star reviews, shipped on time, and replied quickly to my messages they received.

Hooray! This item ships free to the US.

Pricing Research

Faire
(Wholesale)



**Macrame Wall Hanging
Woven Bohemian Wall...**
MSRP \$27.96 🔒

By Sparkle Being



Macrame Yoga Mat Strap
MSRP \$18.19 🔒

By Sasak Market



**Handmade Rainbow
Hanging Baby Crib...**
MSRP \$27.96 🔒

Expenses

Shipping	Shiprocket can ship one pound for about \$12
Fulfillment Center	Prices will vary depending on center
Etsy	6.5% per transaction
Faire	25% from first sale, 15% for every sale after, 3% credit card free

Taxes and Accounting



Key Takeaways

- 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



MomCraftz can convey an air of professionalism and appeal to American audiences by intentionally selecting a new brand name

Name guidelines:

- Professional-sounding
- English and Hindi are both fine, but English words should not have negative connotations. American consumers have no associations with Hindi words

Potential Names:

- **Anew/ Anu**
- Asha/ Aasha
- **Anaya**
- Rooh

Key Takeaways

- American consumers may assume negative things about the company based on the name ‘MomCraftz’, since ‘Mom’ is an informal word and ‘Craftz’ is both informal and misspelled
- Hindi-sounding words are one great option that is more in-vogue

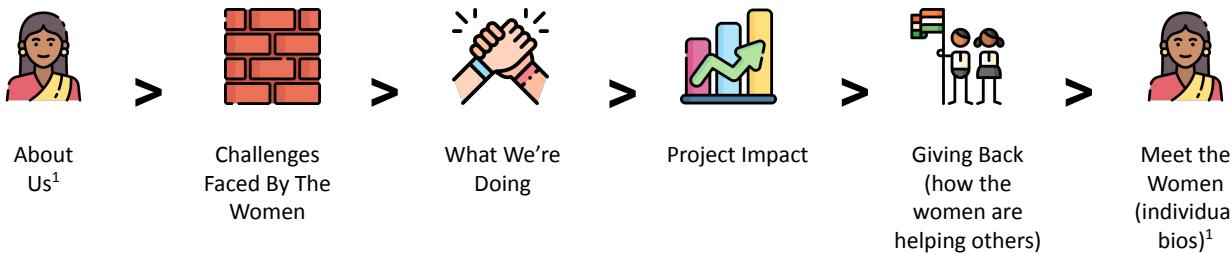


MomCraftz can create a website that tells its story effectively, maximizing positive emotion and emphasizing what the women are doing to help others

Suggested Guidelines

- Focus on the women's personal stories
- 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
- MomCraftz 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 "About Us" company description and individual bio templates

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

The image displays three screenshots from a mobile device illustrating how a company sets up its Faire account. The first screenshot shows the 'About Us' section with a company description, 'About By the sea organics'. The second screenshot shows a product page for 'Vintage Kantha Quilt Blankets, Boh...'. The third screenshot shows a product page for 'Kantha Tote'. Red arrows point from specific sections in the first screenshot to their equivalents in the subsequent screenshots.

Important Areas

"About Us" company description¹

Product descriptions¹

Product Tags¹

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.bysseaorganics.com
Mahalo Nui Loa!

Handmade Eco Friendly Organic
Social Good Women Owned
Small Batch Not on Amazon

11:47 11:39 11:48

Vintage Kantha Quilt Blankets, Boh... Kantha Tote

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

Description Dimensions
Estimated Delivery Aug 13-18
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 MomCraftz better access to wholesalers; this has been accomplished by other international small businesses
- BYU students are happy to help with account creation & setup

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

Key Takeaways



Product

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



Place

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



Price

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



Promotion

MomCraftz can build personal connection between consumers and products by focusing on the women's stories.

Suggestions for promotional text

Individual Woman's Bio Example:

- “Hello and namaste! My name is [name] and I have been working with MomCraftz since 2020. Since joining, profits from the project have helped me provide for my children’s needs and send them to [school name] near our home—it’s a step above the government school they would be attending otherwise. It is so meaningful for me to see my children having access to increased educational opportunities! My family is very grateful for your support and we hope you are satisfied with this product.”

Faire account creation materials:

- Product Descriptions: include item weight, dimensions, and materials used
- Tags: “Not on Amazon”, “Handmade”, “Women Owned”

Suggestions for promotional text [continued]

Longer brand story/About Us page:

"Hello and namaste! We started MomCraftz in [2020] out of a deep respect for the working mothers we saw around us. Faced with economic hardship due in part to the Covid-19 pandemic, many of these women are the only breadwinners for their families, and almost all are supporting young children. Rather than being daunted by the challenges they faced, we saw them striving every day to

We wanted to give them the tools to improve their circumstances and their futures. After examining our options, macrame crafts stood out to us—they're stylish, and they look great when handmade! We make sure that every product we make is of exceptional quality, so that you are satisfied by our purchase and the mothers on our team are satisfied by what they make.

We've loved joining the women in their journey towards building skill and earning income. In the two years since we have known her, [Woman 1's success story]. [Woman 2's success story.]

But we knew we couldn't just stop at helping the mothers—we wanted to empower the rising generation as well to achieve their goals and break free of the cycle of poverty. Funded by profits from our products, MomCraftz spends X hours a week tutoring the daughters of the women working in the project in science, math, and literature. We've helped people like [Name 1], who has been accepted into university following her time in the MomCraftz education program, and [Name 2], whose university studies led to her discovering a love for athletics. Now she's on the Indian national women's hockey team!

We're so glad you're joining us on our journey to help these women and girls realize their potential! Your customership is making a real difference in real people's lives, helping increase dignity and empowerment across multiple generations of [village name] women."

Love,
Anu & Ashish
Co-Founders, MomCraftz