

Project Reenvision

Project Overview:

Project REENVISION focuses on the idea of business growth in online [social media] platforms and an increase in the profit amount. It's a project which will help the local businesses of accessories increase their outreach and revenue.

As an Enactus team we will provide them with the adequate amount of support and business knowledge required.

Accessories such as rings, chains and others are sold by the natives of Bhubaneswar at a very low price of 10 to 20 rs per piece which is different in case of the online social media handles. This is mainly due to their limited knowledge in business. The factor that will set them apart from the other online businesses is their pricing and their unique choice of styles in accessories.

As a team we would reach out to groups involved in such business and try to educate them about the business.

LEVEL 1:

We are mainly targeting the EKARMA HAAT, where we can find groups of people involved in such activities. Team members will try and communicate with the natives.

LEVEL 2:

Groups Interested will be further assisted by our team members. We will show them the current demand in style by the generation and discuss what they can provide and all the other requirements.

LEVEL 3:

This level includes the creation of an Instagram page and a website. Also teaching them the marketing scheme and helping them with the whole pricing including the delivery options.

The project's main target in its initial phase will be the students of KIIT UNIVERSITY in order to start with a smooth working of the project without including the complexities the out of state deliveries and all the taxes and all.

SDGs:

1. **SDG 1:** No Poverty - By helping the local vendors increase their income through expanded sales opportunities, we are contributing to poverty reduction and economic empowerment.
2. **SDG 5:** Gender Equality - We are promoting empowerment by actively collaborating with and promoting women vendors who create and sell

ornaments. We are highlighting their stories, expertise, and contributions to the website's visitors. We are also encouraging women's participation and leadership in the local vendor community.

3. **SDG 8:** Decent Work and Economic Growth - Our website is creating new market opportunities for the local vendors, promoting economic growth, and fostering sustainable livelihoods. Our website will help local vendors increase their income and improve their livelihoods. This is in line with SDG 8, which aims to promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.
4. **SDG 10:** Reduced Inequalities - By bridging the gap between local vendors and a broader customer base, we are promoting inclusivity and reducing inequalities by providing equal access to market opportunities. Our website will help to level the playing field for local vendors by giving them access to a wider market. This can help to reduce inequalities and create a more just and equitable society.
5. **SDG 12:** Responsible Consumption and Production - Our initiative supports sustainable production practices by promoting locally made ornaments and reducing the reliance on mass-produced products, which can have negative environmental impacts. This is achieved by selling ornaments that are made from sustainable materials and by reducing the need for transportation.
6. **SDG 17:** Partnerships for the Goals - By collaborating with local vendors, We are fostering partnerships and promoting a multi-stakeholder approach towards achieving sustainable development. Our website is an example of a public-private partnership that can help to achieve the SDGs. By working together, the public and private sectors can pool their resources and expertise to create a more sustainable future.

Swot Analysis:

Strengths:

Affordable Pricing: The products sold by the natives of Odisha have their prices significantly lower than that of the online market, making them attractive to potential customers.

Unique and Trendy Accessories: The unique and trendy accessories offered by the natives of Odisha could help in creating a competitive advantage in the market.

Cultural Authenticity: The products reflect the cultural heritage of Odisha, which can appeal to customers interested in supporting traditional craftsmanship.

Weaknesses:

Limited Reach: As of now, the natives of Odisha have a limited customer base since they are mostly selling their products at trade fairs. This restricts their potential sales and revenue.

Lack of Online Presence: The absence of a social media handle or website hinders their ability to reach a wider audience and limits their exposure to potential customers.

Limited Business Knowledge: The natives may have limited knowledge of business practices, including online selling, marketing, and brand building.

Opportunities:

Online Market Potential: Creating a social media handle and website can help them in expanding their customer reach thereby not only limiting them to the local trade fair but allowing them to tap into the growing online market.

Brand Building: With an online presence, the natives can also possibly establish a brand identity and reputation thereby attracting more customers.

Collaborations: They can explore partnerships with local designers, influencers, or businesses to expand their product range and reach a broader customer base.

Threats:

Competition: The highly competitive online market, with numerous sellers offering similar products forces the natives to differentiate themselves and stand out from competitors in the market.

Online Marketing Challenges: Building an online presence requires knowledge and skills in social media management, digital marketing, and website management. They may face challenges in learning and implementing these skills in an efficient manner.

Pricing and Profit Margins: Increasing the prices may lead to a potential decrease in demand if customers are unwilling to pay higher prices due to the presence of a highly competitive market. Hence, finding the right balance between affordability and profitability is crucial.

Target Audience: The target audience for this project basically aiming at people who are into aesthetic stuff, the target audience is young individuals who share an interest in

aesthetics and are likely to engage with content related to this theme. the target audience can be described as follows:

Age range: mainly the kids of our age, Teenagers or young adults, typically between 13-25 years old.

Interest: Individuals who are interested in aesthetic-related topics, such as art, fashion, design, photography, interior decoration, beauty, or any other aesthetic-driven subjects.

Social media users: People who actively use social media platforms, especially those popular among younger audiences, such as Instagram, Pinterest.

Engagement: Users who frequently engage with content related to aesthetics, including liking, commenting, and sharing posts.

Influencer followers: Individuals who follow or engage with popular influencers, artists, designers, or creators known for their aesthetic content.

Preferred content style: People who enjoy visually appealing and well-curated content, including minimalist, vintage, colorful, or any other specific aesthetic styles.

Trend followers: Individuals who are interested in staying up-to-date with the latest aesthetic trends and are likely to follow and engage with content related to emerging trends.

Demographics: Although aesthetics can appeal to a broad range of people, you can consider targeting specific demographics based on your product or service. For example, if you offer fashion-related products, you might target fashion-forward individuals interested in aesthetic clothing and accessories.

Marketing STRATEGY:

- CREATE A SOCIAL MEDIA HANDLE FOR THE SELLER .POST SNIPPETS AND VIDEOS OF THE HANDICRAFTS AND PRODUCTS.
- CREATE AWARENESS THROUGH SOCIAL MEDIA POST ABOUT THE HISTORY AND MAKING OF HANDICRAFTS.
- TAKING ORDERS OR PRE BOOKING THROUGH DMS(we can ask the seller to give some discount to the online buyers)
- WE CAN ASK THE SELLER TO PROVIDE HOME DELIVERY TO THE BUYERS .(at the same time promote the buyer to visit **Ekamra Haat** and pick there order and at same time can explore the market)

