



Kraft Junction is a part of the ChomSha Group. It aims to provide a platform to fresh and talented yet untapped artists, craftsmen, photographers, interior designers etc. Kraft Junction will be a brick and mortar model online e-commerce platform which will try to promote such artists.

Although Kraft Junction web portal will be open to all sorts of customers, both in India and outside, we believe that the most potential customers will be as follows:

- a) Corporate, Mid and Big Size Business enterprises in India**
- b) HNIs across the globe and inside the nation**



Our products include:

- a) Paintings**
- b) Greeting Cards**
- c) Diaries**
- d) Planners**
- e) Handicrafts**
- f) Calendars**
- g) Photo frames**
- h) Interior Designing**
- i) Home and Office Décor Items etc.**

With an online portal we not only believe to give the artists a platform but also cut down on the cost of the customers by about 20%.



Project at a Glance:

Your MR/Branding project will be based out of Bengaluru. In the first quarter, The MR/Branding project will try to study the market and conclude whether there is an opportunity for the above mentioned business model/if yes how do we go about it. In the second quarter, it will try to form a database of Corporate/HNIs/Enterprise that can be the most potential customers of Kraft junction. In the third quarter, you will try to explore (if opportunity exist, as mentioned above what best ways can we go about to establish a differentiated brand name of Kraft Junction; if opportunity does not exist, what are the alternate ways to approach) and break the clutter among existing names.

The last quarter will have to tap out maximum of your creativity, presence of mind and management skills where you will step in the shoes of the CEO of Kraft Junction, a start up with limited budget constraints, in a sand-box. Try to create a way for your business to survive, flourish and establish in the competitive market. A complete business plan is expected out of you.

Please try to approach this project with an open mind. Don't create a hypothetical cubicle. Do Dream but keep your feet on the ground. Of course all such advices are not required as you are the CEO!

Kindly note, Kraft Junction is a project under ChomSha Group and will be launched in the fall of 2014.