

- ❖ High Quality
- ❖ Handmade
- ❖ Local
- ❖ Trendy
- ❖ One-of-a-kind

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The client for this project is an up and coming homemade jewelry company called "Cam's Crafts". I created this company while in quarantine because I began making polymer clay earrings in my home, and I wanted to see if anyone was interested in buying them. I haven't fully made Cam's Crafts since it is based out of San Diego, California, and is a very small (one person) company. The product provided is polymer clay earrings, and I am hoping to expand the product line to more types of jewelry. The brand image I would like to portray is quality, one of a kind handcrafted products made for the trendy consumer. Many different competitors are selling similar products on Instagram and Etsy. Some examples include Velvet Orange Designs, Lucume Shop, and Little Whimsy Charms. The target market for Cam's Crafts is female college students. This makes San Diego and San Luis Obispo great areas to target. Because of the small nature of the company and limited resources, I will limit the cities. This quickens the customer service process. This target market makes it easier to understand what they want and need.



They want unique, high quality, on-trend, and fun products. They want to follow current trends setting themselves apart at the same time. That is the role Cam's Crafts will be able to fill, by selling one of a kind handmade products that stay in line with current trends.

and limited resources, I will limit myself to target these two areas. This will allow me to easily get the product to the customer. I am part of the college student market, which makes it easier for me to understand their needs.



- ❖ Earrings
- ❖ Necklaces
- ❖ Bracelets
- ❖ Keychains

