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**Assignment:A Business Model Canvas for  
Handcrafted Jewellery**

# handcrafted jewellery

## 1 Explain the Creative Venture

This creative venture focuses on designing and selling **handcrafted jewellery** such as earrings, necklaces, rings, and bangles. Each product is handmade with unique designs that combine traditional and modern styles. The jewellery is sold mainly through online platforms, making it easy to reach a wide audience.

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## 2 Identify the Customer Segments

The main customers for this creative product are:

- Young women (18–35 years)
- Fashion-conscious people
- Brides and festive shoppers
- Gift buyers
- Customers who prefer handmade and artistic products

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## 3 Describe the Channels Used to Reach the Audience

The business uses the following channels to reach customers:

- Social media platforms like Instagram and Facebook
- Own website
- Online marketplaces such as Amazon, Etsy, and Meesho
- Influencer marketing
- Exhibitions and craft fairs

## **4 Explain the Value Proposition in Creative Businesses**

The value proposition of this creative business includes:

- Unique and handmade jewellery designs
- Customized products according to customer needs
- Affordable prices compared to big brands
- Emotional and artistic value
- Support for local artisans and craftsmanship

## **5 List the Key Resources that Support Creativity and Innovation**

The key resources required for creativity and innovation are:

- Skilled designers and artisans
- Raw materials like stones, beads, and metals
- Creative design skills
- Digital tools and social media platforms
- Strong brand identity and attractive packaging

## **6 Explain the Role of Key Partnerships in Creative Collaboration**

Key partnerships help the business grow and collaborate creatively:

- Local artisans and craftsmen
- Raw material suppliers
- Fashion influencers and bloggers
- Delivery and logistics partners

## **7 Describe Revenue Streams in Creative Industries**

The business earns revenue through:

- Direct online sales
- Custom-made jewellery orders
- Bulk orders for weddings and events
- Festive and seasonal collections
- Collaborations with boutiques

## **8 Cost Structure in Creative Industries**

The main costs involved in this creative venture are:

- Cost of raw materials
- Payments to artisans and workers
- Marketing and advertising expenses
- Packaging and delivery costs
- Website maintenance and platform fees

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## **9 Analyze the Challenges of Running a Creative Venture**

### **♦ Financial Challenges**

- High cost of materials
- Limited funds at the beginning
- Irregular income

- ♦ Market Challenges
  - Changing fashion trends
  - High competition in the market
  - Changing customer preferences
  
- ♦ Operational Challenges
  - Managing production and delivery on time
  - Maintaining consistent quality
  - Handling online platforms

Key Partners	Key Activities	Key Resources	Value Proposition	Customer	Channels	Cost Structure	Revenue Streams
Artisans	Jewellery designing	Skilled designers	Unique handmade designs	Young women	Instagram	Raw materials	Online sales
Raw material suppliers	Handmade production	Raw materials	Custom jewellery	Fashion lovers	Website	Labor costs	Custom orders
Influencers	Marketing & promotion	Tools & equipment	Affordable prices	Brides	Online marketplaces	Marketing	Bulk orders
Delivery partners	Order processing	Social media platforms	Artistic and emotional value	Gift buyers	Exhibitions	Packaging & delivery	Seasonal collections

## Conclusion

An online handcrafted jewellery brand is a strong creative venture that combines creativity with business. With innovation, quality products, and effective marketing, this creative business can achieve long-term success.