



K.R. MANGALAM UNIVERSITY
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School of Engineering and Technology

ARTISANO - MARKETPLACE FOR HANDMADE PRODUCTS

SHAILJA RATHORE (2401201060)

Under Supervision of

Internal: Solanki Gupta , External: Sapna Gupta

Topics Covered

1. Introduction
2. Problem Statement & Objective
3. Existing Solutions & Their Limitations
4. Proposed System & Features
5. System Architecture & Workflow
6. Conclusion & Future Scope

Introduction

With the increasing popularity of online shopping, digital platforms have become essential for buying and selling products. Independent artisans and craftsmen often struggle to reach a wider audience due to:

- Lack proper marketing support
- Easy access to retailers
- An online marketplace.

This platform will:

- Helps artisans to easily sell their handmade goods
- Helps buyers to easily find unique handmade products
- Support small businesses and promote craftsmanship

Problem Statement & Objective

Independent artisans face several challenges in selling their goods online:

- Hard for artists to sell their products
- Customers finds it difficult to find unique handmade products
- There is a need for a dedicated platform that empowers artisans by providing them with an easy-to-use online marketplace.

Objectives are:

- Provide artisans a platform to showcase their products and which is also userfriendly
- Enables secure transaction between buyers and sellers
- Offer order management and tracking
- Support local artisans

Existing Solutions & Their Limitations

PLATFORM	LIMITATIONS
Esty	High listing fees and transaction charges. Intense competition
Amazon Handmade	Strict entry requirements and high commission fees.
Social Media	Limited e-commerce features, trust issues with buyers, and manual transaction handling.

A specialized online platform can address these issues by providing: Lower fees & better visibility for artisans, Seamless order & payment management, A dedicated space for handcrafted goods with artisan-focused features.

Proposed System & Features

Proposed System:

The platform will provide:

- A user-friendly interface for artisans to list and sell their products.
- Secure transactions
- Efficient order management with tracking and notifications.

Key Features:

- Product Listings
- Search & Filtering
- User Reviews & Order Tracking
- Wishlist & Favorites

Outcome:

A dedicated e-commerce platform for artisans, ensuring smooth transactions, better visibility, and customer satisfaction.

System Architecture & Workflow

System Architecture:

The platform follows a three-tier architecture to ensure efficiency and scalability:

- **Frontend** – Website for buyers and sellers.
- **Backend** – Manages business logic, authentication, and transactions.
- **Database** – Stores user profiles, product details, orders, and transactions.

Workflow:

User Registration & Login → Product Listing & Browsing → Order Placement & Processing → Order Management → Delivery & Feedback System

Conclusion

The website aims to bridge the gap between artisans and buyers by providing a user-friendly, and secure platform. This project:

- Empowers independent artisans by enhancing their online presence.
- Offers a seamless shopping experience
- Promotes handmade craftsmanship and supports small businesses in the digital economy

Future Scope:

- AI-Based Product Recommendations – Personalized shopping experience based on user preferences.
- Global Expansion & Multi-Language Support – Enabling artisans to reach international buyers.
- Integration Of Payment Interface

THANKYOU!