

CRAFT WORLD

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Guide: TJ JOBIN

1. Project Overview?

This is a web-based application that offers a wide range of operations such as, an online market, the handicraft product upload straight to the online store and ordinary users can view and buy their desired one.

2. To what extend the system is proposed for?

The proposed system is a very flexible online marketing application for Handcrafters. Through this a handcrafter gets his payment straight to his account that registered with this web application. Reach of product in worldwide will lead to a better marketing, it led more profit for handcrafters.

3. Specify the Viewers/Public which is to be involved in the System?

Public

4. List the Modules included in your System?

- *Publish products*
- *Managing products*
- *View orders and process it*
- *Process payment*
- *View feedback and complaints*
- *Booking conformation and cancelation*
- *Biding for demanding product*

5. Identify the users in your project?

- *Admin: Admin is an authorized person and he is in full control of the overall system.*
- *Handcrafters: The Handcrafter is the one who is registered in the system for selling his product through this application.*
- *Users: The user is consumers of handicrafts they buy, view products that are uploaded to our network.*

6. Who owns the system?

Organization of artisanal.

7. System is related to which firm/industry/organization?

Private organization.

8. Details of person that you have contacted for data collection?

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9. Questionnaire to collect details about the project? (min 10 questions, include descriptive answers, attach additional docs (e.g. Bill receipts, certificate models), if any?)

Q1. Variety of handicraft items you manufacture? Ans: Decorative items, Chairs, Basket, Scrapbook etc.

Q2. How much margin you get while going for local selling? Ans: If the manufacturer is going for local selling then they get 5-10% profit margin.

Q3. Your Re- order point? Ans: Most of the manufacturers keep inventory as per the requirement.

Q4. Order size? Ans: Most of the manufacturer gets the avg. order 500-700 units per month. There are only 20% manufacturers who get the orders above 700 units per month or 1000 units per month.

Q5. Who bears the transportation cost? Ans: Manufacturer bears the transportation cost.

Q6. Which type of handicraft item is more in demand? Ans: Wooden items are more in demand.

Q7. How much margin you get while going for export? Ans: If the manufacturer is going for export then the profit margin is 15-20% as per the analysis. 90% manufacturers are in favor of this. Only 10% said that they get only 10-15% profit margin if they go for export.

Q8. what level of Inventory you keep? Ans: Most of manufacturer keep 30 days inventory. Some manufacturer also keep 2-month inventory.

Q9. On which basis you appoint the workers? Ans: Most of manufacturer appoints workers on contractual basis.

Q10. What mode of selling of handicraft you use? Ans: Mainly the mode of selling is through export. Most of manufacturers go for direct export.