

The internet and advent of technology have opened the doors for artisans to broaden their horizons by going from artists to professionals. Unlike retail stores that acquire their products from multiple sources, handcrafted businesses produce products in-house. Their primary focus is on providing a personal touch to the consumers that no other businesses can.

Whether you make candles, soaps, pottery, and even sauces, you are in a position to start a unique business. Here, the product development and procurement are in your hands, quite literally.

For instance, candles are no more used just during a power cut. Now, they are more of a home decor item and are widely used as gifts for different occasions as well. Consumers want to buy candles in various fragrances. They like to buy unique and customized products. Similar is the case with other items.

You can either start with a small batch or on a pre-order basis until you [generate consistent sales](#).



- *India is the third-largest start-up center in the world. Over 1300 new start-ups, including 7 unicorns, were added in the year 2019 in India. The data shows the willingness of the people in India to start their own business.*
- *With the low investment and high-profit business ideas, you can also consider starting your start-up. All that requires is a solid idea. And if executed well, you can be an owner of a successful business.*