

HANDMADE GIFT SHOPS – A STARTUP PROJECT

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ABSTRACT

Handicrafts represent a culture, tradition and heritage of a country. The handicraft industry is one of the productive sectors. The important features of Indian Handicrafts Industry are low capital investment, cheap and skilled labour, diversified product portfolio and flexible production. Many women were interested in making handicrafts. But they are unable to scale-up their business. From this research idea certain training can be given to women and awareness about technologies and after completion of the training they join in handicraft business. The teachers and other working women who want to do a part-time job they also welcome to join in handicraft business. To utilize the wastage of the products can also be recycled by using the creativity and innovation. This research is mainly to provide job opportunities for women and utilize the wastages. Customer can make their own gift and present it to others. It creates more valuable than normal gift. Raw materials can be provided to them and give proper training, so that they can make their own gifts. It establishing the brand identity as a provider of quality handicraft that includes unique offerings and it creates strong sales volume with the corporate market. The major findings in this project are many people accept handmade gift shop. So it can have a better scope for handicrafts. Main target age group of handicraft is 15-45 years. There is a lack of handmade gift shops so the handmade gift shop can do well in future. There is no proper training in handicrafts. So this project gives opportunity to give training to the interested peoples. Handmade gifts such as decorative items, household items, cushion items, ceramic items etc. It has also served as a service industry because they conduct classes for teaching handicrafts. This research concluded that the handicraft sector has more scope and scalability in the future.

Keywords

Handicrafts, Gift shop, Offline, Online, Women.

INTRODUCTION

In developing countries, Handicrafts plays a major role for employment. It is a product industry where we can do all the decorative works, gifts, wooden works, glass works, paper works,

ornaments etc. Handmade gifts such as decorative items, household items, cushion items, ceramic items etc. It has also served as a service industry because we conduct classes for teaching handicrafts. **Tie up with the women's club for teaching handicrafts can be used. So that woman can survive by selling their own handmade gifts. The total export of handicrafts from India is 3.66 billion in FY 2016-17. Exporters of handicrafts are Sri Krishna Export traders in Sivakasi, SUV Exports in Chennai, BR exporters in Coimbatore and Derk Exports, Chennai.**

Culture and tradition can be expressed by doing handicrafts. Indian Handicrafts Industry has certain important features such as low capital investment, cheap labour and flexible production. There is also some drawbacks are there in this industry such as lack of technological support, new trends and lack of awareness.

Customer first wants to select their gifts. Then they taught how to do that gift. After teaching customers can buy the materials form us and start making that gift. This is the uniqueness of this business. Guide them for doing their gifts and also raw materials will be provided. Many women are interested in doing craft works, but they did not have the materials to do that. So provide them all the materials to do craft works. We can sell products in affordable rate for all the peoples. If the customer does not want to do their own gift, then they can also buy handmade gift. Through online customer can buy handmade gifts in "Fairy gift" application. This will make the gifts according to the customers wish for the colour, design, creativity etc. This will give training through online also. If they ordered gifts through online, then seller go to their home and surprise the birthday person with gift. Money can be paid through online or at the time of delivery. Tie up with courier service can also send gifts to other countries or states or districts. These gifts can be used for birthday, wedding day, friendship day, Brothers day, Mother's day, Father's day etc. This can also solve employment problem among women. Because women's more interested in handicrafts.

If the customers want to give gift at 12.00Am can also deliver the gift at that time. Delivery is available on 24 hours. Delivery charge is free for all. If the gift is for marriage couples, then we gave additional gift to them for branding. Sellers note down all customer's birthday, wedding day and wish them on that day. So that customers happy. The main target peoples are college students, husband and wives etc. Instead of purchasing gifts for special ones, customers can make gifts by own and give it to friends, parents is something special. Students are the main target because they only prefer gifts for their friends or family member's. Women are the next target because women are more interested in handicrafts and also to recycling the wasted materials. Many materials can be wasted while doing handicrafts or other job. So recycled that wasted materials into gifts according to our own creation. Creativity plays a major role in handicrafts. Customers can do whatever they want according to our innovation. Gift is one way to express our feelings and love. Girls love surprises so they love gifts. Children's always expect gifts from their parents and relatives. Marriage function can be full of gifts only. So gifts play a major role in all our life. Gifts create happiness among the giver and also buyer. Aim is to

give women employment and open many branches all over the world. And also to create a brand identity among other gift shops and handicraft shops. Online website can be created so that customers can order their gift. The uniqueness of the gift is what makes that special smile come out of a person receiving the gift.

A gift or a present is an item given to someone without the expectation of payment or return.

The types of gifts are as follows:

- Printing products (Greeting cards, Photo frames, Calendars)
- Home accessories (Candles, wall hanging, Artworks, Boxes)
- Specialty gifts (Gift bags, Hand bags, Baby products)
- Jewellery (Paper accessories, Glass accessories, Bead jewellery)

Greeting cards:

A greeting card is an illustrated piece of card or high quality paper featuring an expression of friendship or other sentiment. Greeting cards are usually given on special occasions such as birthdays, Christmas or other holidays, they are also sent to convey thanks or express other feelings. Greeting cards are usually packaged with an envelope. Largest greeting card producers are Hallmark Cards and American Greetings.

Jewellery making:

Quilling paper is a work of art that includes the utilization of pieces of paper that are rolled, formed to make a creative gift. The paper is rolled, circled, twisted, contorted and generally controlled to make shapes which make up plans to beautify welcome cards, pictures, boxes, eggs, and to make models, gems, mobiles and so on.

Paintings:

Painting is the act of applying paint, shade, shading or other medium to a strong surface (bolster base). The medium is ordinarily connected to the base with a brush, however different executes, for example, blades, wipes, and digitally embellish, can be utilized. Painting is a method of inventive articulation, and the structures are various.

Wooden Gifts:

Woodworking is the activity or skill of making items from wood, and includes cabinetry and furniture making, wood carving, joinery, carpentry, and woodturning.

Recycled objects can also be used to make other crafts. Handicraft producers must be more responsive in adapting designs to buyer requirements, provide timely production and delivery, and improve quality and efficiency in view of increased price competition and consumer expectations.

Handmade gifts are always awesome because the gift recipient will value the time, sweat, and hot glue gun burns you put into their gift. **If the customers want to give gift at 12.00Am we can**

also deliver the gift at that time. Delivery is available on 24 hours. Delivery charge is free for all.

Need analysis

Most of the manufacturing setups have local employees and indigenous owners who operate such work in homes. But unfortunately, these traditional industries are under threat of sleep or decline because of the competition from the cheaper machine made substitutes, and due to the scarcity of physical capital and risk patrons

In India handicrafts have great potential of employment generation and income generation as it holds the key for sustaining not only the millions of artisans already existing, spread over length, and breadth of the country, but also for the increasingly large number of new entrants in the crafts activity. It may provide women employment so it is one of the needs for starting this research.

Scope and importance

Indian handicraft sector still remains highly unorganized with the domestic market lacking adequate visibility. Hence, there is a good scope for leading industry players to invest and expand in to this segment and gain by catering to world demand and also by generating local demand through awareness generation among domestic customers, according to experts.

The Cultural Importance

Handicrafts play very important role in representing the culture and traditions of any country or region. Handicrafts are a medium to preserve of rich traditional art, culture, traditional skills and talents which are associated with people's lifestyle and history.

The Economic Importance

Handicrafts are hugely important in terms of economic development. They provide ample opportunities for employment even with low capital investments and become a prominent medium for foreign earnings.

REVIEW OF LITERATURE

Krivoshlykova,(July 2006) says about handicraft production is a major form of employment in many developing countries and often a significant part of the export economy. Handicraft producers must be more responsive in adapting designs to buyer requirements, provide timely production and delivery, and improve quality and efficiency in view of increased price competition and consumer expectations. This study provides an analysis of the global market for handicrafts. The home accessory market, often used to estimate the demand for handcrafted goods, is strongly influenced by fashion, consumer purchasing patterns, and economic conditions in end markets. This study has made note of a number of trends in the marketplace that affect handicraft producers, among them: large and, increasingly, mid-size retailers are importing directly while small (and many of the mid-size) retailers continue to purchase merchandise largely, or entirely, from domestic wholesale importers.

Pope, (2007) says about gift giving is often the most obvious way a partner can show interest, strengthen a bond or even signal that a relationship should end. People who stop giving gifts lose out on important social cues, researchers say. But the biggest effect of gift giving may be on us. Giving to others reinforces feelings for them and makes us feel effective and caring, Dr. Langer said. It shows that a lot of the pleasure is in the giving, knowing you've taken care of someone."

Kim, (2009) said that to date, most research focused on understanding the meanings and mechanism of gift giving behaviour and there is little literature on channel usage behaviour for gift shopping. The purpose of this paper is to examine the relationship between consumers' retail purchase experiences for their own use and their gift shopping for others in a multichannel retail context. Using a self-administered survey method, the paper obtained 171 usable responses from females in a large US Midwestern University. Among the entire usable data, we only had ten responses from male college students.

Hashmi, (2012) says about India is one of the important suppliers of handicrafts to the world market. The Indian handicrafts industry is highly labour intensive cottage based industry and decentralized, being spread all over the country in rural and urban areas. Numerous artisans are engaged in crafts work on part-time basis. The industry provides employment to over six million artisans who include a large number of women and people belonging to the weaker sections of the society. The Handicrafts Sector plays a significant & important role in the country's economy. It provides employment to a vast segment of craft persons in rural & semi urban areas and generates substantial foreign exchange for the country, while preserving its cultural heritage. Handicrafts have great potential, as they hold the key for sustaining not only the existing set of millions of artisans spread over length and breadth of the country, but also for the increasingly large number of new entrants in the crafts activity.

METHODOLOGY

Formulation of the research problem

The main problem here is no proper training on handicrafts. There are many women were interested in making handicrafts. But they are unable to scale-up their business. The teachers and other working women who want to do a part-time job they also welcome to join in my business. It is their wish whether they take training or not. This article is mainly to provide job opportunities for women and so that the women can stand on their own leg.

Research design

The study dealt with the impact of government policies on marketing strategy of handicrafts which require exploration of ideas and flexibility of research design, it requires accurate description of association of some variables. Hence the study is descriptive in nature.

Study population and sampling procedure

Sample size is 200. We have collected data individual and also through Google forms. Many females are interested to fill these forms because they only interested in handicrafts.

Sources of data collection

For the study purpose both primary and secondary data are used. The primary data collected from students, employees etc. 100 forms with 20 close-ended questionnaires to take survey are prepared and circulated them. In Google form with same 20 questionnaires also circulated through online and asked to fill it. The secondary data collected from journals, magazines and articles. The primary and secondary data have been collected to cover every aspect of the study. The primary data are related to perception and response of students and employees etc. The secondary data gives the idea about handicraft. These data used in combination as per need of the study. These data having different merits and demerits and have serves our purpose of the research study.

Tools and process of data collection

The process for collecting data we went to holy cross college and gave some forms to fill and many forms were given to my friends, relatives and also I have collected data in my area. Tools used here is questionnaire. Google forms were sent to my long distance friends, employees etc. The research is a systematic study to examine the problem and find out the solution. For study data are to be collected from the respondents. A population is a group of individuals and persons from which samples are taken for measurement. Sampling is the process in which a representative part of a population for the purpose of determining parameters or characteristics of the whole population is selected. This is called a sample. It can be done within a limited time, efforts and with minimum cost. For selection of a sample special care should be taken that the sample is proper representative of the whole population. For this research study purpose out of different sampling methods the stratified random sampling has been selected. The main target is women. The school girls, college girls, working women and house wives in Trichy are taken as a sample. They have been selected randomly. So stratified random sampling has been used for the study. The sample size selected is 200.

Statistical package and tools used

- The collected data will be classified, edited, coded and tabulated
- Percentage analysis is used for demographic details of customers
- Chi square test is used to test the hypothesis

Limitations of the study

- This data is collected only in Tiruchirappalli.
- The data is collected with only 200 samples.
- Time, cost and location factors become major difficulties in completion of research.

- Sample size may not be exact representative of the universe. There is possibility of some error to a limited extent.
- The responses of the employees to various questions based on the perception of the respondents, their mood, presence of others while filling the questionnaire etc. hence the results may not be 100% accurate.

DATA PRESENTATION AND INTERPRETATION

Table 1 Output for sex of the respondent

	Frequency	Percent
Male	25	12.5
Female	175	87.5
Total	200	100.0

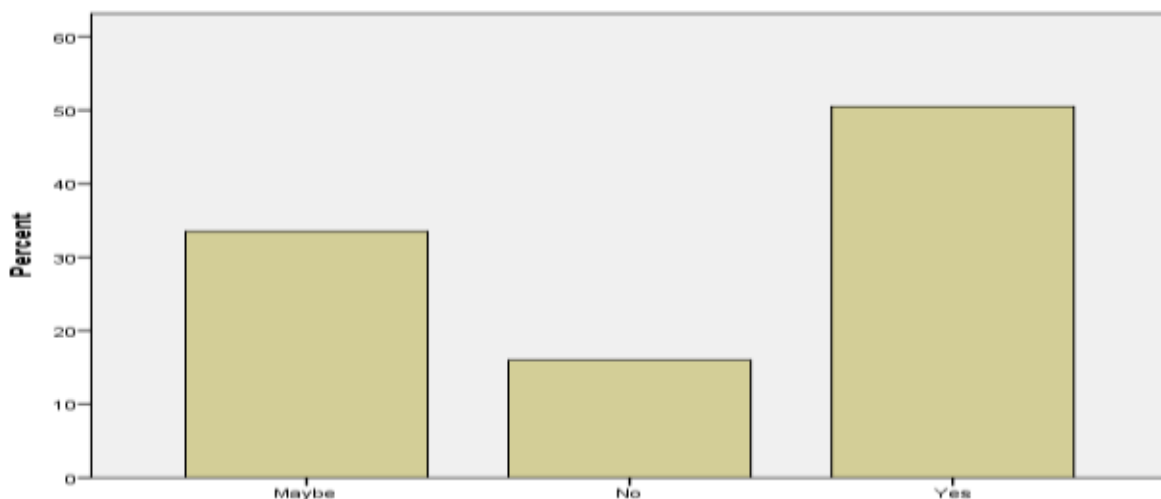
In 200 respondent's female respondents are 175 and male respondents are 25. Female respondents are more interested in handicrafts than male respondents. So they would fill the questionnaire. So the main finding in this handicrafts research is interested among women.

Table 2 Output for the interest on handmade gifts

	Frequency	Percent
Yes	101	50.5
No	32	16.0
Maybe	67	33.5
Total	200	100.0

50% people prefer my research idea i.e. they can make handmade gifts and gave it to others. So there is a scope for handmade gift shop. Many prefer handmade gifts than normal gifts. From the above data we can analyse that we can start our shop.

Chart 1 Preference of handmade gifts



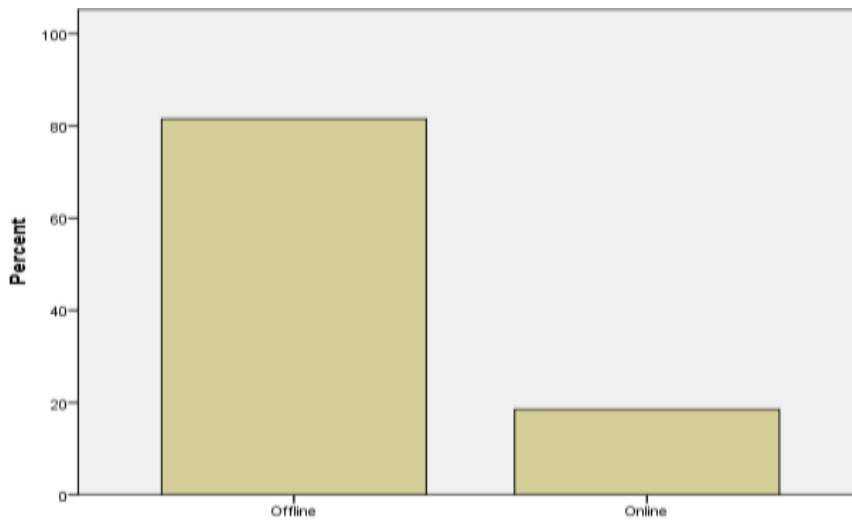
From the above data we can analyse that 50% of the respondents are accepting handmade gifts and 33.5% respondents were also interested. So from this finding we can predict that we can start

handmade gift shop business. The above analysis says that there is a scope for our research.

Table 3 Output for preference of shop

	Frequency	Percent
Offline	163	81.5
Online	37	18.5
Total	200	100.0

Chart 2 Output for preference of shop



The respondents prefer offline than online shops. So now we can open offline shops because some women are not aware of online applications. So after some years, the technology will have developed on that time we can open online websites and we can give online training.

Table 4 Output for relationship between age & giving gift at 12'o clock

Age	Giving gift at 12.00 Am		Total	CHI Square	P Value
	No	Yes			
Below15years	1 (100.0%) [1.1%]	0(0.0%) [0.0%]	1(100.0%)[0.5%]	16.861	0.001
15-30 years	70(40.0%)[78.7%]	105(60.0%)[94.6%]	175(100.0%)[87.5%]		
30-45 years	7(53.8%) [7.9%]	6(46.2%)[5.4 %]	13(100.0%) [6.5%]		
Above45years	11(100.0%)[12.4%]	0 (0.0%) [0.0%]	11 (100.0%)[5.5 %]		
Total	89(44.5%)[100.0%]	11(55.5%)[100.0%]	200(100.0%)[100.0%]		

1. The value within () refers to row %
2. Next [] refers to column %

The p value is less than 0.01. Hence concluded that there is association between age and gift giving behaviour at 12'o clock. Based on row % for 15-30 years 40% didn't like giving gift at 12'o clock and 60% like to give gift at 12'o clock. Based on row % for 30-45 years 53.8 % didn't like giving gift at 12'o clock and 46.2 % like to give gift at 12'o clock. Based on row % for above 45 years and below 15 years 100 % didn't like giving gift at 12'o clock. So from the above analysis we can predict that main target age group is 15-30 years. So according to that we can plan marketing strategies to attract business.

Table 5 Output for relationship between age & interest in handmade gifts

Gender	Handmade gifts			Total	CHI Square	P Value
	Yes	Maybe	No			
Below15years	0(0.0%) [0.0%]	0(0.0%) [0.0%]	1(100%) [3.1%]	1(100.0%) [0.5%]	31.545	0.000
15-30 years	88(50.3%) [87.1%]	66(37.7%) [98.5%]	21(12%) [65.6%]	175(100.0%) [87.5%]		
30-45 years	9 (69.2%) [8.9%]	1 (7.7%) [1.5%]	3(23.1%) [9.4%]	13(100.0%) [6.5%]		
Above45years	4 (36.4%) [4.0%]	0 (0.0%) [0.0%]	7(63.6%) [21.9%]	11(100.0%) [5.5%]		
Total	101(50.5%) [100%]	67(33.5%) [100%]	32(16%) [100%]	200(100%) [100.0%]		

1. The value within () refers to row %
2. Next [] refers to column %

The p value is less than 0.01. Hence concluded that there is association between age and handmade gifts. Based on row % for 15-30 years 50.3% are interested to make handmade gifts, 37.7% are partially interested and 12% are not interested. Based on row % for 30-45 years 69.2% are interested to make handmade gifts, 7.7% are partially interested and 23.1% are not interested. Based on row % for above 45 years 36.4% are interested to make handmade gifts, 0% is partially interested and 63.6% are not interested. So 15-45 years are more interested to make handmade gifts. From the above test we can predict that 15-45 years are more interested to make handmade gifts. So we can attract this age group to improve business brand.

Scalability

- More branches in densely populated areas.
- Training through online.
- Handmade clothes will be added.

CONCLUSION

The above research says that the study on handmade gift shops. Through the findings in

this research says that women are more interested in handicrafts and also many customers are interested in handmade gift shops. So there is scope to start a handmade gift shops. From this research, it is concluded that in future the handicraft sector will have more scalable and scope. It has more reach among foreigners too. In this sector, more job opportunities will be available. The women who are interested in making gift shop will get updated to the current technology, trend, buying behavior of customer and marketing strategy. The qualitative information collected to the research through survey and observations. The findings and results was favour for this research. The choice of marketing strategy will make the business to reach and place the product in the consumer's mind. Because of the limitations and time frame 200 samples was collected. With the collected information, the research proceeded and concluded with the appropriate findings.

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