



# M.S. Business

"Crafting Timeless Elegance,  
Handcrafted with Heart."





# About us

**M.S. Business is a distinguished manufacturer, supplier, and exporter specializing in a diverse array of handcrafted gift items. Our operations span across various artisanal crafts, including metal crafting, woodwork, leather, bamboo, glass, and stone crafts. We also excel in producing traditional and modern home decor, imitation jewelry, furniture, and textiles. Our offerings extend to exquisite handcrafted pottery, ceramics, brassware, marble artifacts, and woolen textiles, as well as handmade paper products and spiritual crafts. With a focus on quality and craftsmanship, we provide an extensive selection of unique and elegant gift items, including sarees, paintings, and Sikki grass products, catering to both local and international markets.**



# Vision & Mission

**Vision:** To be a globally recognized leader in handcrafted gift items, celebrated for our innovation, quality, and dedication to preserving traditional arts and crafts. We aim to enrich lives with our unique creations and foster sustainable growth for artisans and communities worldwide.

**Mission:** Our mission is to deliver exceptional handcrafted products that blend artistry with functionality, ensuring unparalleled quality and authenticity. We are committed to supporting and empowering artisans through fair practices, while continuously expanding our global presence and meeting the evolving needs of our customers with integrity and excellence.







# The Problems

## 1 Supply Chain Disruptions

Managing the procurement of diverse materials and ensuring timely delivery can be challenging, particularly for handcrafted and specialized items.

## 2 Quality Control

Maintaining consistent quality across a wide range of handcrafted products can be difficult, given the manual and artisanal nature of the production process.

## 3 Market Competition

Facing competition from both local and international suppliers who may offer similar products at lower prices or with faster delivery times.



# Solutions



## Diversified Supplier Network

Build relationships with multiple suppliers to reduce dependency on a single source. This can help in mitigating risks of material shortages or delays.



## Regular Training Programs

Provide ongoing training and skill development for artisans to maintain high craftsmanship standards across all products.



## Product Differentiation

Focus on offering unique designs, superior craftsmanship, and a strong narrative about the cultural heritage behind the products to stand out from mass-produced items.





# Our USP

All items are meticulously handcrafted by skilled artisans, offering authenticity and uniqueness that mass-produced products cannot replicate.

**Authentic  
Handcrafted  
Products**



**Wide Range of  
Traditional  
Crafts**


A diverse collection of artisanal crafts, including metal, wood, leather, bamboo, stone, glass, and textiles, showcasing rich cultural heritage from different regions.

**Customization and  
Personalization**

Ability to offer personalized and custom-made designs, catering to specific customer preferences for unique and one-of-a-kind gifts and decor.



# Business Model Canvas

 <b>KEY PARTNERS</b>	 <b>KEY ACTIVITIES</b>	 <b>VALUE PROPOSITIONS</b>	 <b>CUSTOMER RELATIONSHIP</b>	 <b>CUSTOMER SEGMENTS</b>
<ul style="list-style-type: none"><li>Artisans and Craft Communities: Skilled artisans who create the handcrafted products.</li><li>Material Suppliers: Providers of raw materials such as metal, wood, leather, bamboo, glass, etc.</li><li>Logistics and Shipping Partners: Domestic and international shipping companies to manage exports.</li><li>Retailers and Distributors: Local and international distributors who sell the products in different markets.</li><li>E-commerce Platforms: Online marketplaces like Etsy, Amazon, and other niche platforms for handcrafted goods.</li></ul>	<ul style="list-style-type: none"><li>Product Design &amp; Development</li><li>Sourcing &amp; Procurement</li><li>Manufacturing &amp; Quality Control</li><li>Marketing &amp; Sales</li><li>Distribution &amp; Export Management</li></ul>	<ul style="list-style-type: none"><li>Unique, Handcrafted Products: Authentic, handmade gift items that reflect cultural heritage.</li><li>Diverse Product Range: Offering an extensive array of crafts including metalwork, textiles, ceramics, and spiritual handcrafts.</li><li>Customization: Personalized designs tailored to customer preferences.</li><li>Sustainability &amp; Ethics: Products made from eco-friendly, ethically sourced materials.</li><li>Supporting Artisan Communities: Empowering local artisans and preserving traditional crafts.</li><li>Premium Quality: High-quality craftsmanship with rigorous quality control measures.</li></ul>	<ul style="list-style-type: none"><li>Personalized Service</li><li>After-Sales Support</li><li>Social Media Engagement</li><li>Customer Feedback Integration</li><li>Brand Loyalty Programs</li></ul>	<ul style="list-style-type: none"><li>Individual Consumers: People looking for unique, handmade gift items or home decor.</li><li>Retailers and Wholesalers: Local and international businesses purchasing in bulk for resale.</li><li>Interior Designers: Designers sourcing unique items for home or commercial decor projects.</li><li>Cultural Enthusiasts: Consumers interested in spiritual and traditional handcrafted items.</li><li>Eco-conscious Buyers: Customers who prioritize eco-friendly and sustainable products.</li></ul>
 <b>KEY RESOURCES</b>		 <b>CHANNELS</b>		
<ul style="list-style-type: none"><li>Skilled Artisans</li><li>Raw Materials</li><li>E-commerce Infrastructure</li><li>Brand Reputation</li><li>Logistics and Supply Chain</li></ul>		<ul style="list-style-type: none"><li>Online Sales</li><li>Social Media Marketing</li><li>Wholesale &amp; Retail Partners</li><li>Export Markets</li><li>Trade Shows &amp; Exhibitions</li></ul>		
 <b>COST STRUCTURE</b>			 <b>REVENUE STREAM</b>	
<ul style="list-style-type: none"><li>Raw Material Costs: Sourcing materials like metal, wood, glass, textiles, and other crafting materials.</li><li>Labor Costs: Paying skilled artisans for their handcrafted work.</li><li>Logistics and Export Fees: Shipping and handling costs for both domestic and international markets.</li><li>Marketing &amp; Promotion: Digital marketing, advertising, and maintaining e-commerce platforms.</li><li>Production Facilities: Costs related to maintaining production workshops or artisan hubs.</li></ul>			<ul style="list-style-type: none"><li>Direct Product Sales: Revenue from the sale of handcrafted products through e-commerce and retail channels.</li><li>Custom Orders: Income from personalized or custom-designed items.</li><li>Bulk Sales/Wholesale: Revenue from selling products in bulk to retailers and distributors.</li><li>Exports: Income from international markets through the export of products.</li><li>Collaborations &amp; Partnerships: Revenue through partnerships with designers or brands for exclusive product lines or limited collections.</li></ul>	



# SOCIAL INNOVATION

1

## Empowering Artisans and Craft Communities

- **Skill Development Programs:** Establish training programs to enhance artisans' skills and introduce them to new crafting techniques, improving their craft quality and marketability.
- **Fair Trade Practices:** Implement fair trade principles to ensure that artisans receive equitable compensation and work under fair conditions, promoting sustainable economic development.

2

## Promoting Sustainable and Eco-Friendly Practices

- **Eco-Friendly Materials:** Source and promote the use of sustainable and recycled materials in crafting products to reduce environmental impact.
- **Waste Reduction Initiatives:** Develop programs to minimize waste by repurposing off-cuts and unused materials into new products or donations.

3

## Enhancing Community Development

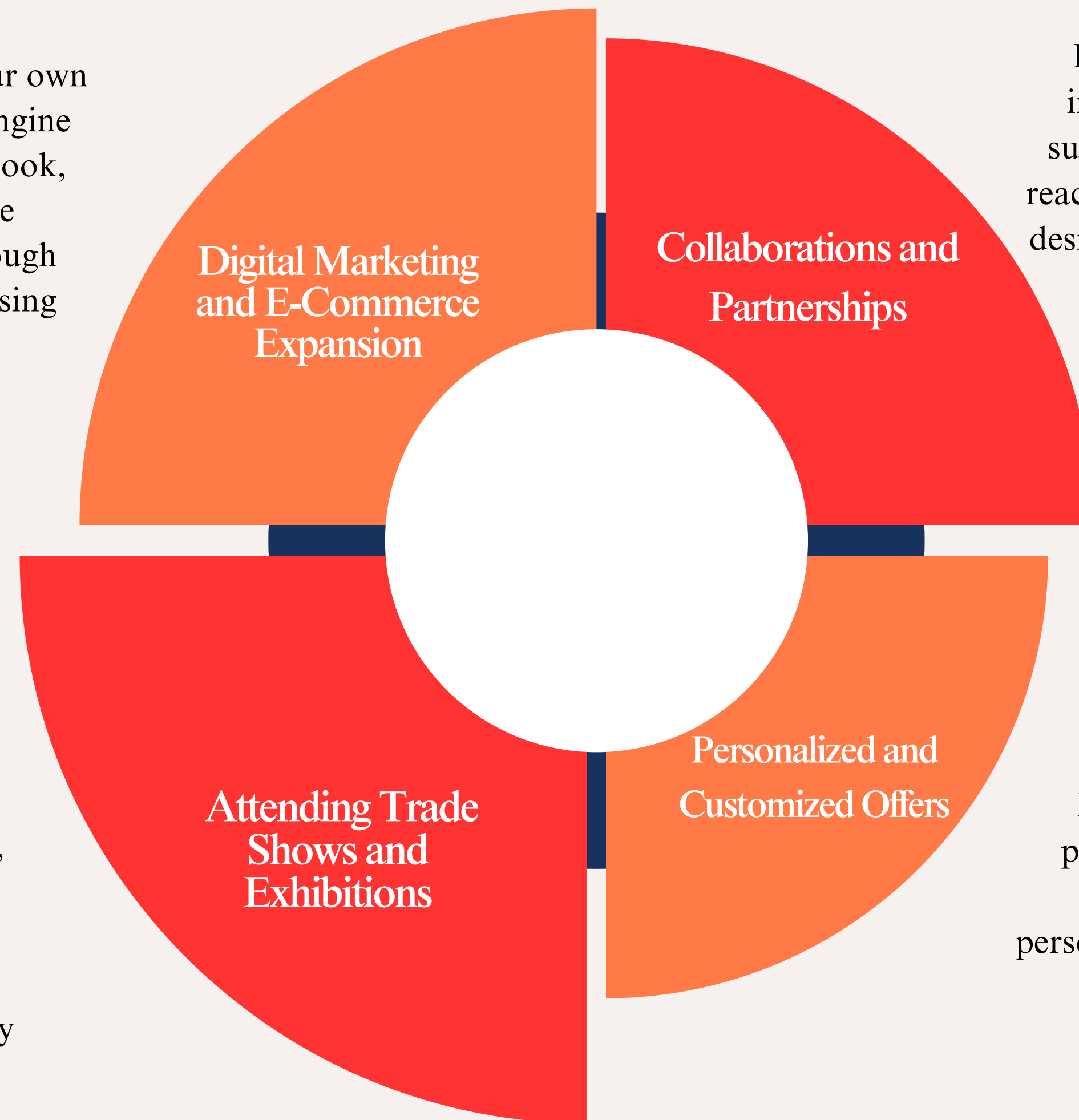
- **Local Artisan Cooperatives:** Support the formation of cooperatives that enable artisans to share resources, marketing, and sales channels, increasing their collective bargaining power and market reach.
- **Community Projects:** Invest in local community projects, such as education or healthcare initiatives, funded by a portion of profits, contributing to the overall development of the areas where artisans live.





# MARKETING AND SALES STRATEGY

Leverage online platforms like Etsy, Amazon, and your own website to reach a global audience. Invest in search engine optimization (SEO) and targeted ads (Google, Facebook, Instagram) to drive traffic and sales. Highlight the uniqueness and craftsmanship of your products through high-quality visuals, storytelling, and videos showcasing artisans at work.



Partner with retailers, boutique stores, and online influencers who align with your brand values (e.g., sustainability, craftsmanship) to expand your market reach. Additionally, explore collaborations with interior designers, cultural institutions, or hospitality businesses for bulk sales and exclusive product lines.

Participate in national and international trade fairs, craft shows, and exhibitions to showcase your handcrafted products. This will help you build relationships with potential distributors, retailers, and bulk buyers while also increasing brand visibility and credibility in the global market.

Promote customization options for your handcrafted products to attract individual customers and businesses looking for unique, tailored gifts or decor. Offering personalized designs for weddings, corporate gifting, or home decor adds value and can lead to higher margins and customer loyalty.



# Market Size

- The India handicrafts market size reached US\$ 4,277.5 Million in 2023. Looking forward, IMARC Group expects the market to reach US\$ 7,817.8 Million by 2032, exhibiting a growth rate (CAGR) of 6.7% during 2024-2032.
- The India home decor market size is projected to exhibit a growth rate (CAGR) of 5.58% during 2024-2032.
- The furniture market in India was valued at \$23.12 billion in 2022, and is expected to grow to \$39 billion by 2027.





# Our Team



**RAKESH RANJAN**

Proprietor