



DAFFODIL INTERNATIONAL UNIVERSITY
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PROJECT Implementation Of JolChhaya

By

Aurnab Biswas
ID: 222-45-050

Supervised By

Md Mobaser Kalam

Lecturer
Department of Innovation & Entrepreneurship

Daffodil International University

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Letter of Transmittal

Date :28/12/25

Md Mobaser Kalam

Lecturer

Daffodil International University

Department of Innovation & Entrepreneurship

Subject: Submission of report “Project Implementation of **JolChhaya**

Dear SIR,

It is my great pleasure to submit the report “Project Implementation of **Jolchhaya** a part of the Project Implementation of the Department of Innovation & Entrepreneurship for your kind consideration. I made sincere efforts to innovate and examined relevant records for preparation of the report.

Within a limited time, I have worked to make this report as comprehensive as possible. But there may be some incompleteness due to various restrictions. For this reason, I beg your kind consideration in this regard.

Sincerely yours,

Aurnab biswas

ID: 222-45-050

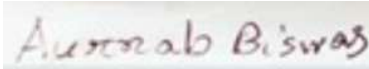
Department of Innovation & Entrepreneurship

Daffodil International University

DECLARATION

I am, Aurnab biswas, Student ID: 222-45-050, Department of Innovation & Entrepreneurship, hereby declare that the project report titled **JolChhaya** presents a comprehensive framework that ensures alignment between my business and the market. This report is based on my thorough research and analysis regarding the business.

I confirm that this work has been exclusively prepared and submitted to Daffodil International University. No part of this report has been previously submitted for assessment in any other academic program.



Aurnab Biswas

Student ID: 222-45-050

Department of Innovation & Entrepreneurship

Daffodil International University

Certificate Of Approval

This is certifying that the name Aurnab Biswas bearing ID No: 222-45-050 is a regular student of the Department of Innovation & Entrepreneurship, Faculty of Business and Entrepreneurship, Daffodil International University. He Has successfully completed a report on “Project Implementation of “JolChhaya” .

I have gone through the project and found the business idea feasible. I wish him every success in life.

A rectangular box containing a handwritten signature in black ink that reads "MOBASHER".

Md Mobaser Kalam

Daffodil International University

ACKNOWLEDGEMENT

By the kind help of almighty God , I have taken efforts in this project. However, it would not have been possible without the kind support and help of many individuals and organizations. I would like to extend my sincere thanks to all of them.

I am highly indebted to my supervisor Md Mobaser Kalam Lecturer, Department of Innovation & Entrepreneurship, Daffodil International University for her guidance and constant supervision as well as for providing necessary information regarding the report & also for his support in completing the project.

I would like to express my special gratitude and thanks to Md Mobaser Kalam for giving me such attention and time.

First and foremost, we give the Almighty God our sincere gratitude and thankfulness for His heavenly favor, which has enabled us to successfully finish the semester final project.

Abstract

Bangladesh is a country with a vibrant culture deeply embedded in its traditional handicrafts, sarees, Kantha and other indigenous handmade products. Nonetheless, a substantial number of local artisans are inflicted with problems such as restricted market access, low income, and no exposure to the digital world. Jolchhaya is created to fill in this void by establishing a sustainable platform that links the skilled artisans to the contemporary consumers via the online as well as offline retail channels.

This undertaking is concerned with the business and operational strategy of Jolchhaya, a company that not only aims at saving the culture of Bangladesh but also at providing the authentic, original, and affordable traditional products to the consumers. The business has a wide range of products in its portfolio like crafted Punjabi , and other kinds of handcrafted articles. Through mixing the cultural authenticity with advanced e, commerce practices, Jolchhaya sets out to improve customer experience and broaden market access all over the country.

The organization takes a step, by, step plan for growth and investment to maintain financial viability. Firstly, the expenses will be artisan sourcing, inventory management, branding, digital marketing, and logistics set, up. Increment of revenue is anticipated through seasonal and festival, based collections, customized products, and new customer segments. The right financial planning, transparent accounting systems, and regular checking will be the tools for long, term profitability. On the operational side, Jolchhaya is committed to maintaining the efficiency of their inventory control system, ensuring quality, and most importantly, having good relationships with the artisans. The company will be able to gauge

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Chapter 1

Introduction

1.1 Introduction

Jolchhaya is one of the most vibrant and lively retail business ventures in Bangladesh. It runs a dual, mode business offline and online, and its main focus is to celebrate and promote the cultural heritage of the country through its products. The company sells a wide variety of traditional Bangladeshi products such as beautiful crafted sarees, trendy Punjabi outfits, artistic Nakshi Kantha, and a plethora of other sorts of unique handcrafted items. These are all products made by the best local artisans. Their skills and devotion to their works reflect how the Bangladeshi culture is beautiful and diverse.

Jolchhaya's intention is to provide traditional products of excellent quality to the customers all over the country at their fingertips. In this way, the company guarantees that people living in the remote areas will have access to real cultural products along with those who live in big cities by using modern technology and traditional art. Through online platforms, as well as physical stores, Jolchhaya makes it easy for the customers to get their hands on rare handcrafted items and at the same time, it gives the artists the opportunity to tell their stories, showcase their skills, and share their art.

The company, Jolchhaya, is not only into product selling but also is actively involved in solving the problems of local artisans and preserving their traditional crafts that might be lost someday in the rapidly changing world. By giving good wages and establishing long, term relationships with artisans, the company provides the means for these cultural practices to be continued and also assures that the talents handed down from generations will be recognized and rewarded.

Customer satisfaction is the most vital thing to Jolchhaya, and the company pays great attention to affordability, delivery that customers can rely on, and friendly

1.2 Vision: We want to be the top brand in Bangladesh that people rely on for standard traditional handmade items, keep alive our cultural heritage, and connect people from all over the country with the charm of local artisanship.

1.3 Mission: It is our mission to keep and promote the culture of Bangladesh by providing truly handmade products of high quality that are made in Bangladesh. Next customer service, and turning our great traditions into something that is reachable to every village, town, or city of the country via both online and offline platforms.

1.4 Rationale of the Study

The reason for this study is to emphasize the significance of saving the traditional arts and handicrafts of Bangladesh along with fashioning a sustainable business model. Jolchhaya has the objective of solving the problems of local artisans, such as limited market access, low income, and lack of recognition, by establishing a platform that enables them to be connected directly with consumers.

By examining market demand, consumer preferences, and operational challenges, this research aims to deliver the necessary information for cultural products to be marketed effectively, at the same time, guaranteeing fair trade and quality assurance. Moreover, the study points to the importance of digital marketing, storytelling, and e-commerce in the revival of cultural heritage.

In the end, this research is instrumental in facilitating strategic planning of Jolchhaya that will help the business to expand sustainably, improve customer engagement, and become a source of socio-economic development of the artisan communities in Bangladesh.

1.5 Scope Of The Report:

This report is centered on the analysis of business activities of Jolchhaya, a combo online and offline retail business in Bangladesh offering traditional Bangladeshi products and cultural merchandises. The study scope covers a detailed investigation of Jolchhaya's business model, operational strategies, and marketing tactics through the digital platform and physical retail outlet.

The report discusses how Jolchhaya markets traditional products handcrafted items and its role in empowering the local artisans and conditioning the traditional craftsmen in Bangladesh. Besides that, it comprises an evaluation of customer satisfaction concerning the quality of the product, pricing, delivery service, and customer care.

Moreover, the report scope includes the analysis of Jolchhaya's brand image, customer trust, and cultural value as a heritage, based retail business. The research identifies how Jolchhaya is helping to facilitate the use, appreciation, and pride of traditional Bangladeshi products among consumers.

Nevertheless, the report is confined to the scope of Jolchhaya only and does not involve a comparative study of other similar retail businesses. The results are grounded on the existing data, customer perceptions, and business practices during the period of the study.

1.6 Problem Statement

1.Limited Market Access for Artisans

There are many excellent artisans in Bangladesh who make beautiful handicrafts, but most of them have a hard time going beyond their local market. Due to their limited exposure and lack of marketing opportunities, their products do not get into the hands of city dwellers or online buyers. For Jolchhaya, this situation poses a problem in terms of sourcing not only authentic products but also those that are in high demand on a regular basis.

2: Inconsistent Product Quality

By nature, handmade products differ in design, finish, and quality based on the skill and resources of the artisan. Jolchhaya is struggling with the issue of ensuring consistent quality in its product range so that they can attract and satisfy customers. The company is a risk to its own reputation and repeat customers if it does not have the necessary quality control measures in place.

3. Supply Chain Inefficiencies

It can be very complicated to manage ordering, production, and delivery when you have several different artisans. If there are delays, shortages, or mismanagement in the supply chain, customers will receive their goods late and they will be disappointed. In order for Jolchhaya to function without problems and be able to grow, it is very important that they have good supply chain management.

4. Competition from Mass, Produced Goods

The market is full of less expensive products that are made by machines or are imported, and these products are the main competitors of the handmade crafts. Buyers may give more importance to lower prices and standardization rather than to the authenticity of the products, thus making it difficult for Jolchhaya to advertise its cultural and handcrafted uniqueness. It is very important to differentiate the brand and put the spotlight on authenticity.

Chapter 2

Company Overview

1.7 Business Overview:

Jolchhaya is a lively retail platform that showcases and promotes the culturally rich heritage of Bangladesh. With the aim of saving and resuscitating the age, old art of handcraft and making it reachable for the contemporary consumer, Jolchhaya is the go, between of rural artisans and customers all over the country. Jolchhaya is located both online and through a few physical stores, thus providing a smooth shopping experience with authentic, high, quality traditional products. The range of products includes beautiful trendy Punjabi outfits, intricately handcrafted Kantha, many more exclusively handmade products. Each item is a reflection of the skill and dedication of the Bangladeshi artisans, thus ensuring cultural authenticity and the best of quality. The company is the center where customers who appreciate heritage, craftsmanship, and fashion come together. By fusing traditional artistry with modern retail strategies, Jolchhaya has become known for its cultural promotion of Bangladesh with prestige. Moreover, with its unwavering commitment to local artisans and the offer of high, end products, Jolchhaya is, undoubtedly, a major player in the cultural retail sector.

1.8 Mission and Purpose:

1: Preserving Cultural Heritage

Jolchhaya first and foremost is committed to the preservation of cultural heritage in Bangladesh. One of the ways this is achieved is by the brand promoting traditional handicrafts, textiles, and artisanal skills, thus ensuring their survival and continued use by modern consumers. Every product is a reflection of the past, the artistry, and the culture of Bangladesh.

2: Supporting Local Artisans Economically

Local artisans are the primary focus of the company, as they are the ones who will benefit from the creation of sustainable income opportunities. Direct sales to customers online allow artisans to be paid in a fair manner for their work which not only supports their livelihood but also helps to keep their craft alive.

3: Online Accessibility and Wider Reach

Jolchhaya has an online store that helps it reach a large number of customers not only in cities but also in semi, urban areas. Customers can conveniently get authentic handcrafted products while the business is able to grow its operations in an efficient manner.

4: Recognition and Empowerment of Artisans

Besides the money that artisans receive, the company puts a great deal of emphasis on the recognition and empowerment of their skills. Through storytelling and product promotion, customers get to know the labor, the genius, and the cultural aspects that are behind each product and this, in turn, gives artisans recognition and motivates them to continue their work.

1.9 . Target Market Analysis

JolChhaya is a brand that mainly focuses on consumers who are inclined towards appreciating the value of culture, the skill of a craftsmen, and the genuineness of a product. The target market consists of:

1. Urban and semi, urban consumers of Bangladesh. 2. Middle and upper, middle, income households. 3. Customers aged 18 to 50 . 4. People purchasing traditional products for festivals, weddings, and other cultural events.

Moreover, JolChhaya is a brand that caters to the needs of gift buyers as well as those customers who are conscious of the culture and prefer buying the right kind of products which are handmade and not mass, produced. Through online channels, the brand can connect with customers from all over the country who may not have access to traditional craft markets locally.

2.0: Organizational Structure :

Founder & CEO Aurnab Biswas: Defines the company's main vision and the strategic direction.

Operations Manager Towhidur Rahman Is the main contact for artisan production and supply chain coordination.

Marketing Executive Tanvir Ahmed Tomal Is the main driver of digital marketing, brand communication, and social media campaigns.

2.1 Product/service description:

Product	Description
Sarees (Suti & Silk)	Handmade cotton and silk
Punjabi	Traditional handcrafted for men
Nakshi Kantha	Hand-embroidered quilts
Jute Bags	Eco-friendly and strong bags
Kurti	Comfortable ethnic wear for women
Bedsheets	Handmade bedsheets with traditional designs
Fatua	Short-length traditional wear for casual and festive use

2.2: Business Model:

Jolchhaya is a direct, to, consumer e, commerce platform that promotes authentic Bangladeshi handicrafts and textiles via online sales. It is a network that links skilled artisans with customers all over the country hence, ensuring that the artisans are fairly paid and recognized for their work. The company focuses on premium products and cultural purity as its main features, thus, setting itself apart from the mass, produced products of the same category. They use digital marketing and storytelling as tools to attract customers and to promote the artisan heritage. In short, Jolchhaya is a business model that revolves around sustainability, artisan empowerment, and customer, focused service.

Chapter 3

Marketing and Branding

2.3 Our Marketing Strategy

Marketing is an essential part of the expansion and the eventual success of Jolchhaya over the next few years. It is, therefore, a tool to reach customers in different parts of Bangladesh and to convey, in an effective manner, the business's dedication to saving culture and empowering the artisans. Jolchhaya implements a comprehensive marketing plan, which includes online marketing, in-store promotion, storytelling, and community involvement. Such a method guarantees not only the brand's great visibility but also the emotional link to customers who are loyal to the concepts of authenticity, tradition, and quality craftsmanship.

1. Content and Storytelling Marketing

The jolchhaya online presence including the website and social media channels are narrative tools that focus on the traditions of the old Bangla products like crafted sarees,. The blogs, stories of the artisans, cultural guides, and product descriptions impart knowledge to the customers regarding the making, the raw materials, and the heritage aspect. Such content makes the brand trusted by the customers, deepens their emotional attachment, and makes jolchhaya a genuine cultural brand in the eyes of the customers.

2. In-Store Experience and Offline Promotion

Jolchhayas physical retail outlets are designed to reflect Bangladeshi culture through visual merchandising, traditional decor, and personalized customer service. Customers can enjoy the in-store promotions, festive displays, and live product demonstrations. Participation in cultural fairshandicraft exhibitions, and local festivals further increases brand visibility and allows direct interaction with customers.

3. Email and Direct Marketing

Jolchhaya implements email marketing and direct messaging to deliver updates to customers regarding new arrivals, seasonal collections, special discounts, and cultural events. One-on-one communication is a way of getting long customer relationships and a customer base of repeat purchases. Besides that, regular customers are given prizes in the form of loyalty programs and exclusive offers.

4. Collaborations and Community Engagement

Jolchhaya extends its reach to more people through strategic partnerships with fashion influencers, cultural organizations, and educational institutions. Through these activities, which include sponsoring or engaging in cultural events and artisan, centered initiatives, the company breathes life into its mission of saving age, old crafts. Such collaborations not only elevate brand trust but also empower Jolchhaya to become a significant player in the cultural and retail landscape of Bangladesh.

5 Sales and Promotion Strategies: Different festival, centric campaigns, wedding promotions, limited editions, discounts, and influencer collaborations are some of the ways through which sales are enhanced by the company. These tactics not only enable the brand to be more visible to the public but also to lure new customers and take advantage of the seasonal demand for their products, thus, making their income flow stable and increasing gradually.

Social Media Strategy: Jolchhaya promote their product through social networking sites like Facebook, Instagram, and TikTok. To attract the customers, these platforms are loaded with content, reels, short videos, and interactive posts. The aim is to create awareness, to promote products, and to drive the online sales. Social media is used as the main channel for marketing as well as for customer interaction

2.4 Pricing Strategy:

Jolchhaya is going to implement value, based pricing as its main strategy, whereby the prices will be a true reflection of the quality, the handmade effort, and the cultural value of the products. There might be some penetration pricing and discounts used to lure the first customers during new product launches or festivals.

Based Pricing: The strategy is mainly employed in normal transactions and turns around the idea to express one of the products' qualities like being made by hand, the effort, and the culture. In addition, it aids in the creation of a brand image as well as in winning customer loyalty.

Discount Pricing: The practice of discount pricing is most commonly seen during festival seasons when it achieves the double goal of sales volume increase and greater revenue generation during the period of peak demand.

Competitive Pricing: The technique is about seeking the prices of the similar products in the market and adjusting the products under consideration in such a way that the prices get to be reasonable. The main benefits of it are to keep competitiveness and to be able to stay in the market.

2.5 Customer Acquisition Strategy

Strategy	Description
Social Media Advertising	Paid ads on Facebook and Instagram targeting specific audience
Influencer Marketing	Collaboration with cultural and lifestyle content creators
Promotional Offers	Special discounts during events
Programs	Existing customers invite new buyers with rewards
Story-Based Content Marketing	Sharing product-making processes

2.6 Our Branding Strategy:

1.Brand Identity

Jolchhaya's brand identity revolves around the promotion of authentic Bangladeshi handcrafted products and the social upliftment of the artisans. The logo, colors, and visual motifs are all representative of the traditional culture and the class of the brand, which makes it stand out and easy to remember. With a well, defined brand identity, Jolchhaya can connect with its customers and gain their trust and loyalty.

2.Brand Positioning

The enterprise takes the position of being a leading source of high, quality, one, of, a, kind, culturally authentic products made by hand. This is what makes Jolchhaya different from the vast number of mass, produced or imported products. By focusing on the aspects of quality, artistry, and heritage, the brand becomes attractive to customers who are authentic and see the cultural aspect as significant.

3.Brand Storytelling

The use of stories is the main point of the branding strategy of Jolchhaya. By narrating the story of each maker, the craft technique, and the culture behind the products, the company creates a bond with the customers that is not just the business, customer interaction but emotional connection. Such stories are presented via social media, the website, and product packaging to increase brand engagement.

4.Customer Perception

Jolchhaya's brand is designed to communicate trust, quality, and authenticity. Customers are made aware of the importance of buying products that are made by hand and are encouraged to acknowledge that the skill, the effort, and the cultural heritage that comes with such products are worthy. This is the source of loyalty and customer engagement

5 Product Strategy:

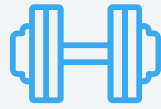
The product range that is carefully chosen serves as a demonstration of the revival of the traditional artisan skills combined with the trendy, modern style. The brand, being of nature seasonal, with limited editions and also offering the possibility of customization, generates uniqueness and gets people excited.

6. Community Engagement:

A loyal community around the brand has been created through the brand's activities such as interactive storytelling, workshops, artisan meet, ups, and social media engagement. Customers become partners in the heritage, the heritage, preserving journey.

Chapter 4
Organizational Performance Review

2.7 SWOT:



Strengths

- Authentic handmade products
- Modern e-commerce platform
- Wide range of traditional products



Weaknesses

- High dependence on artisans
- Limited marketing budget
- Complex inventory management



Opportunities

- Growth of online shopping
- Expansion to international markets
- Increasing demand for local products



Threats

- Competition from similar brands
- Changing fashion trends
- Availability of low-cost alternatives

2.8: Market Analysis

Customers:

Jolchhaya is mainly focused on the urban middle and upper, middle, class customers of Bangladesh, aged 18 to 50 who are interested in the cultural heritage and appreciate the products that are made by hand. Besides, the company is offering its products to the customers of the Bangladeshi diaspora who are looking for authentic traditional items. Customers like products that are made with great workmanship, have creative designs, and are environmentally friendly. Also, their purchasing decisions are getting more and more influenced by online platforms, social media, and festive seasons.

2.9 Competitors:.

Major competitors are Aarong and crafted Store that both are widely recognized for offering traditional crafts and artisan, made products.

Jolchhaya separates itself from the crowd by offering the seasonal collections that are thoughtfully curated, having the deep connections with the artisans and being extremely committed to combining the age, old handicraft with the contemporary e, commerce and storytelling.

3.0 New Trends:

- Dramatic growth of e, commerce and online shopping in Bangladesh.
- Growing preference for sustainable and locally made products.
- Higher consumption of social media influencers for promoting cultural and lifestyle products.
- Trend of exclusive collaborations with designers and limited edition collections

3.1: Our value chain analysis

1. Inbound Logistics

This stage is very much about materials that come into a company that are needed to make products. Locally fabric, threads, and other materials for Jolchhaya made of crafts have to be sourced from local suppliers. Getting these materials to be of good quality and on time is still very important. Having good relationships with suppliers can give you good prices as well as ensure delivery in time which thus keeps the production flowing smoothly.

2. Operations

Operations are mainly about raw materials being processed to get final products. Artisans here do the work and produce lovely things like crafted product bag Kurti. At every step, quality control is very necessary to ensure that the final products are of high standards. Efficient operations can make work cost less in terms of time and money and at the same time keep the work done by the artisans which is your unique selling point.

3. Outbound Logistics

Products that are already made should reach the customers. This can be through courier services, postal services, or maybe delivery by the in-house team. The right packaging is what keeps the fragile handiworks safe while on the way and the tracking of shipments is customer satisfaction, order on time, trust built, etc.

4. Marketing & Sales

Marketing and sales center on informing people about your products and persuading them to purchase. Jolchhaya uses social media such as Facebook, Instagram, and TikTok to market its products. Working with influencers and running online campaigns are some ways to achieve that.

3.2 Our Inventory plan:

1. Stock Level Planning: Jolchhaya will monitor stock levels in detail so that they can provide customers with popular items at all times and avoid overstocking. Products with high turnover such as sarees and Punjabi outfits will maintain a minimum stock level, whereas slow, moving items will be in small quantities. Thresholds for resupplying will be established for materials such as fabric and thread so that there will be no interruptions in production.

2. Demand Forecasting:

The company aims to predict what the market demands through analyzing the sales data of the past and the buying patterns of the customers. They will primarily focus on the seasonal trends, festivals like Eid and Pohela Boishakh, and wedding seasons when the demand is very high. Such a forecast will enable Jolchhaya to not only take stock of the warehouse well in advance but also to avert a situation of either last, minute shortage or a large pile of stock that is left over.

3. Inventory Tracking System:

Product movement will be tracked digitally through a real, time inventory management system. In order to facilitate fast stock verification and precise record keeping, each item will be labeled with either a barcode or a QR code. The implementation of this method will lessen the probability of human mistakes, increase the work flow, and be of assistance to the management in making more suitable purchasing decisions.

4. Supplier Coordination:

Supplier Coordination: Jolchhaya will be in constant touch with the craftsmen and suppliers to guarantee the on, time manufacture and replenishment of products. Quality and steady supply will be ensured through the relationship building over time. Besides that, a backup supplier list for necessities will be created in order to lessen the risk of the postponement caused by the unexpected situation.

5. Waste Reduction and Seasonal Planning:

Jolchhaya is going to rotate stock on a regular basis so that the older items will be sold first in order to reduce waste. Slow, moving products will be made attractive by means of discounts, bundles, or special offers. For the seasons that are going to be very busy such as festivals and weddings, the stock will be planned not only ahead of time but also in line with the online and offline marketing campaigns so as to ramp up sales and at the same time to keep the leftover stock to a minimum.

3.3 Financial Analysis:

1.Sources of Funding

Jolchhayas business works with a variety of funding sources that keep the business running and help it to grow:

Owners Investment: First of all, the business is funded by the founder's personal savings, which are spent on product sourcing, store setup, and online platform development.

Sales Revenue: Money made from product sales both online and offline is the main source of money that is used to cover daily expenses and reinvest the business.

Partnerships and Collaborations: Working together with the artist, NGOs, and cultural organizations gives access to money, shared resources, and the market.

Future Investments: When the business gets bigger, Jolchhaya can look for a private investor, or take a small business loan to open new stores, increase production, or strengthen her online presence.

Funding Source	Amount (BDT)	Purpose/Use	
Founder's Investment	5,00,000	Initial setup, inventory, and operations	
Bank Loan	4,00000	Expansion of production and marketing	

3.4 Risk Analysis:

Financial Risk:

Jolchhaya could encounter a situation where the inflow of cash is not enough to meet the repayment of a loan especially during a period of seasonal sales. This situation will be handled through the strategy of keeping the debt at a minimum level, having money set aside for unforeseen expenses, and making a detailed cash flow plan.

Market Risk:

Competition and the change in preferences of consumers may have a negative impact on the sales of Jolchhaya. To stay in the market, Jolchhaya will emphasize on the product quality and authenticity and be actively involved in digital marketing to attract customers.

Operational Risk:

The increase in the price of materials and delay in delivery of goods may lead to the reduction of Jolchhaya's operations. The likelihood of these risks happening will be less if the company engages with several suppliers, purchasing in large quantities, and having a stock of products in reserve.

Chapter 5
Organizational Performance Review

3.5 Challenges Faced:

Jolchhaya is facing many challenges, which are marketing, finance, operations, and digitalization. Their limited digital marketing reach is making it hard for them to be able to attract new customers on a regular basis. Sales patterns that are only seasonal result in the business having to struggle with its cash flow during the times when it is not busy. Some of the operational challenges are juggling the stock of various artisans and also making sure that the supply is on time. Besides that, retaining customers is difficult because of the high level of competition in the market of traditional products and little use of customer data and digital tools.

3.6: Solving the Problem:

Addressing these issues will seriously affect the future viability and development of Jolchhaya. Enhanced marketing and online presence will not only widen the brand exposure but also bring more consistent sales. Upgraded financial and inventory management will facilitate the day, to, day running of the business and lower the chances of unexpected situations. By improving customer loyalty and operational effectiveness, Jolchhaya will be able to stay in the market, provide artisans with continuous support, and become a solid, reliable cultural brand in Bangladesh.

3.7 Our Market Entry Barriers:

One major hurdle that prevents new companies from entering the market is the presence of strong existing competitors. Well, known brands like Aarong have high brand recognition, a loyal customer base, and an extensive distribution network. Their firmly established market position makes it very hard for new entrants to compete and get noticed.

Another major challenge is the huge requirement for brand trust. Consumers usually opt for trusted and reputable brands when buying cultural and handmade products because these items are very closely associated with authenticity and quality. Building such trust takes a lot of time, so it is quite difficult for new businesses to attract customers in the early stages.

Moreover, the development of a reliable artisan network is a significant barrier to entry. To establish long, term relationships with skilled artisans, one needs patience, mutual trust, and a commitment to providing fair and consistent pricing. New businesses are often unable to make these connections quickly, which may result in limited product variety and quality.

Expensive initial investment costs further discourage new entrants. A large amount of capital is needed for inventory procurement, e, commerce platform development, logistics, and marketing activities. These financial demands might be a source of difficulty, especially for small or newly established businesses.

Barriers:

- Strong Existing Competitors
- High Brand Trust Requirement
- Initial Investment Costs

3.8 Compliance:

Jolchhaya conduct its business in line with all the necessary laws and regulations in Bangladesh. The business has been registered under a proper trade license and is following VAT and tax regulations as mandated by the government authorities. There are no violations in the implementation of e, commerce and consumer protection laws in all online and offline sales activities. The company guarantees ethical sourcing by observing good trade practices with the artisans and suppliers, giving them fair compensation and good working conditions. In addition, Jolchhaya is abiding by the basic labor laws and implementing environmentally friendly measures by using sustainable materials and eco, friendly packaging, wherever it is feasible.

Chapter : 6

Advancement and Innovation Plan

3.9 Product Development

Jolchhaya is planning to widen the range of its products by the introduction of seasonal and limited, edition collections that reflect not only major cultural but also festive occasions like Eid, Pohela Boishakh, Durga Puja, and wedding seasons. These collections will be created to attract customers with the celebration of Bangladesh's rich cultural heritage. Besides, Jolchhaya will create the designer collaborations that will combine the traditional artisanship with the trendy styles to a younger and fashion, conscious consumer base. The company will also give the opportunity to the customers for made, to, order and customized products so that they can select the designs, colors, fabrics, and sizes that suit their personal preference. In order to facilitate customer satisfaction and maintain the brand image, better quality control measures will be put in place at every stage of production, especially for the handmade products.

- Seasonal & festival-based collections
- Designer collaborations blending tradition with modern styles
- Made-to-order and customized products

4.0 : Strategy Development

Jolchhaya will put a brand marketing plan into action that will be efficient in terms of digital marketing to reach out to more people. To inform people about products, to tell the stories of the artisans, and to emphasize the cultural value of each item, social media platforms like Facebook, Instagram, and YouTube will be used. The brand's trustworthiness will be amplified through influencer collaborations, and the brand will also reach a larger audience. Using storytelling content, for example, the production process at the factory and the artisan's getting, will surely bring a strong emotional bond between the brand and the customers. By using better pictures, easy navigation, secure payment methods, and prompt customer service, the website and the online shopping experience will be taken to the next level. To lure new customers and to get old ones to purchase again, digital advertising targeted at specific groups and seasonal campaigns will be used.

4.1: Efficiency Improvement Measures

To enhance cost efficiency, Jolchhaya plans to bulk purchase raw materials like fabric, thread, and packaging materials, thus lowering the cost per unit. A digital inventory management system will be put in place to monitor stock levels, reduce errors, and thus, prevent overstocking or shortages. Waste will be reduced through more effective stock rotation and by offering promotions for slow-moving items at the right time. Furthermore, productivity will be increased by improving logistics planning to facilitate faster and more reliable deliveries. On top of that, artisan basic training programs will be initiated to raise production efficiency, help quality become more consistent, and be a way of endorsing sustainable craftsmanship. The company is focusing on simplifying the supply chain and inventory management to lessen the wait times and the lack of stock. The use of thorough quality control measures guarantees the quality of products, and the digital tools facilitate the tracking of orders, craftspeople, and production timelines in an efficient manner. Promotion methods get a lift through the use of digital storytelling, which involves the videos of the artisans behind the scenes, the live workshops, and the interactive content. The outreach gets more extensive through the partnerships with influencers and cultural bloggers, and the customers get more involved through the introduction of loyalty programs, subscription boxes, or limited editions.

4.2 :Marketing Advancement

The brand story is told online through videos showing the making of the product, live sessions of the craft, and content that users can interact with. Working with influencers and cultural bloggers helps to extend the reach, while loyalty programs, limited editions, and subscription offerings are vehicles for customer engagement and brand loyalty.

4.3 : Performance Review :

1.Operational Efficiency:

Jolchhaya focuses on efficient supply chain operations and logistics as a major part of their strategy to ensure on time delivery and to keep stock shortages to a minimum. In this way, by closely observing the production and the workflow of the artisans on a regular basis, the business is able to optimize its processes, cut waiting times, and keep operations running at a good level.

2, Product Quality and Consistency: Jolchhaya is all about quality craftsmanship in its products. The company, through rigorous quality control procedures and customer feedback, guarantees the same level of quality in all of its products, which is a great way to build customer loyalty and brand recognition.

Chapter : 7

Customer Feedback and Market Research

4.4: Survey Results and Analysis

Jolchhaya carried out surveys to know the preferences of customers, their buying behavior, and their feedback on products. According to the survey, the majority of customers highly valued authentic Bangladeshi handicrafts, handmade textiles, and festival, specific items. A good number of people choosing these products expressed their preference for customizable products and were very happy with the cultural stories that accompany each item. By analyzing these results, Jolchhaya is able to match its product offerings with what the customers expect and also spot the areas where the current offerings have gaps.

4.5: customer Satisfaction Metrics

customer satisfaction is evaluated by different benchmarks such as the rate of repeat purchases, online ratings, comments, and social media engagement. Results of surveys and reviews indicate that customers express overall satisfaction with the quality of the product, the delivery service, and the genuineness, however, they have pointed out the delivery speed during festival seasons as an area of improvement. By keeping an eye on these metrics, Jolchhaya can keep track of its performance and ensure that customer loyalty remains at a high level.

4.6: Insights for Product/Service Improvement:

Based on the voice of the customer and the satisfaction measures, Jolchhaya pinpointed the areas that could be improved. These areas cover the modifications in products by adding new designs, giving more options to the customers for customization, upgrading the packaging, and expediting the delivery schedule. Moreover, the insights indicate that the brand should increase its digital storytelling and social media interaction to attract more customers and let them know the value and the cultural importance of the products. By doing these, the company will be able to deliver a superior customer experience, gain customer loyalty, and make more profits.

Chapter 8

Business Framework and Profit Sources

4.7 Income Sources:

1. Sale of Traditional Products:

Jolchhaya sells traditional Bangladeshi products like , Kurti Punjabi and other traditional Products which is the primary source of its income. These products bring in those customers who are looking for authenticity, quality, and cultural heritage.

2. Online Sales:

Revenue is generated by online sales that are done through Jolchhayas website and social media platforms. Customers from different places in the country will be able to easily look through, order, and get products delivered to them.

3. Seasonal and Festive Collections:

The sales of seasonal collections for events like Eid, Puja, and the wedding seasons rise the most during the peak demand periods. Limited, time festive designs attract higher customer engagement and purchases.

4. Customized and Made, to, Order Products:

Jolchhaya provides tailored and made, to, order products that allow customers to choose the size, design, color, and fabric. This initiative not only brings in more money but also results in higher value transactions.

5. Bulk and Corporate Gift Orders:

The company is benefiting from large volume purchases of corporate gifts for companies, events, and holidays, which is a great source of stable income besides individual retail sales

4.8 Cost Considerations:

Transportation and Delivery:

The costs of shipping and handling products to customers all over Bangladesh, thus ensuring the delivery on time and the maintenance of the product quality during the transport.

Marketing Expenses:

It comprises the expenditures on social media promotions, influencer collaborations, digital advertisements, and other marketing campaigns that aim at attracting and retaining customers.

Technology Costs:

Costs associated with website upkeep, e-commerce platform tools, online payment methods, and other digital means which are necessary for business operations to be carried out smoothly.

4.9 :Financial Insights

1.Profitability Drivers:

The major source of profit is the company operating efficiently, keeping the high product quality level, and using marketing strategies effectively to attract and retain customers.

2.Trend Monitoring:

By following customer preferences and sales trends Jolchhaya is able to improve product offerings, plan better promotions, and increase revenue throughout the year.

5.0 : Business model canvas

		<i>Designed for:</i>	<i>Designed by:</i>	<i>Date:</i>	<i>Version:</i>
Business Model Canvas			Aurnab biswas		
Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments	
Key Partners Local artisans and craft communities - Delivery and courier services - Social media platforms	Production Raw material collection - Customers management Problem Solving	Authentic handmade traditional products - Fair pricing for artisans and customers - Reliable delivery and excellent customer service	Personalized customer support - Social media engagement - Feedback collection and loyalty programs Channels Facebook instagram Whatsapp website In Office	Middle- and upper-middle-income households - Youth and adults interested in traditional and cultural products - Gift buyers during festivals and cultural events	
	Key Resources				
Cost Structure			Revenue Streams		
- Product sourcing costs - Packaging and logistics - Marketing and promotion - Platform maintenance - Offline stall/shop expenses			Direct sales of traditional products (online and offline) - Seasonal promotions and festival sales - Bulk or corporate orders		

5.1 : Scalability Potential:

1.ProductExpansion:

Jolchhaya can scale by adding new traditional craft items and introducing designer collaborations. This will diversify the product range, attract new customer segments, and increase repeat purchases through exclusive and limited-edition collections.

2.MarketExpansion:

The business has strong potential to expand into new cities across Bangladesh through physical stores, pop-up shops, and delivery networks. International market entry, especially targeting Bangladeshi diaspora customers, will further increase sales and brand recognition.

3. Digital Growth:

Scaling through e-commerce, social media, and influencer marketing allows Jolchhaya to grow without heavy investment in physical infrastructure. Strong digital presence helps reach a wider audience, drive online sales, and build long-term customer relationships.

4.ArtisanNetworkGrowth:

By onboarding more skilled artisans from different regions, Jolchhaya can increase production capacity while preserving diverse traditional crafts. A larger artisan network ensures consistent supply and supports sustainable community development.

5.OperationalScaling:

Improving inventory management systems and logistics processes will help Jolchhaya handle higher order volumes efficiently. Better planning, automation, and delivery coordination will reduce costs, improve speed, and support smooth business expansion.

Chapter 09

Evaluation & Reflection

5.2 : Metrics to Measure Success

In order to assess the business performance, Jolchhaya will incorporate various financial, operational, and customer, focused metrics. Sales and revenue growth will be tracked with the use of monthly and annual sales data, revenue trends, and profit margins to determine financial solidity and expansion. These figures will reveal the times of the year when it is busiest, the periods of inactivity, and the most profitable product categories.

Customer satisfaction will be checked through customer reviews, ratings, feedback messages, and repeat purchase rates. A high level of customer satisfaction means that there is strong brand trust and long, term loyalty. Market reach will be gauged through website traffic, social media engagement, follower growth, and online inquiries in order to comprehend brand visibility and digital impact.

Inventory efficiency will be determined through the analysis of stock turnover rates, the decrease of unsold or damaged items, and the capability to meet customer demand on time. Product performance will be evaluated by the identification of best, selling products, customer preferences, and the success of seasonal and festive collections. Operational efficiency will be assessed using order processing time, delivery performance, and the smooth coordination with artisans and suppliers as indicators. The performance of employees and artisans will similarly be documented through their productivity levels, engagement, and the outcomes of training programs.

5.3 : Lessons Learned During the Project

Jolchhaya acquired a lot of knowledge about the operation of a cultural retail business throughout the project. Among the major points was the fact that product authenticity, quality consistency, and timely production could be ensured through strong and trustworthy relationships with artisans. The project also revealed that the launch of seasonal and festival, based collections as a strategy to engage customers had an excellent effect on sales. Digital marketing has been identified as one of the most influential factors in brand visibility and customer reach was another significant lesson. Social media storytelling, visuals, and influencer collaborations were found to be very effective in attracting new customers. Correct inventory management was also considered a vital factor since bad forecasting may result in high stock levels or lost sales opportunities. Soliciting customer feedback was also found to be very beneficial in product design, service quality, and the overall shopping experience. Besides that, the brand's collaborations with designers and influencers were instrumental in widening the customer base and increasing brand recognition.

5.4 :Future Directions for Business Growth

Jolchhaya intends to extend its digital footprint and open up foreign markets, especially the Bangladeshi diaspora who are the ones to take authentic cultural products, in the near future. The company wants to launch new product lines that will not only feature the traditional handiwork but will also have a modern look to attract the younger and global consumers.

Moreover, the future expansion ideas include the introduction of subscription boxes and curated gift sets for festivals, weddings, and other occasions to motivate the repeat purchasers and customer loyalty. Jolchhaya, in turn, will work with local and foreign designers to create unique collections and thus, enhance brand positioning.

Environmentally, friendly measures like using eco, friendly packaging and ensuring that the sourcing is done in a responsible way will be among the steps that the brand will take to improve its image and to be socially responsible. To sum up, the implementation of data analytics will allow personalized marketing strategies, improve demand forecasting, and make inventory management more efficient which will be a way of ensuring growth and sustainability in the long run.

Chapter 10

Conclusion Proposed Actions

Conclusion: Jolchhaya is a significant and socially, conscious project that aims to save, promote, and sustain the cultural heritage of Bangladesh. In this way, Jolchhaya solves the problem of the demand for the products that are authentic, of high, quality, and have cultural value. Besides, the firm sells an extensive variety of handmade goods and traditional clothing, and authentic so that customers can have genuine cultural products no matter where they are.

By an efficient strategic planning, Jolchhaya gives the most importance to customer satisfaction, company growth, and daily operations. The use of digital means and e, commerce platforms enables the company to widen its customer base without losing the traditional methods of handiwork. Besides, the paying attention to seasonal collections, customization, and storytelling helps customers to be more engaged and also, brand identity becomes stronger.

One of the main advantages of Jolchhaya is the support of the local artisans. In this manner, the company is not only contributing to the preservation of the traditional skills but also creating very good living conditions for the artisans. The acceptance of eco, friendly materials, sustainable packaging, and ethical business practices are some of the ways through which Jolchhaya is committed to social and environmental responsibility.

In conclusion, Jolchhaya is more than just a business venture; it is a cultural bridge between the past and the future. By preserving traditions, empowering artisans, and embracing innovation, Jolchhaya aspires to ensure that the stories, skills, and artistry of Bangladesh continue to inspire and connect generations for years to come. ong, term collaborations with artisans must be reinforced

Proposed Actions:

1.Prepare inventory and logistics for a slow and steady scaling:

It is necessary to first refine inventory management and logistics before attempting to expand rapidly. Accurate stock management, well, planned storage, and a delivery system that is customer, friendly are some of the ways to avoid situations such as stock, outs or shipments that are delayed. A gradual, growth plan based on steps taken one at a time, lessens risks and makes sure that the business is capable of handling a higher volume of orders without compromising the quality of service.

2. Measure success through the use of well, defined KPIs

Key Performance Indicators (KPIs) serve as a tool to monitor the performance of a business in a highly efficient manner. These metrics may include sales growth, customer satisfaction, repeat purchases, and delivery efficiency, which clearly highlight the areas that are functioning well and those which require further development. The employment of KPIs makes it possible to have decisions driven by data and aimed at maintaining growth and quality.

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