



<b>Name</b>	<b>Roll No</b>	<b>Department</b>
Amogha Sandesh Pai Angle (Leader)	SU200080	Chemistry
Siya Sanjiv Phal Desai	SU200090	Chemistry
Iqra Aga	SU200049	Zoology
Sydelia Delancy Costa	SU200039	Zoology

**Crafts Fever**  
 Customisable Cards, Flowers and Masks  
 Handmade With Love! ❤️

For orders  
 Email us: [craftsfever851@gmail.com](mailto:craftsfever851@gmail.com)  
 Dm us on Instagram: [craft.sfever](https://www.instagram.com/craft.sfever)

**Happy Shopping!**

## Work of Our Hands



# Introduction

Face masks are a mandatory thing to wear these days where we go out due to pandemic as wearing a mask will protect those around us from infection. Greeting cards and artificial flowers are staples in today's world: people use them to express happiness, sadness, regret, and desire. People use them to express sentiments that they cannot say out loud, to try convey and complex emotions in words. Therefore, exchanging greeting cards, artificial flowers for various occasions and festivities has become a tradition. Craft Fever is keeping up with this tradition by creating authentic hand-made greeting cards, artificial flowers, facemasks that serve a multitude of purposes.

Handmade (hand-painted, hand embroidered) masks, Hand-made greeting, explosion cards, handmade artificial flowers (stocking flowers, paper flowers) are only a few types contained in our vast repertoire. Since they are hand-made, the value attached to our products is something unique. Our cards can be easily purchased online, and within few clicks you can have your very own customized masks, cards and flowers.

# Name and Logo



The name of our company is Crafts Fever, which is a hand-made greeting cards, face masks and artificial flower business. We have selected this name because it personifies the hand-made nature of our cards, face masks and artificial flowers. Our tagline “Things that made with hand, Things that made with love” also echoes the aforementioned sentiment.

# Passion for Business

It is always said that if you want to be happy and successful in your career then you should do what you love, which is definitely what is most important. The most important and commonly used is the mask, which as a product, has grabbed a lot of attention suddenly due the current pandemic. So the fashion for masks are increasing day by day. As everyone is covering their face, they cannot present their makeup look so everyone is demanding for the stylish, fashionable and creative mask. So, we too decided to take part in this creativity.

As we all love flowers and love to keep it at home but it soon turns unpleasant. So here we are here with some fabric, paper and tissues flowers, they don't turn unpleasant with time and remain as fresh as new. Artificial flowers can decorate and beautify any interior and do not need high maintenance. These are the reason why people nowadays mostly prefer artificial flowers.

The competition in card making is high now a days though we decided to make some as we feel extremely happy as we make something to make others feel special. We feel happy because through our card there are lots of people who can express their love to their loved ones. It is the most special and creative gift that one can give.

This all what we do is craft and its most relaxing activity one must do. We don't do this only for money but as a passion so we loved doing them.

# Management Team

Our management team consists of four equally hard-working members. They are: Amogha, Siya, Iqra and Sydelia. Each member had a specific job in which they brought a different level of experience and skill to the table.

- **Amogha (SU200080)** has taken the role of being the leader of the team, has experience in making artificial flowers, incharge promotion of Crafts Fever products and dealing with customers.
- **Siya (SU200090)** was the best in making different kinds of face masks, incharge of maintaining accounts, balance sheet, cash flow.
- **Iqra (SU200049)** has experience in making different type of greeting cards, incharge of making the logo and taking orders from the customers.
- **Sydelia (SU200039)** also was good in making artificial flowers, incharge of advertisement and promotion of Crafts Fever products via all the social media platforms.

Together our team worked effectively and efficiently to make Crafts Fever the best it can be.

# Raw Materials Used

For Face Masks: -

Cloth pieces

Thread and Needle

Elastic

Water colours

Embroidery threads

Scissors

For Artificial Flowers: -

Stockings

Crepe paper

Scissors

Floral tape

Nylon thread

Wires

Pleir

Stamen

For Greeting Cards:-

Chart papers

Sketch pens, markers, colours, paints

Scissors

Glue

Ribbons

# Financial Plan



Names	Items	Items sold in one week	Total Cost price	Selling price (per one item)	Total Revenue Earned	Profit Earned
Siya	Face Masks	22	Rs.230/-	Rs. 50/-	Rs.1100/-	Rs.870/-
Amogha Sydelia	Artificial flowers	17	Rs.120/-	Rs.25/-	Rs.425/-	Rs.305/-
Iqra	Greeting cards	8	Rs.80/-	Rs.100/-	Rs.800/-	Rs.720/-

Total Cost price of all the items sold: -Rs. 430/-

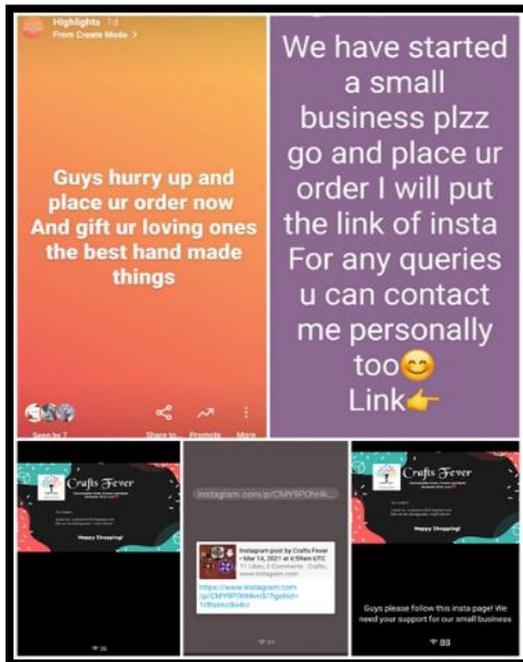
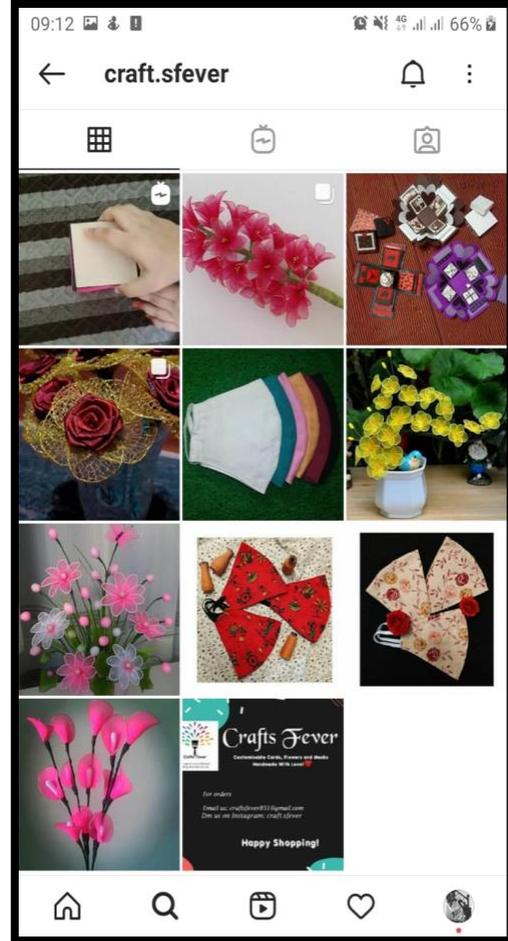
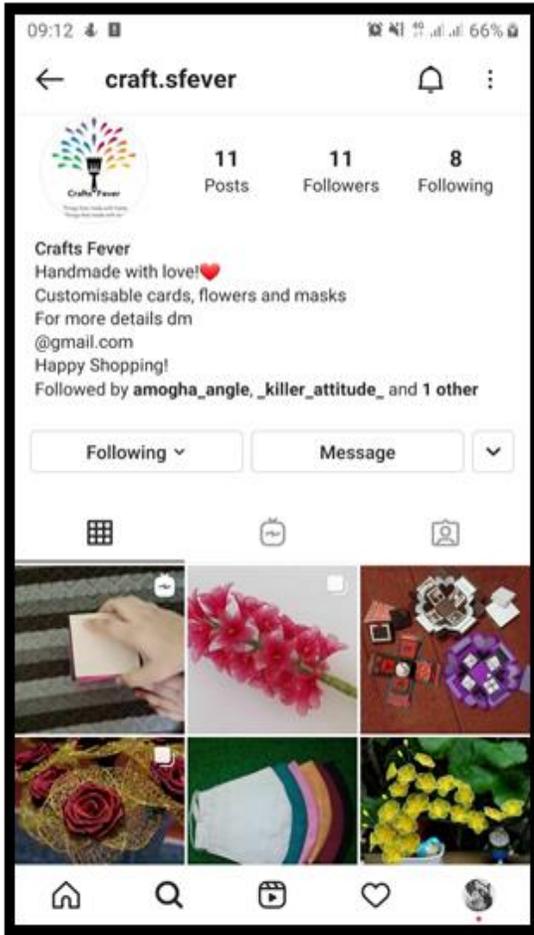
Total Selling Price of all items sold: - Rs. 2325/-

Total Profit: -Rs. 1895/-

# Marketing Strategies

Targeting audience was our main purpose through all social media platforms, regardless of age, gender and location.

- Identifying which social media platform is used by most buyers. People mostly preferred WhatsApp, Telegram and Instagram.
- We displayed our product pictures on Instagram account. Shared posters and price chart on WhatsApp and Telegram.
- We made some interesting posters, charts which attracted the customers to buy our products.
- Took feedbacks from customers so that we can make improvements.
- We also requested friends and family to market for us through word of mouth.
- We also offered exclusive discounts keeping in mind our profit margin.



# Experience

We had a wonderful experience while doing this business project. We got a hand- on experience in dealing with people in business related matters. We have used available products to make different products and also made the best use of social media to advertise our product. This helped us to show case our talent at different level. We interacted with so many people with different demands in crafts. We learned how to deal with people and connect to them. Now we know how to make a plan, to launch and run our own business. We are now able to price our products effectively and for maximum profit. Working together in a group was another level happiness everyone was cooperative and each one played their role well. We also learned that businesses are not the only one way but there are many from which we can connect to so many different types of peoples. The most beautiful thing about our business is that they are not machine-made; hence they use less amount of energy and give minimum amount of waste output. We have been benefited with internet selling by selling our products on one click. This even helped us to know many another use and features of internet.