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Guthali – challenges in marketing Indian handicrafts and handloom

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Publication date: 22 February 2022 Permissions

CASE TEACHING NOTES

Abstract

Learning outcomes

After reading and discussing the case, the participant would be able to: comprehend business expansion strategies and challenges of an entrepreneur dealing with handicraft and artefacts, digital marketing, entrepreneurship and marketing strategy; understand how a comprehensive digital marketing plan for the business is developed; discuss the pros and cons of digital marketing.

Case overview/synopsis

The handloom and handicraft industry has been the backbone of India's rural economy for decades. It is one of the largest employment generators after agriculture, providing livelihood to country's rural and urban population. The protagonist in the case had a strong inclination towards various art and craft forms, and her passion led her to start her venture – Guthali, wherein she sourced various handicrafts and handlooms from local artisans and after adding value to the fabric or art form through painting, block printing, etc., marketed it to the customers. However, the marketing was full of challenges, with brands like Fab India, enjoying high awareness and customer base. This case highlights the challenges faced by the protagonist to market Indian handicrafts and handloom in the urban market. The readers of the case would be able to learn about various stages involved in developing digital marketing strategies.

Complexity academic level

This case is suitable for postgraduate courses in digital marketing and entrepreneurship to understand the entrepreneurial challenges and come up with digital marketing solutions. This case is equally suitable for management development programmes on how digital marketing can help entrepreneurs grow their businesses.

Supplementary materials

Teaching notes are available for educators only.

Subject code

CSS 8: Marketing.

Keywords

Digital marketing | Handicraft | Handloom | Entrepreneurship | ASCOR framework

Acknowledgements

Disclaimer. This case is written solely for educational purposes and is not intended to represent successful or unsuccessful managerial decision-making. The authors may have disguised names; financial and other recognizable information to protect confidentiality.

Citation

Attri, R. and Bairagi, R. (2022), "Guthali – challenges in marketing Indian handicrafts and handloom", , Vol. 12 No. 1. https://doi.org/10.1108/EEMCS-09-2021-0298

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