

CASE STUDY

ABAKA, BURI, AND
RATTAN HANDICRAFTS

FOR U.S. MARKET



MARKET OVERVIEW AND OPPORTUNITY

- **Market Demand:** Rising interest in sustainable home decor and handcrafted products.
- **Target Audience:** Eco-conscious consumers, interior designers, and boutique retailers.
- **Industry Growth:** Home decor market in the US projected to reach \$202 billion by 2026.
- **Unique Selling Proposition (USP):** Sustainable, handmade, and ethically sourced products.



»»» SEGMENTATION

- »» **B2B:** Home decor retailers, furniture stores, hospitality businesses.
- »» **B2C:** E-commerce platforms like Amazon, Etsy, Shopify.

»»» COMPETITIVE LANDSCAPE

- »» **West Elm:** Revenue: \$1B+ (2025)
- »» **Serena & Lily:** Revenue: \$73.1M
- »» **artisanal brands on Etsy:** Revenue: \$852.2M (Q4 2024)



WEST ELM

SERENA AND LILY





MARKETING STRATEGY

- »» **E-commerce Platforms:** Sell through Amazon Handmade, Etsy, Wayfair, and Shopify to reach a wider audience.
- »» **Social Media Marketing:** Leverage Instagram, Pinterest, Facebook, and TikTok to showcase craftsmanship and sustainability.
- »» **Influencer Collaborations:** Partner with home decor influencers, interior designers, and eco-conscious bloggers to promote products.
- »» **Email Marketing & Retargeting Ads:** Engage potential customers with promotions, new collections, and abandoned cart reminders.
- »» **Public Relations (PR):** Get featured in Architectural Digest, Better Homes & Gardens, and sustainability-focused media.
- »» **Affiliate & Referral Programs:** Partner with home decor bloggers and lifestyle websites to drive traffic and sales.



»»» SUPPLY CHAIN & LOGISTICS RISKS

- »» **Diversified Shipping Options:** Use multiple freight forwarders and warehouse facilities in key US hubs to prevent delays.
- »» **Optimized Inventory Management:** Maintain stock at US fulfillment centers to ensure faster delivery.
- »» **Compliance & Certification:** Secure necessary import permits and certifications (e.g., FSC, fire safety compliance).

»»» MARKET, COMPETITION, AND REGULATORY RISKS

- »» **Brand Differentiation:** Highlight the uniqueness of Philippine craftsmanship and sustainable materials.
- »» **Strategic Pricing:** Offer competitive pricing while maintaining premium quality and ethical sourcing.
- »» **Legal Protection:** Register trademarks and patents to prevent design replication.



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SALES PLAN



- Establish a strong presence in the US sustainable home decor market.
- Develop partnerships with key home decor retailers and distributors.
- Capture a significant share within the sustainable home decor niche.
- Expand direct-to-consumer (D2C) sales through major e-commerce platforms.
- Build brand awareness and customer loyalty through online and offline marketing efforts.



▶▶▶ PRIMARY MARKET

- ▶▶▶ Eco-conscious consumers seeking sustainable and handcrafted home decor.
- ▶▶▶ Interior designers, real estate developers, and boutique home decor retailers.
- ▶▶▶ Online shoppers on platforms like Amazon, Etsy, and Wayfair.

▶▶▶ MARKET SEGMENTATION

- ▶▶▶ **B2B Segment:** Home decor retailers, furniture stores, and hospitality businesses (hotels, resorts, restaurants).
- ▶▶▶ **B2C Segment:** Direct consumers through e-commerce, pop-up shops, and trade fairs.
- ▶▶▶ **Corporate & Custom Orders:** Large-scale purchases for interior design projects and real estate developments.



MARKET ENTRY STRATEGY

- »» **B2B Partnerships:** Secure deals with boutique home decor retailers, furniture stores, and hotel chains.
- »» **E-commerce Expansion:** Optimize product listings on Amazon, Etsy, and Shopify to boost online sales.
- »» **Trade Shows & Events:** Exhibit at NY NOW, High Point Market, and other major US trade shows.
- »» **Retail Distribution:** Partner with major home decor chains and sustainable product stores.
- »» **Influencer & Designer Collaborations:** Work with US-based interior designers and home decor influencers to showcase products.

PRICING STRATEGY

- »» Competitive pricing while maintaining a premium branding position.
- »» Bulk order discounts for B2B clients.
- »» Seasonal promotions and loyalty programs for B2C customers.

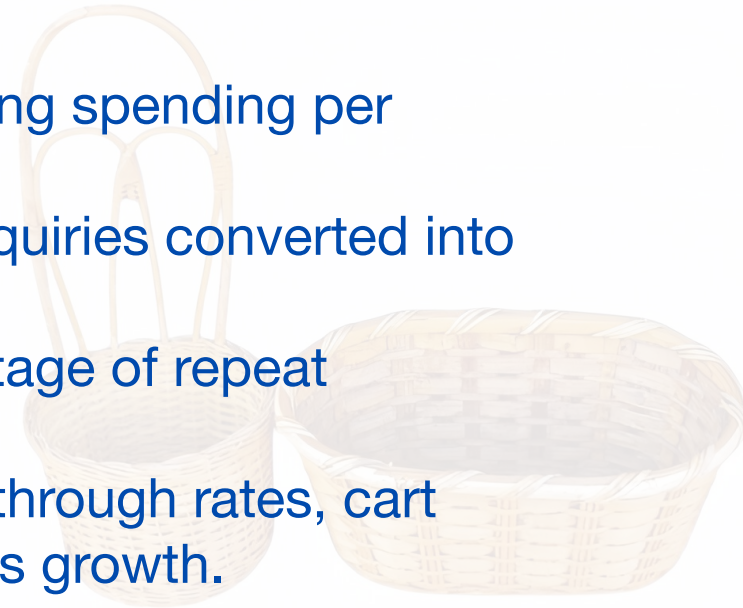


| YEAR | PROJECTED REVENUE (\$xx) | GROWTH RATE (%) |
|--------|-----------------------------|-----------------|
| YEAR 1 | - | - |
| YEAR 2 | - | - |
| YEAR 3 | - | - |
| YEAR 4 | - | - |
| YEAR 5 | - | - |

*Estimated VendorMatch sales activities projections; customizable per client's goal

»»» Sales Metrics:

- »»» **Revenue Growth:** Monthly and quarterly sales performance vs. targets.
- »»» **Customer Acquisition:** Number of new B2B and B2C customers.
- »»» **Average Order Value (AOV):** Tracking spending per transaction.
- »»» **Conversion Rate:** Percentage of inquiries converted into actual sales.
- »»» **Customer Retention Rate:** Percentage of repeat customers.
- »»» **E-commerce Performance:** Click-through rates, cart abandonment rates, and online sales growth.



»»» Supply Chain & Logistics Risks:

Diversify shipping options and warehouse locations to prevent delays.

Maintain buffer inventory in US fulfillment centers.

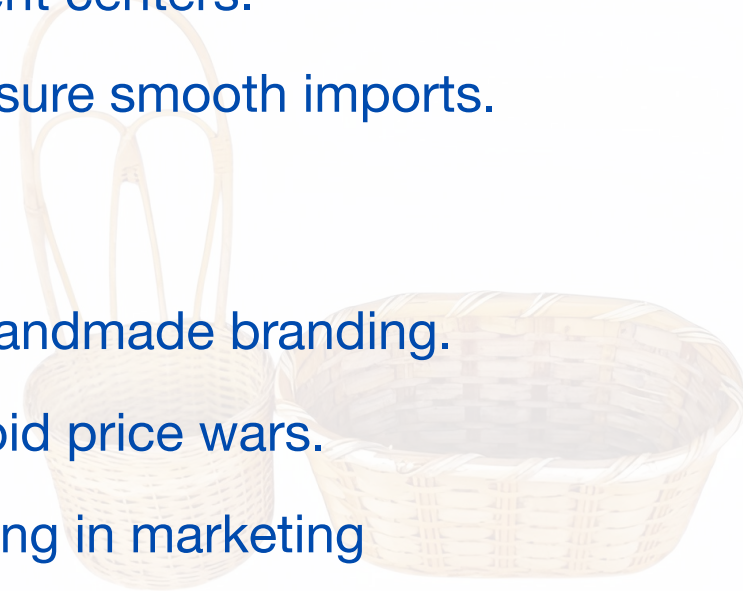
Secure reliable freight forwarders to ensure smooth imports.

»»» Market & Competition Risks:

Differentiate through sustainable and handmade branding.

Establish exclusive product lines to avoid price wars.

Focus on storytelling and ethical sourcing in marketing



Regulatory & Compliance Risks:

Stay updated on US import regulations and sustainability certifications.

Obtain necessary fire safety and eco-friendly product certifications.

Financial & Economic Risks:

Adjust pricing based on raw material costs and currency exchange rates.

Explore alternative funding sources in case of financial strain.





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