

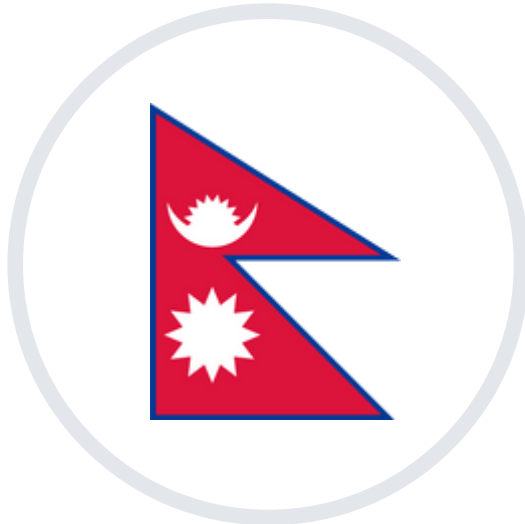
# ASHMITA ANALYSIS

# MISSION STATEMENT

What we are



TRENDY



CULTURAL



AUTHENTIC



HUMAN

# MIX MARKET

Online  
International

Authentic Nepalese  
bracelets

25 - 50 \$

Online ADS  
word-of-mouth



Modern  
Human brand  
Authentic  
Great Artist  
Bracelets seller  
Model diversity

No stock  
Low percent of  
return



Slow process  
Supplier dependency  
New brand  
Bracelets seller  
No stock  
Postal service dependency



Quick development  
Worldwide brand  
Expand business  
Bracelets can  
become trendy



Biggest Competitors  
Offline competitors  
Not become trendy  
Quality product  
dependency

# LISTING OF FRENCH JEWELRY SHOP

- Flibustier Paris
- By doudou
- 20 th century
- Mad lords
- Nash paris
- Tideline treasure
- Maison bo
- N2 paris
- Coquette en papier
- Les poulettes bijoux

## Key sponsors

Time

Time

Time

## Key activiti

Create and sell typical nepalese bracelets

## Key resources

Time

Supplier

Postal service

Serveurs

## Value proposition

Use the money earn to help women education in nepale

Sell only nepalese bracelets

The diversity of the bracelets

## Client relationship

Firendly

Transparent

after-sales service

## Channels

Website

Instagram

Facebook

## Kind of clients

25 - 40 middled class

Feminist

Nepal lovers

Fashion lovers

Back packers

## Structural cost

Suplier

Artist

Donations to women educations associations

Promotions online

## Revenue stream

Bracelets

# ASHMITA IDENTITY

# WHO WE ARE

ASMITA is a brand that will draw on its Nepalese roots to create unique and authentic bracelets.

We trust in our culture and we want to grow with the society. That's why we support girl éducation.

We work with nepalese artists. And we are proud to create trendy bracelets that will embellish your arm and soothe your mind



# LOOKING FOR US ?

**No worry you don't have to come to Nepal if you want to know us. You can find our bracelet on our website:**

***<http://electroniclalnepal.com/himalayas/>***

**You can also follow our social media to watch our daily routine.**

**Attention there are also all our new products so stay vigilant !**