

# Executive Summary

## Company Overview:

Paint The Lily is a unique and innovative solutions, providing arts and crafty products and services to diverse industries. With a focus on artisanal techniques, we offer a diverse range of handcrafted products. The company is run by Ruana Marjia Diba. It's located at Mirpur-10, Dhaka in Bangladesh.

## Mission :

Our mission is to create culture of appreciation for the unique qualities and personal touch that come with handmade products and paintings and to inspire creativity and connection through our work. We are dedicated to making a positive social impact by actively engaging in corporate social responsibility initiatives and supporting deprived community with sustainable practices.

## Vision :

The vision of our business is to create sustainable , profitable and a strong brand identity that celebrates the artistry and skill of handmade craftsmanship while providing customers with products that are one of a kind and aesthetically pleasing!

## Story:

In a world dominated by mass-produced goods, there is a growing appreciation for the charm and uniqueness of handmade products, though that was really tough to find one. Then we decided to create unique handcrafted items possess a distinct quality that exudes warmth, creativity, and a personal touch. This is where Paint The Lily comes into play, offering a haven for artisans and a treasure trove for those seeking something truly special. Paint The Lily explores the captivating world of handmade products businesses, their significance, and the delightful journey they offer to both creators and customers alike. In 2017 the journey of this entrepreneurship with the name "Paint The Lily" which is a Shakespearean phrase means embellishing the beauty. We set a goal for business, designed products, targeting the people who love exclusive ideas, hand crafts and values Eco friendliness and better craftsmanship which are different from usual products. We creates products and paintings as per customer requirements. We also inspired by the cultural diversity, emerging techniques and the untouched parts of the art that I wanted to explore. I believe that every product should tell a story and our painting and handmade items do just same. Whether you are looking for a special gift or statement pieces which is customized according to your choice and unique as well, our products are sure to impress you. My business offers unique and one of a kind items that are crafted and painted with utmost care and attention

## Business Model Canvas:

<p><b>Key Partners</b></p> <ul style="list-style-type: none"> <li>-Team Members</li> <li>-Manufacturers</li> <li>-Wholesellers</li> <li>-Online sellers of craft materials</li> <li>-Printing Press</li> <li>-Event host</li> <li>-Delivery Company</li> <li>-Payment Processors (Bkash, Nagad, Bank)</li> </ul>	<p><b>Key Activities</b></p> <ul style="list-style-type: none"> <li>-Raw materials sourcing</li> <li>-Product design</li> <li>-Graphics design</li> <li>-Product development</li> <li>-Social media operations</li> <li>-Marketing and promotion</li> <li>-Networking</li> <li>-Product packaging</li> <li>-Product delivery</li> <li>-Ensure product safety</li> </ul>	<p><b>Value Proposition</b></p> <ul style="list-style-type: none"> <li>-Unique handmade product</li> <li>-Unique design</li> <li>-Customization</li> <li>-Increasing product and design variety</li> <li>-Good quality</li> <li>-Help to fulfill the customers delicate taste about painting and design</li> </ul>	<p><b>Customer Relationships</b></p> <ul style="list-style-type: none"> <li>- Positive, adorable sometimes</li> <li>- Over the social media</li> <li>- Over the phone</li> <li>-Personal interaction</li> <li>-Give away gifts</li> </ul>	<p><b>Customer Segments</b></p> <ul style="list-style-type: none"> <li>-Niche market</li> <li>-Gift buyers</li> <li>-Eco conscious consumer</li> <li>-Art collectors</li> <li>-People who support local businesses and artisans</li> <li>-Individuals who value unique items</li> </ul>
<p><b>Key Resources</b></p> <ul style="list-style-type: none"> <li>-Team Members</li> <li>-Event services</li> <li>-Graphics software</li> <li>-Craft and art materials</li> <li>-Social media platforms</li> <li>-Finance</li> </ul>			<p><b>Channels</b></p> <ul style="list-style-type: none"> <li>-Social media platforms</li> <li>-Online events</li> <li>-Offline events</li> <li>-Personal interaction</li> </ul>	
<p><b>Cost Structure</b></p> <ul style="list-style-type: none"> <li>-Wages</li> <li>-Raw materials cost</li> <li>-Opportunity cost</li> <li>-Graphics design cost</li> <li>-Depreciation cost</li> <li>-Logistics and utilities cost</li> <li>-Promotional cost</li> <li>-Packaging cost</li> <li>-Event cost</li> </ul>		<p><b>Revenue Streams</b></p> <p>Sales of product</p>		