

gramil

“you make it, you buy it, you sell it”

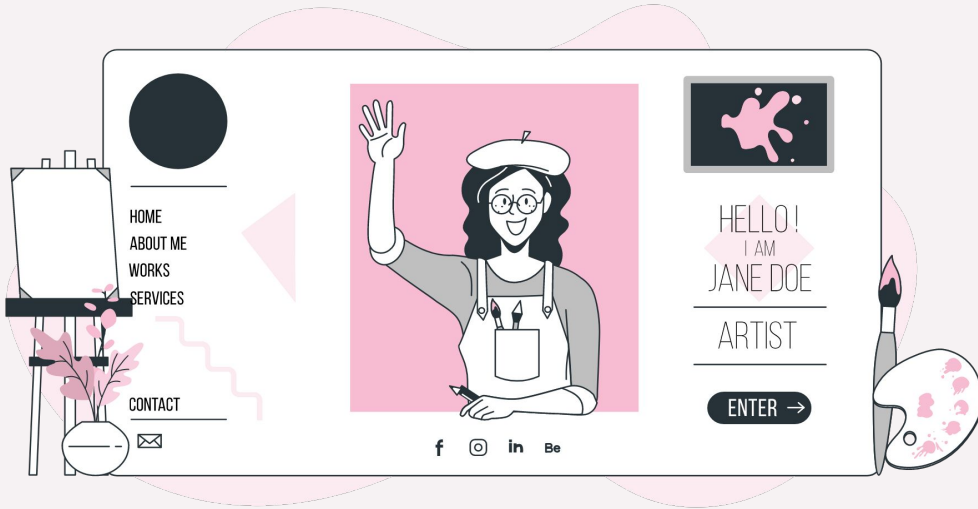


what is gramil?

an online marketplace ecosystem exclusively for handcraft lovers to produce, meet, and sell



Our Business Model



- Product categories
- Different commissions will be taken from each category



Product Categories

Art & Collection

Kids

Accessories

Home Decor

Clothing

Stationery

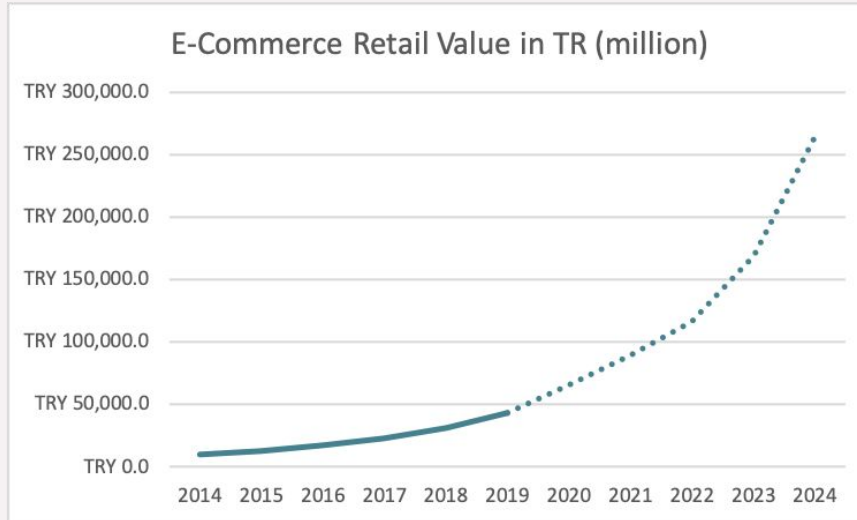
Other



Positive value

- Niche marketplace for only handcrafters and handcraft lovers
- Lower commission than competitors, saving the sellers' benefits
- Women's solidarity associations, people who want to produce, sell and stand on their own feet

Market Analysis



*Retrieved from Euromonitor

- Market size tripled between 2014 and 2019
- Projected to reach TRY 65.7 billion in 2020
- Estimated to triple between 2020 and 2024

Competitor Analysis

direct
competitors

“platforms for
handcrafters to make
sale”

Hepsiburada Girişimci
Kadın, Boyner İyi İşler
Dükkan, Çiçek Sepeti,
Instagram Busn. Accounts



indirect
competitors

“all online/physical
stores that sell the same
products”

Hepsiburada, Çiçek Sepeti,
Hediye Sepeti, Jewelry
Brands, Toy Brands...

Direct Competitors

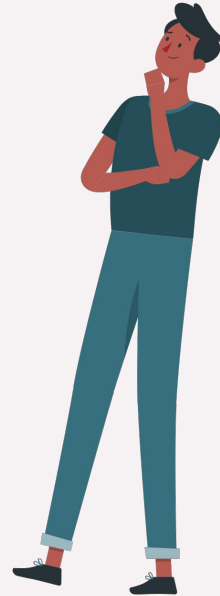
	gramil	Hepsiburada	Ciceksepeti	Instagram
Commissions	14%	22%	15%	?
Focus on handcrafted products	✓	✗	✗	✓
Legal taxation	✓	✓	✓	✗
Community (Blogs, vlogs, forums, etc.)	✓	✗	✗	✓

Customer Analysis

Customers

handcrafters

- 15-65 y/o
- all genders
- low & middle income
- Interests: DIY, handcrafts
- housewives, students, unemployed and retired

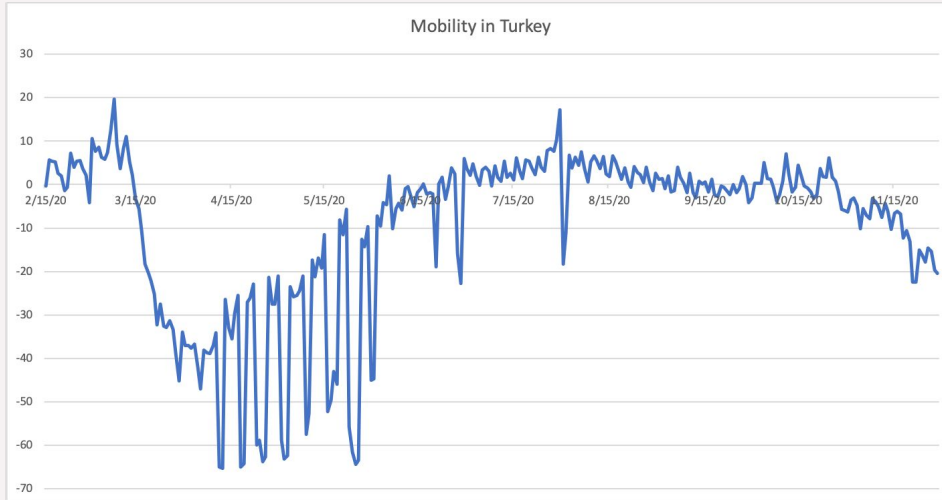


Consumers

buyers

- 15-65 y/o
- all genders
- all income levels
- Interests: handcrafted products
- no specific job status
- Shops for gifts, daily use or collection

Projected Demand

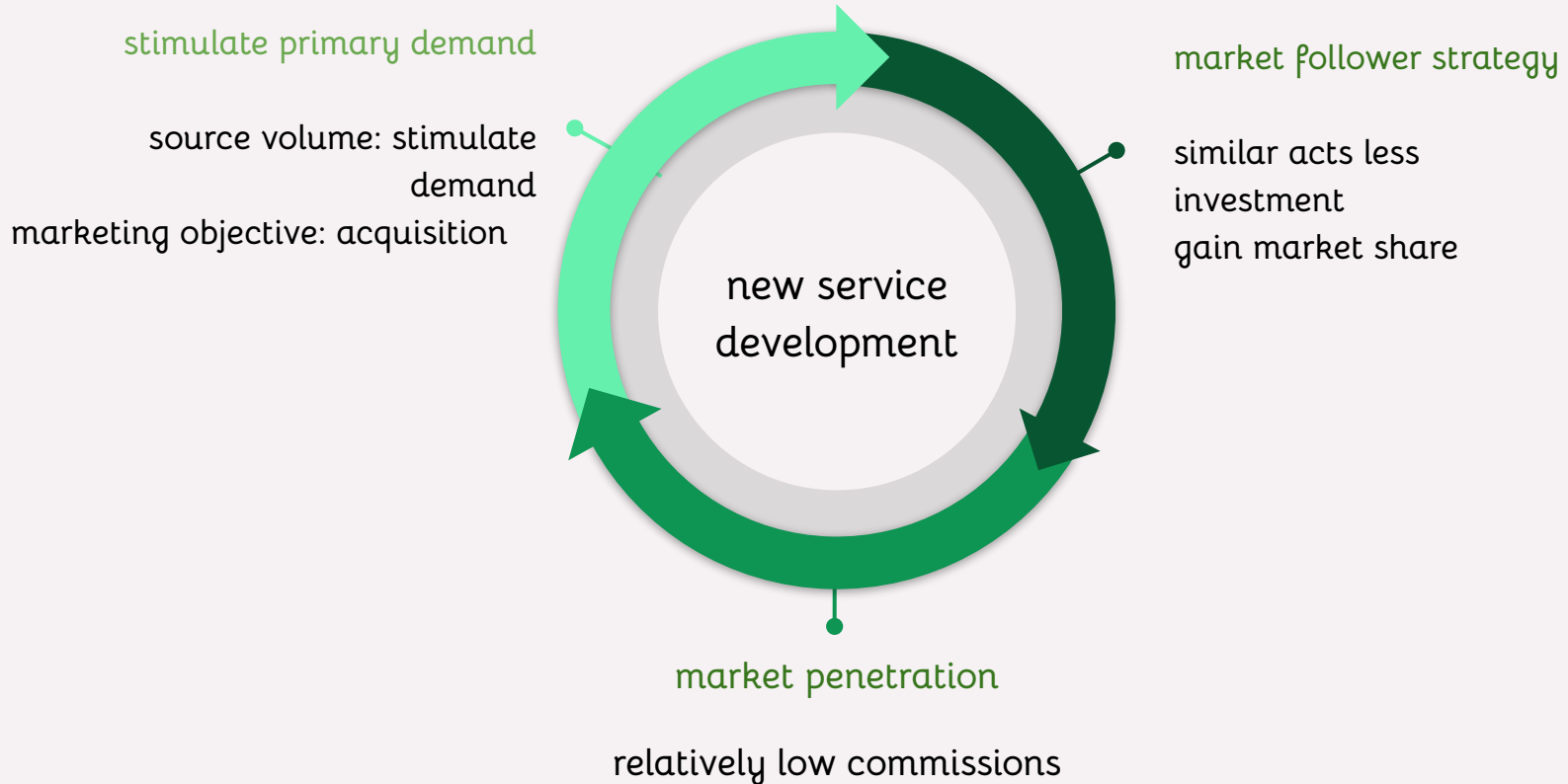


*Retrieved from Google Mobility Reports

- COVID-19 pandemic
- Increasing popularity of unified platforms



Marketing Strategy



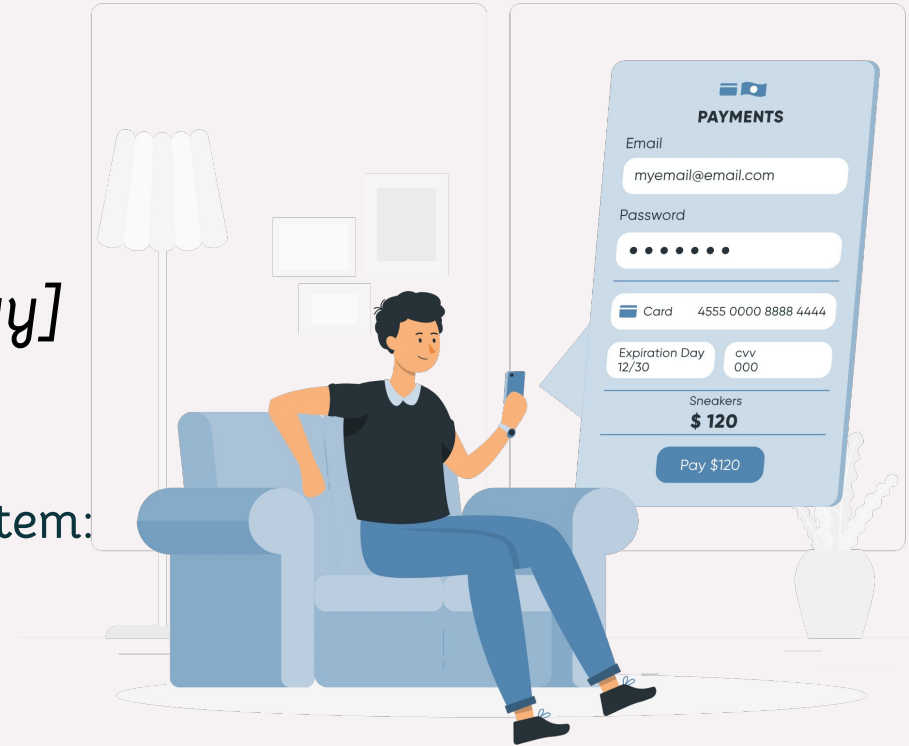
Pricing (Commission) Strategy

competitive-based pricing

[market penetration strategy]

weighted average commission per item:

14%



*Currently, the weighted average commission per item is 17% in major marketplace platforms in Turkey.

Promotion & Channels

60%

social media

instagram youtube
pinterest
facebook

- sponsored ads
- influencers
- paid contents

30%

search engine

google

- pay per click ads
- content marketing

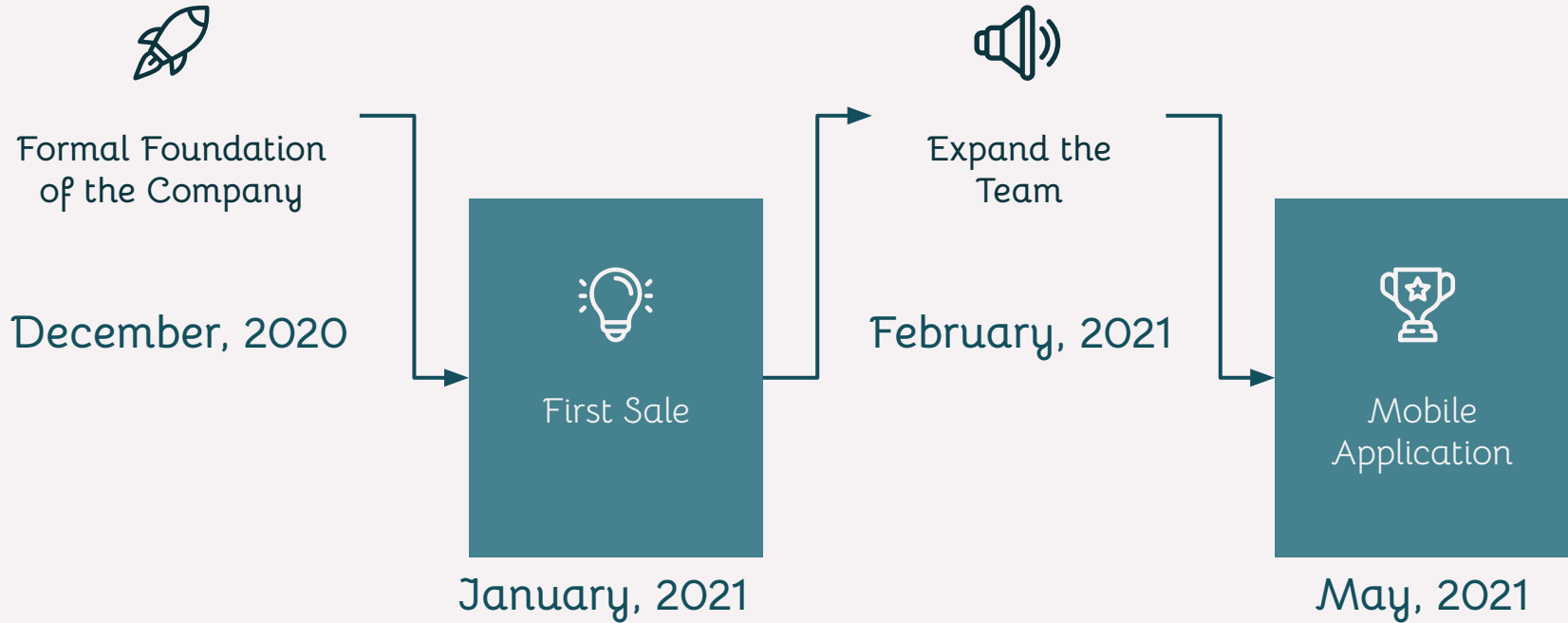
10%

events & pr

belmek
ismek
mor çatı

- cooperation
- workshops
- cooperative selling

Projected Timeline



Co-Founders

Aybala Deniz

Head of Marketing



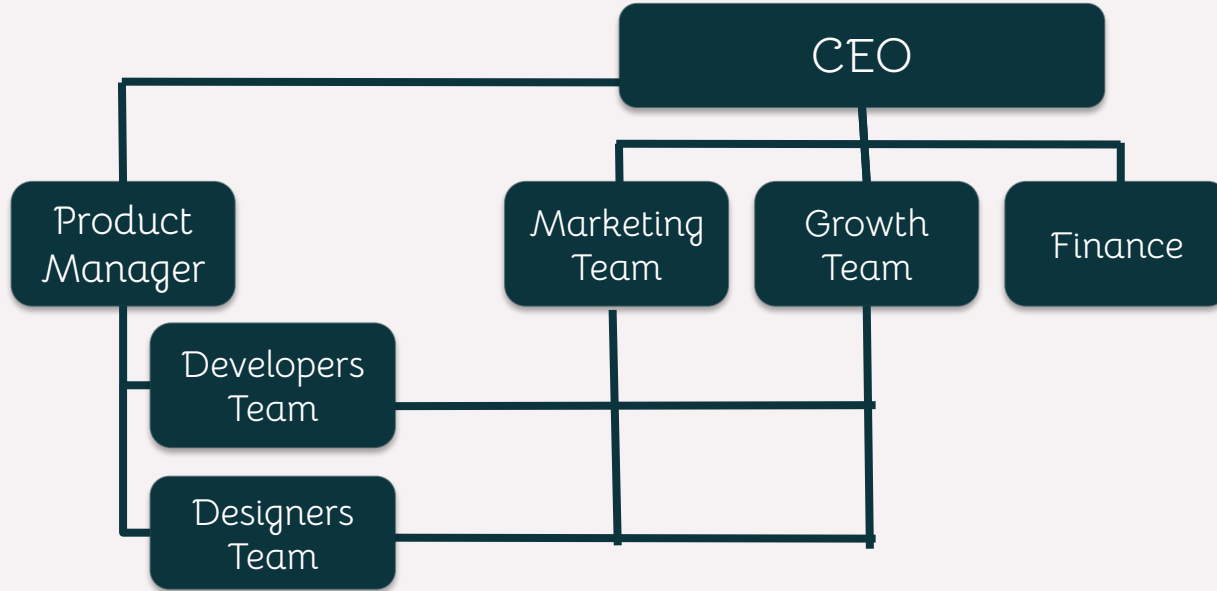
M. Ali Deniz

CEO & Head of Growth

Ekin Bayram

Web Developer &
Operations Manager

Organizational Structure*



*over 2 years of operation

Investment Requirement

Website Development

Foundation of the Company

Agreement with the Cargo
Company

Team Expansion
(Payrolls and Employee
Benefits of Software
Developers and UX
Designers, in the first 3
months)

100,000 TRY



thanks!

Do you have any questions?

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RESOURCES

Euromonitor Passport. Retrieved December 1, 2020, from <https://www.portal.euromonitor.com/portal/Analysis/Tab>

Google. (n.d.). "COVID-19 Community Mobility Report." Retrieved December 1, 2020, from <https://www.google.com/covid19/mobility/>