

Krama Studio

Handwoven Khmer textiles — made by hand, made with pride.

Handmade Textile & Craft Product Business

Siem Reap, Cambodia

[Your Name] — Founder | [email] | [Date]

[INSERT LOGO OR BRAND IMAGE]

About the Business

What We Do

- Handwoven traditional Krama scarves and textile accessories
- Sold at Siem Reap tourist markets and via Facebook/Instagram
- Each piece made by a named local artisan — authenticity guaranteed
- Stage: Selling — 3 months at Phsar Chas night market, Siem Reap
- Mission: Connect Cambodian artisan craft with buyers who value authenticity

[INSERT IMAGE: Business in operation]

Mission: "Handwoven Khmer textiles — made by hand, made with pride."

The Problem

70%

of local handicrafts sold to tourists are machine-made imports

The Challenge

- Tourists want authentic, locally made products — but cannot identify them
- Machine-made imports from China are sold as Cambodian handicrafts at the same price
- Local artisan weavers earn very little because they cannot access premium buyers
- Result: Authentic Cambodian craft is being replaced by cheap imitation products

[INSERT IMAGE: Showing the problem customers face]

Our Solution

Genuinely handwoven Krama — each piece made by a known maker

- 100% handwoven Krama scarves and textile accessories by local artisans
- Every piece includes a maker card — buyer knows exactly who wove it
- Made with natural cotton and traditional Khmer weaving techniques
- Available at Siem Reap market stalls and via Facebook online ordering
- Price range \$10–\$25 — accessible to tourist buyers, fair to artisans

[INSERT IMAGE: Photo of handwoven Krama and artisan at work]

Connect back to slide 3: "Remember the problem? Here is how we solve it."

Market Opportunity

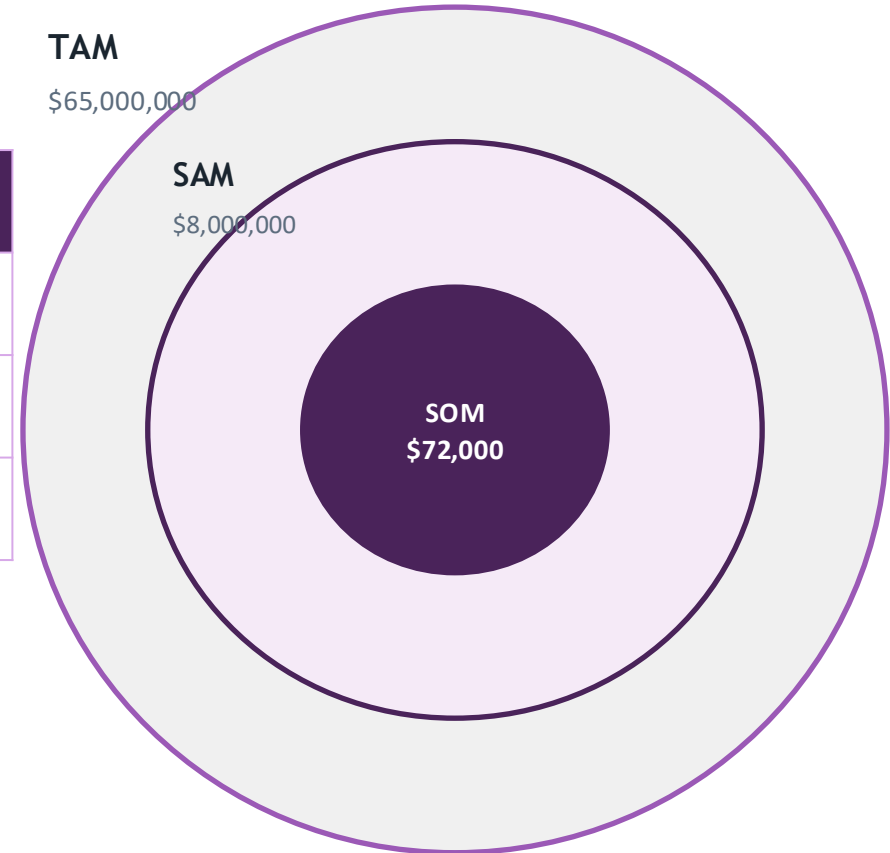
TAM — Total Addressable Market

Market	Value	Description
TAM	\$65,000,000	Cambodian handicraft & textile export market — national
SAM	\$8,000,000	Tourist market & artisan craft sales, Siem Reap
SOM	\$72,000	1% market share — Siem Reap night markets, Year 2

Market Growth: Cambodia's handicraft export value growing 8% per year

Year 1: 0.5–1% Year 2: 1–3% Year 3: 3–6%

Realistic market capture benchmarks for a new sole proprietor



Revenue Model

Key Financial Elements

- Selling price: \$10–\$25 per piece | Average selling price: \$15
- COGS per piece: \$5.50 (yarn/cotton \$3.50, natural dye \$0.50, artisan time \$1.50)
- Gross profit per piece: \$9.50 | Gross margin: 63%
- Revenue streams: Market stall sales + Facebook online orders
- Monthly target: 8 pieces/day × \$15 avg × 25 market days = \$3,000
- Break-even: 4 pieces sold per market day covers all daily costs

Revenue Model Worksheet

Financial Item	Per Piece	Daily (8 pieces)	Monthly (25 days)
Avg Selling Price	\$15.00	\$120.00	\$3,000
COGS (materials + artisan)	\$5.50	\$44.00	\$1,100
Gross Profit	\$9.50	\$76.00	\$1,900
Gross Margin	63%	63%	63%
Stall & operating costs	—	~\$16	~\$400
Est. Net Profit	—	~\$60	~\$1,500

Competitive Advantage

The only handwoven Krama brand in Siem Reap with a named-maker guarantee

Krama Studio is the **ONLY** textile seller in Siem Reap where every piece is handwoven by a named local artisan with a maker card — at a tourist-accessible price.

Option	Price	Handmade	Maker ID	Authentic
Market imports (China)	\$5–\$12	No	No	No
Hotel gift shops	\$25–\$60	Yes	No	Yes
Large craft centres	\$15–\$35	Some	No	Some
Krama Studio	\$10–\$25	Yes ✓	Yes ✓	Yes ✓

Reminder: Never say you have no competition. Every customer uses something today.

Our Customers

1

Sophie

34 | French tourist visiting Angkor for 4 days

Problem:

Wants an authentic Cambodian souvenir — not something made in China.

Why us:

Krama Studio's maker card tells the story she wants to share when she gives it as a gift in Paris.

2

Michael

48 | NGO director, buying gifts for visiting donors

Problem:

Needs 10 authentic Cambodian items — consistently good quality — under \$20 each.

Why us:

Bulk order via Facebook — same maker, same quality every time. Invoice available.

3

Bopha

29 | Young Cambodian professional in Phnom Penh

Problem:

Wants a modern version of traditional Krama for daily use — not a tourist souvenir.

Why us:

Krama Studio's range includes contemporary colourways and styles designed for everyday wear.

The Team



[Your Name]

Founder & Master Weaver — Krama Studio

Experience & Credentials

- 12 years weaving experience — trained by grandmother in traditional Khmer technique
- Sells regularly at Phsar Chas and Angkor Night Market for 3 years
- Works with 2 family artisans — creating income for 3 households
- Advisor: [Name] — craft export specialist with Cambodian Artisan Network

Skill gap I am addressing:

Next step: Hire a part-time social media manager to grow online sales

"I am the right person for this business because [your specific reason]."

The Ask

We are asking for:

\$2,000

To expand Krama Studio's production and launch online sales

Use of Funds	%	Amount
Additional loom and weaving tools	35%	\$700
Natural yarn and dye materials (3 months)	30%	\$600
Market stall setup and display materials	15%	\$300
Facebook shop setup and first ad campaign	10%	\$200
Business registration & permits	5%	\$100

Contact: [email] | [phone] | [date]

Our Goal

Goal: 8 pieces/day at 25 market days + online = \$3,000/month by Month 3

Our Closing Statement

"Buy a Krama. Know the hands that made it."