



BrutNinJa

The logo features the text "BrutNinJa" in a bold, black, sans-serif font. The letter "i" in "Nin" is replaced by a red circle. A black knife with a silver handle is positioned vertically, passing through the red circle. The entire logo is centered on a white grid background within a red-bordered window.



Introduction

Brutninja, a platform for local artisans to list their best hand-made products, a platform for global audience seeking best Indian handcrafted products with the promise of affordability, genuine quality.





Problem



Problem 1 (Manufacturers)

Local artisans find it difficult to sell their product online globally, restricting their earnings and growth.

Problem 2 (Customers)

Demand for high-quality Indian hand-made products has been emerging, There's no particular platform for fulfilling high quality handicraft items.

Problem 3

There are large E-commerce players like Amazon.com, Ebay.com which aren't solely focussed on Hand-made items, leading to poor quality and less choices to customers.





Solution 1

Provide a platform for local artisans to provide their best products with increase their earning. Orders are processed by them and fulfilled by us.



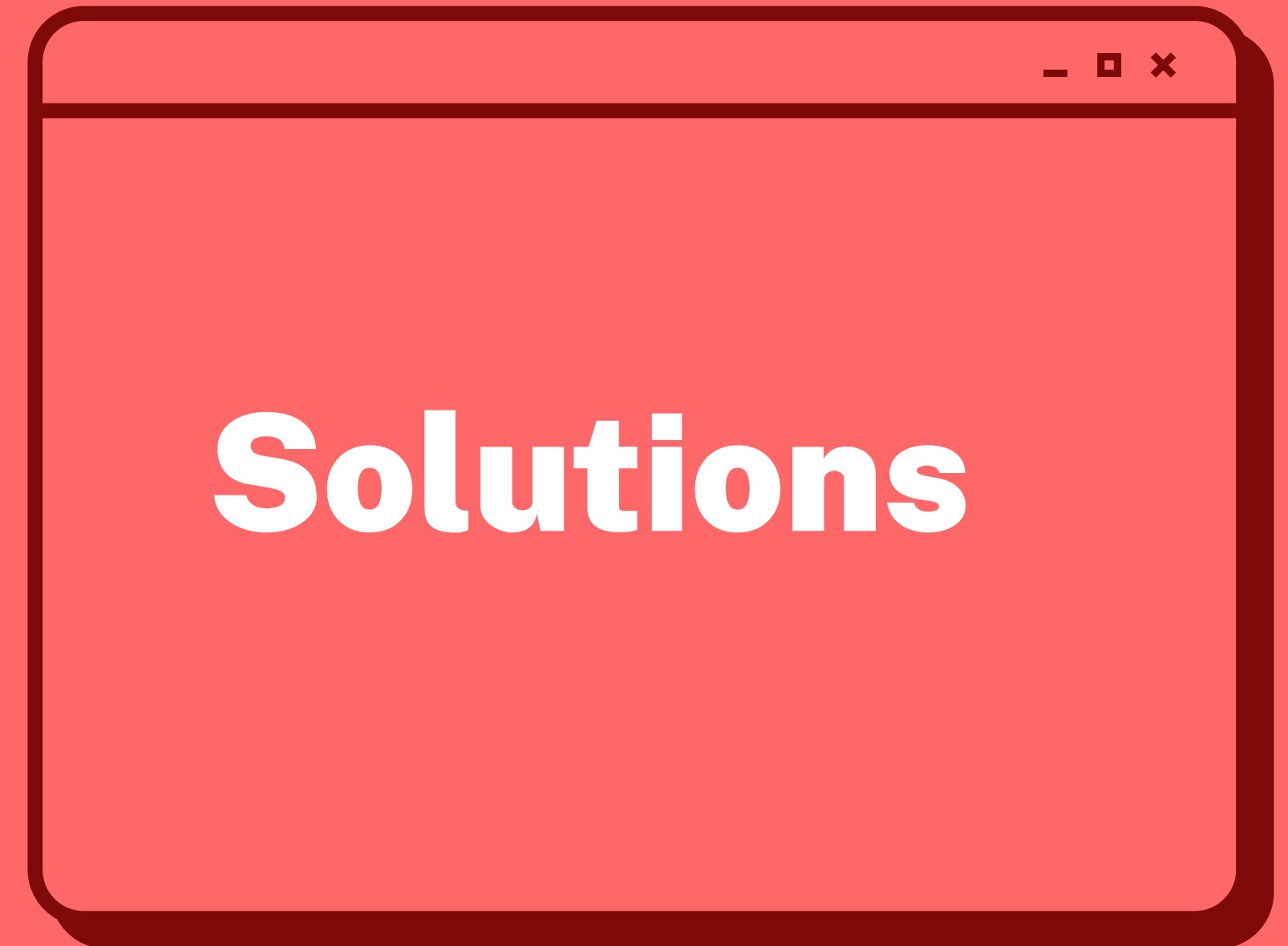
Solution 2

Provide a platform for users globally, who can buy varied Indian handcrafted products directly from the website from variety of options.



Solution 3

A platform which provide best Hand-made articles from across India with promise of best quality and affordable price.



Size of the market

TAM: \$ 614 Bn

Global Home Decor market
size

SAM: \$ 294 Bn

Global Handicraft
market size

SOM: \$10Bn

Servicable
Handicraft market



*Top-down approach



Target Market

The USA and Europe
\$ 1 Bn opportunity

Aspirational, Aesthetic

The USA, Europe people in that region are increasingly investing in improving and personalising their living spaces.

They have high appetite for high ticket purchases. Users who are aspirational towards aesthetics and home improvement.



Positioning



Unit Economics

AOV

Rs. 6000/ \$72
for 1Kg article



Costs + Delivery

Rs. 1.1-1.5k/kg+
Rs. 1.1k/kg =
2600



Gross Margin

56% gross
margin.
Net margin- 15%
=> Rs. 510/ord. =>
Rs 10,200/day
(20 ords.) & Rs 37
lakhs yearly



Competitive Analysis

Factors	BRUTNINJA	ETSY	P-TAL	AMAZON.COM
Quality & Price	Promised high quality & At genuine price	High Quality but prices are high	Only top quality brass iteams with decent price	Low quality and average price
Trust & Quality	Through SOPs and standard quality check	Ratings and reviews	No Ratings, customers has to search for feedback on google.	Poor ratings and feedback
Delivery	Fast delivery 10-15 days directly from manufacturer, with high quality packaging to minimize damages	Standard delivery of 20-25 days	Usually standard delivery.	Fast delivery but chances of damage products are high.
Revenue Stream	Margins on product sold, Delivery fees from customers.	Listing fees, Commision on sales.	Purchase stock and sell from warehouse on own pricing.	Listing fees, commision, Indirect fees.

Traction

BrutNinja

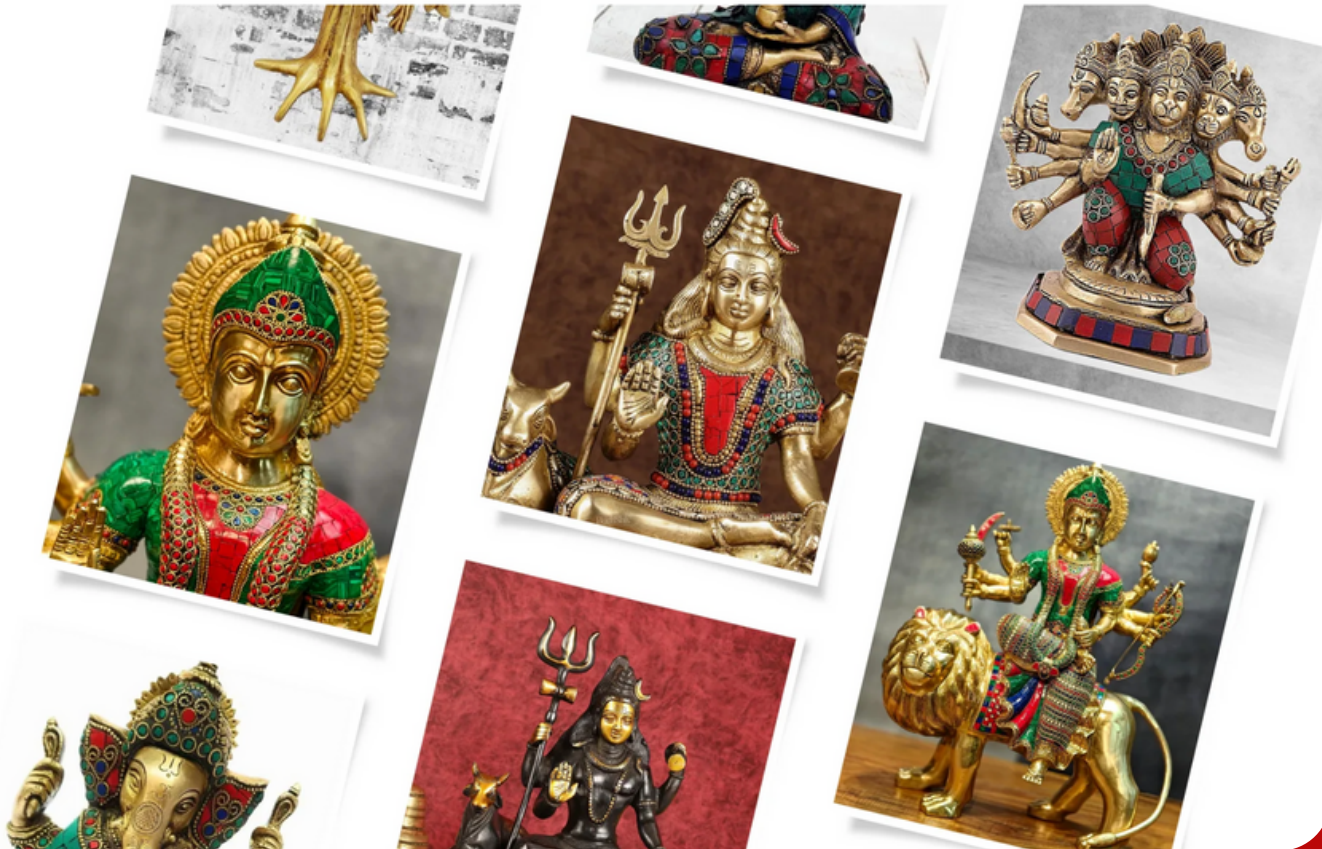
HomeAbout UsProductsContact

WWW.BRUTNINJA.COM

BRASS STATUES

UPTO 70% OFF

SHOP NOW



BrutNinja

HomeAbout UsProductsContact

Lord Shiva with Nandi

Rs. 15,999.00

Rs. 9,999.00

Sold out

Quantity

-

1

+

Sold out

Buy it now

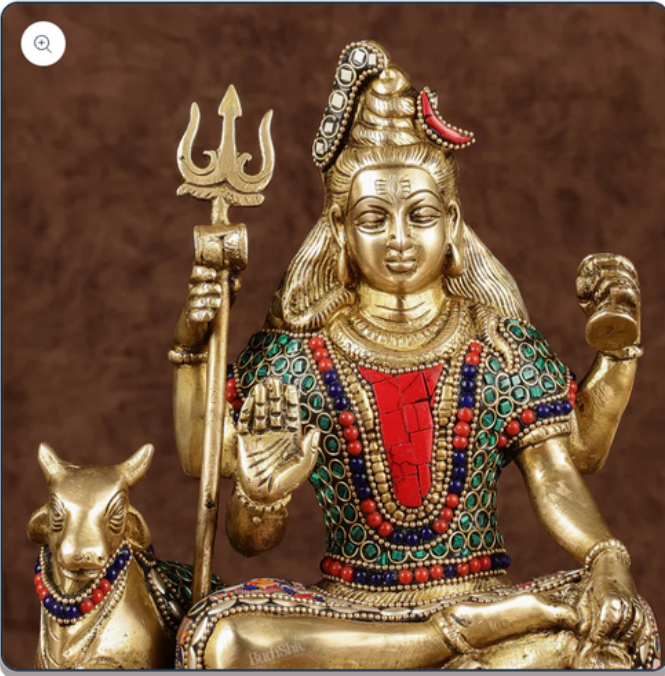
Brass Handcrafted Superfine Durga Statue.

Durga Ashtbhuja/ Durga with Eight arms.

Handcrafted with meenakari Stonework.

Height 4 inches , Width 3 inches, Depth 2 inches

Weight 4 Kgs



Sold out

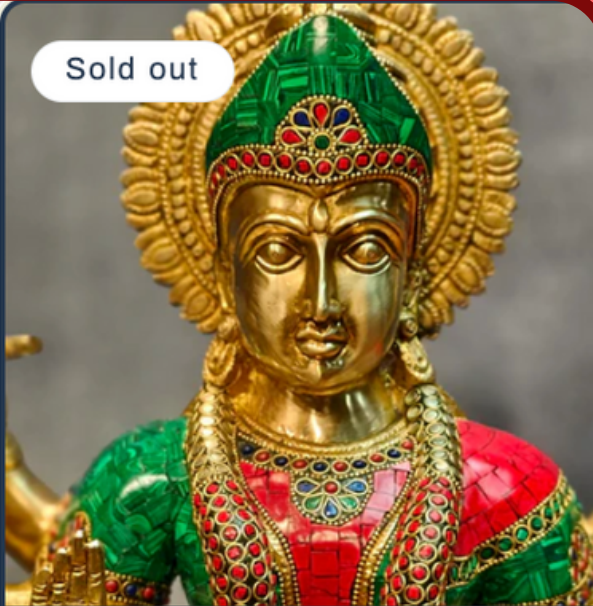


Lord Shiva with Nandi

Rs. 15,999.00

Rs. 9,999.00

Sold out



Mata Durga Brass Statue with Stone Shringar

Rs. 15,999.00

Rs. 9,999.00

BrutNinja



Make aesthetically appealing home

Brutninja.com
Brutninja.official@gmail.com

Sachin Upadhyay : Sachin.upadhyay7333@gmail.com

Sachin Yadav : Sachinaryaraj@gmail.com