



**POLITEKNIK MELAKA**  
**HANMADE HAVEN WEBSITE**

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**SESSION 1 2022/2023**

## **REPORT ENDORSEMENT**

This project report titled “HANDMADE HAVEN WEBSITE” is being submitted, reviewed, and endorsed to fulfil the conditions and requirements of report writing as specified in.

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## **CERTIFICATION OF PROJECT ORIGINALTY & OWNERSHIP**

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“We hereby declare that this report is the result of our own work, except excerpts that we have outlined its source, and this project will be the ownership of polytechnic.

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On Behalf of all the team members of the project.

## ABSTRACT

In Melaka, handicraft is a lovely representation of regional art that fuses innovation with tradition to produce exquisite objects with deep cultural resonance. Traditional crafts are a part of the cultural legacy that has been passed down to the current generation for preservation. Currently, customers can purchase and sell items over the internet via a viral market. Businesses will make more money if their owners use online platforms. Additionally, they will attract more foreign clients. The limited income and improving their business have been identified as their major problem. Due to lockdown, handicraft business owners consequently experience a lack of sales, income, and financial difficulties. The next problem that handicraft business owners encounter is the lack of a digital platform for their store. For many businesspeople, this poses a serious dilemma. They have trouble in marketing their goods. The major goal is to provide handicraft business owners with more visibility to help increase the market for business handicraft owners. We proposed the ecommerce platform to preserve our heritage products and to expand the market for handicraft entrepreneur using via Handmade Haven Website. We tested this website to owners and staff at handicraft shop at Malacca and the results are they are agreed that this website can help to preserve the heritage product and can expand the entrepreneur business which mean of this objective are at high level 4.46 and 4.02. We hope that this website will help the business owner to increase their income and performance.

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# Chapter 1

## Introduction

### 1.1 Introduction of Project

According to the article in New Straits Times, in Malaysian Handicraft had 6,032 registered business owners as of November 30th, 2017, with a total market value of RM215.05 million. Tourism, Arts and Culture Minister Datuk Seri Nancy Shukri claimed that to support all enterprises in the sector, the government must act strategically and come up with new ideas for enhancing the sector. “We now need to focus on using digital and online marketing channels to promote products and consider how we can assist those who live in remote areas but have trouble getting online. “Many of them use creativity and innovation to produce high-quality local crafts. The staff at Malaysian Handicraft is committed to assisting rural people in marketing their products online through platforms and programs, she said. Nancy, a representative for Batang Sadong, claimed that the ministry had created programs to revitalize the craft industry. The Community Skills Development Programme (PPKK) and the Skills Apprenticeship Development Programme (PPPK) each received a total of RM3.98 million. (Malaysian Handicraft sustains craft industry, 2021)

Handcraft in Melaka, is a beautiful expression of local art, combining tradition with innovation to create intricate and culturally significant creations. Traditional handicrafts are part of the cultural heritage passed down from previous generations to the present generation to preserve. The steps to preserve this heritage involve various methods including through commercialization. Malaysia is a country rich in cultural relics that have high potential in generating national income, one of which is the heritage of traditional handicrafts. Traditional handicrafts such as batik, songket and labu sayong have a high market potential and are still popular both among locals and foreign tourists. Handcrafts, as one of the local cultural products, must be preserved. The main issue faced by traditional handicraft makers is that they cannot promote their products and are not well known around people. The problem that arises here is that most craft entrepreneurs in Malaysia today still at the micro and small business level only.

By creating this handmade haven website handicraft entrepreneurs can secure this market position. This website will be an opportunity for handicraft entrepreneurs in increasing their income. Furthermore, it helps to expand the market for handicraft entrepreneurs.



## 1.2 Business Problem or Issues

As a conclusion of interviewing small handicraft businessperson such as Mr Othman at Zoomate near to Jalan Pahlawan walk, we get to know more about the issues and the problems that the small entrepreneurs face. After interviewing several handicrafts shop nearby such as textile, souvenirs and more. We finally decided to choose this shop for our business project because they provide all types of handicrafts and agreed help us with our project. The main issues that they face nowadays are the low income and the difficulty in expanding their business. Nothing could have been worse than the timing. The handicrafts industry has suffered greatly due to the pandemic and the ensuing lockdown. From that handicraft entrepreneurs face lack of sales, income, and economic problems due to lockdown. Moreover, the handicraft entrepreneurs face problems getting raw materials from abroad. After lockdown people started to think that handicraft products and souvenirs are unnecessary stuff for their current situation. (Pati, 2020, p. 1). Next issues that handicraft entrepreneur face is the involvement of middleman as sellers of handicraft products cause the wage rate to decrease based on what (Mohamad et al.223). This is because the middleman tends to buy as bulk for a lower price and sell it separately for a cheaper rate using various ways and this will somehow make the price decrease and will lose its value and authenticity too. Next issues are that the importance of the handicraft industry has been understood long before, but this sector has undergone several challenges such as industrialization and globalization, this is because there is lack of knowledge and idea on how to bring this business to a larger scope such as industrialization where a huge production of goods are be stock up but since the demand for this crafts are less so it face problems on making industrialization or expanding it globally but it can be done with a proper website to people from all over the world to reach and purchase. Then it can increase the demand and profit for the business owners. The products of the Malay cultural heritage are currently in competition with those of nearby nations like Thailand, Bangladesh, Taiwan, and Indonesia because these nations created the same goods, such as Keris, Tengkolok, and Batik. The circumstance has impacted the distinctiveness of Malay items because a huge number of these neighbouring countries' products have filled the market. Since the neighbouring nations can create a larger quantity of goods at a lower price, we as practitioners of Malay cultural heritage products were discouraged from continuing our activities. The Malay artisans, who still use a traditional approach to create heirloom goods, have been impacted using high technology by manufactures from nearby nations. However, while employing traditional methods, the neighbouring nations still fall behind in terms of product quality and authenticity. Instead, because they produce goods in accordance with consumer demand, the neighbouring nations can prevail in terms of amount of output. As stated by B3, "The tourist could not be bothered to evaluate the authenticity of cultural tourism product as it looks no different to them." These problems consequently had a long-term impact on how the Malay cultural heritage items developed as tourism attractions. (Jusho, 2014) In conclusion, we propose to create a website to promote handicraft products and goods in their store. This website is used to promote their product in an easy way. The website also helps customers to check the price and they can customize their product. We also provide chat assistant support for customer enquirers.

### **1.3 Business Project Objective**

1. To develop an e-commerce platform for handicraft entrepreneur
2. To preserve traditional heritage products.
3. To expand the market for handicraft entrepreneurs.

### **1.4 Justification of Business Project Selection**

The endeavour to empower handicraft business owners with their digital marketing is a strategic one that considers how customer engagement and business promotion are changing. The main justifications for this are the digital shift in consumer behaviour. Consumers of today increasingly use internet platforms to find and buy things. By providing and offering handicraft business owners with digital marketing platform, we give them the strength they need to connect with their target markets and customers online. Next Strategies for marketing that are cost effective marketing strategies, traditional marketing methods can be expensive and less targeted. In this digital marketing platform, they can reduce the cost of marketing tools, for example banners, poster, and many more because entrepreneurs can do it free. Furthermore, Market Expansion Internationally. By utilizing digital marketing strategies, business owners can reach a wider customer base. Through strategic online they can connect with large global customer base. Then, Customized Marketing Solutions, since each handmade business is different, digital marketing tactics can be made to fit their demands and goals. Digital marketing offers a variety of adaptable options for a variety of goals, including brand visibility, sales growth, and consumer engagement. Long-Term Sustainability, Handicraft entrepreneurs can have a long-term future if they have a strong online presence and digital marketing. A strong online presence and effective digital marketing can give long term sustainability to handicraft business. By staying relevant in digital marketing entrepreneurs can adapt to shifts in customer behaviour and market conditions. In conclusion, the initiative aimed at offering "Digital Marketing Support for Handicraft Entrepreneurs" is justified by its ability to equip entrepreneurs with affordable, data-driven, and globally reaching marketing tactics. In the end, it helps to sustain and expand their handicraft enterprises while putting them in a position to succeed in a world where business is conducted primarily online and with greater customer involvement.

## **1.5 Literature Review**

Based on the article that we read, we found a severe problem that is faced by the handicraft industry. We try to implement them in the form of creating a website for them. We develop a website name handmade haven to overcome their problem in marketing and expanding their business to global markets.

### **1.5.1 Develop a Website That Can Overcome Problems in Expanding Their Marketplace.**

The purpose of the website is to overcome the issues that face by the handicraft industry. Handicraft reflects the culture and heritage of society. Indian handicrafts are known world over for their uniqueness and as symbolizes which in true colour for portrays the day-to-day culture of the population. Over the years the Indian handicraft sectors has been facing enormous pressure due to the advent of mechanized articles as a substitute for the traditional crafts and endangering the Indian handicraft products. The problems faced by the handicraft industry are manifold. It starts right from the procurement of the raw material due to non-availability of required standard input, unavailability of skilled artisans, unawareness about the technical supports and lack of customer awareness towards the craft products. Dilip, K. and P.V., R. (2014)

One of the major issues faced by handicraft sector is in information dissemination. This has led to a situation where customers have no information related to the craft products. The starting point of any organization should be to assess the demand and acceptability for their products. Accordingly, industries produce the products to meet the need and demand of the customer. Dilip, K. and P.V., R. (2014)

### **1.5.2 Lack of Sales Promotions and Exposure.**

Major factors attributed to this can be due to lack of sales promotions and exposure. Ghosal, I., Prasad, B., & Behera, M. P. (2020). As he said nowadays handicraft entrepreneurs are facing problem in exposure their crafted items. They don't have any digital platform to do sales promotion in online. The purpose of our project is to help them to market their product on the website we created.

### **1.5.3. Low Income and The Difficulty in Expanding Their Business.**

Issues that they face nowadays are the low income and the difficulty in expanding their business. Nothing could have been worse than the timing. (Pati, 2020, p. 1).

#### **1.5.4. Covid-19 Pandemic**

The handicrafts industry has suffered greatly due to the pandemic and the ensuing lockdown. From that handicraft entrepreneurs face lack of sales, income, and economic problems due to lockdown. Moreover, the handicraft entrepreneurs face problems getting raw materials from abroad. After lockdown people started to think that handicraft products and souvenirs are unnecessary stuff for their current situation. (Pati, 2020, p. 1).

### **1.6 Scope of Business Project**

Considering the concern about the scope of work while doing this project, then it must be done right. For the scope of this project, it includes design, to be used, installation and installation testing. By using the website, you can promote handicrafts products to the customer out there and it helps to gain customer and profit to the seller. Besides these websites, customer can save their time. They can buy the products online instead of going to other states to buy. By using this website customers can easily check the products prices and the type of products, from the website. Moreover, customers can use chat boxes to get customized handicrafts products. The scope of work is listed below.

#### **1.6.1 This website is specially designed for the use of handicrafts entrepreneurs.**

This website is developed for the handicraft entrepreneurs to promote their products in online platform. They can add all the pictures and the details of the product in this handmade haven website. Not only one shop owner can use the website but all the handicraft shop owner can use because it's a general website so all type of handicraft can sell in one website. It almost like Shopee but its only for handicraft items. Incoming orders and invoice only for online payment can receive from this website.

#### **1.6.2 User of E-commerce**

It's a user -friendly website and secure, so the user can trust our handmade haven website. In this website the customer can see the clear picture of the product with the descriptions of the product. The prices also have been shown there. There are also video for the users to see how people make handcraft. This website allows users to choose and pay for their product using cash on delivery, card payment and google pay. User can see the invoice only they have completed the full payment.

#### **1.6.3 Craft Malaysia Agency**

This agency can help promote this our website nationally. This will allow more recognition towards the important of handicraft and the objective of this website. This the future if we need donation or funds hopeful this agency will help us. If we need any help advice of guidance, we hope that this agency will help us.