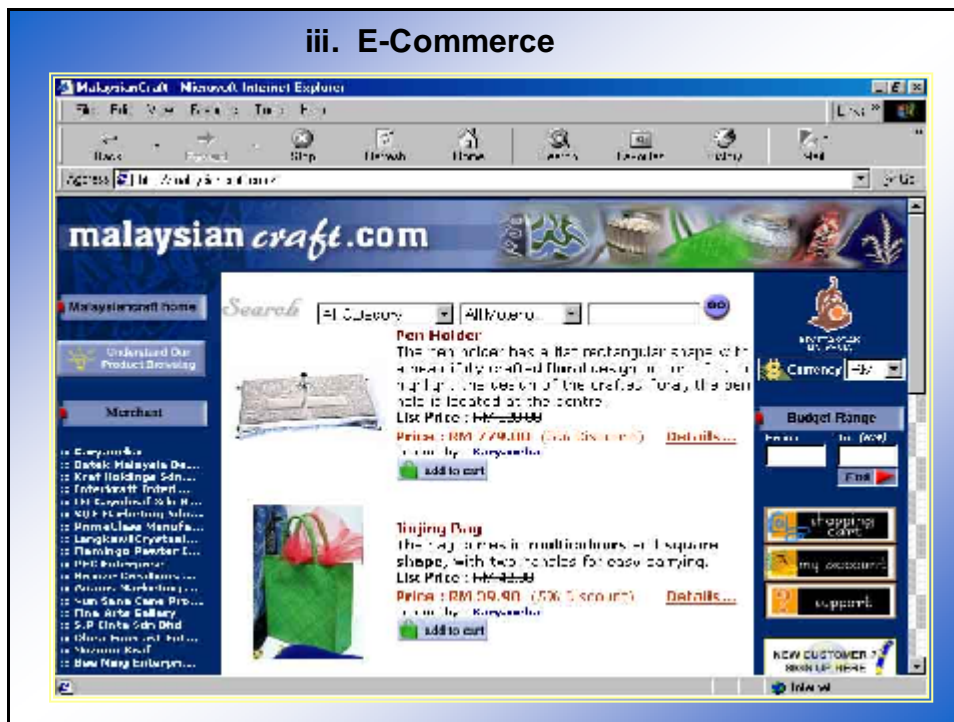


iii. E-Commerce



MARKETING OF CRAFT



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.. Craft Sales

i. Domestic sales

Craft Sales by Products, 2003-2004

Products	Year			
	2004		2003	
	USD	Share (%)	USD	Share (%)
Metal & Mineral-Based	20,278,280	38.3	18,029,480	37.5
Textile-Based	16,110,723	30.5	14,584,627	30.4
Earthen-based	8,379,995	15.9	7,867,374	16.4
Forest-Based	6,409,031	12.1	6,105,586	12.7
Others	1,692,119	3.2	1,449,121	3.0
Total	52,870,148	100.0	48,036,188	100.0



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.. Craft Sales



ii. Imports and Export of Crafts

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Top Ten Countries of Exports (Jan-Oct, 2005)									
Textile-Based Craft Products		Forest-Based Craft Products		Earthen-Based Craft Products		Metal and Mineral-Based Craft Products		Miscellaneous Craft Products	
Countries	Est. Craft Value (USD) million	Countries	Est. Craft Value (USD) million	Countries	Est. Craft Value (USD) million	Countries	Est. Craft Value (USD) million	Countries	Est. Craft Value (USD) million
USA	8.8	USA	9.6	USA	3.5	UAE	5.8	United Kingdom	0.9
United Kingdom	1.5	Japan	2.5	Singapore	1.9	USA	0.2	Singapore	0.6
Germany	0.5	United Kingdom	2.2	United Kingdom	1.6	Korea	0.2	Italy	0.6
Japan	0.4	Australia	1.9	Hong Kong	1.2	Thailand	0.2	Netherlands	0.3
Netherlands	0.2	Canada	0.8	Egypt	0.8	China	0.1	China	0.3
Canada	0.2	UAE	0.5	Sweden	0.8	Latvia	0.1	Germany	0.2
Cambodia	0.2	Saudi Arabia	0.3	Japan	0.4	Switzerland	0.1	Taiwan	0.2
France	0.2	China	0.3	Australia	0.4	Japan	0.1	India	0.1
Belgium	0.2	Hong Kong	0.2	Germany	0.3	Hong Kong	0.1	USA	0
Singapore	0.2	Belgium	0.2	China	0.3	Germany	0.04	Spain	0.06

Top Ten Countries of Imports (Jan-Oct, 2005)									
Textile-Based		Forest-Based		Earthen-Based		Metal-Based		Miscellaneous	
Countries	Est. Craft Value (USD) million	Countries	Est. Craft Value (USD) million	Countries	Est. Craft Value (USD) million	Countries	Est. Craft Value (USD) million	Countries	Est. Craft Value (USD) million
China	1.0	China	1.6	China	0.4	China	0.6	China	1.8
Hong Kong	0.8	Poland	0.6	Japan	3.1	Hong Kong	0.2	UK	0.6
India	0.2	Indonesia	0.2	France	2.2	Singapore	0.1	Hong Kong	0.6
Bangladesh	0.1	Lithuania	0.2	USA	0.7	India	0.1	India	0.5
France	0.1	Germany	0.2	Thailand	0.6	France	0.1	Singapore	0.4
Thailand	0.1	Sweden	0.2	Indonesia	0.2	Italy	0.1	USA	0.4
Taiwan	0.1	Italy	0.1	Hong Kong	0.2	Nepal	0.1	Indonesia	0.2
Indonesia	0.1	Denmark	0.1	Korea	0.1	Lithuania	0.1	Australia	0.1
Italy	0.07	Czech Republic	0.1	Taiwan	0.1	United Kingdom	0.04	Thailand	0.03
Japan	0.07	Romania	0.09	Vietnam	0.1	Germany	0.03	France	0.03

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Market Segmentation

Market Segmentation						
Market Segments	No of Producers				Total	
	100% sold to:		Partly sold to:			
	No	%	No	%	No	%
Domestic tourists	216	3.7	1,681	28.6	1,897	32.3
International tourists	6	0.1	771	13.1	777	13.2
Local people	1,019	17.3	1,679	28.5	2,698	45.9
Company or Corporate	24	0.4	297	5.1	321	5.5
Government	4	0.1	184	3.1	188	3.2
Total	1,269	21.6	4,612	78.4	5,881	100.0

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Channel of Selling

Channel of Selling Finished Craft Products		
Channels	Total Responses	%
Direct to customers	2,742	85
Direct to other wholesalers/distributors	1,326	41
Direct to retailers	327	10
Combination of the above channels	61	2
Total	4,456	138

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ISSUES AND CHALLENGES

Issues and challenges exist at all levels of the craft industry. The critical issues and challenges as follows :

- i. matters relating to production,
- ii. matters relating to research and development (R&D).
- iii. matters relating to market and marketing,
- iv. matters relating to human resource,
- v. matters relating to regulatory.

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CONCLUSION

Issues, problems and challenges faced by the industry in **manufacturing and marketing of traditional crafts** should be taken into consideration in the light of formulating strategies to ensure sustainable development of the craft industry.

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