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EXPORTING NEPALI HANDICRAFT TO EUROPEAN MARKETS

To identify the challenges that companies have encountered when exporting handicrafts

Thesis

CENTRIA UNIVERSITY OF APPLIED SCIENCES

Business Management

September 2023



ABSTRACT

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Degree programme Bachelors in business administration		
Name of thesis EXPORTING NEPALI HANDICRAFTS TO EUROPEAN MARKETS, To identify the challenges that companies have encountered when exporting handicrafts.		
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Instructor representing commissioning institution or company		
<p>Export operations are important for the markets in any nation and the global economy in general. Larger economies of scale and better export margins can result from increased production. This thesis explains the export of locally produced Nepali handicrafts from Nepal (Nepali retailers) to European nations.</p> <p>This thesis was organized into six sections: introduction, theoretical framework, objectives, methods, and data, finding, discussion and conclusions. This research attempts to present the fundamental concepts of a business plan to assist companies in developing an effective operating strategy. Even though developing a business strategy is more important for start-ups, all organizations should develop one.</p> <p>In general, every business should have developed one, especially if they want to regularly evaluate projects to see if their goals have been met or have changed and evolved. A strong business plan should detail all the costs and risks of a company's decision. The primary objective of the research was to identify Nepali SMEs' difficulties when exporting valves to the European Union and potential solutions to those difficulties. Qualitative research will be used in this thesis research methodology. However, the interview questions created a theoretical framework based on the appropriate research topic.</p>		
Key words Consumers, Exporting, Handicrafts, Internationalization, Marketing.		

ABSTRACT
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1 INTRODUCTION

The main aim of this thesis is to examine the challenges that Nepal's medium and small exporting firms encounter in their quest to export handicraft tools to European nations. Handicraft is the main export item in Nepal. Cotton goods, Woolen products, metal crafts, leather goods, felt goods, etc., are the most exported items to European nations from Nepal (Upadhyay 2020, 15). Some of the main challenges in the export chain involve the lack of professional and skilled artisans, limited awareness amongst the exporters concerning the market segments and linkages, and inadequate or lack of export subsidy.

Export, briefly, is defined as the sale of goods or products made in one country to customers in other nations. Compared to the other options, it is a low-cost, low-risk choice (Pant & Pandey 2015, 153). For the same reasons, small and medium businesses in Nepal should consider exporting their products and financial commitment to the global market so that they will increase their profit bases. As far as the marketing of handmade items is concerned, both domestically and globally, the service plan and marketing support which are crucial to the handicraft industry, have become the only secondary commodities. Thus, the thesis will explore how social media has increased obstacles to the exporting businesses of Nepal's ability to sell successfully.

This study's main goal is to investigate the difficulties and opportunities related to the expansion and export potential of Nepali handicrafts to European markets. Nepal's economy has historically been based on handicrafts, which are essential to both the country's sociocultural balance and economic survival. This study tries to analyze the complex web of constraints preventing the growth of handicraft exports against the backdrop of Nepal's physical location as a landlocked country, coupled with economic underdevelopment and trade imbalances.

We will examine the impact of insufficient investment, outdated technology, transportation challenges, labor dynamics, energy supply discrepancies, and bureaucratic bottlenecks in elucidating the causes causing Nepal's expanding trade imbalance. The potential to increase the worldwide reach of local products is still present, even though these obstacles throw a shadow on the promotion of exports. This potential depends on purposeful and knowledgeable export practices

2 HANDICRAFTS EXPORTING

Nepal is known globally for art. The statement has been proven to be right in the handicraft mainstream market (Bhandari et al. 2020, 137). The Nepalese government had not fully realized the great potential the country possessed in the handicraft sector during the time when the nation and the world were dealing with the Coronavirus pandemic and had to impose lockdowns as a containment measure. People and the government were forced to rely on art, especially handicraft business, to supplement their income needs because art can be done from the comfort of people's h's homes (Basnet 2010, 26). Through the Federation of Handicraft Associations of Nepal (FHAN), the government of Nepal established a framework to investigate the challenges of the handicraft business. FHAN established that several underlying issues contribute to the decline of Handicrafts for Nepal's people and government. For instance, in rural areas, poor infrastructure is a great hindrance to reaching the handicraft business (Daniel 2020). The power supply is insufficient and does not meet the needs of the handicraft enterprises. As such, people do not complete their products on time to meet the market's demands. Voltage changes and frequent power outages would mostly damage machines manufacturing handicrafts.

Nowadays, without interfering with and working together with one another, no nation can isolate itself and exist independently. Normally, not even a single country can be self-sufficient. To fulfill the country or individual demand, the country would either indulge in exporting or importing some of the goods (Basnet 2010, 26). The profitability of the business plan and the decision to invest in the investment may be assessed by having the basic concept for creating a business plan and basing that on the assistance importing activities. There are several opportunities for local businesses, especially in Nepal, to introduce their goods and services to overseas markets, but there is always a considerable risk of failure (Galapagos 2020). One of the main ways industrial companies internationalize is by exporting their locally manufactured goods to overseas markets. This thesis aims to export handicrafts from Nepal, like local and historical goods, to the European market.

Moreover, the specific case is that the Nepali market or retailers will provide detailed data while exporting goods into the markets. Also, the company will offer many trade promotion activities to do business between Nepal and European countries. Marketing and promotion are the key challenges in the export of the handicraft business to European countries. Lack of proper promotion and marketing will lead to derailment of the success of the enterprises as well as large business firms, and they

should, like this, need to hire competent human resources who will take of the two critical departments in the contemporary business (Shakya 2018). The government needs to chip in when exporting the handicraft business to other European nations because the business affects the governments. The Nepalese government should set a workable marketing scheme for their people's goods so that they can receive the attention of consumers from Europe.

Entrepreneurial orientation is also a key factor for handicraft entrepreneurs who would formulate a workable plan marketing strategy for the handicraft tools from Nepal following the performance of the handicraft firm in the globalized area. The service scheme and marketing support, which are so important in the handicraft business, will become the only subsidiary commodities for marketing handicraft products domestically and internationally (Agarwal, 2023). The marketing will be done using the different modes of communication ranging from print to unprinted media; social media will also take center stage in how social media has added challenges to the marketing capability of the Nepal exporting firms.

This thesis will also delve into challenges that challenge the promotion and marketing strategy, affected by the market condition and the objectives such as competitive adaptiveness, the extent of profile responsivity, time-dependents, and sales responsiveness (Shakya 2018). The thesis will adequately investigate the challenge concerning the detachment from modernization in handicraft manufacturing, inadequate knowledge specifically related to promotional activities, and large flexibility in handicraft design.

According to the Vansavallies, there were three dynasties before the region of Lichhavis. The Vansavallies also describe about the important personalities such as the Buddha, Manjushree, Ashoka, Shankaracharya. To historians Buddhism and its concomitant art spread from Nepal to Tibet in the 7th Century A.D. & a special relationship was developed between Nepal and Tibet in 13th century A.D. when a young architect Arniko led a group of artists to erect artistic statues in Tibet.

The history temple Changu Narayan of 5th Century and fabulous palace Kailashkut Bhavan of the 6th Century provide sufficient evidence of the glorious achievement of the Lichhavi art and architecture whose amazing beauty had long been appreciated but ancient Chinese traveler Hiuem Tsang had made a remark that the Nepalese artisans were gifted with considerable skill (Boyd and Walker, 1998).

2.1 Review of previous study

The following points were underlined by Basukala (1980).

- i. Handicrafts are one of Nepal's top exportable goods, particularly to foreign markets. A good and carefully thought-out public policy is required to promote handmade products.
- ii. The handcrafted goods' quality and design ought to become stressed. He made the argument that the handicrafts' quality and design should be improved.
- iii. For market intelligence about the preferences and performance of foreign nations, the nation must pay attention to international market research.
- iv. The national financial system would be strengthened because of the encouragement of exports of Nepalese handicrafts. Strong export marketing and promotional methods should be prioritized for its promotion business sector involvement is required to promote the export of handicrafts; thus, they must be encouraged to work together as neither the government nor the business sector can do it alone. Both parties must participate in it. Therefore, a separate, specific budget should be anticipated for marketing it. So that no export promotion effort would go unfinished due to a lack of funding (Basukala, 1980).

In his thesis titled "The prospects of Promoting handicraft and fascinating industry in Nepal," Shakya (2009) made many recommendations for fostering the export of handicrafts. He mostly focused on the aspect of the business that dealt with craftspeople. Mr. Shakya claims that exporters and buyers of handicrafts have taken advantage of craftsmen.

In this regard, he was correct until 1984. However, this is untrue now since artisans are making the most of their abilities. Due to their monopolistic competence, highly skilled craftspeople also demand irrational advantages. As a result, the wages of craftsmen have soared by over twice as many in recent years. He has also demonstrated the issue of a lack of raw resources.

Johnson (2014) identified more issues than was necessary for his study, "A Study upon the Export Marketing of Nepalese Handicraft". However, he did not strive to identify the industry's primary issues. Instead, he concentrated on the advertising side of international commerce. His conclusion about fostering the sale of handicrafts is crucial for the development of this sector. The following fact has been underlined by (Johnson 2014) in his work,

- Nepal must find new markets for segmenting the marketplace; a vigorous marketing effort is required.

- To promote the export of handcrafted goods, market development can be carried out through various media, including newspapers, trade shows, etc. Since entrepreneurs should consider quality concerns, control measures should be taken during production.
- To encourage handicraft in other countries, the government should expand export commerce, transit infrastructure, and other initiatives. 'Although Nepalese Woollen carpet exports are on the rise, export diversification is crucial. Market research and advertising should be carried out for this marketing effort.

The following points were underlined by (Uprety, 2011) in his research "Nepalese Handmade Papers and Paper Products," which was released in 2009.

- He mentioned the issue of the handicrafts market's proliferation on a global scale. Technical expertise is crucial for the exploration and identification of new overseas markets.
- To take part in the worldwide fair trade towards promoting Nepalese handicraft, monetary support from the public and commercial sectors, and from INGO and NGO, is required.

2.2 Types of Nepalese Handicrafts Products

Bamboo goods, cane furniture, wooden sculptures, wooden boxes, hardwood instruments for musicians, handmade paper, and paper masks are all examples of things derived from forests. Goods crafted from the metal variety, including statues, carvings, souvenirs, bells, knives from Nepal, filigree items, inlay works, utensils, medallions, and jewelry in gold, silver, brass, and bronze.

Precious and semiprecious stones, bricks, tiles, statues, ceramic figures, ceramic pottery are also export items from Nepal. Clothing and accessories which are knitted from wool and cotton. Pashmina shawls, cotton items, traditional and trendy clothes, hand-knotted textiles, Batiks, Thankas, Woollen mats, Woollen sheets, dolls, even Nepali headgear are all examples of Nepali exports.

Anything made from an animal, including stuffed animals, leather goods, and accessories crafted from horn or bone. Only six of Nepal's agricultural exports include incense, hemp clothing, silk stores, and jute products.

3 OBJECTIVES

This research seeks to offer thorough insights into the environment of global competitiveness, where exporters of foreign handicrafts compete to meet the exacting standards of European markets. The internet era has closed the distance between European consumers and Nepalese producers, emphasizing the need for innovation and adaptability within the local handcraft industry. The job market for Nepalese handcraft makers might contract or stagnate; via a careful examination of these dynamics, we strive to identify prospects for long-term expansion and market penetration.

As a result, the thesis is also on a search;

- To establish the challenges of the handcraft exporting firms and the local manufacturers in Nepal.
- Analyse the effects of the challenges of the handcraft exporting firms and manufacturers in the growth of the handcraft exporting business from Nepal to European countries.
- Analyse the impacts and how to implement the promotion strategies on the manufacturing and sale of handcraft commodities in Nepal to European nations.
- Provide solutions to the challenges that bedevil the exporting firms or the handcraft business in Nepal.

4 METHODS AND DATA

The research thesis is about the challenges in the export of Nepalese handicraft products to European nations and the finding of solutions to ramifications caused by the challenges in the export of the products by the traders or challenges prevalent to local manufacturers.

4.1 Source and Nature of Data

I specifically used secondary materials to support my thesis. As such, the Nepal Rastra Bank, trade promotion organizations, and the Nepal Handicraft Association serve as the primary sources. publications, business units, and various printed magazines published on various website platforms. The primary sources are collected from the exporters, dealers, and manufactures in the Kathmandu valley, highlighting the problems and prospects of the handicraft business.

4.2 Population and Sample

This thesis considers all exporters, dealers, and manufacturers as the sample and population of the primary data. Also, when examining challenges, all the handicraft industries are considered samples as the components of the first primary data analysis. For research in secondary data over one year, the sampling method of data collection is used mainly. About 90 questionnaires were distributed to handicraft traders and manufacturers in Kathmandu, Lalitpur, and Bhaktapur. There were 40 respondents of dealers and manufacturers and 13 frequency exporters and manufacturers of handicraft commodities.

4.3 Tools of data collection

During the data analysis, graphical and descriptive methods have been set in place to develop a convenient, authentic, reliable, and effective analysis with the help of percentages, tables, graphs, and figures. The aspect of representation by graphs is the most convenient, simplest, and explanatory.

4.4 Data collection procedures

The procedure that will primarily be used in this technique is that the reference cards are set in place by visiting various libraries where individuals will collect various printed materials. The specific information to the study of the challenges in the handicraft business in Nepal is collected from the concerned offices of the handicraft association of Nepal. The information can be retrieved from the annual reports on the handicraft trade between Nepal and European nations. In addition, the internet can also be used as the source of the necessary data and literature regarding this study. The secondary data can be collected based on the available resources or the importance of the study resource.

4.5 Research questions

The researched questions of these study are:

1. Are there challenges in the exporting firms, local manufacturers, or finding markets for handicraft goods between European countries and the government of Nepal?
2. Are there repercussions of the above challenges in the handicraft exporting business to European countries from Nepal?
3. What are the possible ramifications of the Nepalese government underfunding the handicraft business in Nepal or not setting in place the government-to-government interventions for providing a good business environment for handicraft entrepreneurs?
4. What are the consequences of implementing marketing and promotion techniques in the export of handicraft business in Nepal?

4.6 Research Hypothesis

H₀: There are significant implications of the challenges affecting the growth of handicraft exports to European nations.

H₁: There are **NO** significant implications of the challenges affecting the growth of handicraft exports to European nations.

4.7 Significance of the study

This thesis will highlight findings that summarize challenges of the handicraft business between the European nations and Nepal that will serve as the basis for making policies that will bolster trade, government ties, and diversification of the handicraft business. Through the thesis, governments in the handicraft trade will be able to get critical information that could aptly help formulate policies that need to create a robust, round, enabling, friendly trade environment for the handicraft business (Sthapit 2022). Regarding researchers, the results of the thesis will be useful to them as an empirical guide in the future as they work to promote international trade in the handicraft industry to reduce or completely remove barriers faced by the sector and traders who urgently need access to international markets.

The business plan for the paper will detail the difficulties that handicraft firms will encounter in the market sequence, which begins with the handicraft manufacturing facilities in Nepal purchasing the goods from the producers and the advertising and branding methods that will be used to gain customers (Galapagos 2020). Pricing and selling products and maintaining of the customers of handicraft products by global entrepreneurs.

5 FINDINGS

5.1 Goods and products of the company

The Nepal handicraft products and services include ritual and religious objects such as hand knitwear, vajra, bell, hand paper, ceramics, paubha painting, metal utensils and stone sculpture, wood carvings, traditional silver jewelry, ethnic costumes, and metal statues.

Handicrafts comprise natural buttons, horn and bone products, bead crafts, batik, crazy hats, puppets and dolls, decorative items, silver jewelry giftware, leather products, pashmina, macramé, puzzle toys, felt crafts, modern painting, flower covering, and home furnishing material.



PICTURE 1. Buddha and God Wall Mask (Ghimire 2011, 261)

Customers in foreign markets, particularly those in developed countries, are becoming pickier about the design and quality of the products they buy. Therefore, proper consideration should be given to its growth and expansion. One of the most important considerations when exporting goods is packaging. The reputation, popularity, and quality of the product will increase if the packaging is appealing or well-done.



PICTURE 2. Handicrafts-Animals Figurines-Buddhist (Ghimire 2011)

5.2 Services

Every business needs a robust way of selling or providing services to its potential clients. As such, the handicraft business does not need too much to cement their needs in providing computer-related, communication, statistical, market research, telecommunication, or professional services like accounting, architectural, or legal services (Shakya 2018). However, the study points out that export firms are struggling to find a way of marking their products owing to the change in finding markets. A finding of customers has now taken a technological stride and entails creating websites and marketing handicraft tools using the online platform. Marketing research needs a professional body of an individual who explores ways of finding potential markets. Some export firms do not understand that some services, like assembling, can be exported (Basnet 2010, 28). The exports could be easily bought and assembled by the partner countries under the general agreement of the trade services as enshrined in the laws of the world trade organization (WTO). Thus, there is a need to educate handicraft exporting companies to understand the terms and engagement of bilateral trade to make trading easier with handicraft tools. The handicraft entrepreneurs in Europe and Nepal, through a government-to-government intervention, are in a dire quest to convert the people's creativity into reality in the palms of their hands and find out the challenges in attaining customer satisfaction.

5.3 Target business

The main challenge in the target business is studying the competitors in a particular segment. The Nepali have major challenges in outshining the upcoming competitors, especially from America, who have better marketing materials, handicraft literature, mission statements, and comprehensive case studies so that they can understand the characteristics of the demographics they target (Galapagos 2020). Many Nepali exporting firms do not have the technological capability to run the test ads, which is the perfect site for validating the target markets in the demographics with similar characteristics.

Competitive markets would always create a quite simple page or platform where they can collect emails belonging to potential customers (Agarwal 2023). There is a big challenge in the use of the website for the traders with a whopping 40% who do not have websites for their business, yet the transaction, promotion, and marketing are mostly done using websites.

TABLE 1. Website construction (Timilsina, 2019)

Website	Frequency	Percentage
Yes	24	60
No	12	30
Planning to Construct	4	10
Total	40	100

Many handicraft exporting companies do not have the capacity to offer sweepstakes or incentives intakes, which can, after that, run Twitter, Google, or Facebook ads and analyze the results and able to reach out to demographics, and engage those who can respond. Lastly, the firms could not easily create customer personas who act as fictional characters in the market segment and represent specific

characteristics. In this type of segmentation, each persona representing a particular market differentiation would have its goals, story, demographics, and motivations.

5.4 Making a strong strategy

The export of handicrafts to European countries is hampered by several kinds of challenges. Among the main causes are changes in technology, a delay in business relationships between Nepal and nations that buy handicrafts, a lack of or inefficient branding, or economic issues (Galapagos 2020). The financial strategies would also need to develop financial market forecasts to understand the needs of the consumers in the various market segments.



FIGURE 1. Frequency of occurrence of codes

The challenges that the handicraft industry will face in the market sequence is lack of proper strategy especially in marketing (Suttle 2019). Promotional services do not maintain a focus on marketing their products through paid commercials, social media platforms, or print media like magazines starting with the manufacturing process.

5.5 SWOT Analysis

SWOT analysis is used to evaluate or identify an organization's or business's strengths, weaknesses, opportunities, and threats. I discussed it based on the below-listed strengths and weaknesses in my SWOT analysis.

5.5.1 Strengths

- There are large, potential, and diversified markets for handicraft products locally and in foreign markets.
- There are wide and large product varieties of finished handicraft products owing to the diversified culture of manufacturing artisan and handicraft products.
- A presence of cheap and available labor results in competitive product prices.
- The handicraft business requires extremely low capital, which is affordable compared to other business ventures.
- There is flexibility regarding production.
- There are low or limited barriers to new and competitive market barriers.

5.5.2 Weakness

- Inadequate communication and infrastructural facilities in Nepal affect the easier production and assembling of raw materials and transportation of the finished handicraft products.
- Unawareness of the European needs and preferences in the handicraft market
- According to Shakya (2018), poor coordination between the private sector, government, exporting firms, and foreign governments about market trends, preferences, and export duty.
- Less or lack of proper information about the international market trends concerning the handicraft export business.
- The exploiting nature of the exporting firms on the local production industry.
- Less and depreciating interest amongst young people in the craft industry.
- Skilled labor and entrepreneurs are confined to small cities, rural areas, and untapped markets that could effectively unlock their full potential in the handicraft business.
- The Nepalese local government has not established good intervention in marketing their final handicraft products.

5.5.3 Opportunities

- According to Wangmo (2018) the handicraft business has a rising demand in first-class countries like Canada, Germany, France, Italy, Britain, etc.,
- The most developing industry, fashion, needs the supplement from the handicraft industry.

5.5.4 Threats

- It has led to Nepal's development due to the easy creation of production centers.
- It does not require the establishment of macro-investment.
- The handicraft business is a source of employment in Nepal and does not require complicated skills; handicrafts are learned through apprenticeship and association.

TABLE 2. Product wise export of handicraft goods (Timsina, 2019)

Product	2010/11	2011/12	2012/13	2013/14	2014/15
Pashmina Products	5643629926	1412877312	989897860	66137832	700701032
Silver Jewellery	2259165466	283299573	353059924	367498246	377448266
Metal Craft	226048719	262708287	2762380900	293065733	373010297
Handmade Paper	190987925	242859397	275374703		263764274
Woolen Goods	243961432	207863139	277937043	432203471	555182797
Cotton Goods	67188529	207863139	96199631	113720701	110769595
Wood craft	-	43363140	56211726	69881610	80824001
Hemp/Allo Goods	-	27821720	43675079	43675079	62082023
Silk Products	-	34495094	41489102	132354320	12908422
Leather Goods	-	35190889		23610502	25811618
Miscellaneous Goods	-	97954568	142869385	132732884	-

5.6 Marketing

Making plans or taking activities to increase the number of clients who use your products or services is known as marketing (Shakya 2018). Marketing attempts to deliver strong value for prospects and consumers through content to demonstrate the worth of your business's products, create brand loyalty, and increase sales. Export marketing is the management of marketing initiatives for goods or services that cross international borders when goods are exported to another country (Agarwal 2023). Handicrafts are one of Nepal's most significant exportable goods for generating foreign cash.

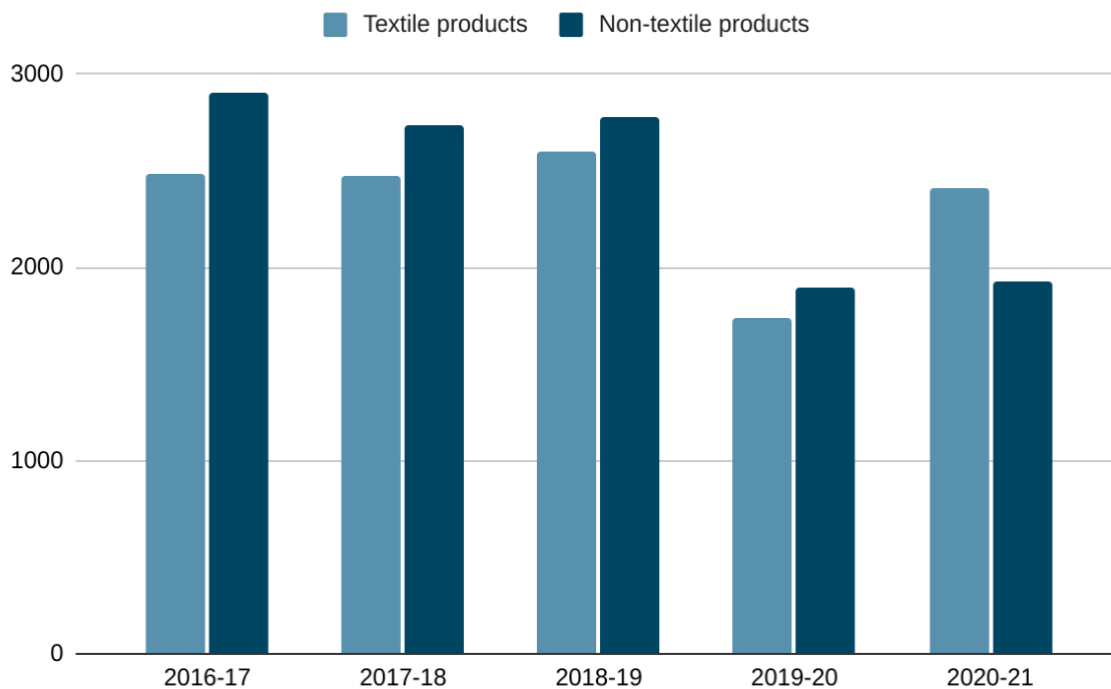


FIGURE 2. Nepal handicrafts exports: Amount in million rupees (Sthapit, 2022)

To control the global market, export promotion for handicrafts is essential. The primary goal of analysing export statistics for handicrafts is to provide recommendations for future challenges facing the export of handicrafts. Every company requires a reliable method of offering products or services to prospective customers. As a result, the handicraft industry does not require much to meet its needs for professional services like accounting, architecture, or law, or for computer-related, communication, statistical, market research, or telecommunication needs. The survey does note that because of the shift in markets, export companies are finding it difficult to find a means to label their products.

6 CONCLUSION AND DISCUSSION

Nepal is a tiny, landlocked country with a surface area of 147,141 square kilometres that shares borders with China to the north and India to the east, west, and south. Nepal is a landlocked, traditionally run, and economically underdeveloped developing nation. Nepal now has a growing trade deficit due to a sharp rise in imports and a decline in exports. Various issues, including inadequate investment, old technology, obstacles to transportation, deteriorating labour relations, unpredictability in the energy supply, and delayed government decision-making, influence the trade deficit. These elements have not helped in promoting exports. But too many local products can be exported worldwide if we export correctly. Nepal's economy is dependent on handicrafts. It describes how the relations with Nepal's economy and handicraft sector have come. The handicraft industries are crucial for various social, cultural, and economic reasons. The main objective is to investigate the issues related to handicrafts' growth and export potential. To provide various data on the export of handicrafts and their contribution to Nepal's overall export trade to European nations. It is succinct that there is great global competition by the international handicraft exporting firms to sell their products to European nations owing to their great appetite for handicraft tools, especially from Nepal. Therefore, as the markets open in the European countries, competitive pressure piles up at all levels of organization in the firms. The technology is being used to reduce the distance between the European market and Nepal manufacturers. The pace of change among the locals increases rapidly, new sources of competition emerge globally, the scale advantages reduce in many markets, and the markets become more integrated. While the advantages mentioned above occur, Nepalese handicraft manufacturers' job market can shrink or stagnate.

A professional organization of a person who investigates prospective routes to discovering potential markets is required for market research. Some export companies are unaware that certain services, such as assembling, can be exported to other countries so that the partner countries can easily purchase and assemble the exports in accordance with the general agreement of the trade services as stated in the laws of the WTO (Daniel 2020). To make dealing with handicraft tools easier, educating handicraft exporting enterprises on the conditions and obligations of bilateral trade is necessary. Handicraft business owners in Europe and Nepal desperately try to bring people's creative ideas to life through government-to-government intervention.

Competitive handicraft exporting enterprises should always design a very straightforward page or platform where they can gather emails from prospective clients. Many handicraft-exporting businesses lack the ability to run Twitter, Google, or Facebook advertisements, analyze the results, target demographics, and engage individuals who can respond (Shakya 2018). They also frequently lack the resources to provide prizes or incentives effectively. Finally, the companies found it difficult to develop consumer personas, fictional characters that reflect traits in a market group. Handmade products must be produced based on consumer demand in international marketplaces. Clients on international markets, particularly those in developed countries, are becoming pickier about the design and quality of the products. Thus, adequate consideration should be paid to its growth and extension (Suttle 2019). The product's reputation, popularity, and quality will increase if the packaging is appealing or well done.

7 SUMMARIZING CONCLUSION

Every country is dependent on one another, either exporting or importing handicraft commodities to European nations. The developing nations are inferior competitors on the international stage because most of the competitive exporters engage with their foreign clients directly as they establish a clear promotion strategy for the sale of handicraft goods to European countries as opposed to the struggling handcraft firms in Nepal. The company selling Nepalese handicrafts export is exported by both a manufacturer and an exporter. To export the product efficiently and profitably, we must research the products in every market and their values. The most important thing is to continue organizing production, raising product quality, and increasing expenses to support sustainable development and market products with a competitive advantage over rivals. Handcrafted goods must be made following what consumers in overseas markets want. Foreign markets, particularly those in industrialized nations, have clients increasingly demanding product quality and design. Therefore, its growth and expansion should be given proper attention. Packaging is also one of the most crucial factors when exporting goods. If the packaging is attractive or nicely done, it will boost the products' reputation, popularity, and quality.

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