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About Us

3'S is a handcrafted silk accessories e-commerce store to custom made silk accessories products. The founder started the business by creating illustration and applied the design onto the printed silk. The mission of 3'S is to create customized handcrafted printed silk accessories which include scarf, handkerchief, bandana, hijab, hair ties and others.

Pricing, Communication & Promoting Strategy

The price ranges from \$15 - \$150 based on the sizes material used. We use quality silk products from China. Our company does not promote using ads, we have our own social media and will be posting and promote our new items every months. Also, our products are mostly sustainable.

Mission Statement

The mission of 3'S is to create customized handcrafted printed silk accessories which include scarf, handkerchief, bandana, hijab, hair ties and others to satisfy consumers need. We communicate with our customers across US, Canada and UK on selling platform such as etsy and shopify or social media which is Instagram and Tiktok.

Company information

3'S primary objective is to be a competitive player in the handcraft market on Etsy. Our products are wrap with creative and cute packaging which convenience or satisfy the customer for gifting in urgent. Currently, the majority of sales traffic comes from local businesses and some outlying areas such as Canada and UK. Our store is only available for online services and shipping across US, Canada and UK.

Target Market

Our target market are customers who loves silk products; mostly women from the age of 18 to 60.

Future Plans

Our future plan or expansion is to launch a pop-up store in the NYC. This expansion will enable 3'S to realize substantial sales growth over the next 2 years so that it can increase sales and the customers knowing about this brand.

- Increase potential client base from hundred to thousands by increasing exposure from local to national markets.

- Increase sales revenue, margins and profitability
- Break even by the end of year one and increase profitability every year for the next 2 years.

Customer Profile

Name: Lina Wagne

Gender: Female

Age: 43

Occupation: Business Women

Item Purchase: Silk Scarf

What makes you purchase this item:

Due to my occupation, there's a lot of gifting going on to our business partners. So, I choose this product as my business partner gift. Also, this is an unique gift and its packaging is presentable ready to send anytime which is convenience and save a lot of time for me to look for the packaging.

Name: Kiki Misaki

Gender: Female

Age: 20

Occupation: College Student

Item Purchase: Hair accessories & handkerchief

What makes you purchase this item:

I'm a cosplayer, I purchase these items because they can be customized and printed in these stores. Also, the design was created originally from the founder and they have been sending me emails to confirm the designs. Last, the price is reasonable because it used 100% silk and both items I've purchased are below \$80.