

Marketing Art in Emerging Markets

-DHONUK

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Company Description ***- DHONUK***

- **Indian Company**
- **Online Platform (in-built Social Network)**
- **Share, Showcase, Interact, Learn and Collaborate**
- **Personality Expression**
- **Various Forms of Art**
- **"Like" and "Comment"**

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Major Players

- Software Engineer
 - worked at Bharat electronics Limited and Honeywell Technology Solutions
 - worked at Indian Institute of Management (IIM) Bangalore
 - Art in India=Niche Market
- www.dhonuk.com

Shamit Bagchi



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Opportunity

- **Desire to combine consumer behavior and art**
- **Existing online art sources**
- **Psychographic and self-concept of art buyers**

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Financial Resources

- **Background and Market Opportunity**
- **Revenues, Consumer Trends, and Survey Strategy**
- **Dhonuk**
- **SaffronArt**

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Challenge

Bagchi's major challenge

**Settle that was required for
www.dhonuk.com**

- **Difficulty finding art-lovers**
- **Consumers' perceptions of art**
- **Consumers' level of involvement in art**
- **Differences of consumers between artistic lifestyle and non-artistic lifestyle**

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Solution

- **In-Site Social Network**
- **Build A Bridge Between Buyers and Sellers**
- **Find The Right Person**

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Principles of Entrepreneurship

- **Do Something Important**
- **Respect Your Customers**
- **Strive to be a Leader in Your Space**

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