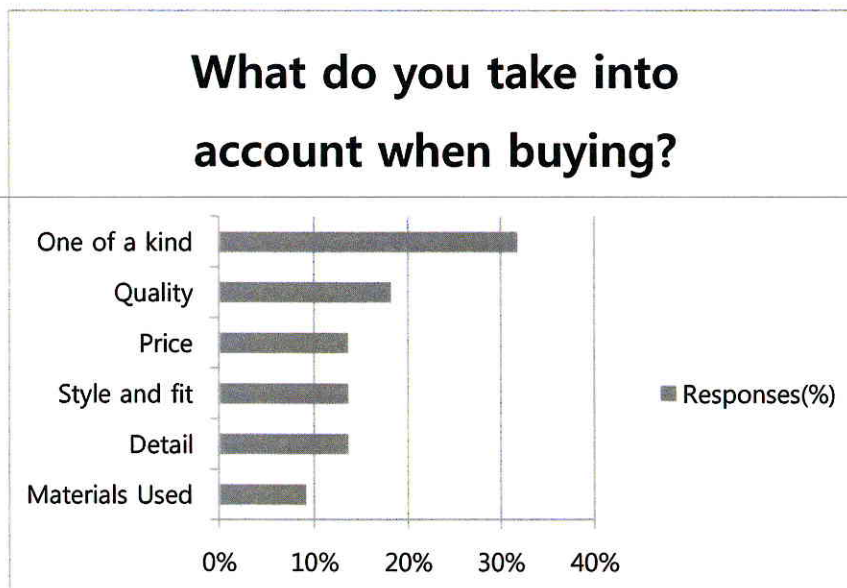


**Hypothesis 1: There is market of hand made high-end lifestyle products, which are influenced by centuries old Indian tradition.**

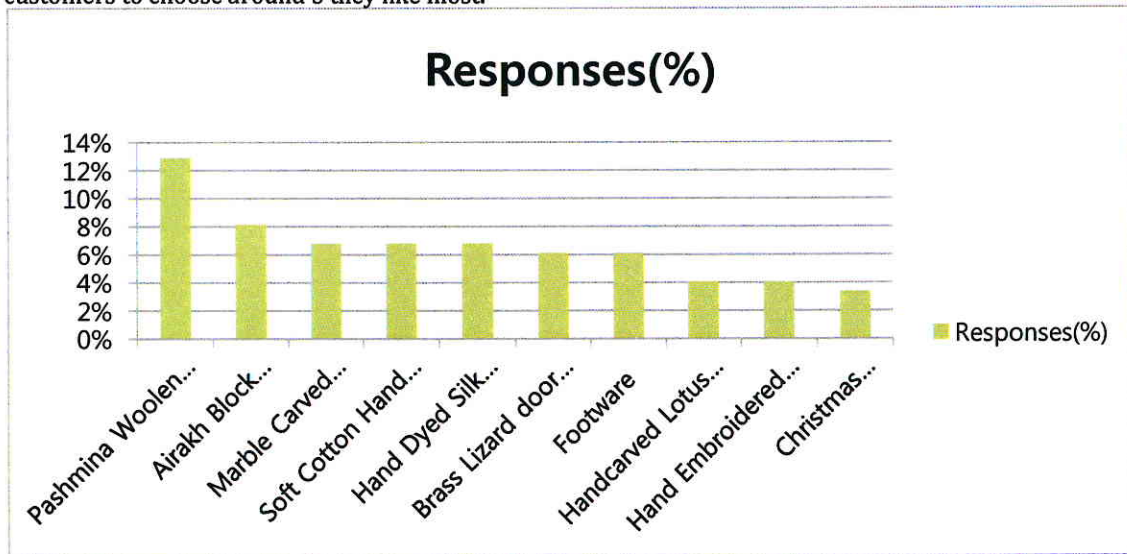
1. Have they ever shopped for Hand made products?



2. What do you take into account when buying a hand made product?

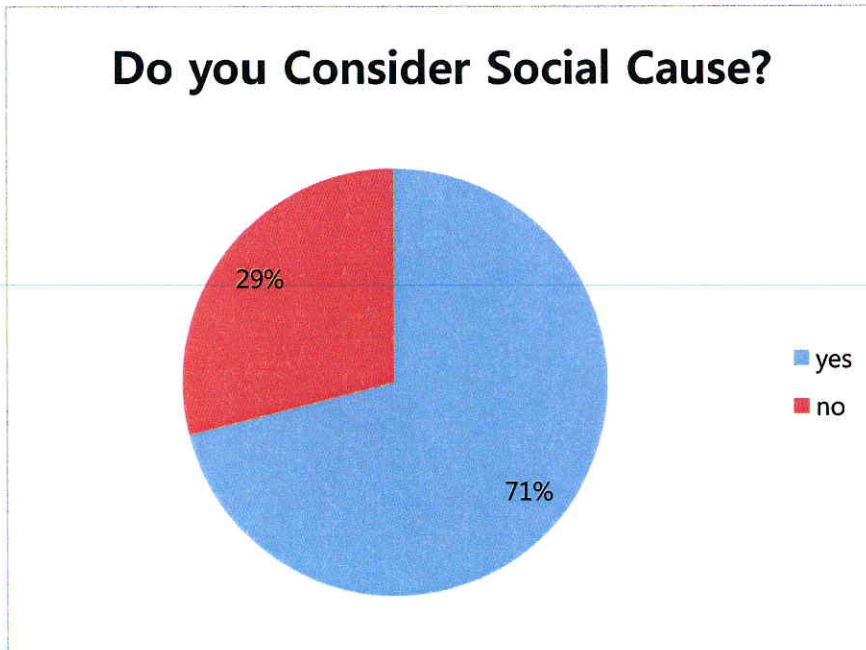


3. Show the selected products (around 25) from the Handmade in India Catalog and ask the customers to choose around 5 they like most.

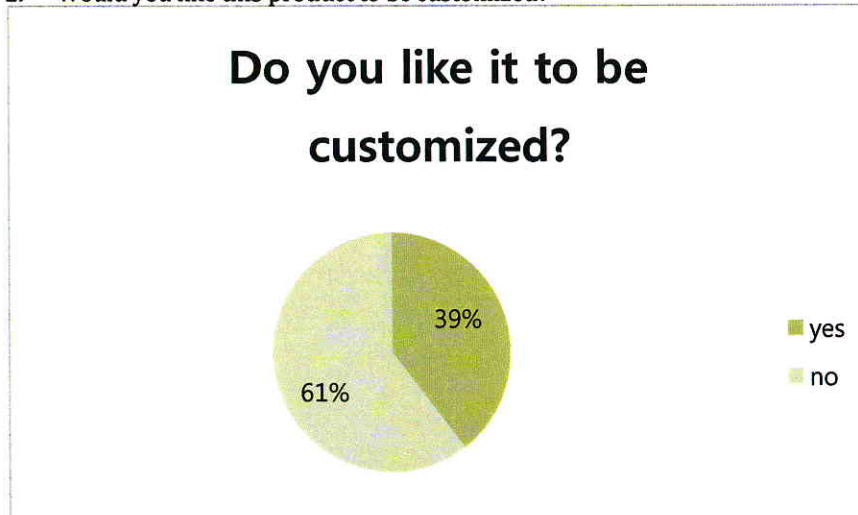


**Hypothesis 2: Customer will pay premium price because of its uniqueness (handcrafted and centuries old history) and because they care about social cause aspect.**

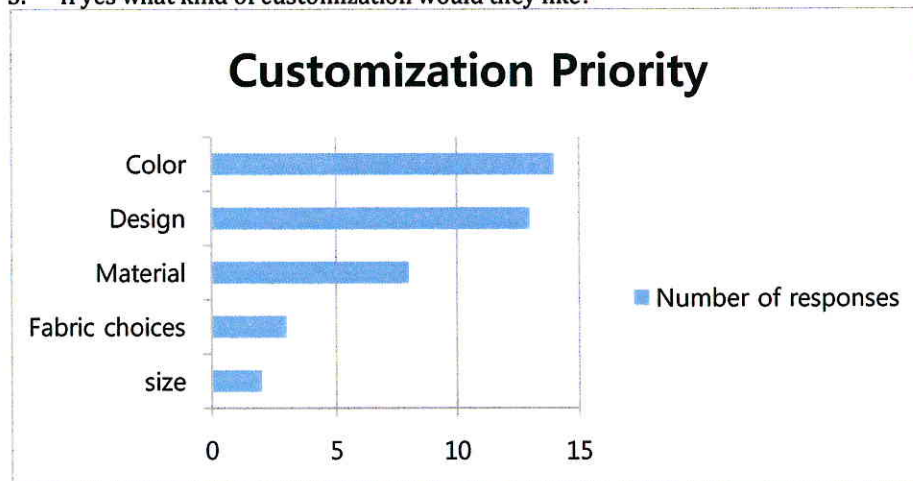
1. Would you consider social and environmental cause when you make a decision?



2. Would you like this product to be customized?

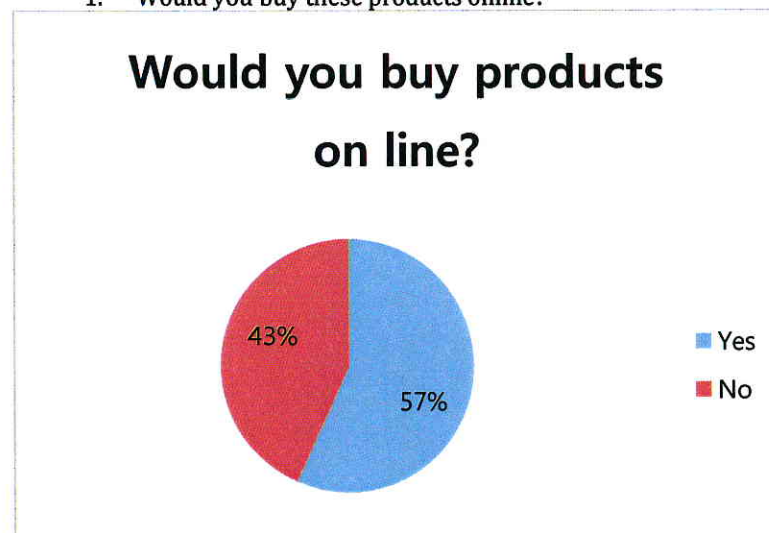


3. If yes what kind of customization would they like?



*Hypothesis 3: We can sell high-end lifestyle products online.*

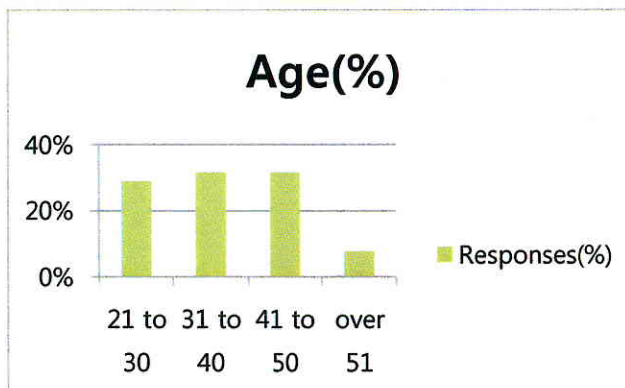
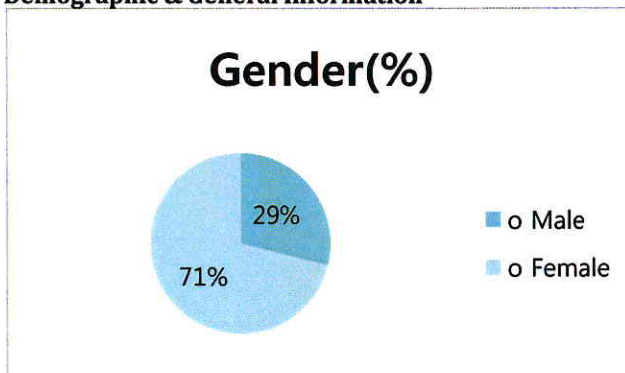
1. Would you buy these products online?

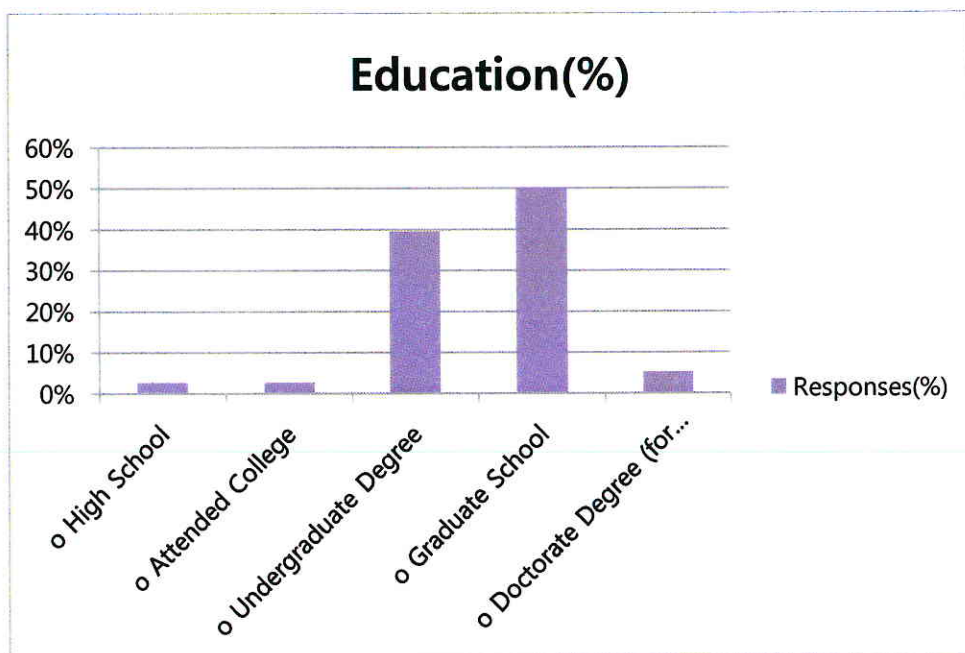


2. If no, why?



#### Demographic & General Information





#### Employment Status

Employment Status	Number of responses	Responses(%)
o Employed for wages	25	66%
o Self-employed	10	26%
o A homemaker	1	3%
o A student	1	3%
o Unemployeed	1	3%
total	38	100%

#### Where Do They Live:

Where Do you live?	Number of responses	Responses(%)
Richmond Hill	4	11%
Thornhill	4	11%
Montreal	1	3%
Markham	3	8%
Toronto, Downtown	21	55%
Etobicoke	1	3%
Mississauga	2	5%
Other	2	5%
toal	38	100%