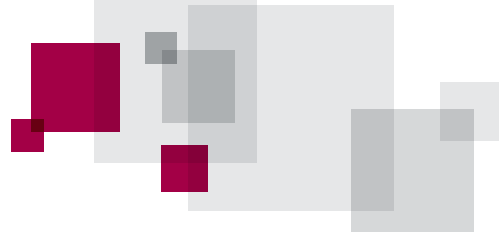


CASE STUDY

LAKSHMI HANDICRAFTS

A .COM PRESENCE ENABLES A
HANDICRAFTS MANUFACTURER TO
HELP MAKE THE RIGHT IMPRESSION

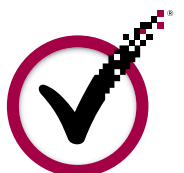




CASE STUDY

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- 1 CREATING AN INTERNATIONAL PRESENCE
.COM HELPS MAKE THE RIGHT IMPRESSION





CASE STUDY

A .COM PRESENCE ENABLES A HANDICRAFTS MANUFACTURER TO HELP MAKE THE RIGHT IMPRESSION

Lakshmi Handicrafts, established in 1966, specializes in manufacturing crewel fabric and leather products and has recently ventured into manufacturing of leather-based home accessories. Today, more than three and a half decades after its inception, the Company is known as one of the largest manufacturer of crewel fabric in India.

So what are the elements that have helped in its steady success? “A great product, an effective and well thought out on line presence, along with a strong focus on our target audience have been some of the factors that have led to our international success. Without an on line presence it would have been difficult for us to market our products to a larger group of customers across geographies,” declares Mr. Udai Piplani, CEO, Lakshmi Handicrafts.

CREATING AN INTERNATIONAL PRESENCE

Lakshmi Handicrafts’ business depends heavily on exporting manufactured goods to different parts of the world, especially in the developed markets. Having an on line presence has been an important medium to reach an international audience without having to make heavy investments in marketing. “In the international markets, our Web site is like a business card and a very important way to initiate initial dialogue with a potential customer. Most buyers in the developed markets do their research before contacting handicraft suppliers. By making our business available on line, we provide them an opportunity to see our credentials and assess our product offerings,” states Mr. Udai Piplani.

Lakshmi Handicrafts keeps its Web site updated on a regular basis and uses it effectively as an online brochure, to impress upon its potential buyers its range of products offering and experience in the business.

.COM HELPS MAKE THE RIGHT IMPRESSION

While having a Web site is a business imperative for Lakshmi Handicrafts, it thought it equally important to consider an on line presence that offers a high degree of effectiveness and decided to register with a .com domain name. Mr. Piplani explains, “We believe a .com domain name is the most popular across geographies and this serves us well when customers search for handicrafts manufacturers. A .com domain name is the most likely extension to be tried out by visitors from type-in traffic.”

SOLUTION SUMMARY

Handicraft manufacturer and exporter, Lakshmi Handicrafts used the VeriSign .com and .net Domain Name Registry service to locate an accredited registrar and register a domain name that would help establish a strong connection with its business and would be easily searchable. A .com domain name has aided the Company in bringing in more customers and ringing in greater sales.

INDUSTRY

Manufacturing

CHALLENGES

- Wanted a domain name that was popular and easily recognisable
- Wanted a domain name that relates to its line of business
- Since the Company deals mainly with international clients, it needed a domain name that transcended geographical boundaries and was search friendly.

SOLUTION

VeriSign.com and .net Domain Name Registry Services

RESULTS

- A .com domain name is popular
- A .com domain name is easily recognized
- A .com domain has proven to be advantageous as it is easy to find on the Internet
- A .com domain name has helped the Company to stay connected with its customers





CASE STUDY

Lakshmi Handicrafts booked the domains names www.crewelleather.com and www.lakshmihandicrafts.com through an accredited registrar listed on the VeriSign .com and .net Domain Name Registry.

The VeriSign .com and .net Domain Name Registry is the authoritative registry for .com and .net domain names. VeriSign manages relationships with more than 150 ICANN-accredited registrars who submit over 100 million domain name transactions daily.

Having seen considerable success with a .com domain name Web presence, Mr. Piplani asserts, "A .com domain name has been the right choice for our business as it is one of the most popular and recognizable domain names. It is also easy to remember and search on the Internet."

To learn more about how a .com domain name can help grow your business, visit us at www.BeALeaderWith.com



"In the international markets, our Web site is like a business card and an important way to initiate initial dialogue with a potential customer. Most buyers in the developed markets do their research before contacting handicraft suppliers. By making our business available on line, we provide them an opportunity to see our credentials and assess our product offerings. Our .com presence has helped us have a steady traffic of inquiries."

Mr. Udai Piplani, CEO,
Lakshmi Handicrafts

