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Faux Bijoux and Fashion Accessories

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The point of views expressed in this study reflect the author opinion.

Summary

Starting a “faux bijoux and fashion accessories” workshop outside an urban area is a viable business, and even one with potential given the present conditions of the market.

However, the business would be best off if the following conditions were united :

- The initiator of the project has to have the adequate skills for starting such a workshop. Designer skills are definitely a plus.
- Keep it a family business with low fixed costs and limiting salaries, especially since business volumes might be irregular across the year.
- Concentrate on quality : a good finish is highly esteemed in the market.
- The business addresses a very wide range of industries and customers : this a major advantage.
- Diversify the production, the materials, and the customers, designers and shops of fashion accessories, artisanat networks, shoe and belt producers, hairdressers, clothing industry, etc... the more the providers of work, the lower the chances of being out of work at certain periods of the year.
- It is a business where inventories tend to be high. The craftsman has to be careful not to accumulate non-demanded merchandise and raw materials.

The study shows that monthly income would range between 670 \$US and 1 400 \$US The point of views expressed in this study reflect the author opinion, respectively in a worst-case and a best-case scenario. It does therefore seem that the workshop can be a satisfactory source of income for a family. If considered as a complementary source of income for a household, for instance, if the project is started by the housewife, then it definitely appears to be a good micro-business.