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LOGISTICS AND ADVERTISING METHODS OF STUDENT STARTUP "PAPERCRAFT MODELS"

Aim of the investigation is a study of logistics and ways of advertising the student startup "Papercraft Models".

In the age of digital technology, designers are increasingly turning to paper products, ie "papercraft". Designers are attracted by the ease of working with paper, texture, smell, variety of paper colors, as well as the ability to create both three-dimensional and flat things. Regardless of the technique, you can create a real thing that can be felt by touch, show to friends, give to the client [1].

Paper products are used in advertising campaigns by global brands, and they are gaining popularity in the domestic market. Leading companies have entire departments of designers who make and work by hand with real tools and materials more than with virtual ones.

The advantage of working with paper is organicity and recyclability. Designers try to create projects while taking care of the environment. The finished product after use can be given for recycling. Examples of the use of papercraft in environmental campaigns are the Naturalment and Abyss projects [1]. Paper models are also created by Paperwolf and Paper Beetle Kits by Assembli.

We present a project that, in our opinion, benefits both the economy and the environment. We produce 3D models with low polygonality, called "PaperCraft-Models" - paper models. They can be used for home decor or any event, unusual gift, hobby for a child. PaperCraft-Models are made primarily in that it is an environmentally friendly handmade product. It is creative, unusual and, most importantly, it is the fastest solution for the decor. It also makes a contribution to solving modern environmental problems. According to information taken from serpstat.com, there are 3.5 million gift searches every month [2].

Note that currently the environmental situation in Ukraine needs help. Quite often we see problems with the disposal and recycling of garbage, toxic substances and materials. Air pollution is also a very important problem. We believe that people need to change course to reduce harmful emissions into the atmosphere. This startup will help people replace materials that are harmful to health and the environment, thereby reducing negative emissions into the atmosphere and land. Papercraft-Models decor is not only visually appealing, but also environmentally friendly.

The product is offered for both corporate clients and private users. You can choose your original model from more than 1.5 thousand models. Papercraft-Models can add a pleasant atmosphere and style to any party, add zest to your home decor and make your photo unforgettable. You can view the finished models on our Instagram page [3].

The project has a wide scope. The markets for our products are the market for gifts, decor, various events and educational games. We see the design of themed parties, photo studios, shops as a promising activity.

Although our product can be used for various purposes, but based on our research, we position the product primarily as a creative and environmentally friendly gift, because according to our data about 80% of our products are sold for creative gifts, 15% are sold for decorations premises and 5% for various events. We also consider the sale of goods abroad, as foreign markets are more mature and characterized by greater demand compared to Ukrainian markets.

As for the logistics of all processes, they usually occur sequentially. When a customer expresses his desire to order a product from us through one of the communication channels, we specify the technical characteristics of the desired model, namely the size, color, density of the cardboard and its type. We also agree on a time frame for the model to be completed or shipped and collect all the information we need to send the order. For the most part, our customers choose Nova Poshta delivery services. After receiving and processing the order, we proceed to the next steps depending on the task assigned to us. We offer 3 types of our products: ready model, gift set and scheme in electronic form.

When ordering the scheme in electronic form, we send it in pdf format to the customer's e-mail after payment. In the case of ordering a gift set, the order is sent within one working day. As a rule, the gift set includes: printed scans of the model from a special thick cardboard, instructions for use, a stationery knife, a ruler, glue and a craft box. If desired, the composition of the set may be different. If the client has chosen a ready model, after its assembly by the master, it is packed in a box under the sizes of this model and sent to the customer. In the process of compiling the model, the master can send additional photos to the client about the stage of the process on decision of the customer. If the client wants to order a model that is not available, the master must first model the 3D model, lay it out on a diagram and print its parts on separate sheets of cardboard, and then proceed to the direct assembly of the figure.

If the client has a desire to learn how the models are assembled, he can find this information in our instructions. The complexity of manufacturing and assembly of different models is different, but we have customer reviews that say that they have never made something like this, but they did it without any major difficulties.

Thus, in our opinion, the project is promising and worthy of being presented on the market of environmentally friendly products in Ukraine and abroad.

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