

JAIPUR

BHARAT IS YOUR CLASSROOM

JAIPUR RUGS × MASTERS' UNION

JAIPUR • PGP BHARAT

Context

Jaipur Rugs has built one of the **world's most distinctive luxury craft enterprises** by integrating a **decentralised network of over 40,000 artisans** across **600+ villages** into a globally recognised **premium brand**, with **women** making up **85%** of its **weaver** base.

While Jaipur Rugs has successfully built a globally recognised premium brand, much of the value embedded in its products remains untapped. Customers admire the finished rug but rarely experience the craftsmanship, artisan journey, and cultural heritage behind it, elements that justify its premium positioning.

Despite initiatives such as Manchaha, JResidency, artisan engagement initiatives, village immersions, and the Jaipur Rugs Experience Centre, these stories are not consistently translated into compelling customer experiences across physical and digital touchpoints.

Problem Statement

TRANSFORMING THE JAIPUR RUGS EXPERIENCE INTO A STRATEGIC BRAND ASSET

Jaipur Rugs seeks to close the gap between the intangible value of its craftsmanship-and-artisan ecosystem and how customers currently perceive and engage with the brand: both in-store and online.

As strategic brand consultants, student teams must develop a focused, evidence-backed set of recommendations across the two interconnected pillars:

- **Store Experience:** Reimagine the Jaipur Rugs Experience Centre visitor journey to make craftsmanship, artisan stories, and the making process more immersive, tangible, and emotionally engaging.
- **Social Media Strategy:** Develop a content and channel strategy that authentically extends the Jaipur Rugs experience beyond the Experience Centre, amplifying artisan stories, craftsmanship, and brand differentiation across existing and emerging digital platforms.

Note: Every recommendation must be **supported by evidence** gathered through:

- **Primary observations** during the Jaipur Rugs Experience Centre visit.
- **Insights** from the **artisan immersion** in Manpura village.
- **Benchmarking** against leading **global experiential brands** across luxury, hospitality, museums, lifestyle, and retail.
- **Academic literature** and **practitioner research** on customer experience, experiential marketing, luxury branding, behavioural psychology, and service design.

Every recommendation should explicitly articulate the strategic rationale, implementation feasibility, and expected business impact.

Expected Deliverable

Structure each team's final recommendation as a consulting deliverable answering the following, organised by pillar:

1. Store Experience Strategy

Diagnose current **gaps** in the visitor journey at the Jaipur Rugs Experience Centre. Identify where the value of craftsmanship, artisan skill, and the making process is "lost" between the artisan and the customer, resulting in missed opportunities to **enhance premium perception** and **emotional connection**.

Benchmark your diagnosis and recommendations against leading experiential brands across retail, luxury, hospitality, and museums.

For example:

- a) **IKEA** : *how it guides customers through a curated home-living journey using room settings and immersive storytelling rather than simply displaying products;*
- b) **Decathlon** : *how customers can interact with and test products before purchase, making the experience participatory rather than transactional;*
- c) **Hamleys** : *how live demonstrations, play zones, and staff interactions transform the store into an entertainment destination, increasing dwell time and emotional engagement.*

Students should analyse **what principles make these experiences effective** and recommend 2-3 similar experiential design, storytelling, and customer engagement mechanisms that can be adapted to the Jaipur Rugs Experience Centre while preserving the brand's luxury positioning and authenticity.

2. Social Media Strategy

- **Audit the current digital presence** across social media platforms and identify content improvement opportunities, as well as new social media platforms for user growth.
- **Propose a content strategy** with recommended content formats, posting cadence, and platform mix, supported by relevant global or domestic benchmarks and the rationale behind each recommendation.

3. Implementation Roadmap & Business Impact

Present a prioritised implementation roadmap (*quick wins, medium-term, and long-term*) for both the store experience and digital strategy, clearly outlining the expected business impact of each recommendation.

4. Submission Guidelines

- **Presentation Format:** Submit your presentation in **PDF format**.
- **Slide Limit:** Maximum **6 slides** (excluding the annexure).
- **Team Formation:** Form teams of **5 members**. Since there are **54 students**, one team will consist of **4 members**.
- **Evidence-Based Recommendations:** Support all recommendations with relevant **data, research, assumptions, or academic/business frameworks**.
- **Practicality:** Ensure recommendations are **realistic, implementable, and capable of delivering measurable business impact**.
- **Clear Communication:** Keep slides **concise, well-structured, and visually clean**. Avoid excessive text.
- **Original Work:** All submissions must be **original team work**. Properly cite any external data, sources, or references used.
- **Naming Convention:** Save your submission as **TeamName_JR_ODC**.
- **Submission & Communication:** Submission forms will be shared separately. All submission-related communication will take place via the **official WhatsApp groups**.