



Digitizing Nabeul's Handicrafts with Zoho CRM & E-Commerce

Case Study



Overview

Nabeul's Craft Legacy Meets the Digital Age

- Nabeul: Tunisia's hub for ceramics, pottery, embroidery, and handmade goods
- Local artisans struggle with manual sales, inventory, and customer tracking
- Tourism and e-commerce are driving demand for digital visibility
- Key needs: Online storefronts, CRM, automated inventory, social selling



Zoho Features for Handicraft & Retail

How Zoho Transforms Artisan Retail Operations

- **Zoho Commerce:** Launch your online handicraft store, globally accessible
- **Zoho CRM:** Manage wholesale buyers, retail customers & loyalty
- **Zoho Inventory:** Track stock of handmade items & variants
- **Zoho Books:** VAT-compliant invoicing for local + international sales
- **Zoho Social & Campaigns:** Run email + Instagram campaigns from one place
- **Zoho Analytics:** Understand top-selling items, seasons, and buyer geography

Technology Stack



How Zolute Helps Artisans in Tunisia

Zolute: Your Partner in Handicraft Digitization

- Set up your Zoho Commerce store tailored for crafts
- Integrate CRM with sales, billing & inventory for full automation
- Train artisans and teams to manage e-commerce & campaigns
- Build custom dashboards for export, seasonality & trends
- Enable omnichannel selling via marketplaces + social media



Get In Touch



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