

STITCHWHEEL: TURNING A HOBBY INTO A BUSINESS

How did Stitchwheel overcome supply chain issues in the needlepoint industry?

Needlepoint, which originated in the 1800s, is a craft where people use needles to cover a canvas with thread or other materials. One of its business challenges is creating mass production because people prefer to have their canvas hand stitched rather than printed. How can entrepreneurs overcome supply chain issues like this?

Ashley Vestergren had long relied on needlepoint as a hobby to relax from her busy job. But when she moved to Bermuda and found that it would take three months for delivery of new needlepoint canvases, she founded Stitchwheel LLC, making it her full-time profession. Sheri Lambert and Neha Mittal examine how Stitchwheel was able to find success.

The first step that Stitchwheel took to overcome supply chain issues was contracting with artists who could create duplicates of the canvases after a designer created the original. This allowed for a faster production process without sacrificing quality.

Second, Stitchwheel opened up multiple studios, one in the Philippines and one in China. This helped to prevent the company in case one studio experienced complications, such as a COVID-19 outbreak. Entrepreneurs starting a business that is looking to diversify their products or manage supply chain issues can look to Stitchwheel for innovative growth ideas.

MAJOR TAKEAWAYS:

- In order to overcome supply chain issues, Stitchwheel contracted with artists who could create duplicates of the canvases after the designer created the original.
- Stitchwheel opened up multiple production studios to prevent the company in case one studio experienced complications, such as a Covid-19 outbreak.

WHO NEEDS TO KNOW:

- Entrepreneurs
- Marketers
- Product manufacturers

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- Stitchwheel: A Female Entrepreneur's Hobby turned into a Successful Business, but is it Sustainable?
<https://www.iveypublishing.ca/s/product/stitchwheel-a-female-entrepreneurs-hobby-turned-into-a-successful-business-but-is-it-sustainable/01t5c0000Cd39NAAR>